Thesis Report
On
Promotional Strategy of Paint Industry in Bangladesh: A Case Study on Asian Paint Ltd.

Submitted by:

Sayad Taushiqu-Ur-Rahman
ID: EMBA2202026036
Program: EMBA
Major: Marketing
Semester: Spring-2024
Sonargaon University (SU)

Submitted to:

Department of Business Administration
Sonargaon University (SU)
Submitted for the partial fulfillment of the degree of
Executive Master of Business Administration



Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: May 05, 2024

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Sharmila Sikder
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Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: May 05, 2024

Letter of Transmittal

May 05, 2024

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of thesis paper.

Dear Madam,

I am hereby submitting my thesis paper entitled "Promotional Strategy of Paint Industry in Bangladesh: A Case Study on Asian Paint Ltd." which was assigned to me as a requirement for the completion of the EMBA Program. I have discovered this paper very interesting, beneficial, and insightful.

The entire report is based on my practical experience in Asian Paint Ltd. I expect this paper to be informative as well as comprehensive. This thesis paper will help me a lot in my future career life.

Thank You very much for your guidance and cooperation during the course without which this thesis paper cannot be completed.

Moreover, if you have any further inquiries concerning any additional information, I would be very pleased to clarify that.

Yours Sincerely

_____

Sayad Taushiqu-Ur-Rahman
ID: EMBA2202026036
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Declaration of Student

This is to notify you that, the thesis paper on "Promotional Strategy of Paint Industry in Bangladesh: A Case Study on Asian Paint Ltd.", has been prepared as a part of my dissertation formalities. It is an obligatory part of my EMBA program to submit a thesis paper.

Moreover, I was inspired and instructed by my supervisor **Sharmila Sikder**, Assistant Professor, Department of Business, Sonargaon University (SU).

I am further declaring that I did not submit this report anywhere for awarding any degree or certificate.

Yours Sincerely

Sayad Taushiqu-Ur-Rahman
ID: EMBA2202026036
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Certificate of Supervisor

This is to certify that the thesis report **"Promotional Strategy of Paint Industry in Bangladesh: A Case Study on Asian Paint Ltd."** has been prepared as a part of completion of the EMBA program from Department of Business Administration, Sonargaon University (SU), carried out by Sayad Taushiqu-Ur-Rahman, bearing ID: EMBA2202026036 under my supervision. The report or the information will not be used for any other purposes.

_____

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Acknowledgment

In the beginning, I would like to convey my sincere appreciation to the Almighty God for giving me the strength and ability to finish the task.

I want to thank my academic supervisor **Sharmila Sikder**, Assistant Professor, Department of Business Administration, Sonargaon University (SU), for providing me with all the necessary help for the completion of this report. I want to give the greatest thanks to her for guiding me as an advisor to start and complete this report successfully.

The opportunity I had with Asian Paint Ltd. is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

I would like to express my deep sense of thankfulness to Md Atiqur Rahman, GM, HR & Admin, Head Office, Asian Paint Ltd. & Md Shirazul Islam, GM, Head Office Asian Paint Ltd. Bangladesh ltd for his enormous help and endless support throughout the dissertation period.

And last but not the least; thanks to all my office colleagues working at Asian Paint Ltd. The opportunity I had with Asian Paint Ltd. is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

Abstract

This thesis delves into the promotional strategies employed by Asian Paint Ltd. within the context of the paint industry in Bangladesh. The paint sector in Bangladesh has witnessed significant growth in recent years, marked by heightened competition and evolving consumer preferences. Asian Paint Ltd., as a key player in this market, faces the challenge of not only sustaining its market position but also expanding its market share amidst a dynamic landscape. The study employs a case study methodology, utilizing both qualitative and quantitative data collection techniques. Through interviews with key stakeholders, analysis of promotional materials, and examination of market trends, this research seeks to uncover the intricate mechanisms behind Asian Paint Ltd.'s promotional strategy. Key findings reveal the multi-faceted approach adopted by Asian Paint Ltd., including a mix of traditional and digital marketing channels, strategic partnerships, and innovative campaigns tailored to local preferences. Moreover, the study identifies the role of branding, pricing strategies, and customer engagement initiatives in shaping Asian Paint Ltd.'s promotional endeavors. The implications of this research extend beyond Asian Paint Ltd. to offer insights for practitioners and scholars interested in understanding the dynamics of promotional strategies within emerging markets. By dissecting the promotional tactics of a leading paint company in Bangladesh, this thesis contributes to a deeper understanding of marketing strategies in the context of rapidly evolving industries and markets.

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