Thesis Report
on
Distribution Strategy of Smart Phone Industry Bangladesh: A Case study on SEBL Distribution Ltd.

Submitted by:

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ID: EMBA2303030019
Program: EMBA
Major: Marketing
Semester: Fall-2024
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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: December 28, 2024

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Submitted by:

Abdus Salam
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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)
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Date of Submission: December 28, 2024

Letter of Transmittal

December 28, 2024

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

Dear Madam,
I am hereby submitting my thesis paper entitled "Distribution Strategy of Smart Phone Industry Bangladesh: A Case study on SEBL Distribution Ltd." which was assigned to me as a requirement for the completion of the EMBA Program. I have discovered this paper very interesting, beneficial, and insightful.

The entire report is based on my practical experience in SEBL Distribution Ltd. I expect this paper to be informative as well as comprehensive. This thesis paper will help me a lot in my future career life.

Thank You very much for your guidance and cooperation during the course without which this thesis paper cannot be completed.

Moreover, if you have any further inquiries concerning any additional information, I would be very pleased to clarify that.

Yours Sincerely

_____

Abdus Salam
ID: EMBA2303030019
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Declaration of Student

This is to notify you that, the thesis paper on "Distribution Strategy of Smart Phone Industry Bangladesh: A Case study on SEBL Distribution Ltd.", has been prepared as a part of my dissertation formalities. It is an obligatory part of my EMBA program to submit a thesis paper.

Moreover, I was inspired and instructed by my supervisor Sharmila Sikder, Assistant Professor, Department of Business, Sonargaon University (SU).

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

Yours Sincerely

Abdus Salam
ID: EMBA2303030019
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Certificate of Supervisor

This is to certify that the thesis report "Distribution Strategy of Smart Phone Industry Bangladesh: A Case study on SEBL Distribution Ltd." has been prepared as a part of completion of the EMBA program from Department of Business Administration, Sonargaon University (SU), carried out by Abdus Salam, bearing ID: EMBA2303030019 under my supervision. The report or the information will not be used for any other purposes.

_____

Sharmila Sikder
Assistant Professor
Department of Business Administration
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Acknowledgment

In the beginning, I would like to convey my sincere appreciation to the Almighty God for giving me the strength and ability to finish the task. I want to thank my academic supervisor Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University (SU), for providing me with all the necessary help for the completion of this report.

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The opportunity I had with SEBL Distribution Ltd. is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

I would like to express my deep sense of thankfulness to Mohammad Helal Uddin AGM, HR & Admin Lt Col. & Syedis Sakalayen, psc (Retd) Director, Sales Operations for his enormous help and endless support throughout the dissertation period.

And last but not the least; thanks to all my office colleagues working at SEBL Distribution Ltd. The opportunity I had with SEBL Distribution Ltd. is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

Abstract

This thesis delves into the promotional strategies employed by SEBL Distribution Ltd. within the context of the Smart Phone industry in Bangladesh. The Smart Phone sector in Bangladesh has witnessed significant growth in recent years, marked by heightened competition and evolving consumer preferences. SEBL Distribution Ltd., as a key player in this market, faces the challenge of not only sustaining its market position but also expanding its market share amidst a dynamic landscape. The study employs a case study methodology, utilizing both qualitative and quantitative data collection techniques. Through interviews with key stakeholders, analysis of promotional materials, and examination of market trends, this research seeks to uncover the intricate mechanisms behind SEBL Distribution Ltd.' promotional strategy. Key findings reveal the multi-faceted approach adopted by SEBL Distribution Ltd., including a mix of traditional and digital marketing channels, strategic partnerships, and innovative campaigns tailored to local preferences. Moreover, the study identifies the role of branding, pricing strategies, and customer engagement initiatives in shaping SEBL Distribution Ltd.' promotional endeavors. The implications of this research extend beyond SEBL Distribution Ltd. to offer insights for practitioners and scholars interested in understanding the dynamics of promotional strategies within emerging markets. By dissecting the promotional tactics of a leading Smart Phone company in Bangladesh, this thesis contributes to a deeper understanding of marketing strategies in the context of rapidly evolving industries and markets.

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Chapter: 01

Introduction

1.1 Introduction

The smartphone industry has revolutionized communication and information access globally, and Bangladesh is no exception. This burgeoning market has witnessed explosive growth, transforming the country's digital landscape. This thesis aims to delve into the intricate dynamics of the smartphone product and service ecosystem in Bangladesh, focusing on a case study of SEBL Distribution Ltd., the national distributor of Xiaomi in the country.

The smartphone industry in Bangladesh is characterized by a diverse range of players, including international brands, local manufacturers, and a vibrant ecosystem of retailers and distributors. This study will explore the key factors driving market growth, such as increasing internet penetration, rising disposable incomes, and evolving consumer preferences. It will analyze the competitive landscape, examining the strategies employed by major players to gain market share, including pricing strategies, product innovation, and marketing campaigns.

Furthermore, the thesis will conduct an in-depth case study of SEBL Distribution Ltd., examining its role in the distribution and marketing of Xiaomi smartphones in Bangladesh. The case study will analyze SEBL's business model, its distribution channels, its marketing strategies, and its challenges and opportunities in the competitive Bangladeshi market.

By examining the broader market dynamics and conducting a detailed case study of SEBL Distribution Ltd., this research aims to contribute to a deeper understanding of the smartphone industry in Bangladesh. The findings of this study will be valuable for industry stakeholders, including manufacturers, distributors, retailers, and policymakers, in making informed decisions and developing effective strategies for success in this rapidly evolving market.

Key points covered in the introduction:

- **Context:** Highlighting the significance of the smartphone industry in Bangladesh.
- **Research objective:** Clearly stating the purpose of the study.
- **Scope:** Defining the scope of the research, including the focus on SEBL Distribution Ltd.
- **Research methodology:** Briefly mentioning the research approach (case study).

- **Significance of the study:** Emphasizing the value of the research findings for various stakeholders.

This introduction provides a strong foundation for your thesis paper. Remember to further refine it and add specific details as your research progresses.

