Product and Promotion Strategy of Plastic Industry in Bangladesh: A Case Study on A.B. Group Limited

Submitted by

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ID: EMBA2401031004

Program: EMBA

Major: Marketing

Semester: Spring-2025

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-1205, Bangladesh.

Date of Submission: April 28, 2025

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Assistant Professor
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Sonargaon University (SU),
147/I, Green Road, Tejgaon, Dhaka-1205, Bangladesh.

Date of Submission: April 28, 2025

Letter of Transmittal

April 28, 2025

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

Subject: Submission of Thesis paper.

Dear Sir,
I am hereby submitting my thesis paper entitled **"Product and Promotion Strategy of Plastic Industry in Bangladesh: A Case Study on A.B. Group Limited"** 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. 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 co-operation 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

Mahamudul Islam Promee
ID: EMBA2401031004
Program: EMBA
Semester: Spring-2025
Sonargaon University (SU)

Certificate of Supervisor

This is to certify that the thesis report titled **"Product and Promotion Strategy of Plastic Industry in Bangladesh: A Case Study on A.B. Group Limited"** has been prepared as a part of completion of the EMBA program from Department of Business Administration, Sonargaon University (SU), carried out by Mahamudul Islam Promee, bearing ID: EMBA2401031004 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)

Declaration of Student

This is to notify you that, the thesis paper on **"Product and Promotion Strategy of Plastic Industry in Bangladesh: A Case Study on A.B. Group Limited"** 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, Faculty 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

Mahamudul Islam Promee
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Sonargaon University (SU)

Letter of Authorization

Certified that this thesis paper titled **"Product and Promotion Strategy of Plastic Industry in Bangladesh: A Case Study on A.B. Group Limited"** is the work of Mahamudul Islam Promee, bearing ID: EMBA2401031004 under my supervision. Certified further that in the best of my knowledge the work reported here in dose not from part of any other thesis Paper or dissertation on the basis of which degree or award was conferred on an earlier occasion on this or any other candidate.

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

Acknowledgement

I would like to express my gratitude to all the people that were involved both directly and indirectly in the preparation of this report. I apologize to the people whose names I haven't mentioned, and their contribution is highly appreciated by me.

First, I would like to thank Almighty Allah who made us able to finish this thesis at the Perfect time.

I would like to thank our academic supervisor Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University (SU)– for guiding me and for giving me the opportunity to initiate this thesis. I am also grateful to those people without whom it was quite impossible to prepare the thesis. I am also grateful to some of the officials of Sonargaon University (SU) who helped me to make this thesis by collecting data. They helped me a lot for preparing this thesis and gave me much important information that is needed for preparing the thesis. Also, more thanks to my friend, Md. Mortoja Kabir Bappy, Sales Officer, RFL uPVC Pipe & Fittings, PRAN-RFL Group Ltd. for helping me to make this report.

Finally, my sincere gratitude goes to my family and friends for supporting me and sharing their thoughts and giving me moral support during the preparation of this thesis.

Abstract

The core objective of the report is to fulfill the requirement of the thesis in EMBA program as prescribed by the Sonargaon University. The study has practical implications for the entrepreneurs, investors, policymakers, industry experts, media, and domain experts to discuss and create unified voice for textile industries production and marketing in Bangladesh. The purposes of the study are to explore and to analyze the use or application of 4Ps model of McCarthy—Product, Price, Place and Promotion as controllable tactical marketing tools for the effective marketing of Eco-friendly brand like A.B. Group Limited in Bangladesh, especially in Dhaka city. I have found out that A.B. Group Limited uses different mixtures of 4Ps: Product, Price, Place (distribution), and Promotion as controllable tactical marketing tools to target and position its different consumer segments creating brand loyalty to its eco-friendly A.B. Group Limited. The company should ensure the eco-friendly and wellbeing of the consumers ensuring the highest quality of its brand, differentiate its pricing strategy, penetrate its brand into the rural markets with its business partners to boost up its market share, develop alternative channels of distribution (online distribution) and set up a research department to get feedback of the customers following customer- oriented marketing strategies. The study will help to originate the value to both the tissue paper marketers and consumerist effective and efficient mixtures of 4Ps can be utilized more rigorously for creating better brand loyalty of the segmented markets. As a result, eco- friendly and hygienic tissue paper marketers can incorporate the convenient 4Ps infrastructure to provide an insight for the tissue paper industry to evaluate the effectiveness of their marketing strategies.

