

**INTERNSHIP REPORT**  
**ON**  
***Future Prospect of Singer Bangladesh Limited***

By

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*This internship report is submitted to the Faculty of Business Studies, Hajee Mohammad Danesh Science & Technology University, Dinajpur as a Partial fulfillment of the requirement for the degree of*

*Evening MBA program-2015*



HAJEE MOHAMMAD DANESH SCIENCE & TECHNOLOGY UNIVERSITY, DINAJPUR-  
5200

May, 2016

**LETTER OF TRANSMITTAL**

**Date: 07<sup>th</sup> May, 2016**

**Zahangir Alam Siddiquee**

Assistant Professor

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HSTU, Dinajpur

**Subject: Submission of Internship Report.**

Dear Sir,

With due respect, I would like to inform you that it is a great pleasure for me to submit the internship report on the topic "***The Future Prospect of Singer Bangladesh Limited***" as per Master of Business Administration (MBA) Evening program-2015 requirement. Throughout the completion of the report, it provides me practical knowledge.

Therefore; I firmly believe that this report will meet your approval. I would genuinely appreciate and keen enough to make further corrections where you think it is necessary and placing this paper for your valuable evaluation & recommendations.

Thanking You.

**Sincerely Yours,**

.....

Md. Ismail  
Evening MBA (Major in Marketing)

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*Zahangir Alam Siddiquee*

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**CERTIFICATE OF THE SUPERVISOR**

This is to certify that Md. Ismail, 2<sup>nd</sup> Batch, ID # E130502067, student of Hajee Mohammad Danesh Science & Technology University, Dinajpur of Evening MBA program-2015 has completed the internship report “*The Future Prospect of Singer Bangladesh Limited*” successfully under my supervision.

I wish him every success in life.

---

**Zahangir Alam Siddikee**

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### **CERTIFICATE OF THE CO-SUPERVISOR**

This is to certify that Md. Ismail, 2<sup>nd</sup> Batch, ID # E130502067, student of Hajee Mohammad Danesh Science & Technology University, Dinajpur of Evening MBA program-2015 has completed the internship report “The Future Prospect of Singer Bangladesh Limited” successfully under my supervision.

I wish him every success in life.

---

**Saiful Islam**

Assistant Professor  
Department of Accounting  
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## *Declaration of Student*

This is to notify that this report “**The Future Prospect of Singer Bangladesh Limited**” has been prepared as a part of my internship formalities. It is an obligatory part of our MBA evening program-2015 to submit an internship report. Moreover, I was inspired and instructed by my supervisor Zahangir Alam Siddiquee, Assistant Professor, Department of Finance, Faculty of Business Studies, Hajee Mohammad Danesh Science & Technology University & co- supervisor Saiful Islam, Assistant Professor, Department of Accounting, Faculty of Business Studies, Hajee Mohammad Danesh Science & Technology University

In this regard, I would like to mention that this report has not been prepared for any other purpose like presentation or investigation for any other authorities.

.....

**Md. Ismail**

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## *ACKNOWLEDGEMENT*

A successful internship report reflects the affiliated organizations activities as it provides a virtual ground where the implication of theoretical knowledge experience with the practical teaching. It would not get its complement without active assistance of few people from Hajee Mohammad Danesh Science & Technology University, Dinajpur. I am more benefited and decorated for being oriented with a group of qualified and benevolent people. Their assistance and guidance can never be paid back. I will remain ever grateful to them and I am honored to be part of their culture.

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I concede the aesthetic contribution of Mr. Tanim Quarrar, Marketing Services Director for providing required information & co-operate to collect data early and suggest designing the report.

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Accounting, Faculty of Business Studies, Hajee Mohammad Danesh Science & Technology University for their instruction and guidance. They are the person behind my diligence, inspiration and devotion. An instructor creates insight in students, which he did very successfully.

### **Executive Summary**

This report was commissioned to analyze and evaluate performance and future prospects of SINGER Bd Ltd in a growing domestic electronic market. The research reveals that in a continuously growing market, Singer has become a reliable name for customers. Countrywide network, inclination towards quality and dedicated team of employees are the main causes of its success. Though it had started business with home appliances, yet it has always been committed to satisfying customer demand by introducing new products. Recent production and selling of Led Tv, air-conditioner, Refrigerator testifies that position of SINGER.

SINGER has a goal to double overall market share in the next 5 years. It has successfully positioned itself as a customer friendly and eco-friendly company. It's after sales service has contributed tremendously in building this image in customers' minds.

Since its target market is middle-income people, the price of their products is comparatively those of competitors'. This strategy helps the company greatly in a price sensitive consumers market. In recent years SINGER increased promotional activities through organizing various national sports events.



Further investigations have revealed that to achieve the role of market leader, it will face challenge from local brands. Moreover, rapidly growing demand from customers for electronic products may put pressure on SINGER. It has adopted market penetration, product development and market development strategy for future growth.

The report has found the prospects of SINGER promising in its current position. Favorable government policy will help it expand domestic markets in the future.

## T A B L E O F C O N T E N T S

<i>ITEMS</i>		<i>PAGE</i>
PREFATORY PART		
	TITLE PAGE	I
	LETTER TRANSMITAL	II
	CERTIFICATE OF SUPERVISOR	III
	CERTIFICATE OF CO-SUPERVISOR	IV
	DECLARATION OF STUDENT	V
	ACKNOWLEDGEMENT	VI
	EXECUTIVE SUMMERY	VII
	TABLE OF CONTENT	
<b>1.0</b>	<b>CHAPTER ONE: INTRODUCTION</b>	01
1.1	SINGER HISTORY	01-03
1.2	SINGER BANGLADESH HISTORY	03-04
1.3	OBJECTIVES	04-05
1.4	METHODOLOGY	05
1.5	LIMITIONS	05
1.6	COMPANY'S MISSION, VISION, OBJECTIVE & STRATEGIES	06-07
<b>2.0</b>	<b>CHAPTER TWO: MANAGEMENT STRATEGY</b>	08
2.1	DIFFERENT FUNCTIONAL DEPARTMENT OF SINGER	08-36
2.2	CORPORATE SOCIAL RESPOSIBILITY	37-38
<b>3.0</b>	<b>CHAPTER THREE:PROJECT PART</b>	39
3.1	ELECTRONICS MARKET IN BANGLADESH	39-40
3.2	COMPETETOR ANALAYSIS	40
3.3	MARKET SHARE	41
<b>4.0</b>	<b>CHAPTER FOUR: STRATEGIC SITUATIONAL ANALAYSIS</b>	42
4.1	MARKET ANALAYSIS	42

4.2	MARKET SEGMENTATION	42
4.2.1	DEMOGRAPHIC SEGMENTATION	42
4.2.2	GEOGRAPHIC SEGMENTATION	43-44
4.2.3	PSYCHOGRAPHIC SEGMENTATION	44
4.3	PEST ANALYSIS	45
4.4	SWOT ANALYSIS	45-47
<b>5.0</b>	<b>CHAPTER FIVE: MARKET STRATEGY</b>	<b>48</b>
5.1	POSITIONING STRATEGY	48
5.2	MARKETING MIX	48
5.2.1	PRODUCT	48-49
5.2.2	PRICE	49-50
5.2.3	PLACE	50
5.2.4	PROMOTION	50
<b>6.0</b>	<b>CHAPTER SIX: CHALLENGE &amp; FUTURE GROWTH</b>	<b>51</b>
6.1	CURRENT MARKET STATUS	51
6.2	CHALLENGE	52
6.3	FUTURE GROWTH	52
<b>7.0</b>	<b>CHAPTER SEVEN: RECOMMENDATION</b>	<b>53</b>
<b>8.0</b>	<b>CHAPTER EIGHT : CONCLUSION</b>	<b>54</b>
<b>9.0</b>	<b>CHAPTER NINE : REFERENCES</b>	<b>55</b>

## 1.Introduction:

Singer Bangladesh Limited is household name in our country. It is recognized as the leading retailer of products for the home. Singer has been operating in this region (now in Bangladesh) since 1905, when the first Singer sewing machines went on sale at Chittagong and Dhaka shops. Today, Singer Bangladesh Ltd. is a large, diversified company with unmatched presence throughout Bangladesh. It remains a member of the worldwide Singer family. Singer has been operating 111 years Since 1905, when the first Singer sewing machines went on sale at Chittagong and Dhaka shops. Beginning with the sewing machine, Singer's product portfolio has diversified to cover to encompass a highly successful multi-Brand strategy combining products of

top world marques with the company's own products across a range of household, industrial and financial categories. Singer holds the majority shareholder in the company, holding a stake of 80%. The public shareholding accounts for 20%. Singer Bangladesh was listed with the Dhaka Stock Exchange in 1983 and Chittagong Stock Exchange in 2001. The Singer Company virtually began its business with the above statement. They were the first to introduce the "hire purchase" scheme, whereby customers could buy the product now and pay later. This system required extensive long term relationship with the customer. So, Singer began with a customer-oriented Culture which was rare at that time. This is reflected in the company's vision, mission and statements.

