Thesis Report
on
Distribution Strategy of Ceramics Industry in Bangladesh: A Case Study on Artisan Ceramics Limited

Submitted by:
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ID: EMBA2302029008
Major: Marketing
Semester: Summer 2024
Department of Business Administration
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 09, 2024

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Submitted by:
Abdul Alim
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Submitted to:
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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 09, 2024

Letter of Transmittal

September 09, 2024

Sharmila Sikder
Assistant Professor
Department of Business Administration
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Subject: Submission of thesis paper.

Dear Madam
With great gratification, I am submitting my research paper titled "**Distribution Strategy of Ceramics Industry in Bangladesh: A Case Study on Artisan Ceramics Limited.** As per partial accomplishment of the requirements for the EMBA degree of the course code: (BA 5000) under the EMBA program (Marketing), it is an enormous prospect for me to gather vast information and appropriately grasp the subject matter. I found the research activity quite interesting, beneficial & and insightful, and I tried my best to prepare an effective & and credible report. I honestly, not only anticipate that my analysis will provide a clear idea about Customer Relationship Management in the Motor Industry in Bangladesh but also optimistic enough to believe that you will find this research paper's worth for all the labor I have put into it. I welcome your entire query & and take pride in answering them.

Yours Sincerely

Abdul Alim
ID: EMBA2302029008
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Declaration of Student

This is to notify you that, the thesis paper on "**Distribution Strategy of Ceramics Industry in Bangladesh: A Case Study on Artisan Ceramics 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, my supervisor Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University (SU), inspired and instructed me.

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

Yours Sincerely

_____

Abdul Alim
ID: EMBA2302029008
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Certificate of Supervisor

This is to certify that the thesis report "**Distribution Strategy of Ceramics Industry in Bangladesh: A Case Study on Artisan Ceramics Limited.**" has been prepared as a part of the completion of the EMBA program from the Department of Business Administration, Sonargaon University (SU), carried out by Abdul Alim, bearing ID: EMBA2302029008 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 Allah 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 **Artisan Ceramics Limited.** was 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 thank my official supervisors Mr. Abdurof Molla (AGM), Service and Product Development, **Artisan Ceramics Limited.**, and Mr. Azizul Islam (Manger) **Artisan Ceramics Limited.** for allowing me the role of Assistant Manager, Manager to practice and knowledge generation of after-sales service at **Artisan Ceramics Limited.** Without those contributions, it would have not been possible for me to conduct this period of work.

Abstract

This report is based on my experience in the Ceramics Industry of Bangladesh. This research helped me understand the challenges in Customer Relationship Management and how to effectively manage relationships with customers in the Ceramics Industry of Bangladesh. The findings and analysis encompass both primary and secondary data. Primary data were collected through face-to-face conversations with after-sales service officials, service correspondents, and relevant service sources. Secondary data were gathered from various organization publications, including newsletters, service guidelines, reports, handbooks, websites, and yearly reports. The report also provides an overview of the mission, vision, corporate philosophy, awards, achievements, and corporate milestones of Customer Relationship Management. The Ceramics industry in Bangladesh has experienced significant growth in recent years due to factors such as increasing disposable income, improved road infrastructure, and changing consumer preferences. This thesis presents a comprehensive analysis of customer relationship management by the Ceramics industry in Bangladesh, with a focus on Artisan Ceramics Limited. The study utilizes a case study approach, incorporating both qualitative and quantitative research methods. Artisan Ceramics Limited has introduced a wide range of automobile & and mechanical products with features and specifications tailored to different customer segments. Additionally, they have emphasized effective branding and marketing strategies to enhance their brand equity and attract target customers. The study concludes by providing valuable insights into the product strategies of Artisan Ceramics Limited in the Bangladeshi. These findings contribute to the existing body of knowledge on product strategy and provide practical recommendations. It is hoped that this research will serve as a valuable resource for industry practitioners, academics, and policymakers interested in understanding and improving the Ceramics industry in Bangladesh.

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Chapter: 1
Introduction

1.1 Introduction:

Distribution channels are important for any business to deliver their products to their end customers. And selecting the right strategy is important to run the distribution channels smoothly. A good distribution channel can increase the business sales, profit, revenue and problem in channel can lead the business to losses.

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. Students also have to submit a thesis report on an assigned topic. I was placed in **Artisan Ceramics Limited** to complete my thesis program under the supervision of Assistant Professor Sharmila Sikder.

Ceramic Industry is one of the exports oriented and fast-growing sectors in Bangladesh. These industries have been playing a vital role in our economy by earning and saving foreign exchange through export of ceramic goods after meeting the local demand. Almost 80% of the total demand of ceramic goods is being met by local industries. Bangladesh followed rapid trade liberalization during the last decade although the process was initiated even earlier under the auspices of structural adjustment program. Trade liberalization policy aimed at reduction of tariff rates, simplification of tariff structure, minimization of non-tariff barrier, simplification of trade law, etc.

One of the important objectives of the trade liberalization policy is to enhance national exports to strike a balance in imports and exports. The export promotion incentives designed in the trade policy continue to play a crucial, complimentary role on the liberalization process. The incentives are to ensure that the export-oriented industries are able to procure inputs at world price, exports are subsidized which enable those to compete with global market, investments in export-oriented industries are encouraged and foreign direct investment in export-oriented industries in the EPZ is promoted. Bangladesh has been able to achieve robust annual export growth rate of about 12% over the last decade, due to introducing all of these incentives with favorable international environment. In this context Bangladesh Tariff Commission has taken comprehensive study to conduct on ceramic manufacturing industry keeping in mind the importance of ceramic industry in the economic development of Bangladesh. Ceramics industry of Bangladesh is a booming sector and the growth potential of both domestic and foreign market indicates it may become one of the big foreign currency earners for the country. The ceramics industry is a growing manufacturing sector in Bangladesh. The industry started during the late 1950s when the first ceramic industrial plants were established. The industry mainly produces tableware, sanitary ware and tiles. As of 2011, there were 21 ceramic industrial units throughout Bangladesh, employing about 500,000 people. In the first nine months of the 2013-14 fiscal year,

Bangladesh exported about US$36 million worth of goods after meeting 80% of the domestic demand. The main export destinations are the EU, USA and the Middle-East The ceramic industry has been one of the expanding manufacturing sectors of Bangladesh. The sector caters to 85% of the local demand as the country experiences steady economic growth and urbanization and progressing towards being the third largest export sector in the ceramics sectors. The country has been experiencing steady economic growth and urbanization with millions of people moving into higher income bracket. With improved standards of living and urban lifestyles, there is future opportunity for growth in the Ceramic sector. Bangladesh has duty and quota-free access to 52 countries (Generalized System of Preferences: GSP) covering the EU, United Kingdom, Japan, Canada, Russia and Australia, etc. This facility enhances the export competitiveness of ceramic products from Bangladesh. Almost one-third of Bangladeshi people are working in ceramics tableware porcelain and glass ware activities now. Major macroeconomic factors including employment generation, poverty line improvement, development of human resources, and ceramics manufacturing depend largely on the performance of the ceramics sector. Continuous research is being done to catch advanced technologies so that new vehicles can be produced, and designed, and related steps of manufacturing can be done more efficiently. To ensure continuous progress in this industry we need to provide our workers with modern technologies for making something new. To stay gently on the business track, perception, and brand awareness are very important. Some of the products could be more expensive to the customers, so customers are not able to buy in cash. In these cases, Artisan Ceramics Limited allows them to buy them on credit where they can pay the payment over the period in installments.

1.2 Origin of the Report:

Sharmila Sikder, Assistant Professor, Department of Business Administration, Major in Marketing, 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 09 September 2024.This thesis paper is the outcome of extensive research conducted on the Distribution strategy of Ceramics industry in Bangladesh. The author, having a keen interest in marketing and a passion for the ceramics sector, identified the need for a comprehensive analysis of ceramics and glass manufacturers and importers. The report draws upon various secondary sources, including interviews with industry experts, market reports, company publications, and academic literature.

1.3 Scope of the Study:

The study will be conducted on "**Distribution Strategy of Ceramics Industry in Bangladesh: A Case Study on Artisan Ceramics Limited**" The report is descriptive. No attempt is made to perform a detailed analysis of the effectiveness of the department. The findings are strictly based on the information provided by respective personnel and the information gathered from different sources. The concentration is on the facts as discovered.