List of Acronyms

B2B: Business to Business
BANT: Budget, Authority, Need, Timeline
CX: Customer Experience
KPI: Key Performance Indicators
MAP: Marketing Automation Platform
NPS: Net Promoter Score
ROI: Return on Investment
SMART: Specific, Measurable, Attainable, Realistic, Time-Bound
BR: Bounce Rate
CTA: Call to Action
CAN-SPAM: Controlling the Assault of Non-Solicited Pornography and Marketing
CMS: Content Management System
CPC: Cost per Click
CRM: Customer Relationship Management
CTR: Click-Through Rate
CR: Conversion Rate:
GA: Google Analytics
GDD: Growth-Driven Design
HTML: Hypertext Markup Language
PPC: Pay per Click
PR: Page Rank
PV: Page View
QS: Quality Score
SaaS: Software as a Service
SEO: Search Engine Optimization

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Chapter 01

Introduction

1.1 Introduction

Only a lot of theoretical knowledge will be little important unless it is applicable in the practical life. EMBA program is a mixture of both the theoretical and practical knowledge. To fulfill this requirement, a student is required to obtain real life exposure in an organization and thereby gain demonstrable skills and expertise in the field and also an understanding of the organization. We need proper application of our academic knowledge to make it more fruitful. Such an application is made possible through informal interviews. Informal interview is an integral part of EMBA program, arranging for the students who have completed all academic courses required for EMBA. Students also have to submit a formal report on an assigned topic. My job was placed in A.B. Group limited to complete my informal interview under the supervision of two supervisors one is internal form the institute and another is from the organization. By consulting with my supervisor it has been selected the topic Product and Promotion strategy of Plastic industry in Bangladesh. A case study on A.B. Group limited.

1.2 Origin of the Report

Sharmila Sikder, Assistant Professor, Department of Business Administration, Major in Marketing of Sonargaon University (SU) authorized writing of this research report. The report is a part of the course for the students of EMBA. It was submitted by me on April 28, 2025.

1.3 Background of the Study

Plastic industry is now one of the most dynamic sectors of Bangladesh economy. For the last one decade, a basic change has been occurring in the plastic industry of the country. A.B. Group limited Unit 4, a sister concern of A.B. Group limited is at present the main trader of plastic industry products in Bangladesh. The company formerly known as A.B. Group limited was founded in headed by the dynamic entrepreneurs having outstanding experiences in multiple industries, making various products for more than 3 decades. With the help of world class machinery & manufacturing facilities, highly skilled team & dedicated professionals, we are sincerely attempting to position ourselves to serve our clients better by giving rapid response to our incoming developments with moderate cost & high quality. We are also pledged to our high level of performance consistency & excellent customer services from receiving orders to delivery of the goods.

1.4 Scope of the Study

The report highlights the consumers' perception about the quality, customer service, and easy availability of Plastic industry. It also tries to find out the factors affecting sales and prospects of Plastic industry. The discussion is limited to an identification of market position and problems of Plastic industry.

1.5 Objectives of the Study

1.5.1 Broad Objective

The broad objective of the study is to fulfill the partial requirement of EMBA degree.

1.5.2 Specific Objectives

With a view to optimize the broad objectives of the study, the specific objectives are as follows:

1. To identify the product strategy used for the marketing promotion of plastic industry.
2. To find out the pricing strategy used for the marketing promotion of plastic industry.
3. To figure out the place/distribution strategy used for the marketing promotion of plastic industry.
4. To find out the promotion strategy used for the marketing of plastic industry.
5. To find out the gap between theoretical marketing mix strategy and plastic industry's promotional activities and to recommend suggestions for policy implication.

1.6 Methodology

This report has been prepared on the basis of experience gathered usually for Preparing undergone group discussion, collected data and interviewed some of the selected dealers and retailers. I hope these criteria will be enough to find out a different picture of industrial performance of the plastic industry.

The report is primarily based on secondary data.

1.6.1 Sources of Data

For our research purpose we need both primary and secondary data.