### **1.1.SINGER HISTORY :**

Since 1851 , the name Singer has been identical with sewing. The spirit of practical design and creative innovation that characterized the company at its beginning continues today as we develop products for every level of sewing. We have celebrated many firsts, including the world's first zigzag machine, the first electronic machines and we now proudly produce the world's most advanced home sewing and embroidery machine. From home decor and clothing construction to embroidery and quilting, SINGER® is dedicated to help people express themselves through sewing. In 1851, with a borrowed capital of only \$40, Isaac Merritt Singer set up a company to Manufacture and sell a revolutionary product - a machine to automate and assist in the Making of clothing. Little did he realize that the newly formed I. M. Singer and Company Was destined to become the world leader in the manufacturing and distribution of sewing related products and that the Singer brand name would one day become famous around the world . Founded in 1851 , Singer is one of the world's leading sellers of consumer and artisan Sewing machines. To date, Singer maintains a strong international presence, with Manufacturing facilities in Brazil and China, 10 overseas marketing operations and a network of third-party distributors selling product in more than 190 countries. The company has a long history of innovation in the sewing machine industry, having produced, among other breakthroughs, the world's first portable machine in 1921 and its first computer-controlled machine in 1978. As a youth, I. M. Singer, a native of Troy, New York, had an exceptional aptitude for mechanical things. Born in 1811, he spent his early adulthood as an actor. At the age of 38, he settled in New York City and devoted his time to become an inventor. His Fascination with early attempts at automating the sewing process grew and by 1853, the first Singer machines, manufactured in a New York City factory, were selling for \$100. Two years later, with a first prize at the World's Fair in Paris, Singer originated the "hire

purchase" plan to increase sales, the first company ever to do so. This plan was to have almost as much influence as the brand name itself. Today, over half of Singer's sales in developing countries use this method of payment to generate sales and additional income.

Ten years later, the newly incorporated Singer Manufacturing Company held 22 patents, with annual sales of 20,000 machines. In 1867, Singer opened its first sewing machine factory outside of United States in Glasgow, Scotland. By 1880, world sales exceeded 500,000. Additional factories were established in the United States and within no time, one of the best known emblems - the Red "S" Girl trademark - became familiar worldwide. By turn of the century, many exciting developments had taken place within Singer Manufacturing Company. In 1885, Singer introduced the first electric sewing machine. By 1890, the company claimed an 80 percent worldwide market share, with sales heading towards 1,350,000 machines. In 1904, a separate subsidiary, the Singer Sewing Machine Company, was established to handle sales and distribution in the Western Hemisphere and beyond. At this point, Singer's rich heritage had become firmly established around the world. Singer Thai land provides an early example of this heritage. In 1863, the governess to the King of Siam presented a sewing machine to the King, heralding

Singer's presence in Thailand. This example was repeated in other parts of the world over time. In 1908, the Singer Building at 149 Broadway in New York was inaugurated. The 47 stories building, which was the tallest in the world at the time, remained Singers corporate headquarters for the next 54 years. Singer soon moved into the manufacturing of industrial sewing machines, and in 1975, introduced its first electronic sewing machine. Singer's manufacturing facilities are now strategically located around the world with major facilities in Brazil, India and China. In 1960 Singer Corporation brought a change in the business philosophy of the company. After dedicating more than a hundred years to manufacturing and marketing one single product - the sewing machine -- Singer began diversification of its product range. It acquired Packard Bell Electronics in 1966 and General Precision Equipment Corporation in 1968. Singer's manufacturing base of electronic and electrical products gradually spread in Asia, East Africa, Middle East, Latin and South America. Today Singer's name is synonymous with household goods across the World.

## **1.2.SINGER BANGLADEH HISTORY :**

### **100 Years of Operation in Bangladesh**

The presence of SINGER in Bangladesh dates back to the British Colonial era when the country was a part of the Indian sub continent. The first operation of Singer in Bangladesh began more than 100 years ago, i.e. in the year 1905. Later two sales centers were set up in Dhaka and in Chittagong. After the partition of the sub-continent in 1947, Singer in East Pakistan operated as a branch of Singer Pakistan. With the emergence of Bangladesh on December 16, 1971, the East Pakistan Branch Office was elevated to a Country Office. A change in the investment policy in 1979 created new business opportunities and Singer registered as an operating company. In 1983 the company was listed with Dhaka Stock Exchange (OSE) and in 2001, it was also listed with the Chittagong Stock Exchange.

### **Product Range Diversification**

Since its inception in Bangladesh, the name Singer has been synonymous with the sewing machine. Although sewing machines are Singer's core business, the Management realized that this product alone could not substantiate growth for longer periods. This realization led to a diversification into numerous product ranges. Thus, the transformation of Singer from a single product sewing machine company into a multi-product consumer durable company began in 1985 for further growth and expansion. This diversification into consumer durables has continued unabated. At different times Singer has introduced Color and Black & White Televisions, Fans, Washing Machines, Irons, Microwave Ovens, Rice Cookers, Audio Products, Air Conditioners, Motorcycles, Singer home furniture, Instant Power Supply, DVD Players, Dish Washers, Room Heaters, Water Heaters,

Vacuum Cleaner and Kitchen Appliances. Laptop and Desktop Computers are among its newest offerings. Today Singer Bangladesh is a household name. It has earned the trust and confidence of the consumers and is one of the leading manufacturing and marketing companies of consumer durables in the electronics and home appliance sector of the country. As part of company's

Continuous diversification program in 2006 Singer ventured into the manufacturing and marketing of household and industrial cables with the promise to keep your home safe.

### **Multi Branding:**

With introduction of Singer plus stores is to provide valued customers with a variety of choice under the same roof. Singer is offering products of world famous brands with Singer branded products at Singer plus stores. Consequently same world famous brands like - Samsung, Haier,

Whirlpool , Hitachi, MEG.XL, Kodak, Philips, Emeishan, Moulinex, Sebec and Yashica along with Singer branded products is available at its outlets.

### **1.3. Objectives:**

Learning a didactic approach to Business Communication. Incorporating theoretical education with practical experience. Gaining knowledge about the current market trend of the country. Getting acquainted with different policies, rules and regulations of the government on the products concerned.

### **1.4. Methodology:**

The methodologies used in the research process for this report, were:

#### **Data Collection**

Primary data is the information that we collect first-hand and secondary data is the information collected by others and used by us. For data collection, we used three approaches: a. First, we introduced some field research. We went to some SINGER retail outlets and asked the customers about their valuable suggestion and opinions.

b. We searched about SINGER on the Internet and found some important information regarding their company background, product lines and promotional programs.

c. We went to Singer head office and collected the annual reports for SINGER Bangladesh for the year 2015.

#### **Surveys**

For surveys, we made a questionnaire for the buyers. The questionnaire for the buyers included questions about their economic background, their preferences and their buying budget and frequency.

To circulate the questionnaires, we followed two approaches:

a. We handed the questionnaires personally to people. We went to the retail outlets and gave the questionnaire to the people there and collected their answers. Then we chose some random prospective buyers and handed them the questionnaire prepared for them. The random sampling included people from our residential areas, our friends and the students from different departments of University of Dhaka.

b. For the prospective customers, we used an online survey. We circulated the questionnaire in different Face book groups and collected the answers.

### **Record analysis**

After collecting the data, we recorded them. Then we analyzed them by doing the following:

a. We collected the survey answers and made charts and graphs using that data for supporting the report.

B .Then we analyzed Walton’s annual reports and extracted our required figures from them.

### **1.5. Limitations**

Though we tried our best to make a hundred percent perfect report, a few limitations held us back. The main limitations that we faced, were –

a. As many of the common products were barred, we had to choose one from a limited number of options.

b. When we went to collect information from the SINGER outlets, they were not fully able to cooperate with us, as our required information was confidential.

c. There was not enough data in the websites.

### **1.6. Company's Mission, Vision, Objectives and Strategies**

#### **Singer's Vision**

*To be the most admired and respected family company in the country.* Singer has been successful in realizing this vision by creating a lasting brand name in every household all over the world . Singer has continued to expand in the field of consumer durables by acquiring new companies producing related products. It also describes aspiration for the future, without specifying the

means necessary to achieve those desired ends. Singer has continued to expand in the field of consumer durable and also increasing social responsibility. It has created a lasting brand name in every household all over the world .

### **Singer's Mission**

*Our mission is to improve the quality of life by providing comforts and conveniences at affordable prices.* The mission statement emphasizes on the company's inclination towards fulfilling the need of the people, by offering them a novel set of quality products at a reasonable cost. Over the years, Singer has come up with a variety of goods like Sewing Machine, TV, DVD, Air-conditioner, Refrigerator, Computer etc. to meet the ever-changing needs of people. A vision becomes tangible as a mission statement. This statement has some parts, those

are listed below:

1. Improve the life of people.
2. Providing comfort and conveniences.
3. Affordable price.
4. Last but not in the list,
5. Providing service generation to generation.

These entire conditions make Singer mission successful.

### **Singer's Value**

*To treat our employees, recognizing them as assets of the company to honor and maintain high ethical standards.*

1. Consumers: Singer lives up to the expectations of a responsible Organization by contributing to the improvement in the Quality of life of our customers through outstanding product & services.



2. Employees: Singer respects each other as individual and encourage cross functional teamwork while providing opportunities for career development.
3. Shareholders: Company provides a reasonable return to our shareholders while, safe guarding the investment.
4. Suppliers: Singer develops its suppliers to be partners progress and share company' s growth with them .
5. Competitors: Company respects its competitors and recognizes their contribution to mixed value
6. Community: Singer conducts its business by conforming to the ethics of our country and share the social responsibility of the less fortunate.

#### Singer's Objective

*To be the market leader in our Product range and Market Segment.* Provide ollr consumers with the best service & shopping experience in the country. Provide consumers with products of latest technology. Develop our employees to achieve their real potential. Provide our shareholders with steady asset growth and return on investment above our industry norm. Grow our revenue and profits at a rate above the industry norm.