1.4 Background of the Study:

Bangladesh Tariff Commission (BTC) does the works for the protection and assistance of local industries' conducts time to time study on any sector/ sub-sector. Ceramic industry is one of the major sectors and there is no proper study on this sector. The study on Study on Export & Growth Potential of Ceramic Industries in Bangladesh is taken under own initiative. The ceramics industry in Bangladesh has experienced remarkable growth in recent years, driven by factors such as rapid urbanization, improved road infrastructure, and increasing purchasing power of consumers. The entry of both domestic and international manufacturers has intensified competition products available in the market.

1.5 Objectives of the Study:

The objective of this research is to understand what kind of distribution strategies and techniques they are using to distribute the products of **Artisan Ceramics Limited** and what are the enticement they are giving to their distributors to motivate them.

1.6 Broad Objective:

The objectives for the company to take changes or developments where needed like to reduce distribution costing or procedure. Maximum areas are covered Third party Depot Distribution then from Depot to Distribution. Depots are taking 4.7% commission to supply Distributors. This 1.5% cost is extra. If we Distribute products directly to Distribution from Factory to distribution, we can reduce the costing from this 4.7%...This Distribution is possible through Distribution wise Scheduled maintaining. This will help to evaluate international competitiveness of the sector. This study will be conducted on ceramic manufacturing industry keeping in mind the importance of ceramic industry in the economic development of Bangladesh.

1.7Methodology of the Study:

Artisan Ceramics Limited employs a number of assets that set us apart from other market research firms. Our comprehensive coverage promotes understanding of multiple industries. To conduct this research, data is collected from both primary and secondary sources. Primary and secondary data used to reach on a conclusion of the objectives set. Secondary data collected from various journals, annual report articles and other relevant studies. Additionally, our "global" research model, which is our study of both local and regional markets "on the ground," helps us to understand the nuances of local country markets while improving our global coverage.

1.7.1 Source of Data:

Primary Data: Primary data was collected through informal interviews with industry experts, including service managers, customer relationship managers, and executives from different companies.

Secondary Data: Secondary data is sourced from company annual reports, industry at Artisan Ceramics limited significance, websites and relevant documents were utilized. Secondary data, collected from external sources, includes information related to the company obtained directly from internal and external sources. The sources of secondary data for this report encompass the company's annual report and official website, the company's official Facebook page, publications, and various articles on the internet.

1.8 Limitations of the Study:

For doing analysis, earnest effort has been made to collect the necessary data on the industry's various activities through firm visits. A questionnaire was used through which the required information is collected. Unfortunately, most of them are not willing to provide their full insights as they fear it might be used for tax purpose. There were some problems while I was preparing this report. A wholehearted effort was applied to complete the report and to bring a reliable and fruitful result. Despite having a wholehearted effort, there exist some limitations, which act as barriers. The limitations were:

- Data's presences are not available.
- Time constraint.
- Internal issues of Company.
- Business Compliance issues etc.

Chapter: 2
Literature Review

2.1 Literature Review

There are some insufficient studies and literature/Catalogues in the context of Distribution strategy of Food and Beverage and faster expansion in Bangladesh. As a result, a few available published literatures have been reviewed for developing the research questions and objectives of the study. We giant (1991) noted that the application of unofficial channels could partially cause 'unfair behavior' and pricing by monopolistic channel members. A recent study by Kim (2009) Also found significant results in the case of Korean firms, where by efficient supply chain integration played an essential role for the competitive of sustainable supply chain management (SCM).

The conducted study by Ely (2009) on manufacturers in Thailand indicated that worldwide oriented firms would be able to develop innovative competencies to participate in different and new environments. As a result, these companies were able to achieve greater growth. It was also further found that the companies which were involved. In higher worldwide operations showed higher level of exports.

In addition, the characteristic of distribution channels is that when once established, it is usuallydifficulttochange.Ramaseshan,andPatton(1994),andZdenko(2011)arguedthat the channel members' position also took part in determining the performance. Rialp et al., (2002) examined the integration of structural channels over firms in Spain that were engaged in exporting, and invented obvious evidence that establishing linkage to Importers could enhance export process. Interestingly, Kumar (2000) found that none integrated channels were recommending edas well. Bret (1995) confirmed further that information

Exchange among member splayed crucial 1o6 lien the relationship. The finding was also in line with John's (2006), which showed that trust became an essential element to maintain the relationship. Jennifer (2008) and Jiuh (2009) further asserted that commitment and trust are the key mediators in determining performance

Their study focuses on the addition net channel in the newspaper industry and finds a positive cumulative average abnormal return (CAAR) of 0.71% around the event day. This indicates that, on average, the addition of an internet channel adds to shareholder value. Cheng et al. (2007) evaluate the addition internet- based channels of distribution in the Taiwanese financial services industry. They too, like Geyskens et al. (2002), find a positive and significant CAAR associated with the addition of the channel. In addition, they find appositive effect on longer term performance such as Economic Value Added and Market Value Added.

In contrast to Geyskens et al.(2002) and Cheng et al. (2007), Homburg et al.(2014) do not focus on online channel additions only. They investigate effects of the addition of various types of

distribution channels in three countries (U.S.A., Germany and China) on shareholder value. Their findings are consistent with those of Gaskens et al. (2002) and Cheng et al.(2007) on average, the addition of a new channel positively affects shareholder value (as measured by the CAAR). They also assess the impact of an increase in distribution intensity on shareholder value. Here, their findings are less conclusive – they do not observe an unambiguously positive or negative average CAAR. (manifest in strong positive and negative CAARs for individual firms) in the impact of increased distribution intensity yon the shareholder value of individual firms – for 58 firms, there is a positive average abnormal stock return of 2.24%; for another 52 firms, there is a negative average abnormal stock return of -2.24%.

While abnormal stock returns is one of the most widely used measures of shareholder value, there are other forward-looking, stock market-based measures of firm value. One such measure is intangible firm value (as measured by Tobin's Q). Extant research examines the effects of both dimensions of distribution expansion on Tobin's Q. Lee and Crewel (2004) study the impact of the addition of internet-based communication and distribution channels by traditional store - based retail erson there in tangible value. Their findings regarding the adoption of the Internet as a sales channel are mixed–the effect is significantly positive only for retailers with extant catalog operations.

Regarding the relationship between distribution intensity and intangible firm value (as measured by Tobin's Q), Srinivasan (2006) studies the effects of the extent to which a franchisor uses dual distribution (the proportion of franchised retail outlets) on Tobin's Q. Given that extant research (Shane et al. 2006; Kosovar and Lafontaine 2010) has confirmed a positive relationship between the proportion of franchised outlets and chain size and that the latter typically reflects distribution intensity, it can be inferred that Srinivasan (2006) implicitly examines the effect of increased distribution intensity on the intangible value of the firm. She finds mixed support for a posited positive impact of distribution in ten sits yon firm value. More recently, Srinivasan et al. (2013) find considerable support for their contingency-base framework for the effects of store openings and closing son the intangible value of Chain retailers.

2.2 Customer Satisfaction:

Customer is the king. So, a Ceramics company Limited is maintained in growth is by available products in the residential and others retail outlets. And also, Internal Customers Distributors and Private Depot's satisfaction by faster delivery. After payment to company by maximum 48 hours products are delivered to Distributors if not any Natural Calamity.

2.3 Brand Loyalty:

Customers are very much brand loyal to the brand of Ceramics companies Limited. As it is engaging in Distributors and Customers and Consumer business very long time. It is building trust among its customers who are new or old. Quick delivery service of acknowledgement. Giving valuable information for long time business. Customer can talk any department employees if they need any clarification. Employee's behavior of ceramics products is very warm and gentle. No to only end the Business Ceramics Products after Delivery, Products follow up is the continuing process.

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Chapter: 3
Overview of the Ceramic Industries in Bangladesh

3.1 Overview of the Ceramic Industries in Bangladesh

The ceramics industry is a growing manufacturing sector in Bangladesh. The industry started during the late 1950s when the first ceramic industrial plants were established. The industry mainly produces tableware, sanitary ware and tiles. As of 2015, there were 54 ceramic industrial units throughout Bangladesh, employing about 500,000 people. The first ceramic plant was established in Bogra in 1958. Owned by Tajma Ceramic Industries, it was a small manufacturing plant for porcelain tableware. Peoples Ceramic Industries, formerly Pakistan Ceramic Industries, started production in 1966. Bengal Fine Ceramics Ltd, the first Bangladeshi stoneware manufacturer, began its operations in 1986. One of the largest ceramic manufacturers in Bangladesh, Monno Ceramics, was established in 1985 to produce porcelain tableware with other ceramic items later. Shinepukur Ceramics was established in 1997 for the production of bone China and porcelain tableware. Shinepukur later captured around 60% of the domestic market. Artisan Ceramics was established in 2005 to produce porcelain tableware & captured big international & domestic market. Ceramic manufacturer's import almost all of their raw material. China, India, New Zealand and Germany are the main sources of the raw materials. The ceramics industry sector has also attracted foreign investment. The investments have mainly been from China and the Middle East states. Some of the major joint venture partners are RAK Ceramics, Fu Wang and China-Bangla of which the largest is RAK of the UAE, and who have about 80% of the domestic sanitary ware market. Ceramic products have been exported to more than 45 countries. The largest export destinations are the United States, Italy, Spain, France, New Zealand, the Netherlands, Australia and Sweden. China and Thailand are amongst the major competitors in the international market for Bangladeshi ceramic manufacturers. However, the low labor costs of the local manufacturers have put Bangladesh in a strong position.