1.6.1.1 Primary Data:

Primary data were collected through informal interview from selected dealers and reviewers.

1.6.1.2 Secondary Data:

There is not much research work done on the subject. As such, sources of secondary data were very much limited. However, some data were available in the organization data bank, internet, brochures etc.

1.7 Limitations of the Study

The main limitation of this study might be the access to the sensitive internal information about the organization. Organizations do not disclose the information or make it public. The other limitation of time constraint, data integrity, cost of the research are considered and addressed with due weight.

While doing this study we faced the following limitations-

- I did not get positive attitude on individual information from respondents.
- Heavy workload at office was one of the main barriers of this study and additional time for doing the survey could hardly be extracted.
- Lacking of practical skills.
- Information is not up date.
- Some provide wrong information.

Chapter 02

Literature Review

2.1 Literature Review:

In recent years, the global discourse on sustainable business practices has witnessed a paradigm shift from the conventional linear economic model to the innovative Circular Economy (CE) framework. Central to this transition is the emergence of Circular Supply Chain Management (CSCM), a holistic approach that integrates circular economy principles into supply chain operations. The amalgamation of the CE approach along with supply chain management is called circular supply chain management (CSCM); (Khan & Ali 2022). Recognized as a superior alternative to the traditional "take, make, and dispose" model, CSCM has garnered significant attention in academia and industry alike. Circular Supply Chain Management (CSCM), which integrates the philosophy of the circular economy into supply chain management, offers a new and compelling perspective to the supply chain sustainability domain (Farooque et al. 2019). However, despite the growing interest in CSCM, a critical examination of the existing literature reveals a notable gap in providing a comprehensive and integrated view of this emerging concept.

The absence of a unified definition and a clear distinction from other sustainability concepts hinders the progression of CSCM research. This necessitates a thorough investigation and classification of related terminologies to lay the groundwork for a cohesive understanding of CSCM. The following study identifies key directions for further research, highlighting areas such as design for circularity, procurement, biodegradable packaging, collaboration, consumption, and technological aspects. Furthermore, the relevance of CSCM is underscored by its potential to address pressing environmental concerns, resource scarcity, and escalating waste levels.

Circular supply chain management is a recent innovation to save resources and reduce waste in the supply chain of any industry (Amiri et al. 2022). The urgency of adopting circular principles in supply chains is exemplified by the challenges faced by diverse industries, ranging from pharmaceuticals to plastics, in their pursuit © IEOM Society International 613 Proceedings of the 6th Industrial Engineering and Operations Management Bangladesh Conference Dhaka, Bangladesh, December 26-28, 2023 of sustainable and responsible practices. As industries worldwide grapple with the imperative to incorporate circularity into their supply chains, the findings of these studies offer valuable perspectives and contribute to the ongoing dialogue on fostering sustainability and responsible industrial practices. The adoption of CE is the need for the hour for organizations to minimize and manage waste effectively and remain sustainable in the current scenario of resource depletion and environmental protection (Khandelwal et al. 2022).

As a developing nation increasingly embracing green initiatives and stringent waste management strategies, Bangladesh stands at a critical juncture in shaping responsible industrial practices. The change from a linear economic model to a circular economy is beneficial for companies: cost efficiency, increased competitive advantage, and reduction of negative environmental and

community impacts (Hartini et al. 2021). Besides, understanding the barriers and complexities associated with implementing CSCM in this context becomes imperative, not only for the industry stakeholders but also for policymakers aiming to steer the country's developmental trajectory toward sustainable and environmentally friendly industrial operations.