## **Chapter 2. Management Strategy:**

Singer Bangladesh consistently focuses on growth and risk minimization through product diversification and increasing the market share of existing products by responding to changing customers' needs

#### **Achievements:**

**SINGER BECOMES ISO 9001: 2000** Company: Singer Bangladesh Limited has been awarded ISO 900 I: 2000 in recognition of the organization's Quality Management System. The area of this certification will cover manufacturing and marketing of domestic cables and power cables, television, motor cycle and other consumer durables. Singer Bangladesh Limited is committed to

offer quality products and service by maintaining quality at each and every level of its operational process. Achieving ISO 9001: 2000 is a reflection of its continuous effort to improve quality and maintain high ethical standard in every sphere of activities. Although sewing machines are Singer's core business, the Global Corporation realized that this product alone could not substantiate growth for longer periods that leads to diversification of products. In 1985 Singer Bangladesh transformed into a multi-product consumer durable company in Bangladesh as has been in other countries. Today Singer Bangladesh is a household name. As part of its global diversification and spreading out strategy, Singer stepped into manufacturing and marketing of domestic and industrial cables in 2006 with the promise - Safety You Can Trust. The new cable industrialized plant with most modern machineries combined with the sophisticated QC lab has been established at its own Complex at Savar, at the outskirts of Dhaka. The factory is well equipped to construct cables conforming to Bangladesh and international principles. A team of highly competent professionals are working at the plant to ensure top quality with excellent service. The plant is using best quality raw materials.

## **2.1. DIFFERENT FUNCTIONAL DEPARTMENT OF SINGER**

### **HUMAN RESOURCES DEPARTMENT:**

In a company Human Resource Department is a bridge between employee and employers. The success of any business organization depends on the quality of its human resources, their caliber and commitment. Singer Bangladesh is committed to ensure that the company is capable of continued growth and prosperity by fulfilling customer's needs and to offer employees with high level of job contentment. Creating harmonize and healthy working environment, Singer values its Human Assets and loyal to their growth and prosperity. Consequently, company's personnel initiatives are designed to encourage open announcement, inspiration, innovation and initiative. Because the Company believes well trained and proactive employees with high level of job satisfaction will ultimately contribute to the increase in profitability of the Company.

### **HUMAN RESOURCES DEPARTMENT:**

#### **HR ADMINISTRATION TRAINING LEGAL MANAGEMENT**

#### **Major functions of this department are:**

1. Recruiting, transferring, promoting and terminating of employee.

2. Arranging training both in-house and outside.
3. Personnel policy evaluation and implementation.
4. Maintaining protocol, counseling and discipline of organization.
5. Legal aspects.
6. Organize all types of workshop, seminar, and meeting.
7. Arrange annual picnic.
8. Recording employee's salary, leave administration and annual performance Evaluation.

### **HR Management**

The following activities are conducted by this unit-Personnel Policy formulation

1. Human Resource Planning for the company for the next year
2. Labor union handling
3. Disciplinary action
4. Promotion - Final Evaluation of employee is done by personnel manager with Consideration of suggestion from respective departmental head.
5. Construction of collective bargaining committee consisting of one member from personnel and one from finance dept & one from the factory management
6. Preparing Job description and keeping records of all employees
7. Determining over-time
8. Bonus & salary administration
9. Increment of salary purpose
10. Travel and holiday planning

11. Office maintenance including water supply, fax, telephone bill payment and Administration

12. Repair maintenance

**Legal and Administration:**

The Law & Admin Officer performs all the legal functions as well, as some of the Administrative duties.

**Administrative Function:**

1. Transport Maintenance.

2. Insurance.

3. Land, Property, Building Maintenance (Lease agreement).

4. Telephone and fax installation & Maintenance etc. for BMO and four Plants and Executive residence.

5. Implement disciplinary action (inquiry committee formation) e.g. trade union (in ESSCO & Sewing machine factory).

6. Law & Admin. Officer acts as a committee member when every 2 years Negotiation takes place with management.

**Legal Function:**

.1. Ensuring and monitoring safety facilities for both plant & office, according to the law.

2. All legalities involving Plant / showroom/ office/ ware-house acquisition.

3. Following up the contract with shop manager.

4. Following up the contract with sales agent.

## **Training & Development**

This unit has been added to the HR Department in the early 1995, and is run by the training officer. Field- level training for shop managers have been initiated from then on. The training officer also arranges, organizes, conducts, coordinates in-house training for the all employees as well as, organizing outside training for management level employees on specific areas th at may augment their skills and sharpness. For example, recently, a training of "Finance for Non-finance Managers" was arranged and conducted for the Singer employees. Singer has given particular emphasis on training for shop managers, because they are the ones who deal directly with the customers, and the company's success depends on them.

## **MARKETING DEPARTMENT**

Singer Bangladesh has a unique retail network. Its products are sold at more than 250 outlets across the country. These are strategically located all over Bangladesh. Singer is the only company in the country with such an wide-ranging retail network. As a retail company, market ing consumer durable products, Singer's efforts have been focused on the store-merchandising concept. The company has successfully given a different perspective to al l the retail stores keeping in mind what makes up for a good shopping experience.

This division is headed by the Marketing Director, who is reportable to the Managing Director (MD). Under him have three units:

I. Sales

2. Distribution

3. Sewing School. Marketing Director is assisted by two National Sales Managers. One is for Retail part another one is for Wholesale part. Also reported be Deputy Manager, who is assigned for Distribution part and Assistant Manager, who is assigned for Education part. All other employee works for this department and all time get connected. By this they report to their superior

## **MARKETING DEPARMENT :**

### **SALES DISTRIBUTION SEWING (RETAIL) (WHOLE SALE) SCHOOL**

## **National Sales (Retail)**

National Sales Manager always looks after all sales center and display of sales promotional materials. Arrange control activities, forecast of sales and budgeting. Ensure business escalation and expansion of business activity. Act as bridge between sales force and other managers. Monitor Area Managers and so on. Set up new shops or agents. Determine logical movement of goods. Sales report generation. Monitor interarea shop to shop transfer of inventory. There are many executive and non executive level people Work under National Sales Managers. By them National Sales Managers run and control retail sales operation. Those positions are:

**1. Area Manager:** The seven area managers are responsible for **all** the district managers in the respective areas. They collect feedback from them on the activities of shop managers. The AM (Area Manager) is also responsible for organizations and preparation of area planning and area budget report. The responsibilities of the AM are largely administrative rather than sales (80% Administrative - 20% Sales). His office does the paperwork for the weekly business report, sales collection, documentation hire-purchase etc. The functions of the area managers are:

1. Monitoring District Manager.
2. Send feedback to Sales Manager about:
  - Performance
  - Competitors' activity
  - Shop activity
  - District managers' activity
  - Recommendation and proposal on sales review, forecast, and action plan
3. Arrange monthly meeting with district managers and shop managers from Own area.
4. Inter-district shop to shop transfer of inventory or shop to warehouse Transfer.

5. Communicate top level policy and instructions to district managers and see that these are executed.
6. Area manager, along with district manager, rectifies any problems that might Occur.

## **AREA MANAGERS**

### **Area Station No. of District Manager**

#### **Under Area Manager**

CENTRAL-A DHAKA

CENTRAL-B DHAKA

SOUTH EAST CHITTAGONG

NORTH EAST SYLHET

NORTH-WEST BOGRA

WEST RAJSHAHI

SOUTH-WEST KHULNA

**2. District Manager:** There are currently about thirty eight district managers under the Area Managers. Together they monitor all 375 shops and the sales agents **all** over the country. They perform the following function s:

1. Monitor shop managers' and agents' activity.
2. Motivate them for increas in g collection, sales and developing customer relationship.
2. Provide guidelines for day to day operations

3. Prepare monthly district managers' activity report
4. Check back the hirer's accounts paper
5. Send monthly report to Marketing Manager and Area Manager
6. Communicative written approval to top mgt. about new shop or agent
7. Yearly sales forecast for own district

8. Monthly report on

- Sales
- Hire account open & close
- No. of agreement sent to BMO
- Arrearage position
- Comment on shop manager
- Must check 25 hire accounts directly each month.

8. Authorized to ask credit in specters to check particular hire-accounts. D Arrange inter-shop or inter-district transfer of goods in case of Area Manager's absence. D Commercial license issuance. D Negotiate rent and terms with landlord of shop. D Choose shop location and sales agent along with shop manager.

**3. Shop Manager:** The shop manager is the last managerial position in the sales hierarchy. The shop manager is an employee of Singer in the sense that he receives Singer products benefits, pension scheme but works only on commission. The company provides the shop, decorative items, furniture and pays the rent, most of the utilities etc. The shop manager is responsible for:

1. Supervise up to four sales agents.
2. Sell directly to customers.
3. Collect revenue properly.
4. Manage shop people.



5. Maintaining proper accounts such as receipts, ledger and cash book.
  6. Reporting the amount of sales on a weekly and monthly basis.
  7. Converting daily sales into bank draft and mailing it to BMO on a weekly basis .
  8. Preparing inventory on a monthly basis.
- 9. Sales Administration Officer:** The sales administration officer assists the Marketing Manager. Coordinates and presents sales data as required, and acts as liaison on behalf of the Marketing Manager regarding information or requisitions for goods. He also prepares report about the position of respective shop in terms of:

Unit sale - current week & last week.