3.2Artisan Ceramics Ltd.:

Artisan Ceramics Limited is a subsidiary of Consolidated Tea and Lands Company (Bangladesh) Limited & Baraoora (Sylhet) Tea Company Limited (former subsidiaries of James Finlay Ltd (UK). Artisan Ceramics Limited was established in 2005 to produce top of the range porcelain tableware of all kinds for international market. The company has succeeded in attracting a host of world's renowned tableware customers including the big world reputed retail names.

Artisan's porcelain tableware is produced at a higher temperature than most making it more durable and its better translucency and brilliant glaze. The porcelain is comparatively light weight and with extremely smooth surface. It does not absorb water and resist damage during cleaning. The company manufactures the whole range of tabletop products and customers are at liberty to choose from dinner set, tea set, coffee set, fruit set, dessert set, soup set etc., giftware like-mug, jug, ashtray, Flower vase and other souvenir items either for exclusive presentations or corporate gifts. A comprehensive range of tableware and giftware products plus hundreds of new designs of latest trend and fashion have established Artisan as one of the prime companies at

home and well in the international market. Apart from company's design, it also works with customer's exclusive design to develop shape and decoration. Since its inception Artisan product has already established a formidable presence in international tableware market. They are exporting to USA, Italy, Germany, Austria, Sweden, France, Norway, Greece, Cyprus, Spain, Poland, The Netherlands, Malaysia and India.

Artisan Ceramics Ltd. prominently operates in the Domestic Market of Bangladesh with its wide spread network across all corners of the country. Artisan Ceramics Ltd. has got 140 registered dealer networks through which it delivers its product. Besides Artisan also holds its' strong presence in Corporate Sales segment of Bangladesh.

Company Status	: Private Limited Company
Year of Establishment	: 2005
Year of Production	: 2006
Products	: Porcelain Tableware's
Annual production Capacity	: 15~16 million assorted pieces
Machinery	: Japanese & China
Factory Location	: About 45 km north-east of Dhaka City
Operational Space	: 16,000 Square. Metra (approx.)
Total Employees	: Around 900

3.3 Akij Ceramics Ltd.:

Akij Group is one of the pioneers of the manufacturing industry in Bangladesh. The group started its journey in the later part of 1940s. In the beginning, it started off with jute trading but now has undertaken many new ventures like printing & packaging, textiles, particle boards, cement, match factory & thus created employment for more than 32,000 people in various categories.

Akij Group's latest venture is Akij Ceramics which has a sprawling 25,000 square meter. Ceramic and porcelain facility. It has country's largest capacity with multiple lines of production to ensure availability of international standard designs throughout the year. Akij Ceramics makes its tiles using cutting-edge-technology and machines imported from Germany and Denmark. Akij Ceramics uses international standard machines to deliver the best and competitive designs along with the complete guarantee of lifelong durability of its floor and wall tiles which are made in

standard universal measurements. Akij Ceramics is one of the firsts to take the initiative in carbon trading in Bangladesh. In hopes of controlling pollution, Akij Ceramics is providing economic incentives to achieve reductions in the emissions of pollutants. Through the usage of the latest technologies in its facilities, Akij Ceramics is working hard to minimize its carbon footprint. The carbon emission reductions are made possible by technical assistance from a famous European company.

Company Status	: Private Limited Company
Year of Establishment	: 2009
Year of Production	: 2012
Products	: Ceramic & Vitrified Porcelain Tiles
Annual production	Capacity: 16~16.5 millionSquare. Metra
Machinery	: Italy, Germany & China
Factory Location	: About 91 km north of Dhaka City
Operational Space	: 60,000 Square. Metra(approx.)
Total Employees	: Around 1000

Operational Space	: 16,000 Square. Metra(approx.)
Total Employees	: Around 900

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3.4 ATI Ceramics Ltd.:

ATI Ceramics Ltd. aspires to develop and deliver value system to the customers with quality and reasonable cost with a focus on rapid progress. ATI Ceramics Ltd. is committed to develop high-end technology solutions with constant innovation, continuous improvement and value-added services. ATI Ceramics Ltd. purpose is to bring technology culture and strengthen export marketing through entrepreneurial culture in the various areas of business for our country. Our value proposition.

Company Status	: Private Limited Company
Year of Incorporation	: 2000
Year of Production	: 2002
Products	: Ceramics &Homogeneous Tiles
Annual production	: Capacity: 4~4.5 million Square. Metra
Machinery	: Japanese & Chinese & Italy's
Factory Location	: About 50 km north of Dhaka City
Operational Space	: 15,000 Square. Metra(approx.)
Total Employees	: Around 350

3.5DBL Ceramics Ind. Ltd.:

DBL Group is a diversified business entity which has vertically integrated textile and apparel manufacturing facilities, with concerns in ICT & Telecommunications and Ceramic Tiles. DBL Group started business in 1991 and till date it has resulted in a conglomerate of 18 concerns. The Group is currently in process of investing into Pharmaceuticals and Light Engineering sectors.

DBL Group has a dedicated and skilled workforce of more than 22,000 employees and had an annual turnover of USD 320 Million for the year 2014-15. DBL Group supplies quality apparels to globally renowned retailers and is focused on upholding the reputation of the readymade garments and textiles industry of Bangladesh.

DBL Group is committed to provide the best quality products and services through competent, dedicated employees and state-of-the-art technology minimizing adverse effects of our business operations on the environment.

DBL Ceramics is a new concern of DBL Group which is expected to start production in mid-2015. The facility will boast ultra-modern technology and will have an initial production capacity of 40,000 square meters per day. Latest printing machinery will allow us to produce a wide variety of designs, textures and surface effects, catering for a variety of tastes, from rustics through to contemporary marble designs in superior glossy mirror finishing.

Company Status	: Private Limited Company
Year of Incorporation	: 2010
Year of Production	: 2016 (Target)
Products	: Ceramics &Homogeneous Tiles
Annual production Capacity	: 12.50~13 million Square. Metra
Machinery	: Italian,
Factory Location	: About 70km north of Dhaka City,
Operational Space	: 52,000 S Square. Metra (approx.)
Total Employees	: Around 1,000

3.6 Fu-Wang Ceramics Ind. Ltd.:

Since inception FU-WANG Ceramic Industry Limited, established and maintained best product quality combined with high standards of customer service.

FU-WANG Ceramic Industry Limited produce a comprehensive range of ceramic tiles, which are manufactured to meet high standards. FU-WANG Ceramic tiles are designed to reflect luxury and elegance.

FU-WANG Ceramics mission is to continuously increase customer satisfaction by offering products of the highest standards. This will be possible through culture of systematic innovation and utilization of the latest technology and management practices.

Fu-Wang Ceramic Industry Limited, the pioneer ceramic manufacturer in Bangladesh was established in May 1995 as a joint venture company. Subsequently, in 1998, it was listed in the Dhaka and Chittagong capital markets. Since then, it has been operating as a public limited company with an authorized capital of Tk. 3 billion and a paid-up capital of Tk. 1023.80 million.

The company is engaged in production of various types of wall and floor tiles. Within a short period, the business expanded its market share by its unique quality, competitive price, exclusive designs, and wide variety of sizes and models. Its effective and creative marketing campaign enabled the company to establish its brand value in the tiles market in Bangladesh.

Fu-Wang Ceramic Industry Limited Meets European standards in production. With an affordable pricing structure, the company aims to reach a vast residential and commercial property development market that is presently experiencing rapid growth in Bangladesh. The company is also exporting its products to the North Eastern region of Indi

Company Status	: Public Limited Company
Year of Incorporation	: 1995
Year of Production	: 1996
Products	: Ceramic Wall, Floor& Homogeneous Tiles
Annual production Capacity	: 5~5.5 million Square. Metra
Machinery	: Italian, Chinese & Taiwanese
Factory Location	: About 55km north of Dhaka City,
Operational Space	: 30,000 Square. Metra (approx.)
Total Employees	: Around 550

3.7 Great Wall Ceramics Ind. Ltd.:

Great wall is the Largest Tiles Manufacture in Bangladesh for over 7 years & becoming recognized as a competitively priced producer of European quality Homogeneous and ceramic Wall tiles in Bangladesh. Unleashing CHARU Ceramic, the premium brand of Great Wall.