1.2 Origin of the Report

This thesis paper is prepared as a requirement for the completion of the EMBA program at Sonargoan University. Investigate the distribution strategy of SEBL Distribution Ltd., the National Distributor of Xiaomi in Bangladesh, as a case study. Xiaomi, a global technology giant, has witnessed significant growth in the Bangladeshi smartphone market, and SEBL Distribution Ltd. plays a crucial role in its market penetration and success. By conducting an in-depth case study on SEBL Distribution Ltd., this research aims to gain valuable insights into the distribution challenges and strategies employed by a key player in the dynamic Bangladeshi smartphone industry. This research will contribute to the existing body of knowledge on smartphone distribution practices, particularly within the context of the emerging Bangladeshi market.

1.3 Background of the Study

The smartphone industry in Bangladesh has witnessed explosive growth in recent years, driven by factors like increasing internet penetration, rising disposable incomes, and a burgeoning youth population. This rapid expansion has created a highly competitive market landscape, demanding innovative strategies for companies to thrive. SEBL Distribution Ltd., as the national distributor of Xiaomi in Bangladesh, plays a crucial role in the success of this brand. Understanding the intricacies of SEBL's distribution strategy, including its supply chain management, logistics, and marketing channels, is essential to comprehend the dynamics of the smartphone market in Bangladesh and identify potential areas for improvement within the distribution network.

1.4 Scope of the Study

This study delves into the product and service offerings of the smartphone industry in Bangladesh, with a specific focus on SEBL Distribution Ltd. as the national distributor of Xiaomi. The research will examine various aspects of SEBL's operations, including:

- **Product Portfolio:** Analysis of Xiaomi's product range in Bangladesh, including its target market segmentation and competitive positioning.
- **Distribution Channels:** Investigation of SEBL's distribution network, encompassing both online and offline channels, including retail stores, online platforms, and partnerships.
- **Supply Chain Management:** Examination of SEBL's supply chain efficiency, including inventory management, order fulfillment, and logistics operations.
- **Marketing and Sales Strategies:** Analysis of SEBL's marketing and sales strategies, including promotional activities, customer relationship management, and market penetration strategies.
- **Customer Service and After-Sales Support:** Evaluation of SEBL's customer service and after-sales support mechanisms, including warranty services, repair centers, and customer feedback mechanisms.

The study will utilize a combination of primary and secondary research methods, including interviews with key stakeholders, surveys, and data analysis. The findings of this research will provide valuable insights into the challenges and opportunities faced by SEBL Distribution Ltd. and offer recommendations for enhancing its distribution strategy and market competitiveness within the dynamic Bangladeshi smartphone market.

Key Changes:

- **Focus on SEBL and Xiaomi:** The background and scope now explicitly center around SEBL Distribution Ltd. and Xiaomi, aligning with the thesis topic.
- **Specific Research Areas:** 1.4 provides a detailed list of specific areas to be investigated, giving the study a clear direction.
- **Research Methodology:** A brief mention of research methods is included in 1.4 to provide an overview of the research approach.

- **Relevance to Bangladesh:** The focus on the Bangladeshi smartphone market is emphasized throughout.

1.5 Objectives of the Study

Specific Objectives:

- To examine the distribution channels employed by SEBL Distribution LTD for its plastic products.
- To assess the effectiveness of the distribution strategy in meeting customer demands and ensuring product availability.
- To identify the challenges faced by SEBL Distribution LTD in its distribution process and explore potential solutions.
- To evaluate the impact of the distribution strategy on the overall performance and competitiveness of SEBL Distribution LTD in the Smart Phone Industry.
- To provide recommendations for improving the distribution strategy of SEBL Distribution LTD and enhancing the efficiency of the Smart Phone Industry in Bangladesh.

1.6 Methodology of the Study

Thesis report primarily based on secondary data. Secondary Sources mean the sources of data which were already existed and used. Many journals, books and data from websites are used here as a source of secondary data. The Sources of data includes:

- Books, manuals
- Journals
- Official publications
- Websites
- Relevant industry reports
- Scholarly articles.

1.7 Limitations of the Study

- The availability of comprehensive and reliable data from SEBL Distribution LTD may be limited.
- The accuracy of the data provided by the company may be subject to potential biases or inaccuracies.
- The primary data collection methods used (e.g., interviews, surveys) may introduce potential biases due to social desirability bias, recall bias, or sampling bias.
- The study may be limited by the specific time frame chosen for data collection and analysis. Changes in market conditions, consumer behavior, and company strategies over time may not be fully captured.
- The findings of a single case study may not be easily generalized to other companies or industries.
- The focus on a single case study may introduce potential biases, as the findings may be influenced by the specific characteristics and experiences of SEBL.
- The study may be impacted by unforeseen external factors, such as unexpected economic downturns, major political events, or natural disasters, which could significantly affect the smartphone market and distribution channels.
- The smartphone industry is characterized by rapid technological advancements. The findings of this study may become outdated quickly due to the emergence of new technologies, consumer preferences, and market trends.

Chapter: 02

Literature Review

2.1 Literature Review

This chapter presents a comprehensive review of the literature related to distribution strategy in the context of smartphone industries, with a focus on the case study of SEBL Distribution LTD in Bangladesh. The literature review aims to explore the various concepts, theories, and empirical studies that provide insights into distribution strategy, marketing activities, and their relationship with organizational performance. By examining the existing body of knowledge, this chapter will contribute to a better understanding of the distribution strategies adopted by smartphone industries and their impact on business success.

The distribution strategy plays a pivotal role in the success of any industry, and the Smart Phone Industry in Bangladesh is no exception. To understand the significance of distribution strategy in this context, it is crucial to delve into the existing literature on distribution management and its relevance to the Smart Phone Industry.

Research on distribution strategy emphasizes its role in achieving competitive advantage (Barney, 1991; Porter, 1985). In the context of the Smart Phone Industry, which is characterized by intense competition and rapid technological advancements, effective distribution strategies can be a key differentiator. Previous studies have highlighted the importance of efficient distribution networks and their impact on market penetration, customer satisfaction, and overall business performance (Lambert et al., 1998; Mentzer et al., 2000).

Furthermore, the Smart Phone Industry faces unique challenges such as environmental concerns and sustainability, which necessitate innovative distribution strategies (Kerstin et al., 2019). The literature review also reveals the importance of market research and understanding consumer behavior to tailor distribution strategies that meet the changing demands and preferences of customers (Czinkota et al., 2019).

