THESIS REPORT ON

Distribution Strategy of Plastic Industry in Bangladesh: A Case study on Lira Doors.

Submitted by: Pabitra Kumar Pal

ID: MBA-2203027004

Program: MBA

Major: Marketing

Semester: Summer- 2023

Submitted to:

Department of Business Administration

Sonargaon University (SU).

Submitted for the partial fulfillment of the degree of Master of Business Administration



Sonargaon University (SU)

Date of Submission: 05th Septemer, 2023

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Sharmila Sikder

Assistant Professor

Department of Business Administration

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Submitted for the partial fulfillment of the degree of Master of Business Administration

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Date of Submission: 05th Septemer, 2023

Letter of Transmittal

Date: 05th September, 2023

To

Sharmila Sikder

Assistant Professor

Department of Business Administration

Sonargaon University (SU).

Subject: Submission of Thesis paper on "Distribution Strategy of Plastic Industry in Bangladesh: A Case study on Lira Doors".

Dear Madam,

It is my pleasure to submit the Thesis paper on "Distribution Strategy of Plastic Industry in Bangladesh: A Case Study on Lira Doors". I think that this thesis paper is really essential for the fulfillment of my MBA degree. The Thesis Paper was a valuable experience for me. I found my work challenging and interesting.

I have tried my level best to follow the guidelines of yours. The whole experience of this report enables me to get an insight into the real-life solution of "**Distribution Strategy of Plastic Industry in Bangladesh: A Case Study on Lira Doors** ".

Yours Sincerely

_____

Pabitra Kumar Pal

ID: MBA-2203027004

Program: MBA

Major: Marketing

Semester: Summer 2023

Sonargaon University (SU).

Student's Declaration

I hereby solemnly declare that the work presented in this thesis paper entitle "Distribution Strategy of Plastic Industry in Bangladesh: A Case Study on Lira Doors" has been carried out by reformer supervision of Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University. I also declare that it has not been previously submitted as a whole for any other degrees at Sonargaon University.

_____

Pabitra Kumar Pal

ID: MBA2203027004

Program: MBA

Major: Marketing

Semester: Summer 2023

Sonargaon University (SU).

Letter of Authorization

Certified that this project report titled “Distribution Strategy of Plastic Industry in Bangladesh: A Case Study on Lira Doors” is the bonaied work of Pabitra Kumar Pal, who carried out the research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part other project report or Thesis on the basis of which a degree or award was conference on the earlier occasion on this or any other candidate.

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

Abstract

The study has practical implications for the entrepreneurs, investors, policymakers, industry experts, media, and domain experts to discuss and create unified voice for Plastics and PVC sales and marketing in Bangladesh. It is my pleasure and great privilege to submit my report titled “Distribution Strategy on Lira Doors: A Study on Lira Doors” As the presenter of this report, I have tried my level best to get together as much information as possible to enrich the report while working at. I believe that it was a Lira Doors assonating experience to work in this section and it has enriched both my knowledge and experience. However, after all this, as a human being, I believe everyone is not beyond limitation. There might have problems regarding lack and limitation in some aspects and also some minor mistake such as syntax error or typing mistake or lack of information. Please pardon me for that mistake and clarify these of my further information on that matter.

Table of Contents

Chapter	Content	Page no
	Letter of Transminital	i
	Student's Declaration	ii
	Letter of Authorization	iii
	Abstract	iv
Chapter One	**Introduction**	**01-**
1.1	Introduction	2-2
1.2	Origin of the Report	2-2
1.3	Background of the Study	2-3
1.4	Scope of the Study	3-3
1.5	Objectives of the Study	3-4
1.6	Methodology	4-5
1.7	Limitations of the Study	5-5
Chapter Two	**Literature Review**	**6-10**
2.1	Literature Review	7-7
2.2	The Marketing Mix	4-8
2.3	4Ps Model in the Marketing Mix Product	8-8
2.4	Price	8-9
2.5	Place	9-9
2.6	Promotion	9-10
Chapter Three	**Overview of the Company**	**11-16**
3.1	Corporate Profile	12-12
3.2	Mission, Vision & Values of THE Lira Doors Ltd.	12-13
3.3	Enterprise of Lira Group.	13-13
3.4	Key Department of Lira Group.	13-15
3.5	Board of Directors and Key Person	15-15
3.6	Lira Brand Plastics Story	15-16