Great wall strategy is to leverage its large production base in Bangladesh & to build a significant presence across the south Asia by providing innovative, modern design and world class quality tiles at competitive prices.

Vogue designs and advanced technological processes derive from the birthplace of ceramic tile making Italy and Spain. Over the year's Great wall have developed our technology and design skills at such a cutting-edge rate, that we believe ourselves to offer more to the Bangladesh market than any other world class tiles manufacturer. Great wall has been continuing developing its presence and foot print in regional market and very soon export in south Asia market. Company will also continue to selectively explore any opportunities to make value-enhancing acquisitions. Great wall vogue designs and advanced technological processes derive from the birthplace of ceramic tile making; Italy and Spain. Over the years Great wall developed our technology and design skills at such a cutting-edge rate, to offer more to the Bangladesh market than any other world class tiles manufacturer.

Company Status	: Private Limited Company
Year of Incorporation	: 2005
Year of Production	: 2006
Products	: Ceramic Wall, Floor & Homogeneous Tiles
Annual production Capacity	: 9~9.5 Million Sq. Metre
Machinery	: Italian, Chinese
Factory Location	: About 65km north of Dhaka City,
Operational Space	: 50,000 Sq. Metre (approx.)
Total Employees	: Around 1100

3.8 Mir Ceramics Ltd.:

Mir Ceramic Ltd started its operation in December, 2003 with fully equipped Italian machinery Established at North Mawna, Sreepur, Gazipur, Mir Ceramic Ltd. started its operation in December, 2003. It is fully equipped with Italian machinery from SACMI (Manufacturer of world's No.1 Ceramic tiles machinery) who has provided a complete set of machinery with total technology and body formulation for the tiles on turnkey basis under the whole-time supervision and guidance of specialist technicians from SACMI. Colorobbia Espana of Spain and Ferro U.S.A. the two world famous companies have provided the glaze, color and stain of the products along with technology on turnkey basis. The combined technologies of the above internationally reputed companies ensured premium quality of the tiles.

Mir Ceramic Ltd. is producing different types of ceramic tiles e.g., double fired wall tiles, single fired floor tiles and porcelain tiles (locally termed as homogenous tiles) strictly conforming to CEN (Committee European de Normalization) standard. The tiles have no pinholes and waviness, resulting in smooth and glossy surface of the glazed side. Ceramic tiles of Mir Ceramic Ltd. have the highest bending strength with lowest water absorption with strict dimensional uniformity. The company is also exporting its products to India, South Korea & Nepal.

Company Status	: Public Limited Company
Year of Incorporation	: 2001
Year of Production	: 2003

Products	: Ceramic &Homogeneous Tiles
Annual production Capacity	: 8~8.5 Million Sq. Metre
Machinery	: Italian
Factory Location	: About 65km north of Dhaka City,
Operational Space	: 60,000 Sq. Metre (approx.)
Total Employees	: Around 1150

3.9 Monno Ceramics Ind. Ltd.:

Monno Porcelain & Bone China factories are unique in being able to offer under one roof the flexibility and versatility of many manufacturing methods for various size or nature of the product. Monno has invested in modern machinery like High Pressure Casting, Isostatic Pressing, Auto Cup Lines, Auto Dip Glazing, Spray Drying, and an open firing system tunnel kilns that ensures the perfect vitrification of Porcelain & Bone China wares to produce the superior glossy finish. One of Monno's greatest strength is Spray Colored Porcelain and Bone China. Monno is capable of producing any color that you desire. All color pigments are imported from Germany which complies with FDA & EU standards and California Prop. Manufacturing capacity is 2 million pieces per month where Bone China is 15,000 Pcs and Porcelain 75,000 Pcs per day. Lead & Cadmium free color pigments from Ferro GmbH are used to produce the finest in-glaze and on-glaze decals that bring any designer's artwork to life. In-house Mould production and Sager making ensures that the production lead-time is minimized. Monno is not dependent on outside suppliers for labels or packaging, which helps to ensure orders are available on time.
World's best designers are working with Monno since last 25 years where they have designed some of the bestselling Porcelain and Bone China ranges of Monno, which are being sold by prestigious retailers in the Europe, Australia and USA.Monno offers products in Porcelain, New Bone China, Ivory China, and real Bone China. Due to its unique body composition, made from the highest quality of raw materials from around the globe.

Company Status	: Public Limited Company
Year of Incorporation	: 1983
Year of Production	: 1985
Products	: Porcelain & Bone China Tableware's
Annual production Capacity	: 24~25 million assorted pieces

Machinery	: Japanese
Factory Location	: About 40km south-east of Dhaka City,
Operational Space	: 60,000 Sq. Metre (approx.)
Total Employees	: Around 3000

3.10 Peoples Ceramics Ind. Ltd.:

Peoples Ceramic Industries Ltd. pioneered the manufacturing of porcelain tableware's in Bangladesh in 1962.European Style tableware's were chosen for fabrication as they were popular at home & that would create an opportunity to export in due course; PCI tableware's were welcomed in Holland & United Kingdom in 1981. In the initial years, along with basic house wares items, Tea Cups & Saucers suitable for restaurant use were also fabricated. Marketing the quantity produced posed a big problem & thereafter Late Mr. Ahmed opened doors to market them in Pakistan competing against 2 factories there. It was an instant success owing to Hard Grade porcelain products of PCI. Later Institutional products were also added to cater the Hotels and Restaurants. The company always focused on adopting Appropriate Technology and sourcing quality raw materials (from around the world) to keep product cost at a minimum; also, machinery and equipment were constantly upgraded to maintain competitive edge. In 2009 company-initiated decal printing starting with "Logo" and by 2012 had a full-fledged automatic decal printing facility. Peoples Ceramic followed the vision of its founder at every step to provide good quality products to its customers, create a better future for themselves and the nation.

Company Status	: Private Limited Company
Year of Incorporation	: 1962
Year of Production	: 1966
Products	: Feldspar Porcelain Tableware's
Annual production Capacity	: 12.5~13 million assorted pieces
Machinery	: Japanese
Factory Location	: About 20km north-east of Dhaka City,
Operational Space	: 12,000 Sq. Metre (approx.)
Total Employees	: Around 600

3.11 Protik Ceramics Ltd.:

"PROTIK CERAMICS LTD. (PCL)" has been registered in Bangladesh in 2009. The plant is commissioned in 2010 and launched its commercial production in March 2011. The plant is located 30KM North – East from Capital City of Dhaka. The factory has setup on 15 acres of land and have to total covered area of more than 2,50,000 square fit. The Protik Ceramics Ltd. (PCL) is the youngest member of Protik Group which is private limited company, having interests in Real Estate, Trading and international Hotel Business.

"PROTIK CERAMICS LTD. (PCL)" decals plant capacity around 60,000 pieces per month. Starting from single color up to 16 colors with Gold/Platinum both on glaze (840°C) and in glaze 1220°C) and completely lead and cadmium free. The company has own design studio in the decals plant. "PROTIK CERAMICS LTD. (PCL)" have own packaging plant located in the same premises. "PROTIK CERAMICS LTD. (PCL)" have around 1,00,000 pieces white/brown cartons per month. In addition, the company is also capable of supplying 4-6 color printed cartons. "PROTIK CERAMICS LTD. (PCL)" have equipped with the top-of-the-line testing and quality control laboratory facilities, and has at its disposal, own captive Gas based Power Generation capability, Own water supply through Deep Tube well, Medical & Sanitary facilities for all employees.

Company Status	: Private Limited Company
Year of Incorporation	: 2008
Year of Production	: 2011
Products	: Ceramic Porcelain Tableware's
Annual production Capacity	: 18~18.5 million assorted pieces
Machinery	: Japanese & Chinese
Factory Location	: About 45km South-west of Dhaka City,
Operational Space	: 40,000 Sq. Metre (approx.)
Total Employees	: Around 1250

3.12 RAK Ceramics (BD) Ltd.

RAK Ceramics is a global hi-tech manufacturer of premium ceramics lifestyle solutions. Specializing in high-quality ceramic and grass porcelain tic wall and floor tiles, sanitary ware,

tableware and faucets, RAK Ceramics is a complete solutions provider for walls, floors, bathrooms and kitchens.