The macroeconomic performance had been stable for Bangladesh, despite structural constraints and global volatility. According to Asian Development Bank (ADB), plastic industry, with significant growth potential, could play an important role in contributing to industrial growth with higher exports and stronger domestic demand (Hasan, 2015). Plastics-based products currently represent a sizeable sub-sector of the country's chemical industry with the current market size of around BDT80.54 billion (US$1 billion), with BDT57.634 billion (US$714 million) pertaining to the domestic and the remainder to the global market. The plastic sector has around 3000 manufacturing units employing a total of more than 2 million people either directly or indirectly (Recycling International, 2012). Annual sales of plastic products are estimated at around BDT150 billion in the local market, in which household items account for nearly BDT20 billion. According to the Bangladesh Plastic Goods Manufacturers & Exporters Association (BPGMEA) data, currently, 300 manufacturers export plastic goods worth nearly BDT30 billion annually. Besides, the local market of Bangladeshi plastic products is about BDT200 billion a year. The plastic industry is a key enabler of innovation of many products and technologies in other sectors of the economy like packaging, textile, healthcare, construction, electronics, energy generation, automotive and so on. Plastic and plastic-based products are making significant contributions to the economy and have become an important segment of the manufacturing industry of the country. Average growth rate of plastic production is more than 20% per year. The trend would continue as the demand for plastic goods has been increasing continuously (Hasan, 2015). Currently, this industry produces 2,500 types of plastic products. Value addition in manufacturing plastic products hovers between 51% and 70%, which is also commendably high. Most of the household plastics and packaging materials that are used in Bangladesh are being manufactured locally. Per capita consumption of plastic is only 5 kg in Bangladesh which is far below than the global average of 80 kg (Recycling International, 2012).

Chapter 03

Profile of the Organization

3.1 A.B. Group Ltd.

With a mission of providing very high quality apparel to the international market, A.B. Group Ltd emerged in 1990 and has started manufacturing and exporting since 1992. Having all vertical setups as a full plastic project situated in a single 20 acre premise, it is the country's one of the few elite private sector business groups which not only serves the international buyers with the height of professionalism but also contributes in terms of wealth, Welfare and Eco-friendliness to its homeland. One of the top taxpayers in the country, A.B. group of companies is now employing about 20,000 people.

In short, top class human resource, cutting-edge technology, production capacity, efficiency and unique organizational dexterity to quickly respond to the changes in design and style in the international plastic markets have steadily brought forward Woven and Non-woven Concern as a new frontline player in the global market.

Today, A.B. group of companies produces and exports about 2,00,000 pieces of plastic apparel and 1,00,000 pieces of lingerie of latest quality and design every day.

3.2 A.B. Woven Bag Industries Ltd.

A.B. Woven Bag Ind. Ltd. stands as a testament to our commitment to innovation and environmental responsibility. Specializing in the production of woven bags, we blend craftsmanship with modern technology to deliver high-quality and sustainable packaging solutions. Our woven bags are not just products; they are a reflection of our dedication to creating solutions that meet the evolving needs of industries. Explore the excellence woven into every bag as we continue to shape the future of packaging at A.B. Woven Bag Ind. Ltd.

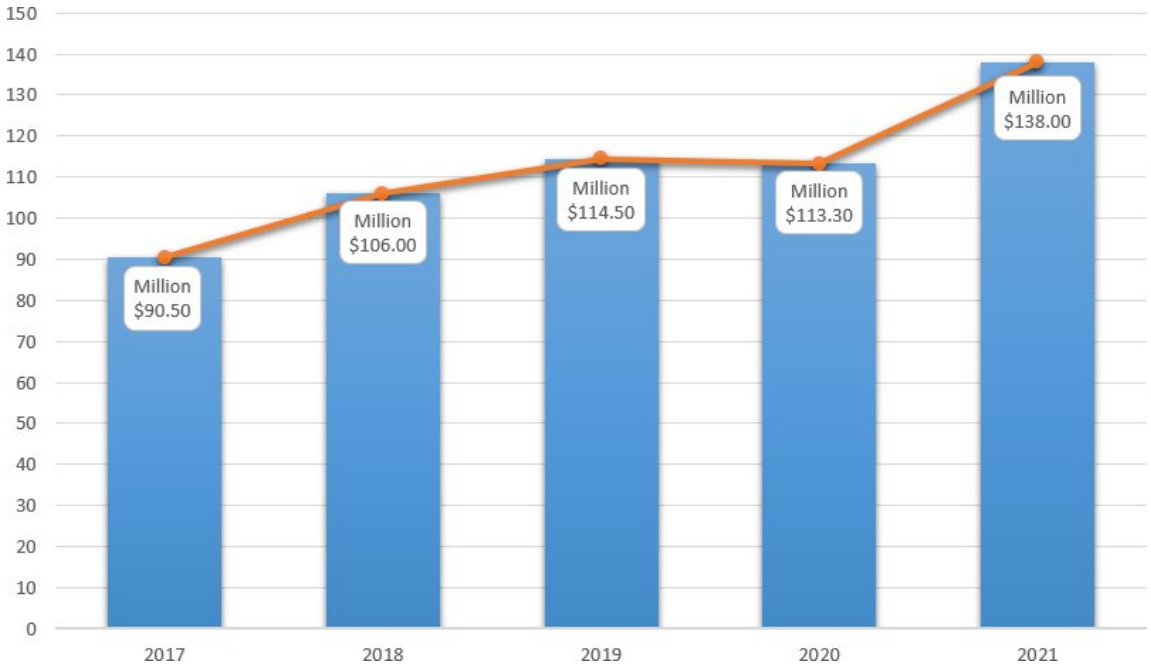
3.3 A.B. Non-Woven Fabrics Industries Ltd.