Chapter Four	**Distributional Strategy of Lira Doors**	**17-23**
4.1	Marketing Mix (4Ps) of Lira Group's Plastics in Bangladesh	18-20
4.2	Different Items of Lira brand Plastics and their Features	20-20
4.3	Model used in Distribution Strategy	21-21
	Types of Distribution Strategy	22-22
4.5	Defining Distribution Strategy	22-23
4.6	Formulating Distribution Strategy	23-23
Chapter Five	**Findings and Analysis**	**24-25**
5.1	Findings and Analysis	25-25
Chapter Six	Recommendation and Conclusion	26-28
6.1	Recommendation	27-27
6.2	Conclusion	28-28
7	**Bibliography**	29-29
8	**References**	30-30

Chapter One: Introduction

1.1 Introduction

Only a lot of theoretical knowledge will be little important unless it is applicable in the practical life. MBA 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 internship. Internships an integral part of MBA program, arranging for the students who have completed all academic courses required for MBA. Students also have to submit an thesis report on an assigned topic. By consulting with my thesis supervisor, it has been selected the topic "Distribution Strategy of Plastic Industry in Bangladesh.

1.2 Origin of the Report

Sharmila Sikder, Lecturer, 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 MBA. It was submitted by me on 08 September 2023.

1.3 Background of the Study

Plastic 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. THE LIRA GROUP LTD is an Plastic company at present the main trader of Plastics in Bangladesh. We, The Lira group Ltd. is a Private Limited Company represented by Mr. KM. Alamgir Iqbal as The Managing Director. The Lira Group Limited. is one of the quality Plastics houses in Bangladesh. We are dealing with UPVC system Since the last 42 years.

We have started our journey in the name of “The Lira Group” in the month of October, 1965 era. We started working as “The Lira Group Limited” in 2008 after being registered by the Joint Stock Company.

1.4 Scope of the Study

I have worked straightforwardly in the association and I was relegated to the LIRA group as an everyday marketing position. So I got heaps of extensions to think about the organization and furthermore their items.

In my report, I attempted to locate the current state of the LIRA group ltd and strategy.

1.5 Objectives of the Study

Broad Objective

The broad objective of the study is to complete the partial fulfillment of MBA program.

- To partial fulfillment of my MBA degree
- To match my academic knowledge with the real corporate business set up
- To enlarge my experience from a real corporate exposure
- To enhance my adaptive quality with the real life situation

Specific Objectives

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

- To know organizational profile of Lira Group

- To evaluate the factors affecting sales & marketing of Lira export To analyze the factors related services
- To describe the factors working on customers mind during selecting services
- To understand the consumer behavior, perception and expectation about services
- To elaborate the relationship between customers and companies

To emphasize areas where improvement is possible

1.6 Methodology

The center goal of choosing the point is to all the more likely comprehend the refreshment business and its individual marketing strategies. LIRA came into the food and drink industry just a couple of years back. The goal of my internship report was to recognize in the case of assessing marketing strategies utilized by LIRA for its items are imparted and seen by the purchasers and their ability of winning as per their cost. For this few measurable instrument are utilized for item examination like 4Ps investigation, framework examination, SWOT examination. The outcomes are appeared through diagrams and outlines. In surveying the money related state of LIRA, proportion examination has been done and diagrams and graphs are given to show the outcomes. This is spellbinding exploration naturally. Two sorts of information have been utilized for setting up this report – Primary and Secondary information.

❖ **Primary Source:**

Primary data and information was collected through interviewing the management personnel's, customer service personnel's and other related people. Most of the information wascollectedfrom(CategoryManager,BranchManagerandemployees)whoareverymuch involved in the branding and marketing process

❖ **Secondary data source:**

1. Company product catalogue
2. Company brochure

3. Customer
4. Scholarly or popular books
5. Personal sources
6. Journal articles
7. Newspapers
8. Websites
9. Government records
10. Histories
11. Criticisms
12. Reviews
13. Commentaries
14. Encyclopedias
15. Textbooks.etc

1.7 Limitations of the Study

The main limitation of this research might be the access to the sensitive internal information about the organization. Organizations do not disclose the information or make it public.

The study isn't out of restrictions. The report has certain impediments which are depicted beneath: The fundamental imperative of the study was insufficient admittance to data. Classification of information may be another significant obstruction that may be looked during the lead of this study.

A large portion of my exploration is reliant on auxiliary sources as opposed to essential sources. Time and cost are the key imperatives of my report. Because of absence of time and expanded cost I couldn't appropriately do my report. Time restriction is another important for limitation of study. Some published information is not up to date.