1. Sales bulletin (monthly)
2. Progressive report (of Unit sales)
3. Latest sales status of each shop manager, and sends these to AM, OM, Shop Managers and Management Committee Members.
4. Target & Achievement Report (Monthly) for Area Manager in Particular.
5. (FI -39) Short amount report (Monthly).
6. Agents ' Quarterly sales report.

#### **National Sales (Wholesale)**

This unit looks after the dealer sales. The manufacturing . General Manager (Wholesale) look after this part. Under him there are five Territory Managers. These five Territory Managers distribute their works under these two types of dealership:

- I. Domestic Dealer.
2. Industrial Dealer.

These dealers reports to these field officer, officers reports Territory Managers and Territory Managers reports to General Manager. By this way they communicate each other to share their work.

## TERRITORY MANAGERS

Territory Station

Territory 1 : Dhaka

Territory 2: Dhaka -

Territory 3: Chitigong-shylet

Territory 4: BARISAL & KHULNA

Territory 5: Rajshai & Rangpur

**Function** General Manager (Wholesale):

- Managing the sales.
- Procuring the orders.

Monitoring after the sales has taken place.

## **Distributions**

The Distribution Department takes over the goods from the day of delivery, after the goods have been cleared in the port, and is responsible up to delivery to the shops. A representative from the Distribution Department has to be present at the port to receive the imported goods . Along with the C&F agent, Customs appraiser, Customs official, Transportation company spokesperson . Singer Bangladesh has a exceptional retail network. Our products a resold through our own chain store numbering 234 and exclusive sales agents numbering 192, strategically located all over Bangladesh. Singer is the only company in the country with such an widespread retail network of its own. As a retail company, marketing consumer durable products, our efforts have been focused on the store-merchandising concept. We have successfully given a different perspective to all our retail stores keep ing in mind what makes a good shopping experience.

## **Sewing School**

The Assistant Manager (Education) is in charge of this social commitment project, the objective being the development of economically and socially deprived women. There are now about 78 sewing schools all over Bangladesh. Their trainers has to be certificate holders from a sewing institution and should have own house. Steps in hiring sewing instructress:

1. Bio-data is checked
2. An exam is taken
3. The premise is checked by the Education Officer
4. An agreement fomissigned
5. A foot sewing mach ine is given free of cost. After 30 students are admitted, up to 80% price discount for a second sewing machine is given.

"Suchi Shailee" Boutique center has been established in March, 1994. This center depends solely on Sin ger school teachers and students. The company provides monetary and technical assistance, and implements promotional programs for this center. Design & material is sent to teachers, they may send samples made by students, or samples may beasked from them. Profit from the sale of this clothes are used for the centers fund. The activities or "Suchi Sailee" are governed by an Administrative Committee. These committee members are from Singer Management.

## **MANUFACTURING DEPARTMENT**

Singer set up its first manufacturing facility for sewing machines in 1980 at Chittagong. In 1993 Singer's product range was enhanced with the establishment of a new Audio Video Plant at a rented premise at Savar near Dhaka. The company also initiated assembling of Washing Machines in 1996 at another rented premise. The company established Singer Electronics Complex on its own land at Savar, at the outskirts of Dhaka. effective Management and Manufacturing Operations all its assembly operations were shifted under one roof with provisions to diversify into other product categories. Singer's complex at Savar assembles the following products:

I. Colour Television

2. Motor Cycle (80cc, 100cc, **110** cc & 125cc)

3. Electric Cable

4. Air conditioner plant

5. Furniture production plant

A new cables manufacturing plant with most modern machineries combined with the sophisticated QC lab was established at the Singer Manufacturing Complex in 2005. The factory is equipped to manufacture cables conforming to Bangladesh and International Standards. This entire complex is now known as Singer Manufacturing Complex which also accommodates a pre-fabricated steel warehouse covering 10,000 square feet. The warehouse, which is in addition to the warehouse located inside the main building, will greatly facilitate inventory management.

Singer manufacturing complex is three stored building. In ground floor they manufacture cables. In first floor they assemble television. And in second floor they assemble motorcycle & furniture. Daily average assembling amount of Television is 30-50. Average assembling amount of Motor Cycle is 7-20 and Cables production is depends on customer order. **In** factory for all kinds of product they have separate testing lab for Controlling Quality. Before distribution Quality Control Manager always test product in the testing lab. Everyday they count and match with targeted production like, what amount they produced and what amount they should produced. In the factory on third they have little store for spare parts like pigeon hole. After complete production and packaging product either store in the warehouse or directly send to shops.

## **FINANCE DEPARTMENT:**

This department is responsible for ensuring optimum and most efficient uses of the company's resources through various controlling and monitoring activities. It is headed by the Controller & Finance Director, and consists of the Audit, Corporate Affairs, EDP, Credit, Commercial, MIS and Accounts. However, the last four units are reportable to the Chief Accounts Manager, who is himself reportable to the Controller. The Accounts unit may be considered a department by it for

it has the following functional units - Sales Accounts, Costing & Inventory, Payables, Cash Management, and General Ledger. The company accounts represent the financial statements of Singer Bangladesh Limited. The investment associate companies were accounted under the cost method. The carrying value of associate company investments is shown at cost and only dividend income received from associate companies is recognized as income. The following is the organization chart of the department:

## **FINANCE DEPARTMENT :**

### **CORPORATE AFFAIRS, ACCOUNTS & COMMERCIAL**

The functions of the Finance Department can be listed by stating the function of the individual departments:

1. Finance section is analyze and control cashflow.
2. Credit division deals with the hire purchase operation of Singer Bangladesh Limited and makes sure in its running smoothly.
3. Interntl Audit makes sure the company's activities and operating system are in order.
4. Corporate Affairs deals with company related secretarial matters, share holders etc.
5. Accounts division creates and maintains records of company transactions for both internal and external audiences.
6. Management Information System (MIS) section presents ERP (Enterprise Resources Plann ing) for less time consume. ERP is a new division which deals with co mputeri zed fina ncial data transaction within the organization. And shortly MIS will bring online record transaction.
7. Commercial section deals with all import transactions, opening of LIC's and all local purchases.

### **Financial Management:**

**Credit Management**

The functions of this department range from the time of contract initiation through to its termination for each hire sale. Since 75%-80% of Singer's business is done through credit sales the activities of this department is quite vital for the company. Credit is the only direct controlling department that is working at grass root level. Credit Manager is in the overall charge of this department. Twenty credit inspectors along with five trouble shooters are headed by a Chief Credit Inspector. Though they are under the authority of the Chief Credit Inspector, they have to work in parallel with the district managers. For each hire sale a history card is created and maintained.

**Chief Credit inspector's Function:**

- a. Deal with shop managers bonus and yearly package.
- b. Monitor & communicate with shop managers and district managers.
- c. Inspectors travel program arrangement.

Inspectors' activities are mentioned below:

- a. Checking Daily Transaction Entry Book (DTEB) and conciliation with receipts.
- b. Random sampling is done of F-128 or F-140 (summary of F-128) and inspected.
- c. Check if consumer has necessary transaction receipts and give an acceptance report to the customer.
- d. Check weekly report.
- e. Cash collection or report checking.
- f. Receipts books checking.
- g. Physical inventory checking.
- i. Check individual hirer status with shop record.
- j. Quarterly receivable reconciliation & modifications (SMO vs. shop record).
- k. Check minimum 100 accounts per month and ISO accounts if they have motorcycles.
- l. Monitor if hire sales is taking place properly

The hire purchasers can be categorized according to their payment habits in the following way:

- a. Regularly pays
- b. Repeatedly reminded
- c. Has to be reminded
- d. Defaults/accrues, and arrears.

### Steps against Irregular Accounts

STEPS INSTRUMENTS REASONS NOTICE TOTAL

FOR DAYS

1<sup>st</sup>. Follow Lip & to take Failing to pay to on 10 days 10 days verbal commitment monthly payment date

2<sup>nd</sup>. Promise to pay Failing to pay one 20 days 30 days installment

3<sup>rd</sup>. Del- I Failing to pay one 15 days 45 days installment

4<sup>th</sup> Del- 2 Failing to pay one 15 days 60 days installment

5<sup>th</sup>. Del- 3 (to guarantors as Failing to pay one 15 days 75 days well) installment

6<sup>th</sup>. to start the revert Failing to pay one 15 days 90 days process installment

7<sup>th</sup>. Conversation by Legal Failing to revert & four 30 days 120 days Constant installment

8<sup>th</sup>. Legal Notice Failing the dialogue 30 days 150 days 9111 Case file (lor 2 nos to Failing to response 30 days 180 days set an example) against Legal Notice

The hire purchase agreement has a fixed term period with a fixed rate of payment per month which leaves the customer with little flexibility. But if the customer pays the total amount before the required time period, he will get a certain rebate for over-compliance. Usually the hire purchase term is based on the time period of the warranty provided for the product. When buying the product by hire purchase, the customer has to pay a down payment along with a month's advance of security money. If he fails to make a payment during this contract period, then it is

compensated with the security deposit. In case of due payment on hirers account, the shop manager gives a notice to the customer. If the hirer still does not pay the due amount, the manager tries to retrieve it from the guarantor of the hirer. Finally, as a last resort the shop manager informs the district manager, who together with the inspector gets the product back from the defaulting customer? This process of retrieving the product is known as "revert" . Once the product is confiscated, the owner has one month to pay up the entire debt or else the product becomes company property.