RAK Ceramics has a global annual production capacity of 117 million square meters of ceramic and porcelain tiles, 4.6 million pieces of sanitary ware and 24 million pieces of tableware; with a one billion US$ turnover and a distribution network that spans 160 countries.

Established in 1989 by H.H. Sheikh Saud Bin Saqr Al Qasimi, Ruler of Ras Al Khaimah and UAE's Supreme Council Member and now led by Sheikh Khalid Bin Saud Al Qasimi, the Chairman of RAK Ceramics, under their vision and leadership the Ras Al Khaimah based company has enjoyed rapid growth, becoming a powerhouse in just 20 years.

Globally recognized as a world-class leader in its field, under the strategic leadership of CEO Abdallah Massaad, RAK Ceramics continues to position itself as a premium international brand.

RAK Ceramics is a global hi-tech manufacturer of premium ceramics lifestyle solutions. Specializing in high-quality ceramic and grass porcelain tic wall and floor tiles, sanitary ware, tableware and faucets, RAK Ceramics is a complete solutions provider for walls, floors, bathrooms and kitchens.

One of the largest ceramics manufacturers in the world, RAK Ceramics has a global annual production capacity of 117 million square meters of ceramic and porcelain tiles, 4.6 million pieces of sanitary ware and 24 million pieces of tableware; with a one billion US$ turnover and a distribution network that spans 160 countries.

Company Status	: Public Limited Company
Year of Incorporation	: 1998
Year of Production	: 2000
Products	: Ceramic & Homogeneous Tiles & Sanitary ware's
Annual production Capacity	: Tiles- 8~8.5 Million Sq. Metre Sanitary ware's- 1.1 Million Pieces
Machinery	: Italy's
Factory Location	: About 60km north of Dhaka City,
Operational Space	: 60,000 Sq. Metre (approx.)
Total Employees	: Around 1360

3.13 Shinepukur Ceramics Ltd.:

Shinepukur Ceramics Limited (SCL) is a member of BEXIMCO Group which is the Largest Private Sector Business Conglomerate in Bangladesh with about over 48,000 people worldwide in the permanent payroll, have over 300,000 shareholders, handling a diversified range of merchandise to and from Bangladesh. The Group's operations and investments across a wide range of industries including Textiles, Pharmaceuticals, Trading, Ceramics, Information &Communication Technologies, Media, Marine Food, Real Estate Development, Hospitality, Construction, Aviation, Financial Services and Energy.

Shinepukur Ceramics was registered in Bangladesh in 1997 and the Plants were commissioned in 1998.Commercial production of Porcelain Tableware started in April 1999 and Bone China in November 1999. SCL is located in the BEXIMCO Industrial Park, near Dhaka Export Processing Zone (DEPZ), 40 Km from Capital Dhaka City. For the upper echelons of the Global Tabletop industry, Shinepukur produces World Class Bone China, using the top quality raw-materials and ingredients, sourced by highly reputed Manufactures from all corners of the Globe. These are meticulously crafted and transformed into exquisite Bone China tabletop, mirroring a unique blend of eye-catching shapes, enviable translucency, durability, all of it with a Lead and Cadmium free glaze. Complementing its superb range of Bone China, Shinepukur also offers Plain Porcelain, Ivory China and High Alumina tableware to cater for all different market segments. From Dinner to Tea Plates, from Soup Tureens to Soup Spoons, from Retail Tabletop to Industrial, Hotel ware and Airline In-Flight items. SCL offers a multifaceted choice of refined product lines, catering to the Omni changing market trends for novel shapes and patterns, setting new standards, and raising the Quality bar for the top end of this industry. Shinepukur is the leading Bone China and Porcelain Tableware Manufacturer and Exporter from Bangladesh, equipped with the most modern state-of-the-art and latest Machinery's from TAKASAGO, MINO and SKK of Japan, having more than 3,000 highly skilled & motivated employees, cutting-edge technology, world class product quality and its blue-chip overseas customers. The Bone China Unit has in-fact been set up with the technology transfer from NIKKO Japan, coupled with extensive training facilities to our Production team. In addition, Shinepukur Ceramics is equipped with the top-of-the-Line Testing and Quality Control Laboratory, own raw material disposal set-up, own captive gas-based Power generation capability, own water supply through Deep Tube well and Sanitary facilities.

Tableware Production: About 10,000 Pieces of high-quality Bone China and 60,000 Pieces of top-class Porcelain Tableware are produced at SCL per day, that is about 3 million pieces of Bone China and 18 million pieces of Porcelain Tableware are produced at SCL per year. By last quarter of 2013, the Production capacity in SCL's Bone China Plant will be 7.00 million pieces per year that will include additional 4.00 million pieces after completion of its Bone China Unit-II. The Machineries of this new Unit have been sourced from Germany and Kilns from Takasago, Japan.

Company Status	: Private Limited Company
Year of Incorporation	: 1997
Year of Production	: 1999
Products	: Porcelain& Bone China Tableware's
Annual production Capacity	: 30~32Million assorted Pieces
Machinery	: Japan, German, France
Factory Location	: About 40km south-east of Dhaka City,
Operational Space	: 60,000 Sq. Metre (approx.)
Total Employees	: Around 3000

3.14 Star Porcelain Ltd.:

Company Status	: Private Limited Company
Year of Incorporation	: 2013
Year of Production	: 2015
Products	: Ceramic Porcelain Sanitary ware's
Annual production Capacity	: 18~18 million assorted pieces
Machinery	: SACMI, SAMA, Germany
Factory Location	: About 138km north-east of Dhaka City,
Operational Space	: 70,000 Sq.Metre (approx.)
Total Employees	: Around 500

3.15 X- Ceramics Ltd.:

Company Status	: Private Limited Company
Year of Incorporation	: 2007
Year of Production	: 2010
Products	: Ceramic & Homogeneous Tiles
Annual production Capacity	: 3~3.5 Million Sq.Metre
Machinery	: Chinese & Italy's
Factory Location	: About 55km north of Dhaka City,
Operational Space	: 50,000 Sq.Metre (approx.)
Total Employees	: Around 700

3.16 Paragon Ceramics Ind. Ltd.:

Company Status	: Private Limited Company
Year of Incorporation	: 2008
Year of Production	: 2011
Products	: Ceramic Porcelain Tableware's
Annual production Capacity	: 18~18.5 million assorted pieces
Machinery	: Japanese & Chinese
Factory Location	: About 40km north-east of Dhaka City,
Operational Space	: 45,000 Sq.Metre (approx.)
Total Employees	: Around 1200

Chapter: 4
Organizational Profile

4.1 History:

Artisan Ceramics Limited was established in 2005 to produce top of the range porcelain tableware of all kinds for international market. The company has succeeded in attracting a host of world's renowned tableware customers including the big world reputed retail names. Artisan Ceramics Limited is a subsidiary of Consolidated Tea and Lands Company (Bangladesh) Limited & Baraoora (Sylhet) Tea Company Limited (former subsidiaries of James Finlay Ltd., UK). Artisan Ceramics Limited was established in 2005 to produce top of the range porcelain tableware of all kinds for the international market. With a presence in over 50 countries worldwide, our reputation for quality craftsmanship and exceptional customer service speaks for itself. We are proud to have won the national export trophy for the third time, an achievement that reflects our commitment to excellence in every aspect of our business. We work tirelessly to ensure that our products meet the highest standards of excellence, using only the finest materials and time-tested traditional techniques. We understand the importance of providing our customers with the best possible experience. From our skilled artisans to our friendly customer service team, we are committed to ensuring that every interaction with our company is a positive one. For our domestic market, we take pride in providing customized solutions that meet the specific needs and requirements of our clients. Our team of skilled artisans and customer service professionals work closely with our clients to ensure that every aspect of the production process is tailored to their needs, resulting in truly bespoke pieces that are both functional and beautiful.

4.2 Shine your dine:

Elevate every meal with our exquisite tableware collection, meticulously crafted to radiate sophistication. Illuminate your dining moments with the brilliance of our ceramics, transforming ordinary meals into extraordinary experiences. Discover the perfect blend of style and function that adds a touch of glamour to your table













4.3 Mission:

To continuously improve every phase of operation, to look into minute details to achieve perfection, to ensure maximum safety and comfort for workforce, to safeguard environment, and to serve a pool of highly satisfied, discerning customers.

4.4 Vision:

To become the tableware manufacturing company that best understands, produces and satisfies the need of customers across the globe through continual improvement and innovation.

4.5 Location:
4.5.1

Corporate office: House: 16, Road: 07, Sector: 01, Uttara, Dhaka 1230, Bangladesh.