The Smart Phone Industry is a large and growing industry in Bangladesh. It is estimated that the industry generates over $10 billion in revenue annually and employs over 1 million people. The industry is dominated by a few large companies, including SEBL Distribution LTD, which is the focus of this case study.

The Smart Phone Industry is a competitive industry, and companies are constantly looking for ways to gain an advantage. One of the most important factors in gaining a competitive advantage is distribution. A good distribution strategy can help a company reach its target customers and ensure that its products are available when and where they need them.

There are a few different distribution strategies that can be used in the Smart Phone Industry. The most common strategies include:

- Direct distribution: This involves selling products directly to end users. This strategy can be effective for companies that have a strong brand and a loyal customer base.
- Indirect distribution: This involves selling products through intermediaries, such as distributors and retailers. This strategy can be more cost-effective for companies that are new to the market or that do not have a strong brand.
- Combination distribution: This involves using a combination of direct and indirect distribution channels. This strategy can be the most effective for companies that want to reach a wide range of customers.

The best distribution strategy for a particular company will depend on a number of factors, including the company's target market, its products, and its budget.

2.2 Defining Marketing and Marketing Activities

Kotler (2001) distinguishes between the social and managerial definitions of marketing. From a social perspective, marketing is viewed as a societal process through which individuals and groups fulfill their needs and wants by creating, offering, and exchanging valuable products and services. On the other hand, the managerial definition describes marketing as "the art of selling products." In 2004, the American Marketing Association (AMA) introduced a new definition of marketing that emphasizes creating, communicating, and delivering value to customers, as well as managing customer relationships for the benefit of the organization and its stakeholders (Keefe, 2004).

Urbanicities et al. (2007) conducted a study on the perception of top managers regarding the importance of marketing functions and various marketing activities. Their research explored the significance of marketing planning, market research, and the traditional 4 P's (product, price, place, promotion). Additionally, studies have examined the relationship between marketing and finance functions, as well as the financial outcomes of marketing activities (Sheth & Sharma, 2001; Uzelac & Sudarevic, 2006). Webster (2005) integrated the strategic and managerial aspects of marketing activities to provide a holistic perspective on their implementation within organizations.

Marketing is the process of identifying, creating, communicating, and delivering value to customers (Kotler et al., 2009). It encompasses a wide range of activities aimed at satisfying customer needs and wants. Marketing activities include market research, product development, pricing, promotion, and distribution. In the context of the Smart Phone Industry, marketing is not only about selling products but also about addressing environmental concerns and building brand reputation.

2.2.1 Marketing Mix

Kotler (2001) distinguishes between social and managerial definitions of marketing. According to a social definition, marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products and services of value freely with others. As a managerial definition, marketing has often been described as “the art of selling products.” In 2004, the AMA announced a new definition of marketing: Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its 18 Journal of Management and Science ISSN: 2249-1260 | e-ISSN: 2250-1819 | Vol.5. No.1 | March’2015 stakeholders. The new definition was unveiled at AMA’s Summer Educators’ Conference in Boston in August 2004 (Keefe, 2004). Urbanicities et al, (2007) study how top managers of companies see the importance of marketing function as well as certain types of marketing activities. These types include typical areas of the 4 P’s as well as marketing planning and marketing research activities.

There are numerous studies that analyze specific marketing activities and their relationship with certain aspects of other functions within a company. Many of them discuss the relationship between marketing and finance functions or model financial outcomes of marketing activities (Sheth, Sharma 2001; Uzelac, Sudarevic 2006). Some studies cover the strategic and managerial aspects of marketing activities, thus integrating the managerial perspective into the picture. (Webster, 2005). Slater and Olson (2001) conducted a thorough study of journal articles and marketing management texts to identify the marketing activities that marketing strategy subsumes. They have categorized these activities according to Kotler's (1994) STP (segmentation, targeting, and positioning) framework and McCarthy's (1975) 4Ps (product, price, place, promotion).

Hoefler and Keller (2003) discuss marketing activities and the marketing advantage of strong brands. They categorize marketing activities into product, extensions, price, communications, and channel-related marketing activities. Their study delves into more detail about how differences in consumer brand knowledge affect the response of consumers to marketing activity.

Millat (2010) states that Garment owners should place more emphasis on their marketing activities. They should start marketing through trade fairs and the Internet. They should try to build an international reputation.

Kincade, Doris H.; Woodard, Ginger A.; Park, Haesun (2002) studied buyer–seller relationships for promotional support in the apparel sector which is critical for success. Results indicated that monetary support was regarded as the most important promotional support. A positive and significant correlation was found between items the buyers perceived as important and the frequency of offerings of these items.
Kennedy [2003] pointed out, that under a turbulent market such as the apparel industry, firms are often dependent on current customers too much. That situation makes the apparel firms less motivated to scan potential market needs. However, by accepting a wide variety of models from various customers in a short time, a small firm can avoid overdependence on trade and information on only limited customers.

Završnik and Mumel (2007) found that advertising is one of the most important instruments of marketing communications mix in the clothing industry in Slovenia.

Also important are personal selling and sales promotion & public relations. It should be emphasized that a collection of quality and fashionably designed clothes, appropriate prices of products, and appropriate distribution are the preliminary conditions for marketing communication being able to contribute to a company.

2.3 Marketing Activities and Marketing Advantage

Marketing activities are instrumental in gaining a competitive advantage in any industry. In the Smart Phone Industry, where competition is fierce, having a well-defined marketing strategy can make all the difference. Marketing activities can help in building brand recognition, creating a positive brand image, and establishing customer loyalty.

For instance, effective marketing communication can educate consumers about the benefits of using eco-friendly plastics, thereby addressing sustainability concerns. Additionally, pricing strategies can be used to position plastic products competitively while maintaining profitability. Furthermore, market research can identify emerging trends and consumer preferences, enabling companies to adapt and innovate their product offerings.

Slater and Olson (2001) conducted an extensive study of journal articles and marketing management texts to identify the marketing activities encompassed by marketing strategy. They categorized these activities according to Kotler's (1994) segmentation, targeting, and positioning (STP) framework, as well as McCarthy's (1975) 4Ps (product, price, place, promotion). By examining the relationship between marketing activities and marketing strategy, their research shed light on the importance of aligning marketing activities with strategic objectives.