Chapter Two:

Literature Review

2.1 Literature Review

There are insufficient studies and literature in the context of Plastics marketing and their expansion in Bangladesh. As a result, a few available published literatures have been reviewed for developing the research questions and objectives of the study.

2.2 The Marketing Mix

The marketing mix is one of the most dominant though it's in modern marketing (Kotleretal., 1999) which presents the marketer with a depot of controllable tactical marketing tools to indicatively compete in the new market-place and for delivering attractive market reaction in a target market.

The marketing mix concept is credited to Jerome McCarthy (1960) who condensed Borden's (1953) twelve components and conceptualized them as the 4Ps; Product, Price, Place and Promotion (Goi, 2009; Constant in ides, 2006; Anderson and Taylor, 1995; Van Waters hoot and Van den Bulte, 1992). McCarthy then analyzed these composite components within the framework of marketing manager with the consumer at the focal point of the entire process (Anderson and Taylor, 1995).

Philip Kotler and Gray Armstrong define, The promotion mix is the specific blend of advertising, public relations, personal selling, and direct-marketing tools that the company uses to persuasively communicate customer value and build customer relationships.

The Concept of the Marketing Mix that concerns Borden is "how can advertising, personal selling, pricing, packaging, Strategy, warehousing, and the other elements of a marketing program be manipulated and fitted together in a way that will give profitable operation?" Aug 24, 2012.

The 4 P's marketing mix concept (later known as the 7 P's of marketing) was introduced by Jerome McCarthy in his book: "Basic Marketing: A Managerial Approach". It refers to the thoughtfully designed blend of strategies and practices a company uses to drive business and successful product promotion.

Simply put the Marketing Mix is a tool used by businesses and Marketers to help determine a product or brands offering. The 4 Ps have been associated with the Marketing Mix since their creation by E. Jerome McCarthy in 1960

Edmund Jerome McCarthy (February 20, 1928 – December 3, 2015) was an American marketing professor and author. He proposed the concept of the 4 Ps marketing mix in his 1960 book Basic Marketing: A Managerial Approach, which has been one of the top textbooks in university marketing courses since its publication. According to Philip Kotler "Marketing Mix is the set of controllable variables that the firm can use to influence the buyer's response". The controllable variables in this context refer to the 4 'P's [product, price, place (distribution) and promotion].

2.3 4Ps Model in the Marketing Mix Product

According to Kotler and Armstrong (2006), product can be defined as anything that can be offered to a market for consideration, procurement, use or utilization that may fulfill a need or want of a consumer. It must give value to a consumer, however, does not need to be substantial in the meantime and essentially, it includes presenting new products or improving the current products (Booms and Bitner, 1981). Ferrell (2005) has opined that the product is the core of the marketing mix strategy where retailers can offer unique attributes that differentiates their product from their competitors. Product quality is one of the marketer's major positioning tools and quality has a direct impact on product or service performance (Kotleret al., 2008). Since perceived product quality and brand image in a roundabout way affect buying aims (Keininghamet al., 2005), brand and quality confirmation are chosen for the risk adjusting technique referencing product.

2.4 Price

Kotleret al. (2008) have defined price as the amount of money charged for a product or service or the aggregate of the values that clients exchange for the benefits of getting or using the product or service. Price can influence customer decision in a buy since the customer perceives exchange something of value–the price to have something of value

i.e. the benefits (Kotler and Keller, 2006). Verma and Varma (2003) have opined that

price is generally the adaptable elements to change contrasted with other elements of marketing mix. Companies frequently modify the fundamental price of a product to represent different client contrasts and evolving circumstances (Hunt, 2005). Price promotion is seen as better value to the customer in the general circumstance, since low price presumably pulls in clients (Fleischman net al., 2004, Yeeet al., 2005). Price is the most important measurement of repurchase intentions (Oh, 2000; Para sure man and Grewal, 2000) and customers usually buy products on the basis of price rather than other attributes (Peter and Donnely, 2007) where money back guarantees are additionally helpful (Yeung and Yee,2003).