4.5.2
Factory: Shirirchala, Bagher Bazar, Bhabanipur, Gazipur 1701, Bangladesh.
Chairman: Mr. Nader Khan
Managing Director:

1. Mr. Azam J Chowdhury
2. Mr. Showkat Ali Chowdhury
3. Mr. Mirza Salman Ispahani
4. Mr. Matiur Rahman
5. Mr. Anis Ahmed
6. Mr. A.Q.I. Chowdhury

CEO: M. Mamunur Rashid

Employees: Often one thousand

4.6 Organizational Structure:

The typically hierarchical arrangement of lines of authority, communications, rights, and duties of organization. Organizational structure determines how the roles, power, and responsibilities are assigned, controlled, and coordinated, and how information flows between the different levels of management. A structure depends on the organization's objectives and strategy. In a centralized structure, the top layer of management has most of the decision-making power and has tight control over departments and divisions. In a decentralized structure, the decision-making power is distributed and the departments and divisions may have different degrees of

independence. The managing director is regarded as the main head of the organization under which the director and General Manager fall. Under GM various department heads fall through. The HR Department, Account/finance Department, Sales/Marketing Department, Service Department, and Parts Department lies where all department heads are responsible for each department. An organizational chart illustrates the organizational structure of Artisan Ceramics Limited.

4.7 Departmental Activities:

4.7.1 HR Department:

The HR department of Artisan Ceramics Limited thinks of creating a supportive work environment where creativity, innovation, and productivity are practiced. They know if these things are being practiced successfully then they can easily dynamically achieve the business excellence. Human resources are the main and most important resource for any company. So training is a must for human resources to prepare them for a competitive market. Artisan Ceramics Limited thinks about its training activities and provides needed support to develop the knowledge and skills of human resources. They practice team building and leadership meetings regularly. They also ensure an enjoyable work environment to fulfill the potentiality of an employee.

4.7.2 Administration department:

The administration department especially works to maintain a friendly environment through proper monitoring of the company policy.

4.7.3 Finance and Planning:

The Finance and Planning function of Artisan Ceramics Limited. is the nerve center of the conglomerate. The major areas of its activities include:

- Corporate Finance
- Treasury
- Insurance and risk management
- Costing
- Credit Management
- Accounts payable management
- General Accounting
- Taxation
- New business management

4.7.4 Commercial Department:

The commercial department of Artisan Ceramics Limited is a functional and most operative department of the company. All the supply chain activities deals are served here. To run the business flawlessly this department is full of dedicated and hardworking employees and they are maintaining a good customer relationship between customers in both cases including national and international. They are achieving the best prices of the products and also measure the amount of cost savings of the employees. It spreads professionalism and expertise in commercial activities.

4.7.5 MIS Department:

- Related supports are solved in this department.
- It manages the internet support, LAN support, any bugs in software or hardware, and any linked support solution.

4.7.6 Distribution Department:

Artisan Ceramics Limited strategically finds out the potential sales centers in twenty different locations all over the country. Through this department, it's are more than two fifty highly skilled and well-trained manpower covered all over the country. This department ensures the orders and deliveries at the proper time as well.

4.7.8 Product Picture:








4.7.9 Machinery Picture:









4.7.10 Klin Picture:









Chapter: 5
Export & Import

5.1 Export:



The global Artisan ceramics industry is worth in excess. Bangladesh is perfectly positioned to expand rapidly in this sector with its high quality, cost ratios and creative human resource base. Thriving in this sector are tableware and insulators. The country key advantages are these: Technical expertise and skilled manpower in tableware and other ceramics. Clean gas reserves in certain locations to fire kilns for competitive cost advantage. Artisan ceramic tableware product has a good reputation in the international markets like North America, India, Peru, Sweden, Brazil, Germany and EU countries. Artisan ceramic tableware product have a strong domestic demand as well as international market demand.

The global Artisan ceramic tableware industry is currently going through a phase of acquisition and consolidation as smaller firms in the developed countries are becoming uncompetitive and bankrupt.

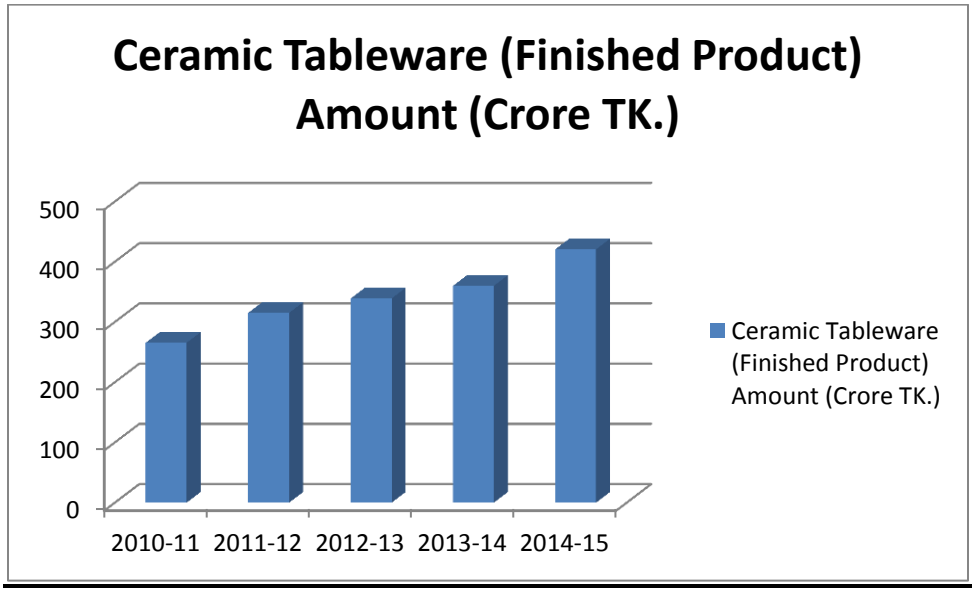
Traditionally, the tableware industry is labor-intensive and companies in developed countries experience difficulties in remaining competitive. Bangladesh, being a gas-rich and low-labor-cost economy, is perfectly positioned to be a strategic partner in production and supply of ceramic products. Investment interests in this sector are strongly welcome.

A few ceramic tableware manufacturers dominate the industry producing high quality products for the international brands and Artisan one of them. A pool of skilled manpower has been developed. The latest technological advancements in ceramics are also being utilized.

5.2 Export figure of finished products:

Artisan Ceramic Tableware (Finished Product)

Export



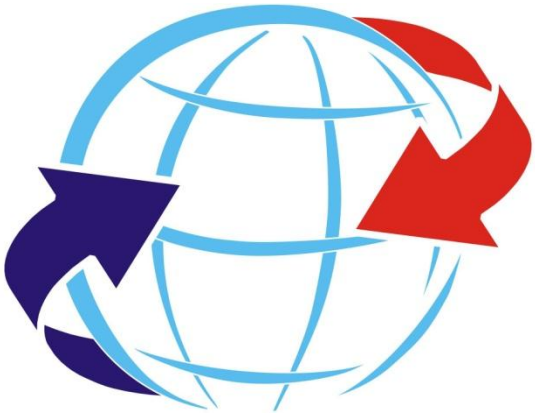
Graph: 1 Export of Ceramic Tableware (Finished Product

SI	F-Year	Export		
		Million US $	Amount (Crore TK.)	Growth %
1	2014-15	8.57	70.50	16.8
2	2013-14	6.57	64.00	6.19
3	2012-13	7.91	68.00	7.56
4	2011-12	8.89	75.15	18.76
5	2010-11	7.86	67.36	16.20

Source: Bangladesh Ceramic Wares Manufacturers' Association (BCWMA).

Export of ceramic tableware shows continuous upper trend in the year 2012-13, 2013-2014 with big jump of growth of 16.8% in 2014-2015.From the above table we can see that Bangladesh export a very marginal number of tiles in the recent years but it has a possibility of growth as the most industries are automated in production.