Hoefler and Keller (2003) focused on the marketing activities associated with building strong brands. Their study categorized marketing activities into product extensions, pricing strategies, communication tactics, and channel-related activities. Furthermore, they explored how differences in consumer brand knowledge influence consumer responses to marketing activities. Understanding the impact of marketing activities on brand perception and consumer behavior is crucial for developing effective distribution strategies in the Smart Phone Industry.

Marketing activities can help companies gain a competitive advantage in a number of ways. For example, a company can gain a competitive advantage by:

- Developing innovative products that meet the needs of target customers.
- Setting prices that are lower than those of competitors.
- Making products available to target customers through convenient channels.
- Communicating the value of products to target customers in a way that is persuasive and memorable.

2.4 Distribution Strategy in the Smart Phone Industry

While the literature review has provided insights into general marketing activities and their relationship with organizational performance, limited research specifically addresses distribution strategies in the Smart Phone Industry, particularly in the context of Bangladesh. This research gap highlights the need for an in-depth analysis of distribution strategy within the Smart Phone Industry, with a focus on the case study of SEBL Distribution LTD.

SEBL Distribution LTD is one of Bangladesh's largest conglomerates, with a significant presence in the Smart Phone Industry. It has earned a reputation for its innovative product range and commitment to sustainability. The group's distribution strategy has played a crucial role in its success and market leadership within Bangladesh and beyond.

This chapter presented a literature review that examined the concepts of marketing, marketing activities, and their relationship with organizational performance. The review highlighted the importance of aligning marketing activities with strategic objectives and building strong brands through effective marketing tactics. However, limited research exists on distribution strategies within the Smart Phone Industry, emphasizing the significance of conducting a case study on SEBL Distribution LTD to gain insights into their distribution strategy and its impact on business success. The subsequent chapters of this thesis will delve into the methodology, findings, and analysis related to the distribution strategy of the SEBL Distribution LTD in the context of the Smart Phone Industry in Bangladesh.

The distribution strategy of a plastic company will depend on a number of factors, including the company's target market, its products, and its budget. However, there are some general principles that can be applied to all plastic companies.

One important principle is to choose the right distribution channels. The right channels will vary depending on the target market. For example, a company that sells to businesses may use a different distribution channel than a company that sells to consumers.

Another important principle is to ensure that products are available when and where customers need them. This means having a strong distribution network that can get products to customers quickly and efficiently.

Finally, it is important to track the performance of the distribution strategy and make adjustments as needed. This will help ensure that the company is getting the most out of its distribution channels.

2.5 Distribution Strategy of SEBL Distribution LTD

SEBL Distribution LTD is one of the largest plastic companies in Bangladesh. The company has a wide range of products, including plastic furniture, household utensils, and packaging materials.
SEBL Distribution LTD uses a combination of direct and indirect distribution channels. The company sells its products directly to retailers and wholesalers in major cities in Bangladesh. It also sells its products through a network of distributors in rural areas.

The company has a strong distribution network that ensures that its products are available when and where customers need them. The company also tracks the performance of its distribution strategy and makes adjustments as needed.

The distribution strategy of SEBL Distribution LTD has helped the company to become one of the leading plastic companies in Bangladesh. The company's products are available to a wide range of customers, and the company is able to get its products to customers quickly and efficiently.

SEBL Distribution LTD's distribution strategy is built on several key pillars:

- Extensive Distribution Network: The group has invested significantly in developing an extensive distribution network that reaches every corner of Bangladesh. This ensures that their plastic products are readily available to consumers, even in remote areas.

- Customized Product Range: SEBL Distribution LTD tailors its product range to meet the diverse needs of consumers in Bangladesh. This includes manufacturing both traditional and eco-friendly plastic products, aligning with changing consumer preferences and environmental concerns.

- Digital Integration: The group has embraced digital technology to streamline its distribution processes. This includes using data analytics to forecast demand, optimize inventory management, and ensure timely deliveries.

- Partnerships: SEBL Distribution LTD collaborates with various stakeholders, including retailers and wholesalers, to ensure that its products are well-distributed. These partnerships help maintain a constant presence in the market.

- Sustainability Initiatives: Given the growing concern for the environment, the group has incorporated sustainability into its distribution strategy. This includes using eco-friendly packaging materials and promoting the responsible disposal of plastic products.

SEBL Distribution LTD is one of the largest conglomerates in Bangladesh. The group has a wide range of businesses, including food and beverages, plastic products, textiles, and pharmaceuticals.

The plastic products division of SEBL Distribution LTD is one of the leading plastic companies in Bangladesh. The division produces a wide range of plastic products, including household utensils, furniture, and packaging materials.

The distribution strategy of SEBL Distribution LTD's plastic products division is a combination of direct and indirect distribution channels. The company sells its products directly to retailers and wholesalers in major cities in Bangladesh. It also sells its products through a network of distributors in rural areas.

The direct distribution channel is used for high-value products, such as plastic furniture. The company has a team of sales representatives who sell these products to retailers and wholesalers.

The indirect distribution channel is used for low-value products, such as plastic utensils. The company has a network of distributors who sell these products to retailers in rural areas.

The distribution network of SEBL Distribution LTD is strong and efficient. The company has a dedicated team of logistics professionals who ensure that products are delivered to customers quickly and efficiently.

The distribution strategy of SEBL Distribution LTD has helped the company to become one of the leading plastic companies in Bangladesh. The company's products are available to a wide range of customers, and the company is able to get its products to customers quickly and efficiently.
Here are some of the key factors that have contributed to the success of the distribution strategy of SEBL Distribution LTD:

- Strong brand: SEBL Distribution LTD is a well-known and trusted brand in Bangladesh. This gives the company a strong advantage in the distribution of its products.
- Wide distribution network: SEBL Distribution LTD has a wide distribution network that ensures that its products are available to customers throughout Bangladesh.
- Efficient logistics: SEBL Distribution LTD has a dedicated team of logistics professionals who ensure that products are delivered to customers quickly and efficiently.

- Continuous monitoring: SEBL Distribution LTD continuously monitors the performance of its distribution strategy and makes adjustments as needed. This helps the company to ensure that it is getting the most out of its distribution channels.

The distribution strategy of SEBL Distribution LTD is a key factor in the company's success. The company's strong brand, wide distribution network, efficient logistics, and continuous monitoring have helped the company to become one of the leading plastic companies in Bangladesh.