2.5 Place

It alludes to the place where the customers can purchase the product and the product contacts that place through various Strategy, like wholesalers, retailers and internet (Booms and Bitner, 1981) as a set of interdependent organizations that caters to the process of making a product available to the consumers (Kotler and Armstrong, 2006). Hirankittiet al. (2009) have considered place as the simple entry which potential client partners to a service; for example, location and distribution. The strategy of place needs effective distribution of the firm's products among the Strategy of marketing like wholesalers or retailers (Berman, 1996). Itshould pay attention to how it can deliver the product at the right time and at the right place, and which channel should be used to deliver the product (Copley, 2004).

2.6 Promotion

Promotion comprises of a particular mix of advertising, sales promotion, personal selling and public relations that convey the benefits of the product and persuade target customers to purchase it (Kotler and Armstrong, 2006). A communication program plays three vital roles such as providing needed information and suggestion, inducing target customers of the benefits of a particular product, and encouraging them to take action at particular circumstances that are important in marketing strategies (Lovelock and Wright, 2002). However, the more the customers' perceived risk in purchasing a product, specifically when information is inadequate with regards to the greater the propensity to utilize word- of-mouth (Pocharski and Jacobson, 2007).

In 1982 Bari Plastic was launched in Bangladesh. It was the pioneer in manufacturing Poly bag, shopping bag and packaging items. It was one of the leading companies in Bangladesh to export poly bags in different countries in bulk quantity. But in 2002 due to promulgation of Government restriction and from the sense of social responsibility, one of the directors of Bari Plastic, Mr. K. M. Alamgir Iqbal started his business again with different products. Lira Industrial Enterprise Ltd., Lira Plastic, Lira Doors Ltd., Samrat Packaging Industries, Bari Plastic are the major concerns of the group and contributing a significant role in the industry.

Lira Group is one of the market leaders in the plastic industry in Bangladesh with its history of pride, trust of the people and quality of products, since 1965. The company's aim to provide consumers with uPVC Pipes & Fittings, Plastic Household & Furniture, uPVC Doors& Ceiling, Water Pumps & Motors and many other related products for their needs and convenience.

We accomplish this by listening to consumer's needs and wants and translating this information into improved products that will gain their full satisfaction. We continuously develop a comprehensive line of products for different purposes and aims to become the best manufacturing company in this sector in Bangladesh, and soon globally. Reviewing the above-mentioned different literatures, the present study has focused on the following research questions:

What is the application of the concept of 4Ps Model of McCarthy product, price, place (distribution), and promotion as controllable tactical marketing tools for the effective marketing of Lira Doors brand Bangladesh especially in Dhaka city?

How is the concept of 4Ps Model of McCarthy (product, price, place, and promotion) applied or used in the marketing of environment Lira Doors brand in Bangladesh?

Therefore, a significant gap exists in the literature as no attempt has been made to look at the application of 4Ps model of McCarty, i.e. the marketing mix framework in the tissue paper marketing of Bangladesh specially in the branding of Lira brand. As a result, the purpose of this study is to fill this gap in the literature by adding a new viewpoint to the marketing mix phenomenon by looking at the use of 4Ps model of McCarty in the marketing of plastics Doors brand in the context of Bangladesh.

Chapter Three:

Overview of the Company

3.1 Corporate Profile

Lira Group is one of the market leaders in the plastic industry in Bangladesh with its history of pride, trust of the people and quality of products, since 1965. The company's aim to provide consumers with uPVC Pipes & Fittings, Plastic Household & Furniture, uPVC Doors& Ceiling, Water Pumps & Motors and many other related products for their needs and convenience. We accomplish this by listening to consumer's needs and wants and translating this information into improved products that will gain their full satisfaction. We continuously develop a comprehensive line of products for different purposes and aims to become the best manufacturing company in this sector in Bangladesh, and soon globally.

3.2 Mission, Vision & Values of THE Lira Doors Ltd.

Mission

Liras mission is to counterpoint the standard of lifetime of the individuals through accountable application of data, technology and skills. Lira is committed to the pursuit of excellence through world-class products, innovative processes and authorized workers, to produce the very best level of satisfaction to our customers.

Vision

To realize the Mission, Lira will:

•Provide products and services of high and consistent quality, making certain price to our customers.

•Endeavour to realize a footing of leadership in every class of our businesses.

•Develop our workers by encouraging authorization and bounties innovation.

•Promote an environment for learning and private growth.

•Attain a high level of productivity in all told our operations through effective utilization of resources and adoption of acceptable technology.

•Promote inclusive growth by encouraging and helping our distributors and suppliers in rising potency.