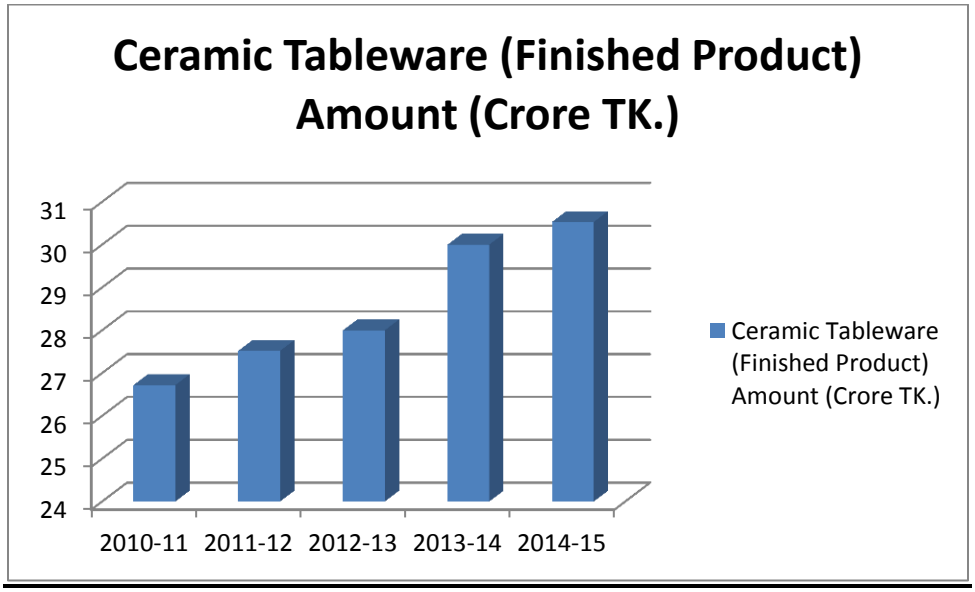
5.3 Import:



Though export market of Artisan ceramic industry is growing, the domestic market share of local ceramic wares is shrinking due to widespread import of low-priced foreign goods, mainly from China. As overseas demand is going up, country's major manufacturers are now pumping 80 percent of the production into the international market. Moreover, the local companies export much of the products to the international market, thus creating a demand-supply gap inBangladesh. Due to this, imports of ceramic products in Bangladesh are increasing very fast parallel to the growth in export.

5.4 Import figure of finished products:

Artisan Ceramic Tableware (Finished Product)



Graph: 4 Import of Ceramic Tableware (Finished Product)

SI	F-Year	Import	
		Amount (Crore TK.)	Growth %
1	2014-15	30.53	1.77
2	2013-14	30.00	7.14
3	2012-13	28.00	1.74
4	2011-12	27.52	2.99
5	2010-11	26.72	……

Table: 4 Import of Ceramic Tableware (Finished Product)

5.5 Domestic Sales:

The ceramic industry of Bangladesh faces stiff competition from foreign sources like China and Thailand but the domestic marketplace is yet weakly competitive. Ceramic manufacturers like Artisan Ceramics, Monno Ceramic, Shienpukur Ceramic, Standard Ceramic, FARR Ceramic, Akij Creamics and Bengal Fine ceramic are still leading, especially in the domestic market, and have been recently expanding their plant to further improve their share of domestic market. All other ceramic manufacturers are also increasing their production capacity following robust growth in demand for ceramic wares. Demand for ceramic tableware's has also increased significantly in Bangladesh with a continuous rise in use among middle income groups in the past decade. Another reason for this increased demand can be attributed to the sky-rocketing of the price of gold. Due to this may people have turned away from the traditional practice of presenting jeweler at wedding ceremonies and have resorted to the next best option, ceramic tableware

Ceramic Tableware (Finished Product

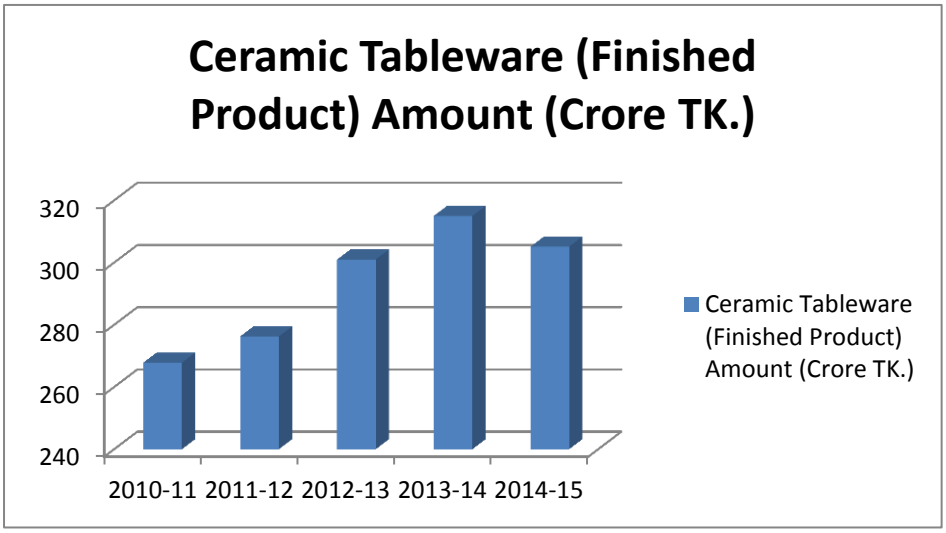


Table: 7 Domestic Sales of Ceramic Tableware (Finished Product)

SI	F-Year	Domestic Sales	
		Amount (Crore TK.)	Growth %
1	2014-15	305.10	(3.14)
2	2013-14	315.00	7.97
3	2012-13	301.00	8.95
4	2011-12	276.26	3.14
5	2010-11	267.84	…….

Source: Bangladesh Ceramic Wares Manufacturers' Association (BCWMA).

From the above table we can see that demand for ceramic tableware increasing day by day as the purchasing power are raising. Local manufactures are fulfilling the demand.

Chapter: 6

Distribution Procedure of Ceramics product

6.1 Analyzing Customers/Distributors and consumer markets and Client's behavior.

Consumers buying behavior is influenced by cultural, social, personal and psychological Factors. Cultural factor exert the broadest and deepest influence.

Cultural Factors:

Culture, sub culture and social class are particularly important in buying behavior and Demand is creating of Distribution Culture is the fundamental determinant of a person's wants and behavior. The growing child acquires a set of values, perceptions, preferences and behaviors through his or her family and other key institutions. A child growing up in Bangladesh is exposed to the following values collectivism and humanities. Each culture consists of smaller subcultures that provide more specific identification and socialization for their members. Sub cultures include nationalities, religions, social groups and geographic regions. International Distribution Company Limited customers are Maximum Bangladeshi. So, most of the Bangladeshis are Muslim. Social class is indicated by a cluster of variables for example occupation, income, wealth, education and value orientation. Average income of International Distribution Limited Distributors/customers is 60000TK/ Month. Educational levels most of the customers are upto S.S.C level. Most of the Distributors/customers/ Employees are not very much wealthy.

Social Factors:

In addition to cultural factors, a consumer's behavior is influenced by such social factors as reference groups, family, and social roles and statuses.

Reference Groups:

A person's reference groups consist of all the groups that have a direct (face to face) or in direct influence on the persons attitudes or behavior. Groups having a direct influence on a person are called membership groups. Some membership groups are primary groups, such as Distributors, Employees, and Shopkeepers.

Reference groups expose an individual to new behaviors and lifestyles and influence attitudes and self-concept; they creatures sure for conform it that may affect actual service and brand choices.

Family:

The family is them important consumer-buying organization in society and family members constitute the most influential primary reference group. The family has been research extensively. We can distinguish between two families in the buyer's life. The family orientation

consists of parents and siblings. From parents ape son acquires an orientation toward religion, politics and economics and a sense of personal ambition, self-worth and love. Even if the buyer no longer interacts very much with his or her parents, their influence on the buyer's behavior can be significant. In our country where parents live with grown children, their influence can be substantial. Broker houses are interested in the roles and relative influence of the husband, wife and most elderly person of the family in the purchase of a broker house service.

Psychographics:

It is the science of using psychology and demographics to better understand consumers. Distributors are achievers, experiencers, fulfilled, and actualize. Actualizes are successful sophisticated, active, take-charge people. Fulfilled are mature, satisfied, comfortable, and reflective. Favor durability, functionality and value in service. Achievers are successful, career and work oriented. Favor established prestige services that demonstrate success to their peers. Experiencers are young, vital, enthusiastic, impulsive, and rebellious. Spend a comparatively high proportion of income on clothing, fast food, music, movies and video.

Need Recognition:

The buying process starts when a buyer recognizes a problem or need. Then can be internal or external. Internal need means one of the person's normal needs like hunger, thirst etc. Need can also be raised by external stimulus which is served by Retailer and Distributors sell to Retailer and Artisan ceramics product sell to Distributions.