At A.B. Non-Woven Fabrics Ind., we redefine the landscape of textiles with a focus on non-woven fabrics. Our dedication to innovation has positioned us as pioneers in this sector, offering versatile solutions for industries ranging from healthcare to packaging. Every fabric we produce is a result of cutting-edge technology and a commitment to quality. Step into a world where non-woven fabrics open new horizons, and discover the possibilities that unfold with A.B. Non-Woven Fabrics Ind.

3.4 Sample Development

A.B. Group has got a unique sample development facility manned with highly experienced workers in the industry daily produces 10 tons of fabrics in various size and GSM.

3.5 Export



3.6 Merchandising

The merchandising Department of A.B. Group plastic industries Ltd is staffed with highly experienced professionals who have the ultimate visualization and demonstration skills and techniques, fabric and trimming knowledge, and right sourcing as well as communication, costing and pricing efficiencies. And so, effective and faster negotiation is an instant affair here.

3.7 Design and Research

The Buzzword- 'Shaping Industries, Building Futures'– is the conventional norm of A.B. Group Ltd. And so, it maintains continuous communication from beginning to end while serving a customer.

To keep pace with the ever-changing taste of people worldwide, A.B. Group Ltd has geared itself with a handpicked group of elite class designers who have exposure to the latest international design concepts, hottest computerized graphic equipment and software including computer aided designing system of the Siemens of USA. It acts on the basic premise that 'to serve our clients better by giving rapid response to our incoming developments with moderate cost & high quality'.

3.8 Sample Making

A.B. Group Plastic Ltd utilizes the latest computer aided systems to develop patterns and sizes to thrive to ensure each piece of fabrics it makes would be an identical reproduction of the approved samples and the materials it uses to make those fabrics would leave the minimum wastage possible.
We use Auto marker & 3D design (LECTRA system from FRANCE, GERBER system from USA, OPTITEX from USA & GIMINI from ROMANIA) that are very accurate which can minimize wastage and maximized productivity.

3.9 Cutting

Its highly sophisticated cutting room solutions equip with 15 sets auto spreader & 7 sets world renowned brand auto cutters and 3 labeller machine (Lectra System from France, IMA from Italy) that are very accuracy cutting with best quality & maximized productivity.

3.10 Quality Assurance and Product Safety

Quality Assurance & Product Safety is one of Fabrics Concern's main focuses that starts functioning right following the acceptance of an order.

Its well-trained quality inspectors check at every stage of manufacturing process to maintain high standards of product quality. Needle Detector and Button pull Test etc. machines are used to ensure product safety. For all of children's wear and other wears, AB Group Ltd applies its safety principles with equal importance.

Quality system (Q.S.) team is independently working on behalf of the buyers of A.B. Group Ltd.

It uses 4-pont Checking System for fabric inspection and Traffic Light System for sewing processes. A.B. Group maintains any AQL standard as desired by its buyers.

3.11 Industrial Engineering

Pulling together the group heads in matrix technique, industrial and systems engineering are conducted in A.B. Group while designing, developing and fine tuning the production and other operational systems are conducted in an well concerted approach. Integrated components of people, machines and facilities are carefully analyzed and synchronized to create efficient and effective systems that produce goods and services beneficial to the mankind in the best possible ways improving productivity and quality but conforming to the competitive pricing requirements by eliminating wastes of time, money, materials, energy, and other resources, and by avoiding pressure on the environment as well.