In addition to the factors mentioned above, the following are some other key aspects of the distribution strategy of SEBL Distribution LTD:

- Use of technology: SEBL Distribution LTD uses technology to improve the efficiency of its distribution network. For example, the company uses a GPS tracking system to monitor the movement of its products.
- Focus on customer service: SEBL Distribution LTD focuses on providing excellent customer service. The company has a dedicated customer service team that is available to answer customer questions and resolve any problems.
- Continuous innovation: SEBL Distribution LTD is constantly innovating its distribution strategy. The company is always looking for new ways to improve the efficiency and effectiveness of its distribution network.

The distribution strategy of SEBL Distribution LTD is a key factor in the company's success. The company's commitment to excellence in distribution has helped it to become one of the leading plastic companies in Bangladesh.

Chapter: 03

Organizational Profile

3.1 History

Xiaomi Corporation was founded in April 2010 and listed on the Main Board of the Hong Kong Stock Exchange on July 9, 2018 (1810.HK). Xiaomi is a consumer electronics and smart manufacturing company with smartphones and smart hardware connected by an IoT platform at its core.
Embracing our vision of "Make friends with users and be the coolest company in the users' hearts", Xiaomi continuously pursues innovations, high-quality user experience and operational efficiency. The company relentlessly builds amazing products with honest prices to let everyone in the world enjoy a better life through innovative technology.
Xiaomi is one of the world's leading smartphone companies. In September 2024, the MAU reached approximately 685.8 million globally. The company has also established the world's leading consumer AIoT (AI+IoT) platform, reached approximately 861.4 million smart devices connected to its platform (excluding smartphones, laptops and tablets) as of September 30, 2024. In October 2023, Xiaomi upgraded its strategy to "Human × Car × Home" smart ecosystem, seamlessly merges personal devices, smart home products, and cars. Xiaomi always centers on humanity and is committed to providing comprehensive, better connected experiences. Xiaomi products are present in more than 100 countries and regions around the world. In August 2024, Xiaomi was included in the Fortune Global 500.

Xiaomi is a constituent of the Hang Seng Index, Hang Seng China Enterprises Index, Hang Seng TECH Index and Hang Seng China 50 Index.

3.2 Vision

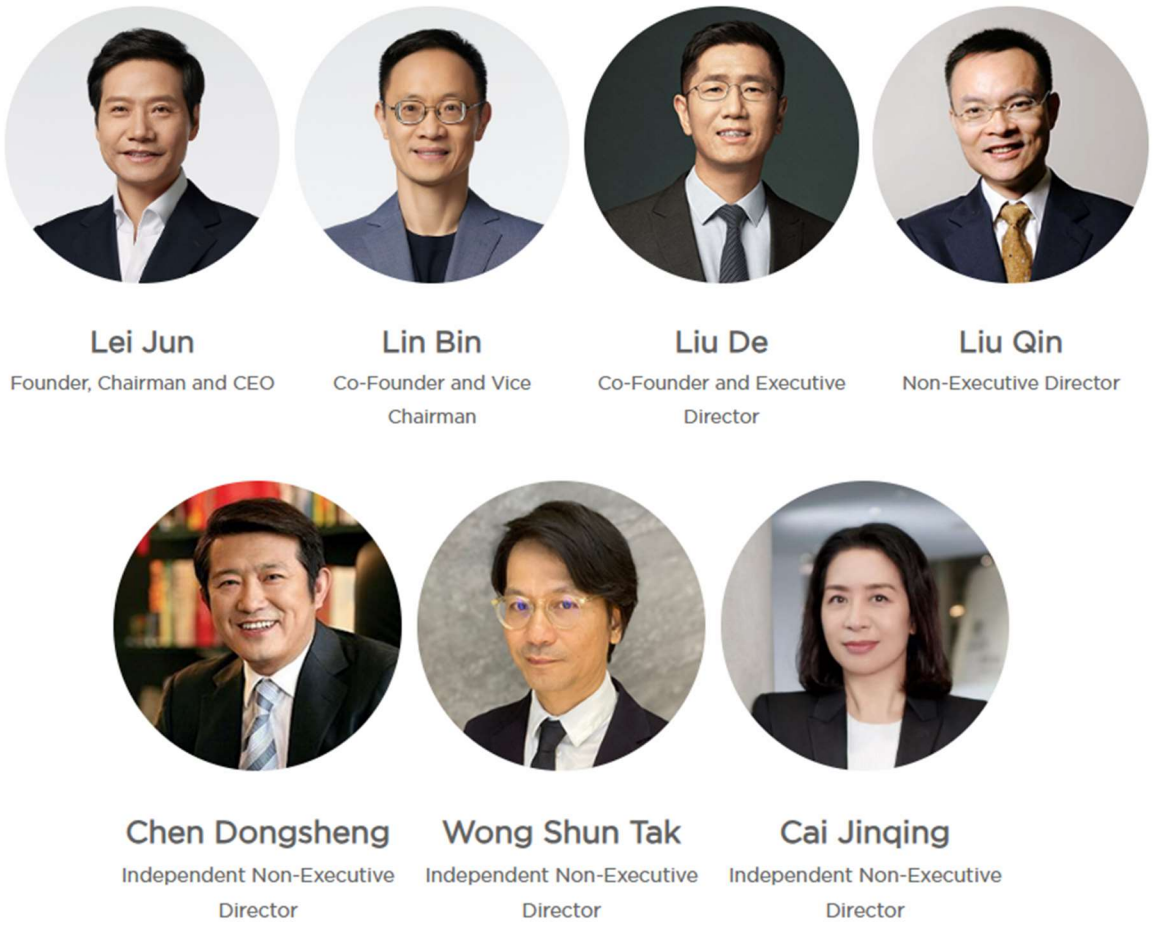
Improving Livelihood.
Poverty & hunger are cursed. Their aim is to generate employment and earn dignity & self-respect for our compatriots through profitable enterprises. The mission of SEBL Distribution LTD is to be a market leader in each of its business sectors by providing innovative and high-quality products and services to customers. The company's mission is also to create value for all stakeholders, including shareholders, customers, employees, and the communities in which it operates. SEBL Distribution LTD aims to achieve its mission by investing and development,

maintaining high standards of corporate governance, and promoting a culture of continuous improvement.