Positioning:

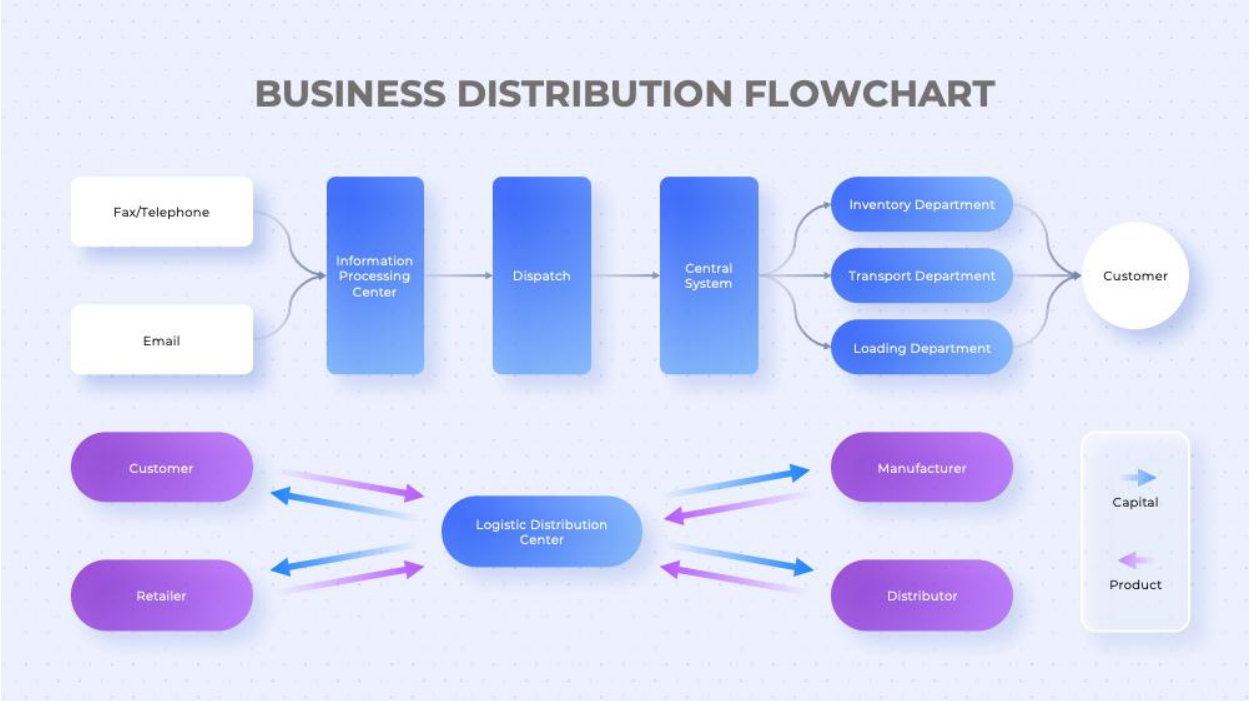
In the Distribution, Positioning is the technique by which marketers try to create an image or identity in the minds of their target market/Customers for its product/Service, brand, or organization. It is the 'relative competitive comparison' their product occupies in a given market apse received by the target market. Positioning is perception that is doing nein the minds of the target market. A product's positioning is how potential customers are seeing the product/Service. Positioning is expressed relative to the position of competitors. Generally, the product /Service positioning process involvement in our Distribution Process.

6.2 Distribution strategy in International Distribution Company limited

International distribution strategy is the process of selecting the right export cities, finding the right distribution channels and positioning your product or service in such a way that your sales start to grow. This requires local knowledge of the market and a well-structured plan.

Artisan Ceramics limited hasrecruitsmorethan600 shape distributors to distribute their products. Most of the distributors are the sole distributors. There are 200 shape product corporate distributors of Artisan ceramics which are called Depot. They distribute for Artisan ceramics to Distributors into their assigned area. Artisan Ceramics Limited use all three options for structuring their sales organization. They divide the whole of Bangladesh into 5 zones. These are Dhaka, Chittagong, Sylhet, Rangpur and Khulna. They recruit a different number of distributors in these different zones as required. Artisan Ceramics Limited divides one part their products for distribution and customer' sp reference. Artisan Ceramics Limited uses the intensive market coverage strategy with commission Sales Officer cum Distributors. They recruit several distributors in one area. Theywant to make sure that the product is available in every corner of a particular area.

6.3 Business Distribution Flowchart:



Chapter: 7

SWOT Analysis

7.1 SWOT Analysis

Export & Growth Potential of Ceramic Industries in Bangladesh

Internal	
Strengths	Weaknesses
1. Technical expertise and skilled manpower 2. Availability of gas and low cost labor 3. Domestic demand	1. Higher interest on working capital 2. Technological advancement for being competitive
External	
Opportunities	Threats
1. Strong international market demand. 2. Being labor intensive Bangladesh has most competitive advantage	1. Imported cheap low-quality ceramic

SWOT Analysis Summary
Bangladesh's ceramic has competitive advantage having low cost man power and availability of gas, whereas interest for the capital and production capacity at a international standard is still weakened the industry. It has opportunity to grow further because of a substantial local and untapped international market for export. To some extent the industry faces unlawful competition for cheap import and also a great concern over health risk of ceramic tableware. Health risk can be minimized through improvement of product quality but price remains a threat to survive from import.

Chapter: 8
Findings

8.1 Summary of findings:

The country key advantages are these:

- Technical expertise and skilled manpower in ceramic Tableware and Kitchenware
- Availability of gas and low-cost labor are competitive cost advantage.
- Ceramic Tableware and Kitchenware have a strong domestic demand as well as international market demand.

Traditionally, the ceramic Tableware and Kitchenware industry is labor-intensive and companies in developed countries experience difficulties in remaining competitive. Bangladesh, being a gas-rich and low-labor-cost economy, is perfectly positioned to be a strategic partner in production and supply of ceramic products.

8.2 Under invoicing:

It becomes a major problem in our country. The havoc it does cannot be described. It is not only destroying our industry but also destroying our whole economy evading revenue. Several complain are being sent to Bangladesh Tariff Commission from the domestic producers for remedy. If necessary, Customs valuation Act may be amended to control the tendency of under invoicing to protect our national economy.

8.3 Tax holiday:

To encourage direct investment to the industries, initially the opportunity of tax holiday should be continued for minimum a period of five years. Because without industrialization a country like us cannot be developed. To solve the unemployment problem industrialization must.

Chapter: 9
Recommendations
&
Conclusion

9.1 Recommendation:

Under this circumstance this sector needs to have developed with appropriate Policy support. In this regard the study proposes the following recommendations:

- Higher interest rate on working capital and on the credit for the procurement of capital machineries put the local producers to fall short of competitiveness in local and international markets. Interest on credit should reasonably be reduced in order to enhance the competitiveness of locally produced products.
- Ceramic industries are now becoming a more
- Import-oriented industry as low-cost ceramic are imported through under invoicing. Measures to be taken against unfair trade of under invoicing, with a view of Safeguarding interest of entrepreneurs in the ceramic industries.
- This industry lacks high level manufacturing and industrial engineering techniques, required machinery and equipment and international standard laboratory for testing and quality control. Besides, this sector is in need of research and development effort to economies on energy cost as well as appropriate and adequate training programs to develop pull of skilled labor.
- To save time and energy of industrial labor and other staff ceramic industrial area may be communicated by multidimensional flyover connection with the main city Dhaka. Side by side the entrepreneur should have taken necessary programs for constructing inside dormitory and residential accommodation for employees.
- The entrepreneurs seem to be highly concerned on the effect of under-invoicing, TAX evasion and illegal import of ceramic products. The honest entrepreneurs cannot compete with the price of these imported products. Initiatives should be take to fix actual assessable value of importable goods in respect of collect actual revenue side by side to protect our domestic industries, as a whole to save our national economy.
- Withdrawn of SD at a time may cause uneven competition between domestic products and imported goods. Initiatives may be taken to reduce SD from importable goods step by step with a view to protect our local industries.
- To encourage direct investment to the industries, initially the opportunity of tax holiday should be continued for minimum a period of five years.

9.2 Conclusion:

It is a great pleasure for us that the price of ceramic products remaining same for quite a long time despite power failure and political unrest across the country. There is no crisis of this item in the market and overall factories are running well. The demand of the item is increasing gradually due to increase per capita income and living standard. So, much more attention is required to be given so that this sub-sector does not suffer.

Undoubtedly domestic ceramics playing vital role in an era of free market economy. The domestic industries have been starting export to USA and Canada, tiles to India, Nepal and Bhutan and sanitary ware to the Middle East, especially to the UAE countries initially. Hopefully the sector would do well in future in the light of globalization. Due to the global recessionary impact and rising labor cost, the developed countries are placing more orders to low-cost countries for quality ceramic wares; hence, the export demand for Bangladeshi ceramic ware is growing rapidly.

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