3.12 Information Technology

To keep A.B. group's MIS functioning superbly, it's IT department runs three wings.

Software Development Section develops software as per the group's requirements. It uses Order Status, Multi-user SQL Server 2017-based software for plastic production and process monitoring. Advanced Production Plan and Knit Pro for knitting department, Dye Pro for Dyeing Department, Garment Pro for garments department, LC Pro for commercial department and On Time (Attendance) with Payroll and Digital FA for accounts department and the like are some of the major integrated kinds of software which A.B. group's IT Department has written successfully and been using very effectively and efficiently.

The Hardware Section assembles, installs and maintains computer machines. It maintains a fast Earth-net Local Area Network of 1gbps speed, which connects around 825 clients' PCs with six servers.

The Instant System Support team supports the computer and IT systems in all sections to meet their special needs and requirements.

It is, however, needless to mention that A.B. group is accessible round the clock through high speed Broadband Connectivity.

3.13 Human Resources and Compliance

HR and Compliance: A team of dedicated male & female members is engaged in implementing Labor Law & rules, ensuring health & safety issues and maintaining peaceful production environment in Plastic Concern Group. Headed by an Assistant General Manager, the dedicated team performs it's regular duties under the benison of Group Managing Director – Md. Abul Hossain, a farsighted business icon. As a result of relentless effort of HR Team, the workers are very much aware of their rights and responsibilities. Plastic Concern Group has elected Participatory Committee formed by free & fair election under the direct supervision of Government Regulatory Body & representative of different brands.

Free Medical Service Facilities: To pave the working facility of female workers, A.B. group has a beautiful Day-Care Center equipped with all sort of facilities, apart from a modern Health Care Centre having 7 (seven) registered graduate doctors and a mini operation theater & full time ambulance.

3.14 Vision

The vision of A.B. Group Plastic ltd. is to emerge as a premier manufacturer and exporter of plastic in the world market.

3.15 Mission

The broad mission of A.B. Group plastic ltd. is to provide its customers the best possible satisfaction and value for their money facilitating them with one-stop plastic fabrics sourcing services.

3.16 Sister Concern of A.B. Group of Limited

- M A H Spinning Mills Ltd.
- A.B. Woven Bag Ind. Ltd.
- A.B. Non-Woven Fabrics Ind.
- Thai Hygiene Products
- A.B. Developers Ltd.
- Classic Artificial Fabrics Ind.
- THAI Plastic Ind.

3.17 Organogram of A.B. Group Limited.

Chairman

↓

MD

↓

Director

↓

CEO-Chief Executive Officer /COO- Chief operating officer

↓

General Manager (GM) (Production, Quality, HR-Admin)

↓

Manager (All section)

↓

Assistant Manager (All section)

↓

Senior Executive

↓

Executive

↓

Officer

↓

In-charge ↔ Line Chief

(Operational staff)

↓

Supervisor (Operational staff)