## **Accounts Management**

Accounts department creates and maintains records of company transactions for both internal and external audiences. Th is department is headed by a Deputy Manager, Accounts who is assisted by an Assistant Manager, Accounts. Some of the general activities of this department are:

1. Writing all kinds of financial reporting for both Global and In-house use, e.g., Global Local

- Advanced Sales - Summary Income Statements
- Income Statement - Full activities report (M-1 to M-7)
- Balance Sheet - Unit Sales
- Bank borrowing report
- Statistical reports
- Inter-company payables report

2. Two detailed reports are prepared In November and December, which includes company status, number of employees, square feet of shop space, etc. These reports are to aid the global telecommunication meeting.

3. Reconciliation of global financial reports,

4. Cost based and equity based reporting.

The Accounts Department consists of five sub-units:

1. Costing & inventory



2. Payable account
3. Cash management
4. Sales accounts
5. General Ledger

The specific functions of these units are discussed below.

#### 1. Costing & Inventory:

##### Inventory Management

This sub-unit monitors all the inventory of finished goods that is owned by the company in both its-warehouses & the shops all over the country. The F-246 form that is sent to BMO from warehouses & from shops on a weekly basis provides the required information such as  
Opening inventory balance

- Closing inventory balance

- Sales in each week

The person in charge of the inventory management has the responsibility to reconcile the inventory figures with the help of warehouse vs. shop vs. sales figures cross-checking.

##### Inventory Reconciliation Process

- The warehouse data is input.
- Inventory information is checked against shops F-246 form. This information is generated by Sales Accounts Unit.
- A balance report is generated on a monthly basis - for the warehouse, and the Shops.

### **Costing:**

Cost of each and every kind of procurement - both local and foreign (in dollar terms) is calculated by the costing unit. The necessary information is generated by the commercial department. Costing is done basically for - raw (SKO/CKO) and finished goods (CBU)

Purchased For each import all Costs are totaled up to delivery of the product to the plant, CKO's or SKO's and to the port in case of CBU's. Then the total cost involved is allocated unit wise. In case of raw material purchased value-weighted cost allocation method is adopted. For monthly costing average-weighting method is used .

2. Payable Accounts: All kind of bills are prepared for institutional and staff purchases.

Some of the functions of this department are:

- All payments by issuing checks except salary and shop rents - after checking the proper nature of the approval given by the respective authorities
- In stitutional customers are dea lt here- for large amounts of discounts, approval of the man agreement committee member or department head is required
- Bills and voucher copies maintenance
- Receipt generation
- Scrutinize
  - Validity of authorization, summation, etc.
  - Purpose
  - Company perspective, c.g. paying a day later to save bank interest
- Maintaining provision for future payable (liability creation)

3. Cash Management: All petty expenditures are disbursed from this unit.

4. Sales Accounts: Sources of data for this unit are from three types of forms:

- Cash
- Hire (down-paymen t)

- Collection of Installments

### **Steps of data processing:**

1. All information is first entered under three separate files against each shop. These are received by this unit on a weekly basis. Each hire's History Card shows both, down payment and current installment payment status. Also, a Journal Voucher (Cash & Hire) is received on a monthly basis

2. Error checking is the next step. Any short or over in remittance are detected. Then a report (FL-39) is sent to the respective shop communicating the difference. In case of "short", the shop immediately sends the money and for "overs", the excess amount received is deducted from the next remittance. In case of these sorts of discrepancies the shop manager sends the Extract form to the Sales accounts unit. Finally, the accounts people match the figures with their records and reconciles. Each shop manager is sent a monthly report consisting of the delinquent list & the F-249 showing the hirer's current status. A report is also delivered through the shop manager by the sales account unit.

3. The following reports are generated on a monthly basis:

- a. Arrearage report - For each shop and District Manager
- b. Arrearage aging report - showing how long the hires have been defaulters
- c.. Short/Over Remittance Report - for each shop
- d.. Arrearage and receivables position - for each shop & agent

4. The reports are sent to the Assistant Manager Accounts and to the Chief Accounts Manager.

5. **General Ledger:** This is basically a recording unit, where all financial transactions are Kept. The total transaction at the end of the year are summarized and checked for

discrepancies. This also helps in the output of the various financial statements necessary.

All the transactions in one year are put in book as a record.

## **CORPORATE AFFAIRS**

The Corporate Affairs division is headed by the Corporate Affairs Manager who is assisted by an officer and a couple of supervisors below that officer. The department is responsible for the following functions:

1. Arranging board meetings, compiling annual reports and other secretarial functions of the company.
2. Managing share transfer, dividend distribution, certification of bonus and split shares etc.
3. Fund Mobilization through internal and external sources. The sources are:
  - a. Retained earnings
  - b. Financial institutional borrowings

International and local norms and policies are taken into consideration here. Bargaining

about interest rates and other conditions takes place. Then, a proposal is sent to the board

by the Company Secretary. The proposal is passed if the Board approves it.

4. The borrowings may be short term, mid-term and long term. The securities may be:
  - a. Charge documents
  - b. Hypothetical receivables & inventory
  - c. Equitable mortgages

5. Taxation services: This department ensures tax payment for the company's executives

upon their salary. Seventy five percent of the due income tax is deducted and directly Paid by the company. The rest is to be paid by the respective persons themselves and for this reason this department gives the 108-Return Certificate to the individuals.

6. Fixed asset management: all fixed asset sale, record keeping, transfer, disposal are Executed by this Dept.

7. Finalization of statutory account and annual report creation

8. Risk management (Insurance)

a. Fire

b. Burglary

c. Cash/stock in Trans it

9. Product liability

10. Fidelity of employees

11. Trademark preservations: international corporate team via Company secretary

12. Public relations, company relationship reports (CC, ICB, DSE, Financial, institutions)

13. Certificate of income for shop manager is issued and generated from here

14. Financial approval level policy-is reviewed from co. secretary

15. ESSCO's financial budgeting and planning

A very important function or this department is the policy making and mobilization of funds to finance the coming year's operations. The Corporate Affairs division analyzes and gives its opinion on the appropriate way to finance Singer operations which is then decided and implemented by the management and departments respectively. The Corporate affairs division analyses the fixed assets that the company needs for its effective operation and integrates it in the annual budget for the coming year. Except for land purchases, this department is responsible for the planning of all the fixed assets from cabinets to computers. It gathers approval from Singer Headquarters for assets that would last more than a year and are relatively more, expensive.

The Corporate Affairs division prepares the part of the annual report that deals with share prices, total share issued, authorized capital etc. The topics to be discussed during board meetings; the formal agenda etc. are prepared by the officer in the department. On behalf of the company corporate management have all the authority to give the acceptance of financial statement.

## **MARKETING SERVICES DEPARTMENT:**

The head of this department, the Marketing Services Director, has three sub-sections management team under him. They are:

1. Product Management.
2. Advertisement & Sales Promotion.
3. Service Center
4. Service Center

## **MARKETING SERVICES DEPARTMENT:**

### **PRODUCT ADVERTISEMENT, SERVICE MANAGEMENT & SALES PROMOTION**

#### **SHOPMARCHENDISING**

The first section is Product Management, which is headed by the Business Development

Manager second is Advertisement & Sales Promotion, which is headed by Advertisement & Sales Promotion Manager, while the last section Service Centre is headed by Techno Service Manager. All these managers are under Marketing Services Director. And Marketing Services Director reports directly to Chief Operating Officer. **Product Management** The Business Development Manager is responsible for supervising all the activities related to product management in this department. He reports directly to the Marketing Services Director and therefore, he needs to have all relevant information to report back to the MD or help him make a decision. There are four product officers under him. These four people take responsibility of all Singer products for Product Management and do routine duties about product. They manage which product will come, which product will stay and which product will not come. Supervising the launching of

new products. This involves "pushing" the product departments to find new products to sustain company growth, or advising them to study the feasibility of particular products.

a. Continuous monitoring of the sales of new and existing products and analyzing.

b. The reason for a decline in sales.

c. Preparing the entire costing of each product.

d. Working with the Marketing Department to ensure that the sales target is being

Met.

e. Assisting the sales promotions team in media planning and advertising strategies

For new and existing products, and approving it through the Managing Director.

f. Reviewing trine analysis reports to find out long term demand for products and

Giving feedback to MD about marketing environment, in areas like Marketing,

Production, Sales Projection, Promotion etc.

**Process used in prospecting for future product lines is:**

1. Feasibility study of product: All feasibility studi es are done through "in-house" teams, and no external agencies are used.

2. Sourcing: Some of the factors to be considered in Sourcing are:

a. Determining degree of optimum CKD. The more "knocked-down" lower the product cost per unit.

b. Determining which source is most efficient in terms of price, transportation cost, production cost, etc.

c. Determining when to bring, how much to bring, what frequency

d. Inventory plan

e. Financial feasibility In case of deviance from an nua l plan, see if amendment is possible.

f. Marked Competition Analysis:

g. Analyze the competitors and what actions they are taking, and modify the product if necessary

h. Recommend strategies to Management Board.

4. Specific promotion after evaluation of market.

5. Other functions of the Product Departments are:

a. To inform the factory if any defects are found in the products

b. Analyze what effect would result from any changes in the product features

c. Suggest basic requirement for theme of promotion

d. In case of problem in product, negotiate with foreign manufacturer about possible ways of resolving them

e. Get feedback from technicians on fault, customer complaints, etc. The following is the information novv in case of customer complaints:

f. Providing support to plant manager who communicates to parent factory for raw Materials.

The procedure from LIC and onwards are done by the Commercial Department.

