Thesis Report
On
Distribution Strategy of Plastic Industries in Bangladesh: A Case Study on PRAN-RFL Group

Submitted by:

Md. Sohel Rana
ID: EMBA2202026010
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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Sonargaon University (SU),
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Date of Submission: September 05, 2023

Letter of Transmittal

September 05, 2023

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University

Subject: Submission of thesis paper.

Dear Madam,

I am hereby submitting my thesis paper entitled "**Thesis Report on Distribution Strategy of Plastic Industries in Bangladesh: A Case Study on PRAN-RFL Group**" 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 PRAN-RFL Group 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

_____

Md. Sohel Rana
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Declaration of Student

This is to notify you that, the thesis paper on **"Thesis Report on Distribution Strategy of Plastic Industries in Bangladesh: A Case Study on PRAN-RFL Group"**, 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

_____

Md. Sohel Rana
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Certificate of Supervisor

This is to certify that the thesis report **"Thesis Report On Distribution Strategy of Plastic Industries in Bangladesh: A Case Study on PRAN-RFL Group"** has been prepared as a part of completion of the EMBA program from Department of Business Administration, Sonargaon University (SU), carried out by Md. Sohel Rana, bearing ID: EMBA2202026010 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 PRAN-RFL Group 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.

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Abstract

This thesis examines the distribution strategy of the plastic industries in Bangladesh, with a specific focus on the PRAN-RFL Group as a case study. The rapid growth of the plastic industry in Bangladesh has created a need for effective distribution strategies to meet the increasing demand and competition in the market. The study aims to explore the distribution channels, practices, and challenges faced by the PRAN-RFL Group, one of the leading players in the plastic industry. The study adopts a qualitative approach, employing interviews, surveys, and document analysis to collect data from key stakeholders, including company executives, distributors, and customers. The findings reveal the various distribution channels utilized by the PRAN-RFL Group, including direct selling, wholesalers, retailers, and e-commerce platforms. Furthermore, the study investigates the factors influencing channel selection, such as market coverage, customer preferences, product characteristics, and competitive positioning. Additionally, the study identifies several challenges encountered by the PRAN-RFL Group in their distribution efforts, including inefficient logistics, inventory management issues, coordination problems, and counterfeit products. These challenges significantly impact the company's ability to reach customers effectively and efficiently. To address these challenges, the study proposes potential strategies for enhancing the distribution system of the PRAN-RFL Group. This includes improving logistics and supply chain management, adopting innovative technology solutions, strengthening relationships with distributors, and implementing robust quality control measures to combat counterfeiting. Overall, this thesis provides valuable insights into the distribution strategy of the plastic industry in Bangladesh, using the PRAN-RFL Group as a case study. The findings contribute to the existing literature on distribution management and provide practical recommendations for plastic industry players in Bangladesh to optimize their distribution strategies, improve market reach, and achieve sustainable growth.

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