•Ensure superior come to investment through even handed use of resources and economical operations, utilizing our core competencies

Values

Lira Limited has some own set values to apply and maintain the benchmark:

•Quality

•Customer focus

•Innovation

•Fairness

•Transparency

•Continues improvement (Mission, Vision, Values)

3.3 Enterprise of Lira Group.

Lira Industrial Enterprise Ltd is one of the pioneer leading manufacturers in uPVC sector in Bangladesh. It has a long history of pride. It was purchased by Mr. K M Alamgir Iqbal ,Managing Director of Lira Group of Industries. After joining as a concern of Lira Group of Industries, Lira Industrial Enterprise Ltd has increased its market share to fulfill the customer's growing demand. To satisfy this increasing demand, it was necessary to expand the factory & introduce all kinds of uPVC fittings a new plant for PVC molded fittings was setup in Mawna, Sreepur and it was established as **LIRA POLYMER INDUSTRIES LTD.**

Lira Group is proud to be one of the leading plastic goods manufacturer of industrial companies. Our businesses are active in uPVC Pipes, Doors, Fittings, Packaging and Plastic Household & Furniture manufacturing.

3.4 Key Department of Lira Group.

Corporate Departments

- Finance and planning
- Human Resources
- Supply Chain and Operation
- MIS
- Administration
- Legal Affairs
- Research and Development
- Sales and Marketing

Finance & Planning:

- Setting goal for future plans
- Make strategies to fulfill the goal
- Controlling and maintaining financial reports
- Do strategic and financial planning
- Corporate strategy and development
- Management of risk
- Forecasting upcoming capital needs

Marketing and Sales:

- Analyzing consumer needs
- Communication with other companies
- Monitor and analyze competitors
- Representation of brand
- Effectively using marketing tools
- Innovation
- Help to increase sales
- Defining strategic marketing plans
- Management of product and service

Human Resources (HR):

- Recruiting efficient employees
- Helps to maintain a good relation between employer and employees
- Provide necessary training to employees
- Develop employees to a standard
- Taking legal responsibilities
- Help to maintain a good working condition

Supply Chain & Operations:

- Marinating activities of purchasing, operating and logistics
- Efficient use of people and resources
- Helps to do smooth operation
- Monitor day to day operation

- Distribute to wholesaler, retailer and consumer

MIS:

- Solving technical problems
- Maintain the technology faster
- Help to create smart working environment through technology

Administration:

- Develop effective office management strategy
- Planning and controlling administrative budget
- Organize and keeping files in a better way
- Developing office management procedure.

Corporate Affairs R & D:

- Communication ad relation with media
- Maintain customer s and public relation
- Maintain internal employee communication
- Maintain relation with investors
- Maintain good relation with other corporate houses

3.5 Board of Directors and Key Person

KM Alamgir Iqbal -Managing Director # Salina Alim-Chairman

Snigdha -Director

Meenhazul Abedin Megh-Director # Md. Baitul Abedeen-Director

3.6 Lira Brand Plastics Story

Plastic is an engineered material used to manufacture a wide variety of products to meet the domestic demand in Bangladesh as well as some products are exported. The plastic industry has emerged as an important industrial sector in the country during the last two decades. At present there are 3000 plastic manufacturing units, 98% of which belong to the Small-Medium Enterprises (SMEs). Domestic market size is Tk 7,000 crore. Per capita consumption of plastics in Bangladesh is 5 kg per year. The plastic sector constitutes 1.0 of GDP and provides employment for half a million people. Total export earnings for both direct and deem (RMG accessories) exports is about US $ 337 million. An in-depth study of the plastic sector reveals multi-

dimensional constraints and an excellent prospect for future growth. Major constraint in the plastic sector is the lack of an institutional arrangement dedicated to this sector, in order to provide supporting services such as skilled manpower, testing facilities for quality control, innovative technology and consultancy services. The availability of cheap labor and the fast developing plastic wastes recycling industry due to rising cost of petroleum (raw material of polymers) provide Bangladesh potential advantage of competitiveness in the global market. An expert (BUET, BCSIR, BITAC, BPGMEA) consultation meeting held on the plastic sector organized by the SME Foundation in 2008, has recommended setting up Bangladesh Institute of Plastic Engineering and Technology (BIPET). Aims and activities of this institute are given in this paper. This proposal is in the light of Indian experience. The entrepreneurs in the plastic sector have developed the plastic industries with their own initiative and finance. Now, considering huge potential of this sector and the multi-dimensional nature of the constraints, the government must provide supportive policy and institutional arrangements.