↓

Worker↔Operator

↓

Assistant Operator

↓

Labor

Chapter 4

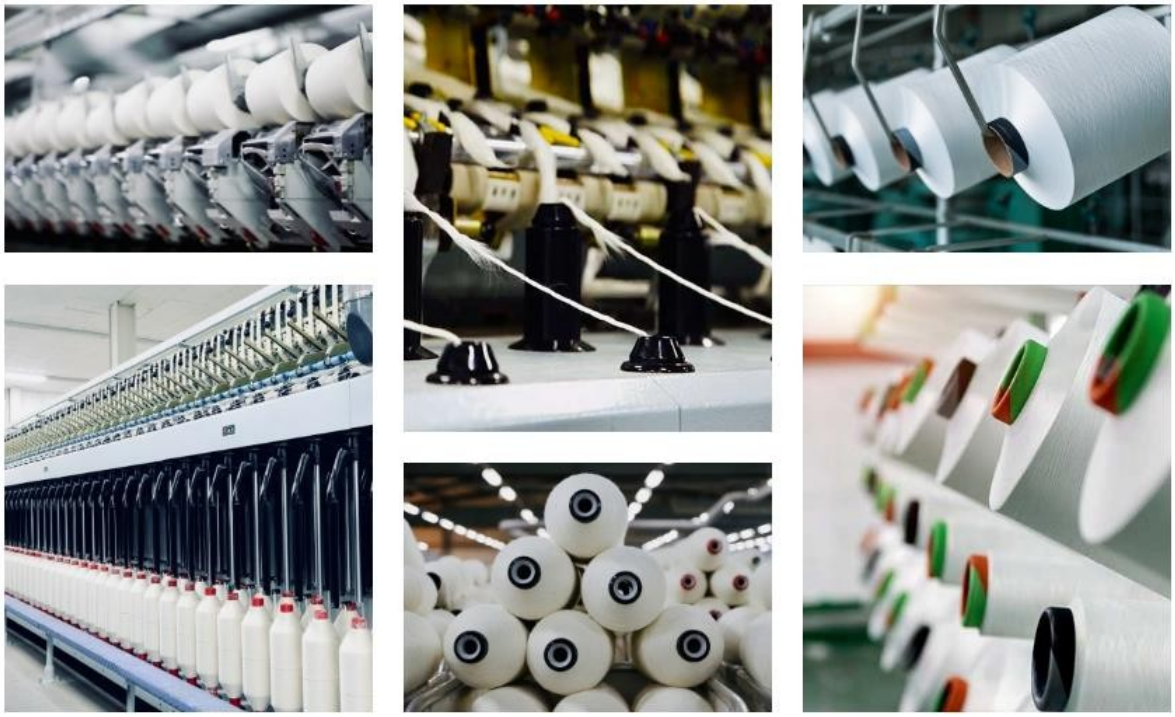
Product and Promotion Strategy of A.B. Group Ltd.

4.1 A.B. Group Limited and Their Products

Founded in 1990, headed by the dynamic entrepreneurs having outstanding experiences in multiple industries, making various products for more than 3 decades. With the help of world class machinery & manufacturing facilities, highly skilled team & dedicated professionals, we are sincerely attempting to position ourselves to serve our clients better by giving rapid response to our incoming developments with moderate cost & high quality. We are also pledged to our high level of performance consistency & excellent customer services from receiving orders to delivery of the goods.

4.1.1 M.A.H. Spinning Mills Limited: M A H Spinning Mills Ltd., a cornerstone of AB Group, is dedicated to the art and science of textile manufacturing. With a commitment to quality and precision, we produce some of the finest yarns, setting the standard for the textile industry. Our spinning mills are not just facilities; they are the heartbeat of a legacy that intertwines tradition with modern technology. Join us in the journey of M A H Spinning Mills Ltd., where every thread is a testament to our pursuit of excellence in spinning success and weaving a future of unparalleled quality.

Established in 2017
Total Unit = 4
Production Capacity (M.T.) Per Year = 24000
Size (sft) = 783000



4.1.2 A.B. Non-Woven Fabrics Industries: At A.B. Non Woven Fabrics Ind., we redefine the landscape of textiles with a focus on non-woven fabrics. Our dedication to innovation has positioned us as pioneers in this sector, offering versatile solutions for industries ranging from healthcare to packaging. Every fabric we produce is a result of cutting-edge technology and a commitment to quality. Step into a world where non-woven fabrics open new horizons, and discover the possibilities that unfold with A.B. Non Woven Fabrics Ind.

Established in 2005
Total Unit = 4
Production Capacity (M.T.) Per Year = 15000
Size (sft) = 80000








4.1.3 A.B. Woven Bag Industries Limited: A.B. Woven Bag Ind. Ltd. stands as a testament to our commitment to innovation and environmental responsibility. Specializing in the production of woven bags, we blend craftsmanship with modern technology to deliver high-quality and sustainable packaging solutions. Our woven bags are not just products; they are a reflection of our dedication to creating solutions that meet the evolving needs of industries. Explore the

excellence woven into every bag as we continue to shape the future of packaging at A.B. Woven Bag Ind. Ltd.

Established in 2002
Total Unit = 2
Production Capacity (M.T.) Per Year = 6000
Size (sft) = 100000



4.1.4 Thai Hygiene Products

A dynamic evolution from our roots, is a pioneering force in crafting innovative hygiene solutions. From baby care to products tailored for all stages of life, we redefine well-being with a commitment to safety, comfort, and reliability. Explore a new era of excellence at Thai Hygiene Products, where each creation is a testament to our dedication to elevating wellness and empowering lives through thoughtfully designed and quality hygiene essentials.