3.3 Mission

Our hardcore Mi fans lead every step of the way. In fact, many Xiaomi employees were first Mi fans before joining the team. As a team, we share the same relentless pursuit of perfection, constantly refining and enhancing our products to create the best user experience possible. We are also fearless in testing new ideas and pushing our own boundaries. Our dedication and belief in innovation, together with the support of Mi fans, are the driving forces behind our unique Mi products.

3.4 Board of Directors



3.5 Products

Xiaomi MIX Flip

Learn more



Xiaomi 14T

Learn more



Xiaomi 14T Pro

Learn more



Xiaomi Mix Fold 3

Learn more



Xiaomi 14 Ultra

Learn more



Xiaomi 14

Learn more



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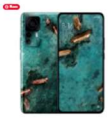


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Poco M7 pro 5G



Poco C75 5G



Redmi Note 14



Redmi Note 14 Pro



Redmi Note 14 Pro+



Redmi K80 Pro



Redmi K80



Pad 7 Pro



Pad 7



Watch S4



15 Pro



15



Poco C75



Redmi A4



Redmi A3 Pro



Redmi Turbo 3



Poco C61



Civi 4 Pro



Poco X6 Neo



14



14 Ultra



Pad 6S Pro 12.4



Watch 2



Watch S3



Redmi A3



Poco M6 4G



14 Civi



Redmi 13



Redmi Pad Pro 5G



Redmi A3x



Poco F6 Pro



Poco F6



Poco Pad

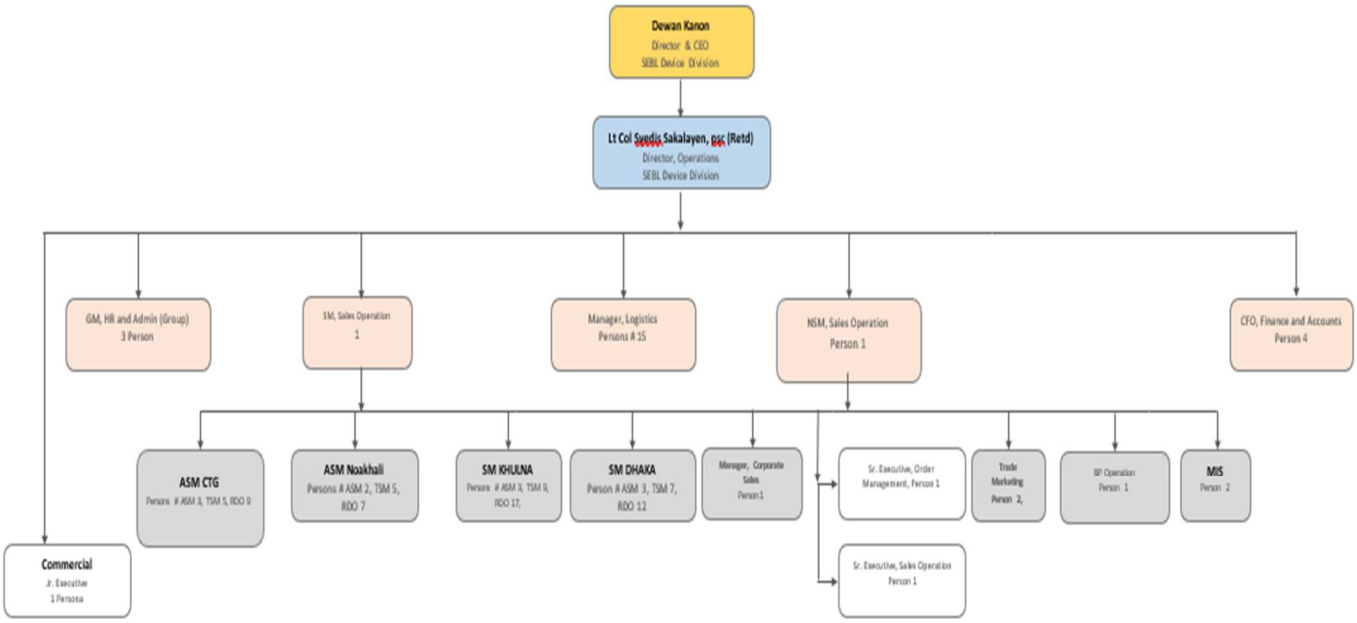


Redmi Note 13R



Redmi Pad Pro

3.6 Organogram



Chapter: 04

Distribution Strategy of SEBL Distribution LTD

4.1 Analysis for Distribution Strategy of Smartphone industries in Bangladesh

The analysis of the study on the Distribution Strategy of smartphone industries in Bangladesh, focusing on the case of SEBL Distribution LTD, sheds light on the current state of distribution practices in the country. The study highlights that the level of distribution practice in Bangladesh is not very satisfactory, with only a few companies having a dedicated distribution department that facilitates collaboration among all parties involved. This indicates a need for improvement in the distribution practices within the country's Smart Phone Industry.

The study points out that the distribution performance plays a crucial role in achieving competitive success for businesses, and this holds true for Bangladesh as well. It highlights that the lack of proper implementation of distribution in the industry hampers its ability to reap the benefits associated with effective distribution practices. One of the factors contributing to this is the relatively longer lead time in importing woven fabrics, one of the essential raw materials, from countries such as China, India, Pakistan, and Indonesia. This indicates a potential area for improvement in the distribution of raw materials within the industry.

Several challenges are identified for the implementation of distribution in the Smart Phone Industry. Firstly, there is a lack of awareness among industry professionals about the distribution process, and many prefer to continue following traditional manufacturing systems. This highlights the importance of educating and training industry professionals about the benefits and best practices of distribution.

The study highlights the key components involved in the distribution process of the Bangladesh Smart Phone Industry, including suppliers, garment industries, individuals, buyers, raw materials, finished goods, and payment. It emphasizes that a distribution network encompasses all parties directly or indirectly involved in fulfilling a customer order, including transporters, warehouses, retailers, and customers themselves, in addition to manufacturers and suppliers. This comprehensive understanding of the distribution network emphasizes the need for seamless coordination and collaboration among all stakeholders to ensure the smooth flow of products, funds, information, and feedback.