Chapter Four –

Distributional Strategy of Lira Doors Limited

4.1 Marketing Mix (4Ps) of Lira Group's Plastics in Bangladesh

The study has found out and analyzed the use of 4Ps model of promotion–the elements of marketing mix as controllable tactical marketing tools for the effective marketing of Lira brand Plastic Doors, in its segmented target markets of Bangladesh, especially in Dhaka city. The study has been done based on the analysis of the information gathered from the selected respondents comprising of 50 consumers and 30 retailers of the brand and the websites.

We use following Distributional activities to market our Lira Bust Plastics Doors-

1. **Direct marketing**: Direct marketing is a Distributional method that involves presenting information about our company, product, or service to your target customer without the use of an advertising middleman. As like as : Emails, online adverts, flyers, database marketing, Distributional letters, newspapers, outdoor advertising, phone text messaging, magazine adverts, coupons, phone calls, postcards, websites, and catalog distribution are some examples of direct marketing strategies.

2. **Personal Selling**: Personal selling is a common sales and Distributional strategy that companies have used for decades. It involves salespeople directly contacting or meeting current or potential customers to give them information on their company and encourage them to make purchases. This method can add an element of human connection to our customer interactions and can help us build strong relationships with clients. Since personal selling requires trained and salaried salespeople, it can be more expensive than other forms of marketing.

3. **Social media advertising:** Social media advertising is a type of digital marketing that utilizes social networks such as Facebook, Twitter, and Instagram to deliver paid ads to our target audience. Social media ads are a quick and effective way to connect with our consumers and boost our marketing campaigns.

4. **Advertising:** Advertising is a means of communication, which calls customer's attention towards the product or service, through mass media. Personal selling refers to a form of promotion, wherein the sales representative sells the product to customers, by directly visiting them. Examples of above-the-line advertising are TV, radio, & newspaper advertisements. Below-the-line advertising includes conversion-focused activities which are directed toward a specific target group. Examples of below-the-line advertising are billboards, sponsorships, in- store advertising.

5. **E-mails & SMS campaigns:** Email and SMS marketing are often especially effective for reminding past customers of our brand and increasing retention. We can consider using social media posts or a website landing page to collect email addresses and phone numbers. we can then create automated campaigns that send messages to people on our mailing lists.

6. **Sponsorships**: Sponsorships are a form of distribution in which a company provides funding or hosting for an event in return for advertising opportunities. If our company works in a competitive market, sponsorships may be a good way to increase awareness of our brand

and distinguish it from other companies in the space. Even a small event can provide many Distributional opportunities. Consider sponsoring an event that is important in our company or popular with our target customer base.

7. **Distributional merchandise:** Our companies use branded merchandise to raise awareness of our brand and create a visual identity. Merchandise can include clothing, phone cases, tote bags, cups or mugs, pens and office supplies or specialty items that relate to our brand. we can consider handing merchandise out at events or sending it to current customers with their orders. Distributing merchandise can give your customers something tangible to remind them of our brand and can help them raise awareness of our company among their friends and acquaintances.

8. **Outdoor marketing:** Outdoor marketing is a traditional form of advertising that uses public displays to promote a product or service. This can include billboards, banners and other displays posted in busy public areas. Although often more expensive and less targeted than other Distributional methods, it has the potential to reach a large number of consumers with exciting graphics and messaging. This can make it a good way to establish a strong visual identity for our Lira Brands

9. **Public relations:** A public relations is the process of creating and managing a brand's public image. It has many purposes, including providing publicity. Public relations strategies include ensuring positive coverage in media, creating press releases, increasing customer engagement, organizing public events and communicating company values. These strategies can help us increase public awareness of our brand while ensuring that customers have a positive image of our company and products.

10. **Reward and loyalty programs:** Our Plastics businesses use reward or loyalty programs to retain existing customers and create a positive brand image. These techniques can help create a loyal customer base that is more likely to distribute a brand to their friends and families.

These programs can include:-

- Rewards after a certain number of purchases
- Discounts for repeat customers
- Contest entries
- Free samples

4.2 Different Items of Lira brand Plastics and their Features

The brand Lira brand Plastics, has its items with different categories.

4 Features of Lira Plastics

Automobile Manufacturing

There are many variations of passages the a Lorem Ipsum available but the majority the suffered alteration.

Oil & Gas Energy

There are many variations of passages the a Lorem Ipsum available but the majority the suffered alteration.