However, the Product Department does the following activities of importing:

- Planning

- Designing

- Scheduling

- Price negotiation

- Maintaining communication with exporter

The Product Departments are also involved in the following activities:

- Determining investment required

- Expected sale



- Profitability
- Price
- Quantity to be imported
- costing Of the products
- Forecast of sale

The Product Department give proposals with alternate gross profit and expected sales, which have to be later agreed by all three departments - Marketing, Finance, and Marketing Services. In order to find the demand for a particular product, Singer conducts an in-house initial market survey to see if the product is in the market and whether it is selling well. Then, if th at product is being manufactured in any of Singer's worldwide factories, a limited amount is imported and the product may be put in the retail shops to monitor sales, ff sales is satisfactory, then the product is imported according to demand. Sometimes, Singer'S overseas management imposes certain products to be tried in the Bangladesh market. In that case, a formal feasibility study is conducted to make sure the product is sale able.

## **COMMERCIAL**

This department is headed by an As istant Manager, whose job covers a wide variety of areas. He is responsible for :

1. Opening of Lies.
2. Keeping track of imported materials that are on the way to Bangladesh
3. The purchasing of ail materials needed for office use.
4. Acting as a liaison between the Marketing Services Department and Marketing Department.

### **The LIC opening process is shown below :**

The Assistant manager opens and prepares the LC's and various other bank .documents on the produ cts or raw mate ri als required by the marketing department and then coordinate this with

the financial manager to finalize and implement the plan. He is also responsible for all the office supplies and also for checking the status of the imported material every day. If there is some sort of technical problem regarding the late delivery of products, then he has to sort it out together with the product manager, the officers, the supplier and the C&F agency. This department is headed by the assistant commercial manager. All sort of purchases, both local & international are dealt by this department.

Local purchase process:

1. Requisition is placed through the appropriate forms by the respective departments. AR (appropriation request) form is used particularly for assets such as computers, furniture, vehicles, machinery, etc.
2. Quotations are collected after AR form is received.
3. Comparative statements are prepared based on different quotation prices of minimum three companies. Low price & high quality are adopted as the criteria for final judgment.
4. The proposal is sent to the Chief Accounts Manager along with the quotations.
5. Purchase order is issued after it is approved. Assistant manager will sign the purchase order. Quotations are not needed in case of reorder.
6. After the Chief Accounts Manager has signed it, the order is placed to the supplier. A copy of the bill & the receipt will be received by the Commercial department.
7. Goods Received Note (GRN) will be issued by the receiving party.
8. Finally the payment is made.

*Foreign purchase process:*

1. Again the requirements are communicated through Requisition form (LiC opening proposal) by the particular department. They may suggest the source (Supplier Company) along with the purchase dept.
2. After approval it comes back to purchase dept.

3. LIC is opened. LCA (LiC authorization from) is taken from the following banks:

a. Bank Indo-Suez

b. American Express Bank

c. Dhaka Bank

4. Specific conditions are given regarding supplies/consignment with the filled up form, the insurance, and Proforma Invoice stating supplier's price offers & company's price acceptance signed by signatory. A copy is then sent to the bank.

5. Bank opens *LIC* and sends copy to company. This is forwarded to Accounts Dept. Three month's lead time is needed for im porting goods, if price has increased in the meantime, then *Lie* has to be amended, in surance amount is also amended.

6. Consignment checking (q ua lity, specification National Board of Revenue) is done through approved companies. The firm which Singer employs to check the consignment prior sh ipment or as agreed with the company is ITS (Inch cape Testing service).

7. Supplier sends rel evant paper (commercial invoice) to the company through fax. Along with packing list bill of lading issued by shipping company and also any prepared papers

8. Original copies are sent to supplier's bank by supplier; bank checks the documents and sends papers to receiver's ban k.

9. Exporter will send the original papers to the bank within 21 days of shipment. The bank rechecks the paper. sends feedback to the importer, who then makes the payment. Clean Reports of Finding (CRF) is issued by Pre-shipm ent Inspections Company's local agent.

a. Original copy is sent to supplier

b. Supplier sends the copy to his bank

c. The copy is forwarded to the importer's bank

d. 1 copy is sent to the importer

e. Discrepancies: if CRF or the necessary documents mentioned in the agreement is not sen t

o Banks will endorse after getting the money and send the original copies to the importer.

## **AUDIT**

"We **trust** everybody and we **trust** nobody"- Main motto of Singers Internal Audit Team. The internal audit department was added during early 1995 when the management decided to keep a check on its vast internal operation. The Audit Manager heads this department, and is supported by two audit officers and four supervisors, as well as a deputy audit manager; which post is currently vacant. The main responsibilities of the manager are:

1. To ensure efficient and economic uses of resources
  2. Check whether policy and procedures are correctly followed.
  3. Ensure plan and mission accomplishment
  4. Organization objective achievement
  5. Verification of physical existence of inventory, check their origin and evaluate control.
  6. Check reliability of accounting data
  7. Demand in formation avail ability from any area This unit also sees to the propriety of cash and hire sale, report recording. "Spot checking" is often done to investigate any records or materials. Audit has unlimited authority to inquire into any company matters in the best interest of the company. The Internal Auditors often relies on their experience to evaluate the company activities. These methods are also developed through experience and on-the-job-training. The manager is in charge of conducting audit of Singer sales centers and shop managers. The auditors check into the followi ng areas:
    - a. Physical verification of cash .
    - b. Inventory control.
    - c. Stock of receipt s and receivable.
- o Short-over remittance.

The inventory is taken from the warehouses and the paperwork is done through a debit note. This debt it note is sent both to the shop and the BMO. If there are any discrepancies between these

two numbers, the auditors go to the shop and find out the reason. The audit department also performs shop audit on each of the sales centers once or twice a year.

### **MIS (Management Information System):**

ERP (Enterprise Resources Planning) is a new division which deals with computerized financial data transaction within the organization. There are more than 50 computers in the BMO. At present there is only a partial network of the computers, which is expected to be extended soon.

The Electronic Data Processing Department's functions are:

1. Maintenance of computer hardware and software.
2. To incorporate VAT related information.
3. Supports the Sales Accounts Department in preparing the reports.
4. Prepare some special reports such as unit sales report (shop and item wise) weekly or monthly.
5. Mail the shop performance report to each District Manager & each Area Manager.
6. Internal computer operation between employees to share data instantly. Shortly MIS section will bring online transaction system. This system will connect all shops together. By this concern department can get idea about shops instantly. By this system real time transaction will record instantly.

### **Advertisement & Sales Promotion**

Advertisement and Sales promotion department always force sales pressure by giving advertisements and offering more and more promotional activities. These advertisements are telecast on Television, Radio, and Newspaper. Singer Bangladesh uses two forms of promotions for its products: internal and external, which in marketing terms may be called "push" and "pull" strategies. Internal promotions are "push" strategies, whereby shop managers and sales agents are given financial, as well as other forms of incentives for increased selling. Also, to aid internal promotion there is in-house publication of a magazine, Singer Barta, which informs the employees about the company's activities, joining of new employees, marriages, birth of children to employees, extraordinary performances of shop managers, etc. This publication, where only

Singer employees will give writings, goes a long way to cement the bondage of the 'Singer Family'.

The external promotions, the "pull" strategies, are relatively less important In case of Singer, and include merchandising, shop decoration etc., which are used mainly as reminders, and in some cases for informing customers about new products. The Advertising and Sales Promotions Manager's main job is overseeing the external promotions, e. g., setting up the shops in such a way as to create maximum awareness of Singer products. Since, for all the sales centers of Singer, there are distinctive internal and external designs, as well as arrangement of the Products specified by the company. For example:

- a. The Singer logo displayed in front of the shop has to be designed in a certain way.
- b. Some shops have plants outside which are arranged to be watered regularly.
- c. There is use of color combinations in such a way that it attracts the attention of the passers-by, but is not so glaring as to tire the customer's eyes, e.g. the 'Singer Red'.
- d. The goods have to be positioned in certain ways and in certain strategic positions to draw attention .
- e. Stickers and posters are displayed in the shops in optimum positions.

The Manager's job is also to promote Singer products outside the shop premises, e.g. through newspapers, television, radio, bill-boards etc. The media designing is done by Bitopi, a private advertising agency, through consultations with this department. They suggest campaigns, slogans and jingles for Singer products which are then finalized by the management, and for this, there are arranged meetings of the two parties, at least once a week and often twice. The bill-boards, neon signs, etc. are designed and maintained by Neptune. Singer also holds stalls at trade fairs and exhibitions to promote awareness of its products and to promote the community work that it does through the sewing schools.

## **Service Centre**

There are ten Service Centers owned BY Singer, in Dhaka , Chittagong, Comilla, Bogra, Rajshai, Khulna, Barishal, B. Baria, Sylhet. There are many other contract based franchise service firlls. The Manager, Assistant Manger, Service heads these centers with the help of service supervisors and technicians. These centers provide rep airing services for TV, stereos, refrigerator, washing machine, deck 41 set, etc. There are also technicians at shop levels who are gIven training periodically. Shop managers only pay them the salary. A service center's role is vital in the sense that it can enhance customer satisfaction, help in avoiding non-payment of in stallm ent, and increase goodwill and company image.

### **Corporate Social Responsibility:**

Corporate social responsibility is the inherent part of organizational activities. The company seeks to combine business success wi th support for people, communities and environment. Singer recognizes that corporate social responsibility requires first and foremost listening to our customers to everything the company does and responds to their needs through the enduring excellent of our actions, policies and process. The Company remains focus on meeting Companies responsibility to our customers, suppliers, employees and shareholders as well as the communities where the company works.