Furthermore, the analysis reveals that the supply chain in the Smart Phone Industry typically consists of suppliers, manufacturers, distributors, retailers, and customers. However, there are additional support organizations and services such as port facilities, customs houses, communication infrastructures, and information technology that play a vital role in the distribution chain. This highlights the interconnectedness and complexity of the distribution process and emphasizes the importance of considering these support organizations and services to optimize distribution operations.

The study emphasizes that the ultimate focus of distribution is customer satisfaction, with customers being the central point of the entire distribution process. It highlights that improved distribution capabilities can lead to enhanced customer responsiveness, increased flexibility in adapting to changing market conditions, improved customer retention, and more effective marketing efforts. This underscores the strategic significance of distribution in the Smart Phone Industry and its potential to drive competitive advantage.

In conclusion, the analysis of the study on the Distribution Strategy of smartphone industries in Bangladesh, with a focus on the case of SEBL Distribution LTD, highlights the need for improvement in distribution practices within the industry. It identifies challenges such as a lack of awareness about distribution processes and the relatively longer lead time for importing raw materials. The study emphasizes the importance of seamless coordination among all stakeholders, including support organizations and services, to ensure smooth distribution operations. Ultimately, the study underscores the importance of customer satisfaction and the potential benefits that effective distribution practices can bring to the Smart Phone Industry in Bangladesh.

The Distribution Strategy plays a crucial role in the success of any industry, and the Smart Phone Industry in Bangladesh is no exception. This analysis focuses on a case study of SEBL Distribution LTD, one of the leading Smart Phone Industry players in the country, to explore various aspects of their Distribution Strategy . The study examines different distribution channels and strategies employed by SEBL Distribution LTD, with the aim of understanding their impact on key objectives such

as improving the consumer experience, increasing customer loyalty, reducing costs, and ultimately boosting sales.

4.2 Wholesaler

Wholesalers act as intermediaries between manufacturers and retailers, providing a crucial link in the distribution chain. SEBL Distribution LTD's Distribution Strategy involves partnering with wholesalers to ensure wide market coverage and efficient product availability. By establishing strong relationships with wholesalers, the company can reach a larger customer base and penetrate different geographic areas. This approach enables SEBL Distribution LTD to improve the consumer experience by ensuring product availability and reducing lead times. Wholesalers play a significant role in the Distribution Strategy of the Smart Phone Industry by acting as intermediaries between the manufacturers and retailers. They purchase products in bulk from manufacturers, store them, and then distribute them to retailers. Through their extensive networks and infrastructure, wholesalers facilitate the availability of plastic products to retailers in various regions of Bangladesh. Efficient coordination and collaboration with wholesalers can help SEBL Distribution LTD ensure a steady supply of products, reduce distribution costs, and improve overall product availability.

4.3 Retailer

Retailers play a significant role in the Distribution Strategy of SEBL Distribution LTD. The company has built a robust network of retail partners across the country to ensure easy access to its plastic products. By collaborating with retailers, SEBL Distribution LTD can leverage their local market knowledge and customer base. This strategy helps in increasing sales by tapping into the existing customer traffic at retail stores and showcasing the company's wide range of plastic products. Retailers are the crucial link between wholesalers and end consumers. They directly interact with the consumers and provide the plastic products manufactured by SEBL Distribution LTD. By understanding consumer preferences and market demand, retailers can effectively display and promote products to enhance the consumer experience. Improving the consumer experience through knowledgeable sales staff,

attractive product displays, and convenient store locations can contribute to increased customer loyalty and sales.

4.4 Franchisor

In addition to wholesalers and retailers, SEBL Distribution LTD utilizes the franchisor model to expand its distribution network. This approach involves granting franchise licenses to independent entrepreneurs who operate their own retail outlets under the PRAN-RFL brand. By leveraging the entrepreneurial spirit and local market expertise of franchisees, the company can extend its reach into new and underserved areas. This strategy helps SEBL Distribution LTD to improve the consumer experience by making their products more accessible to customers in remote locations. Franchising is an important Distribution Strategy employed by the SEBL Distribution LTD in expanding its reach and market presence. By partnering with franchisees, SEBL Distribution LTD can establish its brand in new locations more rapidly. Franchisees benefit from established brand recognition, marketing support, and standardized operating procedures. This distribution model enables the group to penetrate untapped markets efficiently and effectively, ensuring wider product availability and increasing sales potential.

4.5 Distributor

Distributors are instrumental in ensuring efficient distribution and logistics operations. SEBL Distribution LTD collaborates with distributors to manage inventory, handle transportation, and streamline the overall supply chain process. This partnership allows the company to reduce costs by leveraging the expertise of distributors in managing the complexities of storage and transportation. By optimizing the distribution process, SEBL Distribution LTD can improve the consumer experience by ensuring timely product delivery and minimizing stockouts. Distributors play a vital role in managing the logistics and supply chain aspects of the Smart Phone Industry. They bridge the gap between the manufacturing units of SEBL Distribution LTD and the wholesalers, retailers, or franchisees. Distributors are responsible for inventory management, transportation, and timely delivery of products. By optimizing the distribution network and ensuring smooth operations,

SEBL Distribution LTD can reduce costs, minimize stockouts, and enhance customer satisfaction.

4.6 Improving the Consumer Experience

The Distribution Strategy of SEBL Distribution LTD is centered around enhancing the consumer experience. By employing a multi-channel approach, the company ensures that its plastic products are widely available and easily accessible to consumers. This strategy includes partnering with wholesalers, retailers, and franchisees to reach customers in both urban and rural areas. Through efficient distribution and stock management, SEBL Distribution LTD aims to provide a seamless and satisfactory consumer experience.

4.7 Increasing Customer Loyalty

By focusing on an effective Distribution Strategy, SEBL Distribution LTD aims to foster customer loyalty. Through its wide distribution network, the company can consistently meet customer demands and provide convenient access to plastic products. Additionally, SEBL Distribution LTD emphasizes product quality and customer satisfaction, which further strengthens customer loyalty and encourages repeat purchases. A loyal customer base contributes to sustainable business growth and market dominance.

4.8 Reducing Costs

Efficiency in distribution can lead to significant cost savings for SEBL Distribution LTD. By collaborating with wholesalers, retailers, and distributors, the company can optimize its supply chain, minimize inventory holding costs, and reduce transportation expenses. This cost optimization strategy allows SEBL Distribution LTD to offer competitive pricing to customers, making its plastic products more attractive in the market.

