Thesis Report
On
Promotional and Distributive Strategy of Lubricant Industry in Bangladesh: A Case Study on Champion Lubricant

Submitted by:

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ID: EMBA2202026022
Program: EMBA
Major: Marketing
Semester: Summer-2023
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: September 05, 2023

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Date of Submission: September 05, 2023

Letter of Transmittal

September 05, 2023

Sharmila Sikder
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Sonargaon University (SU)

Subject: Submission of thesis paper.

Dear Madam,

I am hereby submitting my thesis paper entitled "**Promotional and Distributive Strategy of Lubricant Industry in Bangladesh: A Case Study on Champion Lubricant.**" 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 Champion Lubricant Bangladesh 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

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Declaration of Student

This is to notify you that, the thesis paper on **"Promotional and Distributive Strategy of Lubricant Industry in Bangladesh: A Case Study on Champion Lubricant."**, 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.

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

Yours Sincerely

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Certificate of Supervisor

This is to certify that the thesis report **"Promotional and Distributive Strategy of Lubricant Industry in Bangladesh: A Case Study on Champion Lubricant."** has been prepared as a part of completion of the EMBA program from Department of Business Administration, Sonargaon University (SU), carried out by Mohammad Foysal Farukh, bearing ID: EMBA2202026022 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, 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 Champion Lubricant Bangladesh 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 Jahangir Islam, GM, HR & Admin, Head Office, Champion Lubricant 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 Champion Lubricant Bangladesh ltd. The opportunity I had with Champion Lubricant Bangladesh 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

The lubricant industry in Bangladesh has experienced significant growth in recent years, driven by the increasing demand for lubricants in various sectors, including automotive, industrial, and commercial. This thesis explores the promotional and Distributive strategy of the lubricant industry in Bangladesh, focusing on the case study of Champion Lubricant, a prominent player in the market. The objective of this research is to analyze the promotional activities employed by Champion Lubricant and assess the effectiveness of its Distributive strategy in reaching the target market. The study adopts a qualitative research approach, utilizing primary data obtained through interviews with key personnel from Champion Lubricant, industry experts, and customers, along with secondary data from relevant sources. Regarding the Distributive strategy, Champion Lubricant employs a multi-channel approach, utilizing a network of distributors, dealers, and retailers across the country. The company emphasizes channel partner relationships, providing them with training, incentives, and support to ensure effective product Distributive and customer service. Additionally, Champion Lubricant leverages technology solutions such as inventory management systems to streamline the Distributive process and enhance overall efficiency. However, certain challenges such as intense market competition, counterfeit products, and price sensitivity among customers pose significant hurdles to Champion Lubricant's promotional and Distributive efforts. The study highlights the need for continuous evaluation and adaptation of strategies to address these challenges and maintain a competitive edge in the market. This research contributes to the understanding of the lubricant industry in Bangladesh, specifically in terms of promotional and Distributive strategies. The findings provide valuable insights and recommendations for Champion Lubricant and other industry players to optimize their promotional activities, strengthen Distributive networks, and enhance customer satisfaction. Additionally, this study serves as a foundation for further research in the field of marketing and Distributive in the lubricant industry within Bangladesh.

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