Mechanical Engineering

There are many variations of passages the a Lorem Ipsum available but the majority the suffered alteration.

Power and Energy

There are many variations of passages the a Lorem Ipsum available but the majority the suffered alteration.

4.3 Model used in Distribution Strategy

A distribution Strategy is a chain of business or intermediaries through which a goods or service passes until it reaches the end consumer and it can include wholesalers, retailers and distributors.

Phillip said "Distribution channel is asset of independent organizations involved in the process of making a product o service available for use or consumption"

4.4 Types of Distribution Strategy

There are two types of distribution Strategy

1) Direct Strategy
2) Indirect Strategy

Direct channel: When the manufacturer takes approaches to sale a product directly to the customer is called direct channel.

Methods of Direct Strategy are:

1) Door to Door selling
2) Internet selling
3) Mail order selling
4) Company owned retail outlets
5) Telemarketing

Indirect Strategy: When there become any middle man between end user and distributor is called indirect channel

Indirect channel can be:

Manufacturer	Retailer	Consumer

4.5 Defining Distribution Strategy

Distribution channel is a very important thing of an organization. Mainly it can be two types.

1) **Direct Distribution**: Direct Distribution involves distributing the product or service from manufacturer to ultimate consumer.

It does not have any intermediaries between and consumers. The benefit of this distribution is manufacturer can control the whole process.



Figure: direct distribution channel

2) **Indirect Distribution**: Indirect Distribution involves distributing the product or service by the use of an intermediary, in this process, Manufacturer can sell their product to wholesaler or retailer and consumer buy from them.



4.6 Formulating Distribution Strategy

Push Strategy and Pull Strategy Push Strategy

1) Representation at tradeshows
2) Trade offers
3) Incentives offer for the retailers to display the product on a key shelf.
4) Discounts of different product.
5) Distribution chain allow sex tended