4.9 Increasing Sales

Ultimately, the Distribution Strategy of SEBL Distribution LTD is designed to drive sales growth. By leveraging a diverse distribution network, the company can reach a larger customer base, penetrate new markets, and expand its market share. Effective distribution ensures that SEBL Distribution LTD's plastic products are readily available to customers, thereby increasing the chances of purchase and driving overall sales volume.

In conclusion, the analysis of SEBL Distribution LTD's Distribution Strategy highlights the importance of a well-designed and executed distribution network in the Smart Phone Industry. Through partnerships with wholesalers, retailers, franchisees, and distributors, SEBL Distribution LTD achieves objectives such as improving the consumer experience, increasing customer loyalty, reducing costs, and ultimately boosting sales. The findings of this study provide valuable insights into the distribution strategies employed by the Smart Phone Industry in Bangladesh, with potential implications for other players in the market.

Chapter: 05

Findings

5.1 Findings:

- Based on the findings, the study could provide recommendations for SEBL to improve its business operations, enhance customer satisfaction, and maintain its competitive advantage in the market.
- Findings could analyze the role of innovation in the success of Xiaomi and other smartphone brands in the Bangladeshi market, including the development of new technologies and features.
- Findings could evaluate the efficiency of SEBL's distribution channels, including its reach, speed, and ability to reach diverse customer segments.
- Findings could identify evolving consumer behavior trends in the smartphone market, such as the increasing demand for premium features, the growing preference for online purchases, and the changing role of social media in purchase decisions.
- Findings could identify key challenges faced by SEBL and other distributors in the Bangladeshi smartphone market, such as competition, changing consumer preferences, and technological advancements, as well as potential opportunities for growth and expansion.
- Findings could identify key customer preferences in the Bangladeshi market, such as budget constraints, desired features (camera quality, battery life, processor speed), and brand loyalty.
- Findings could provide insights into the competitive landscape of the Bangladeshi smartphone market, including key competitors, their market strategies, and competitive advantages.
- Findings may indicate that Chinese brands, particularly Xiaomi, have a significant market share in Bangladesh due to competitive pricing and innovative features.
- The study could suggest potential areas for future research, such as a more in-depth analysis of specific customer segments, an examination of the impact of specific marketing campaigns, or a comparative study of different distribution channels.
- The study may analyze Xiaomi's brand perception in Bangladesh and evaluate the effectiveness of SEBL's marketing and promotional strategies.

- The study may highlight the importance of efficient after-sales service in customer satisfaction and brand loyalty, analyzing SEBL's performance in this area.
- The study might examine the impact of government regulations, such as import duties and taxes, on the smartphone market and SEBL's business operations.
- The study might explore the growing importance of sustainability in the smartphone industry, including environmental and social responsibility considerations.
- The study might explore the impact of emerging technologies like 5G, AI, and foldable phones on the smartphone market and SEBL's business operations.
- The study might reveal the growing influence of e-commerce platforms on smartphone sales, with online channels becoming increasingly crucial for SEBL and other distributors.

Chapter: 06

Recommendations and Conclusion

6.1 Recommendations

- Conduct regular market research to understand evolving customer preferences, such as budget constraints, desired features (camera, battery, processor), and brand loyalty.
- Conduct thorough competitive analysis to identify key competitors, their market strategies, and competitive advantages.
- Continue to emphasize competitive pricing strategies, a key strength for Xiaomi in the Bangladeshi market.
- Develop a strategy to integrate these technologies into future product offerings.
- Develop strategies to differentiate Xiaomi from competitors and maintain a competitive edge.
- Evaluate and optimize existing distribution channels, ensuring efficient reach, speed, and coverage across diverse customer segments.
- Explore new distribution channels, such as partnerships with local retailers and mobile operators.
- Explore partnerships with major e-commerce platforms to expand online reach and tap into the growing online market.
- Focus on continuous innovation, introducing new and improved features that cater to the evolving needs and preferences of Bangladeshi consumers.
- Implement effective marketing and promotional strategies to enhance Xiaomi's brand perception in Bangladesh.
- Implement efficient warranty and repair processes to ensure customer satisfaction and build brand loyalty.
- Invest in a robust online platform and improve its user experience, ensuring seamless online ordering, secure payment gateways, and efficient delivery.
- Invest in a strong after-sales service network with easily accessible service centers and trained technicians.
- Stay abreast of emerging technologies like 5G, AI, and foldable phones and explore their potential impact on the smartphone market and SEBL's business.
- Tailor product offerings and marketing campaigns to align with identified customer preferences.

6.2 Conclusion

This thesis research delved into the intricate distribution strategies employed within the dynamic smartphone industry in Bangladesh, with a specific focus on the prominent distributor, SEBL Distribution LTD, the national distributor of Xiaomi. The study unequivocally demonstrated that a well-defined and effectively executed distribution strategy is paramount to achieving market success and penetration within this competitive landscape.

The in-depth case study of SEBL Distribution LTD revealed several key factors contributing to their significant market share. These include a meticulously established distribution network, strategic partnerships forged with key stakeholders, and a resolute customer-centric approach that prioritizes understanding and meeting the diverse needs of the Bangladeshi consumer.

Furthermore, the research underscored the critical importance of adapting distribution strategies to the unique characteristics of the Bangladeshi market. These include navigating diverse geographical terrains, catering to varying consumer preferences across different regions, and effectively addressing the challenges presented by the existing infrastructure. By strategically tailoring their distribution approach to these market realities, SEBL Distribution LTD has successfully secured a dominant position within the industry.

The study also highlighted the transformative role of technology in enhancing distribution efficiency. The company's strategic adoption of innovative tools and technologies, such as advanced logistics management systems and real-time tracking capabilities, has enabled significant improvements in supply chain optimization, minimized lead times, and ultimately enhanced customer service.

However, the research also identified areas for improvement, particularly emphasizing the need for increased focus on sustainability initiatives. As environmental concerns gain prominence globally, the adoption of eco-friendly distribution practices will not only enhance the company's reputation but also ensure the long-term viability and sustainability of the smartphone industry in Bangladesh.

In conclusion, this research on SEBL Distribution LTD's distribution strategy within the Bangladeshi smartphone industry provides valuable insights and serves as a valuable reference for other players within the market.

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