### **Singer Sewing School:**

Already we know that Singer Sewing School is an embodiment of Singers social and it resolved to bring the company closer the people and community.

The Academy-

- Extends its service to the underprivileged woman of the society for income generation.
- Keep the art of sewing through the machine alive.
- Help the teach ers to Franchise Schools ea rn a reasonable income from the fees while they give hands on training on sewing, embroidery, stitching and cutting of the student.
- Creates an opportunity fo r students who pass out successfully to open their own Franchise School in their community thereby keeping the cycle of sewing learning- income generation alive. On the average each year the sewing instructors provide training to approximately 2000 students. A student upon completion of training course is provided with a certificate in a simple

ceremony. The certificate from the Singer sewing Academy is held in high esteem by both the Government and Bangladesh Garments manufacturers and Exports Association.

### **ILO Child Labor Elimination Program:**

In 2000 the European Union and United States of America took a strong stance to stop child labor (age below 14 years) in the garments industry. Consequently huge number of children laid off in many country including Bangladesh These children where dropouts from school and found employment in garments to support their families. The laid off children were picked up by the Geneva based International Labor organization (ILO) which came up with a plan to develop their technical skill s.

### **Employment to the Underprivileged:**

UNCP (Underprivileged Children Education Program) works with the underprivileged children for their betterment which done by providing technical training on different trades.

### **Mother and Child Health Awareness and Day Clinic:**

There are many areas where early marriage of woman is crating setback for our society for that woman are become mother at a very early age. Home birth, high level of malnutrition of both mother and children, how to keep clean, how to washing hand with soap these types of simple health ti ps is given by the day clinic. Considering the poor scenario of rural health sector, Si nger Bangladesh has taken up a initiative for making a significant in the lives of many rural people and bringing smile to many. Singer Bangladesh has partnered with one of Fareea Lara foundations to provide health education and primary health care of rural children and woman. Fareea Lara Foundation comes to existence in 1988 to up hold the memory of a young woman pilot by that name that died in a plane crash. The Found ation is a private organization which aims at serving and protecting the humanity.

### **The purpose of this initiative:**

- To build awareness about risk of improper hyg ienic practices, environmental contamination, usage of surface water for drinking and other household chores.
- To educate about appropriate food intake for mother and child.
- To train traditional birth attendant (TBA) l'0 l' safe deli very.



- To encourage traditional birth attendants to refer complicated cases to medical centre located in Dhaka city. The company bridged the foundation with the community hospital in Dhaka to provide free or charge minimum for treatment of such complicated cases.

### **3. Company and Market Background**

#### **3.1. Electronics Market in Bangladesh**

The Electronics Market in Bangladesh is an ever-rising industry. The appropriate market size has never been determined as it is ever changing. The whole market can be separated into several segments like:

Semiconductor Market

Electronics Appliances Market

Raw Materials and Spare Parts Market

IT Market

SINGER is one of the major players in the electronic appliances market. They are imported their many countries & also manufacturing motorcycles alongside home appliances such as television, refrigerators, air-condition etc.

The market of these products relies heavily on the average household income. For most people in Bangladesh home appliances had been luxuries they, which they cannot afford, but recently the situation have been changing. Over the last 10 years, there has been massive economic growth in the country, which has increased the income of lower-middle and middle class people. So the demand for home appliances has increased substantially.

If we look at the annual GDP growth of the country in the last 10 years, we can see that there has been a steady increase.

One of the main reasons of this growth has been because of the increased investment in the fast growing sectors of the economy, which has reduced the rate of unemployment

Drastically over the years.

It is evident that the increase in earning of the population has also had an impact on the buying behavior. Middle and upper middle classes have emerged and reached a certain level that is attractive for the importers and manufacturers. Bangladesh Bank has the records of imports of Home Appliances over the years.

At first there was a huge growth to the numbers of Home Appliances imported in the country, but the numbers have declined in recent years, as tax holidays on imported parts and high import tax on electronic products have made companies focus on assembling and manufacturing their products in Bangladesh.

**Competitor** **3.2. Competitor Analysis**

**Television** In the field of home appliances such as television, refrigerator, freezer, air-condition etc. some of Walton's competitors are:

**Refrigerator**

**Air-Condition**

LG

Sony

Singer

Samsung

Panasonic

LG

Samsung

Panasonic

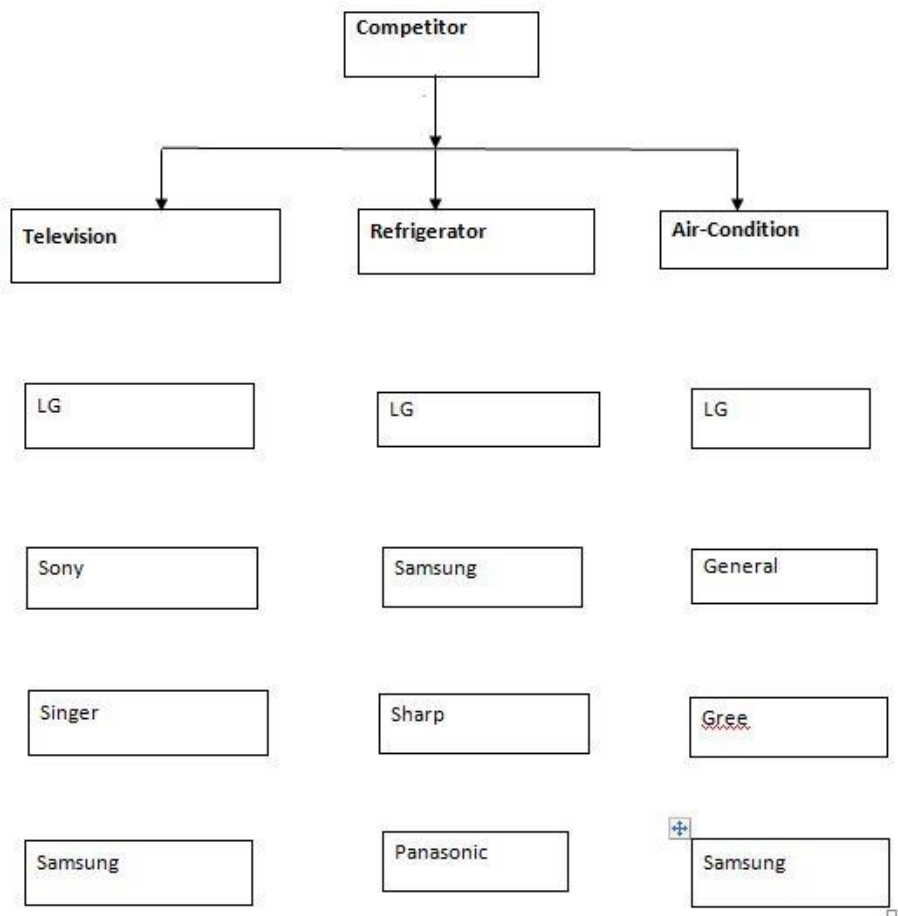
Whirlpools

Sharp

LG

General

Gree



**3.3. Market Share:**

By conducting a survey among consumers we were able to determine peoples' preference of brands while buying home appliances and which brand of product they have bought. The market demand of different brands of television, refrigerator and air-conditioner has been calculated by survey method. It must be noted that had the survey been centered on middle class families in rural areas, SINGER would have had a much higher market share since these people are the main target market of SINGER. Also, Recently SINGER is the sole domestic producer among these brands; it enjoys some tax reduction that makes it capable of manufacturing and selling its product at reasonable prices. This facility provides SINGER with a competitive advantage. Hence, SINGER plans to target another 15% of the market in the next 5 years and they are confident that they will be able to easily achieve that target.

## **4. Strategic Situational Analysis:**

### **4.1. Market Analysis**

Bangladesh, with its growing population and economic growth, has huge demand for household products. The fact that only about 60% of the country has electricity available proves that when electricity will be available throughout the country, demand will increase further.

As the people of this country are mainly price sensitive, Recently SINGER, being the sole manufacturer of refrigerator, freezer, led tv& air-conditiner, is very keen to meet the demand of this large market by providing competitive prices.

### **4.2. Market Segmentation**

Segmentation is one of the most important factors of strategic marketing. Market segmentation is one of the steps that go into defining and targeting specific markets. It is the process of dividing a market into a distinct group of buyers that require different products or marketing mixes. Markets can be segmented or targeted using a variety of factor. The bases for segmenting consumer markets include:

Demographical bases (age, family size, life cycle, occupation)

Geographical bases (states, regions, countries)

Behavior bases (product knowledge, usage, attitudes, responses)

Psychographic bases (lifestyle, values, personality)The market in which SINGER is doing its business is consumer market and SINGER mainly segments its market base on Demographic, Geographic and Psychographic basis's

#### **4.2.1. Demographic Segmentation**

In segmenting the market on demographic basis SINGER mainly considers occupation and family size of the consumer. It targets the people of middle-income level and designs its products for mainly nuclear family.

#### **4.2.2. Geographic Segmentation**

SINGER segments the whole country in eleven zones for marketing purpose. They are

Dhaka North Zone

Dhaka South Zone

Dhaka South-West Zone

Chittagong Zone

Camilla Zone

Barisal Zone

Jessore Zone

Sylhet Zone

Bogra Zone

Mymensingh Zone

Rajshahi Zone

Area Managers are responsible for these zones and it is their responsibility to develop market there. Product demand and response of the customer are not same in all zones.