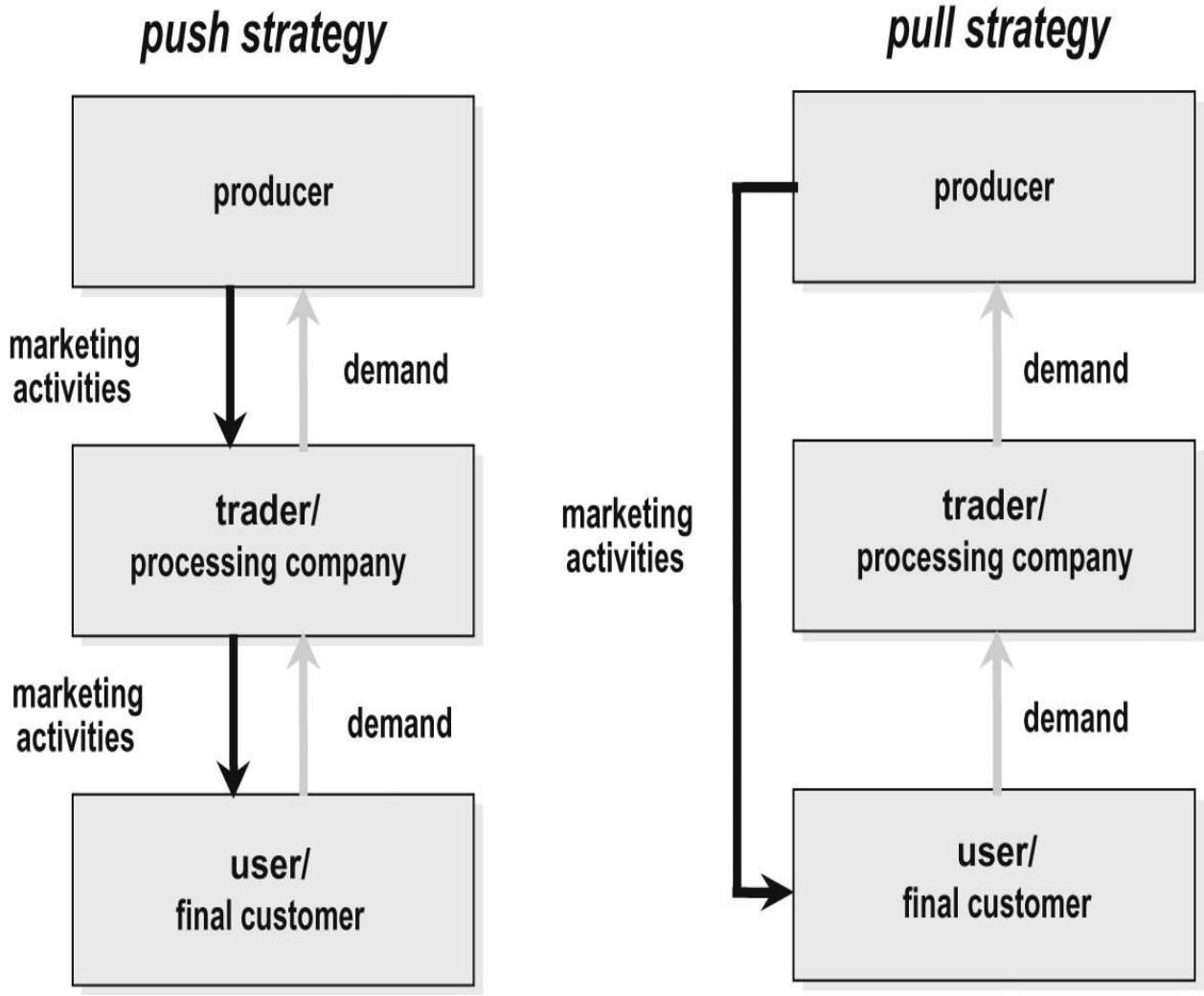


Figure: Push and Pull Strategy

Chapter Five

Findings and Analysis

5.1 Findings

Several types of problems have created barrier to conduct this study. The limitations of the study are as follows:

- It has not been possible to spend more time in interaction with the respondents for gathering more insight investigation.
- Due to non-availability of sampling frame for identifying the population for the study, the non-probability convenience sampling technique has been used to select small sample size.
- Theoretical arguments underlying the conceptualization are not up to them ark due to scarcity of previous research findings relevant to the present study in the context of Bangladesh.
- Due to time and monetary constraints, it has also not been possible to explore more area of concern pertaining to the study.
- Despite the level best effort, this study is not fully free of certain understandable limitations.

Chapter Six

Recommendations and Conclusion

6.1 Recommendations

- The company needs to set up a research department and should do market research on regular basis.
- To raise the consumer satisfaction level, THE LIRA GROUP LTD may enjoy the advantage of price leadership for marketing of its brand. It should a dept. a differentiated pricing strategy for its different targeted markets to face the growing challenges of price competition especially from its competitive brand.
- It has to find out alternative channel so distribution (online distribution) system to minimize cost and to maximize gain more control over the distribution network so that it can increase the marketing efficiency.

6.2 Conclusion

Highest quality and innovative check are the crucial issues in today's modern life style of consumers. Lira brand Plastics is not only of the best quality but also reasonable price for the consumers in Bangladesh. As a result, the use of the 4Ps model of McCarthy -- product, price, place, and promotion as controllable tactical marketing tools is important and helpful for effective marketing of the brand, Lira brand Plastics to retain its customers for the long run. This will also help to ensure the Eco-friendly, high quality and wellbeing of the consumers int their daily lives. So, THE LIRA GROUP LTD can follow some guidelines which might be helpful for better marketing of its Lira brand Plastics. The company needs to setup a research department and should do market research on regular basis. At the same time, it has to develop some feedback taking tools to monitor its consumers' responses. To raise the consumer satisfaction level, THE LIRA GROUP LTD may enjoy the advantage of price leadership for marketing of its brand. It should a dot a differentiated pricing strategy for its different targeted markets to face the growing challenges of price competition especially from its competitive brand. As the market leader, THE LIRA GROUP LTD will have to take initiatives to increase the overall market demand of its Lira brand Plastics in Bangladesh. It may penetrate into the rural markets with its business partners to boost up its market share. To attract more consumers, as a marketer, the company should focus on the needs of different market segments such

as different age groups, income groups and different professions. It has to find out alternative Strategy of distribution (online distribution) system to minimize cost and to maximize gain more control over the distribution network so that it can increase the marketing efficiency. Promotion tools drive a customer to buy a product, so the company can focus specially on some promotion tools to capture more customers for Akij, Pran and Best Buy brand Plastics. Eventually, following better marketing practices and the application of the marketing mix model of McCarthy, the company will continue to play a leading role in the economy for the wellbeing of Bangladeshproviding momentum, direction and support whenever the need arises throwing up thousands of employment opportunities, providing a stream in the industrial and economic growth of the entire nation.

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