Established in 2013
Total Unit = 7
Production Capacity (M.T.) Per Year = 700
Size (sft) = 150000



4.1.5 Thai Plastics Industries: Thai Plastic Ind. is where innovation meets plastic craftsmanship. As leaders in the industry, we are dedicated to creating high-quality plastic products that transcend conventional expectations. From smart packaging solutions to eco-friendly materials, our commitment to excellence is unwavering. Join us in reshaping the future of plastics at Thai Plastic Ind., where every product tells a story of precision, sustainability, and forward-thinking design.

Established in 2013
Total Unit = 1
Production Capacity (M.T.) Per Year = 3000
Size (sft) = 90000



4.2 Promotion Activities of A.B. Group Limited

Coupons
Rebates
Cent off deal
Premium
Contests
Sweepstakes

The mean value of the respondents' opinions regarding the consumers' knowledge about the-

News

Conference

Press release

Grand openings

Chapter 5

Findings and Analysis of the Study

5.1 Findings

a) Lack of software system:
At present ACI Ltd. is using their own software for operating the organizational task, but it is not online basis software.

b) Shortage of backup:
Because of the software not online basis so the backup of the files is very important.

c) Doing business only in local market:
As we know that ACI Ltd. is a 100% export oriented company and they only deals with the local customers.

d) Less experienced employees:
Less experienced employees performing the marketing sector. They are not well- experienced to satisfy customer.

e) Less number of employees:
Again, at front desk there is less number of employees for the account opening task as well as dispatch related works. So, it takes a bit longer time to finish off his or her job. Several types of problems have created barrier to conduct this study.

5.2 Analysis

1. It has not been possible to spend more time interacting with the respondents for gathering more insight investigation.

2. Theoretical arguments underlying the conceptualization are not up to them due to the scarcity of previous research findings relevant to the present study in the context of Bangladesh.

3. Due to time and monetary constraints, it has also not been possible to explore more areas of concern pertaining to the study.

4. Despite the level of best effort, this study is not fully free of certain understandable limitations.

Chapter 06

Recommendations & Conclusion

6.1 Recommendations

a) Creating online basis software:

At present A.B. Group limited is using their own software for operating the organizational task, but it is not online basis software. If any occurrence happens then the whole department has to suffer for this problem. So if they upgrade the system then that could be more effective for operating the task in organization.

b) Ensuring the backup:

Because of the software not online basis so the backup of the files is very important. Using of software reduces environmental pollution like less using of paper but company's important documents can be under risk. So the company should more aware of the backup and ensure that they have the documents backup.

c) Export directly in abroad:

A.B. Group limited not only competes with local textiles industry within our country but also in global market. As we know that A.B. Group limited able to manufacture almost all kind of yarns, so they can export yarn in India, China and also other country.

d) Appointing more Peoples:

A.B. Group limited has a huge number of customers, suppose 200 but a group of six members is not sufficient to handle them properly. So if they appoint more skilled people that can make it easy to cope up with regarding task that can make more customers, because of more customers the demand of product will be increased. So A.B. Group limited can make more profit.

e) Adding Research and Development team with Sales and Marketing Department:

Although A.B. Group limited has Research and Development department but if they add an open R&D team with Sales and Marketing department so that customers can easily consult with them and then they come to marketing department. Now it's a lengthy process because firstly marketing department consult with R&D then they discuss with customers. So if they do that it will reduce more time like 24 office hours.

6.2 Conclusion

Lots of new apparel industries have been established in last few years and these industries have made this sector very competitive. So, now plastic industries have to organize their operation

and do their operations according to the need of the market. Apparel industries no more depend on a traditional method. In this competitive world this sector has trenched its wings wide enough to cover any kind of financial services anywhere in this world. The major task for plastic industries, to survive in this competitive environment is by managing its assets and liabilities in an efficient way. Business line of this company in manufacturing and marketing of high quality Yarn, which have large, yet share in apparel sector in Bangladesh. If the A.B. Group limited wants to complete with world class apparel industries, they must have analyzed about marketing distribution channel, price margin maintains by them and the promotional activities given to traders etc. In order to know the current marketing management system of these companies they must have to do market research.

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