Singer markets its product by using psychographic segmentation. They use lifestyle to segment their market. For example Singer is marketing relatively cheaper CRT Television for lower-middle income and rural people and at the same time LCD Television for higher middle-income people. It also designs the refrigerators of different size and capacity considering the people of different lifestyle.

### **4.3. PEST Analysis**

#### **Political Factor:**

High Import Duty on Imported Home Appliance Product

Export promotion schemes of Bangladesh Government

Tax Incentives on Import of Plants

Constant Government Support

#### **Economic Factor:**

Increase in per capita income

Growing GDP high disposable income

Increase in Spending Power

A huge prospect of a profitable export sector

#### **Socio-cultural Factor:**

Manufacturing Eco-Friendly product

Changing lifestyle of middle income people

#### **Technological Factor:**

Improvement in Technology made electronics cheaper

Increased quality of production

## **Singers SWOT Analysis:**

Singer Bangladesh Limited has one of the biggest companies in Bangladesh. It has the largest number of outlets all over the country. Singer has 275 outlets or dealer shops in all the districts and also in all the divisional heads. Singer has a big factory in Dhaka city in Savar. The company has around 680 employees. The company has different research laboratories in all the departments attached to their factories. Singer is the first company in Bangladesh to introduce a Sewing Academy, an underprivileged employment program, a family assurance plan program and a joint project with ILO for the child labor elimination program. As Singer is one of the oldest Multi National Company in Bangladesh. From many years Singer doing excellent performance in Bangladesh market. It has created strength in different fields and also got many opportunities in this country. In many factors it has weaknesses and for new competitors the company is also experiencing some threats also. The strength, weakness, opportunity and threats are described below:

### **Strength**

- Products of Singer have unique features compare to other companies similar products.
- The company IS providing better warranty and Guaranty package their products.
- The company has already acquired customer trust in their brand name.
- The company has sufficient ability to research, develop and improve the products.
- High competence and expertise about electronics.
- Accumulated market
- Convenient products and usage facility
- Existing product facility.
- Dedicated employees
- Good relation with other foreign electronics companies. weaknesses:
- Competitive market 44
- Existing competitors

- Week after sale service
- Lack of market potential
- Doing slow marketing and advertising in this competitive market.

**Opportunities:**

- Existing strong distribution channel.
- Well organized shops
- Wide range of target market
- Existing brand loyal customers
- Wide range of imported product.

**Threats:**

- Very competitive market
- Well organized competitors
- Huge price competition
- Wide range of similar product with extra features is introduced by competitors.
- Outflow of technology.

**Strategies and Tactics Company use to solve their problem:**

Singer Bangladesh Limited has a strong and very experienced management committee. This committee always handles all kinds of strategic problem. If any kind of problem occurred the committee sits together and discusses the problem and finally takes the decision to solve the problem.



## **5. Marketing Strategy:**

### **5.1. Positioning Strategy**

SINGER has created huge enthusiasm among the consumers of its target market with its slogan “At homes world wide”. They accepted SINGER’s endeavor of IMPORTER some electronic items like, sewing machine refrigerator & Freezer for the first time in Bangladesh, and are more than willing to buy a product of high quality made in our country. On the other hand, as a local manufacturer SINGER can sell quality products at comparatively lower price than other competitors.

It also makes its product available at the nearest possible places in each areas of Bangladesh through SINGER megha shop (own showroom), SINGER plus shop, and SINGER pro (countrywide dealers network). New SINGER megha,plus or pro are being opened frequently in different places of the country for getting closer to the customers.

Another strategy of SINGER for creating a concrete place in the customer mind is it’s after sales service. In order to providing the quickest possible after sales service to the customers. SINGER has already established 20 Service Centers and 100+ service franchise & opening more service centers is under process. SINGER equally values its sales and after sales service for maintaining a long and positive relation with its customer and thus retain and increase the customer.

### **5.2. Marketing Mix**

#### **5.2.1. Product:**

SINGER has a good number of products available in the market. The company produces home appliances, mobile, generator and motorbike. A brief description of its major products is given below:

##### **➤ Refrigerator**

SINGER mainly imported & produces home appliances. In fact in its website the company is recently introduced as the pioneer in refrigerator production in Bangladesh. SINGER Refrigerator & Freezer ensures highest quality compressor, Condenser is made by 100% copper, which lasts for 20-30 years. The most important thing is that every spare parts including door with different color are changeable and available everywhere over the country.

## ➤ Television

SINGER produces LED, and CRT televisions. SINGER Television ensures home cinema entertainment. SINGER Television's d4ta Digital Technology is one of the most innovative technological solutions that automatically reduces video noise, Selects the best picture and performs fine-tuning by auto frequency tracking technology.

Other than these products SINGER also produces small appliances, air conditioners, and microwave ovens.

### 5.2.2. Price

SINGER's main target market has always been middle-income group. SO they have been very careful in setting their price of product. Also the fact that they manufacture their products, it allows them to set a lower price than their competitors, as they don't have to pay heavy import duty. Below is a comparison of the prices of different products of different brands-

**Table 02: Price comparison of Refrigerators**

<b>Model</b>	<b>Singer</b>	<b>LG</b>	<b>Shrap</b>	<b>Walton</b>
10 CFT	30,000	35,000	37,000	27,000
10.5 CFT	32,000	37,300	40,000	30,000
11.5 CFT	35,000	40,600	42,000	32,000

**Table 03: Price comparison of TV**

<b>Model</b>	<b>Singer</b>	<b>LG</b>	<b>Sony</b>	<b>Walton</b>
28" LED TV	23,490	28,350	26,350	20,700
32" LED TV	27,800	30,600	35,500	25,500
42" LED TV	47,200	55,000	58,000	45,500

In all two products in which we have done market research, it is evident that SINGER is providing the consumers with the least expensive product. It is vital for SINGER as price is the only tool where they have a superior advantage over other brands. But it must be noted that consumers in higher income level also look for quality products. So SINGER needs to find a fine balance between price and quality as they move forward in the coming years.

### **5.2.3. Place**

For making the product available to its target customers SINGER use its distribution channel. SINGER generally uses its own transport facilities for reaching the product to its 375 SINGER megha & plus and about 500 dealers..

### **5.2.4. Promotion**

Ever since SINGER started its production in its manufacturing plant, they have started a wide promotional campaign on its product. Their tagline “AT HOHE WORLD WIDE” reflects the pride they take by being able to sell home appliances manufactured in Bangladesh. Right now Walton has TVCs running in all major satellite channels of Bangladesh in peak hours targeting their core target customers. Also they have numerous billboards and advertisements in print media. Also their 375 SINGER own shop across the country also works as a major advertising tool. SINGER has recently started sponsoring different major sports event in the country. Recently they sponsored their first International Cricket Tournament and thus it allowed their brand to be viewed by millions of people across the world.

## **6. Challenges and Future Growth**

### **6.1. Current Market Status:**

Although SINGER is a growing brand, it is yet to establish itself as the market leader. In fact it still has a long way to go, especially in capturing the elite customer bracket.

**Table 06 : Market Comparison**

	Price	Quality	Variety	Distribution	Scoop For Growth
SINGER	****	****	*****	*****	****
LG	***	****	****	****	***
Sony	*	***	***	*	*
WALTON	*****	**	****	*****	*****
Samsung	**	***	**	*	*

We can see from the above table that clearly overall Walton leads and have a significant lead when it comes to these values. They have been in the market for 20 years and have done remarkably to capture nearly one-fourth of the total home appliance market. But coming second right now is LG. By providing the same quality in much lower price, SINGER has created an excellent brand following. They have a very good distribution system, without lets all over the country. But their main problem has been variety. They are still way of the benchmark at the moment when it comes to product variety. But Walton will put more emphasis in this sector and plan to catch the lights of LG and Sony in the next 5 years.

## **6.2. Challenges:**

Establish SINGER as the No.1 Home Appliance Brand of the Country

Capturing the market share of existing foreign brands

Bringing more variety in their product line

Continue increasing market share at the same rate over the next 5years.

## **6.3. Future Growth:**

SINGER has decided to penetrate market, develop both market and product to achieve profitable growth in future.

## Market penetration

Through extensive promotion campaign SINGER has set goals to make more sales in future. Countrywide distribution system helps it achieve its goals.

## Product Development

Recently, SINGER Establishrd Air-Condition in market. Though it hasn't gained spectacular market share yet, continuous customer attraction reflects future.

Expected market growth of Walton in the next five years:

**Table 07: Future growth of SINGER BD LTD**

Product Line	Present Market Share	Expected Share	Market	Main Competitor
TV	20%	30%		LG, Sony
Refrigerator	15%	25%		WALTON, LG, Samsung
Air-Condition	5%	15%		LG, Generals, Gree

## 7. Recommendations

To establish SINGER as the brand for home appliances & other electronic accessories, some changes are needed in its strategies-

Switch to Market Penetration Pricing without compromising quality.

Partner with local and international OEM (original equipment manufacturers) for elegant & sophisticated designs & equipment.

Develop gaming consoles like Game boy, PlayStations, X-box and medical appliances for caring old people through innovative approaches.

Customer Loyalty Program.

Yearlong incentives and special offers.

## **8. Conclusion**

The company has been running its business with good reputation since 1905. Establishment of SINGER BD LTD to manufacture Refrigerator & Freezer, Air Conditioner, LED Tv , Furniture etc. In Bangladesh is a milestone in the path of success and reputation of the brand SINGER. SINGER is the first company to introduce Sewing machine in Bangladesh.

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