



Daffodil
International
University

Internship Report on

Marketing Mix Strategies of CERAMIC gallery.

Prepared For

Mr. Dewan Golam Yazdani

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Prepared By

Md. Sumon Islam

ID: 142-11-164

Major in Marketing

Bachelor of Business Administration (B.B.A.)

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Date of Submission: 28th November, 2024

Letter of Transmittal

Date: 28th November, 2024

To,

Mr. Dewan Golam Yazdani

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Daffodil Smart City (D.S.C.), Birulia, Savar, Dhaka-1216

Subject: Submission of Internship Report on “Marketing Mix Strategies of CERAMIC Gallery.”

Dear Sir,

The report is prepared to complete Daffodil International University's BBA graduation requirements. I completed the "Marketing Mix Strategies of Ceramic gallery." report for my internship. I put my effort into including as much of the skills and information I gained throughout my internship and job as I could in my report. I did my best to adhere to your recommendations in my report.

I am grateful to you for your assistance and for letting me write this report. I would welcome the opportunity to meet with you to talk about how my findings could best achieve your objectives if you need further details or clarification on my report.

Sincerely yours,

Md. Sumon Islam

ID: 142-11-164

Program: B.B.A (Major in Marketing)

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Certificate of Approval

Under my supervision and guidance, **Md. Sumon Islam, ID: 142-11-164**, a student in the Department of Business Administration at Daffodil International University, finished the internship report "**Marketing Mix Strategies of CERAMIC gallery.**"

To the best of my knowledge, this is an original work that has never been published in a journal or submitted for a degree or certificate at any department or institution. I hereby provide permission for a highly recommended internship report to be examined.



Mr. Dewan Golam Yazdani

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Student Declaration

I am, **Md. Sumon Islam**, a Daffodil International University-BBA student, **ID 142-11-164**, officially attest that the internship study, "**Marketing Mix strategies of CERAMIC gallery.**" was created only for educational purposes. I further promise that my report on my internship is unique and has never been appointed to another university, foundation, or organization. No intellectual property rights, copyrights, or patents are violated by the work detailed in this report. I certify that this report was written entirely by me. The paper is turned in as part of the requirements for the BBA program at Daffodil International University's Department of Business Administration in Dhaka. I have done everything I can to collect the data I need to produce this report.



Md. Sumon Islam

ID: 142-11-164

Program: B.B.A. (Major in Marketing)

Department of Business Administration

Daffodil International University

Acknowledgment

I sincerely thanks to almighty Allah, the Most Gracious and Pathetic, for his blessings, which allowed me to successfully complete my internship report. Throughout this study, his rigid support has been a source of strength. I am extremely grateful to **Mr. Dewan Golam Yazdani, Assistant Professor** in the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University, for his unwavering supervision and guidance in helping me finish my report on "**Marketing Mix Strategies of CERAMIC gallery.**" His insights have had a big impact on me. His encouragement and support have been crucial to my growth as a professional.

Additionally, I want to recognize and express my gratitude to the CERAMIC gallery employees for their continuous support and help during my internship as well as job. I have obtained a thorough perception of the export-import sector thanks to their willingness to share their expertise and experiences. I am appreciative of the chances I had and the knowledge I gained while working at CERAMIC gallery. I am aware of difficulties and confident that the information and abilities I have acquired will help me in my professional life. Last but not least, I thanks to almighty Allah, my family, friends, mentors, and coworkers for their encouragement.

Executive Summary

One of Bangladesh's biggest and most well-known premium imported ceramic tiles, sanitary ware and bathroom fittings brand is CERAMIC gallery which is one of the prime part of UNION Corporation group. On March, 2010, it was established as a private limited company under the Company Act of 1994 to imported products such as luxurious tiles and fittings under the "CERAMIC gallery" brand.

This article examines CERAMIC gallery's marketing mix strategies. The objective of this study is to overreach CERAMIC gallery STP approach, experiment CERAMIC gallery's marketing mix strategies, determine the company's overall marketing strategy gap, and provide some recommendations in light of the results.

The introductory section, which includes the study's introduction, background, scope, objectives, methodologies, and limitations, was addressed in the first chapter.

The organizational overview, which includes information on the organization and its products and services, is presented in the second chapter.

The theoretical facets of STP analysis, including CERAMIC gallery's segmentation, targeting, and positioning, are covered in the third chapter.

Chapter four then discusses CERAMIC gallery's marketing mix strategies.

Chapter five discusses the competitive analysis of CERAMIC gallery.

Finally, the study's findings were presented, along with some recommendations for the aforementioned company. The study ended with some concluding remarks and references.

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CHAPTER 1: INTRODUCTION

1.1 Introduction

CERAMIC gallery is one of the leading premium tiles and fittings imported brand in Bangladesh, maintaining international standard quality products for local market from Europe, China and Malaysia. Established in 2010, the company has rapidly grown to become a trusted brand, known for its consistent quality, latest innovation, and customer-centric approach. With big capacity warehouses where 20 million square feet of tiles can be placed together at a time, CERAMIC gallery plays a significant role in supporting the country's booming construction industry, including infrastructure projects, housing developments, government projects and industrial growth. The company's segmentation facilities are strategically located in several regions, ensuring smooth logistics and supply to all parts of Bangladesh. CERAMIC gallery emphasizes sustainable business practices by adopting modern technology and long-life efficient products processes. Furthermore, it maintains strict environmental and quality control standards, contributing to sustainable development.

1.2 Background of the Study

The study titled "**Marketing Mix Strategies of CERAMIC gallery.**" was developed as an internship for the BBA program requirement. I got a fascinating opportunity to learn about CERAMIC gallery's operations and environment when I was writing this report. This report's principal motive is to widen exposure to the real-world business environment and provide useful data about the construction industry. The course of study helped me bridge the gap among my academic knowledge and the real-world corporate environment by teaching me about organizational behavior and the management style of that particular organization. In this report, I have done my best to expound my observations and data.

1.3 Objectives of the Study

1.3.1 Broad Objective

- The broad intention of this report is to explore the marketing mix strategies of CERAMIC gallery.

1.3.2 Specific Objectives

- To understand CERAMIC gallery's STP approach.
- To evaluate CERAMIC gallery's marketing mix strategies.
- To determine CERAMIC gallery's overall marketing strategy gap.
- To suggest some recommendations considering the findings.

1.4 Scope of the Study

CERAMIC gallery is one of the remarkable imported tiles and fittings brands in the construction industry of Bangladesh and also CERAMIC gallery plays principal role of UNION Corporation group. The prime objective of the report is to analyze the marketing mix strategies of CERAMIC gallery.

In Bangladesh, CERAMIC gallery is a well-known organization. During my job, I acquired information from the office employees at the Bangla-Motor, Hatirpool office. The marketing mix strategies of CERAMIC gallery will be circumstantially explained in this report as well as look forward on the recommendations for the progress of the company.

1.5 Methodology of the Study

This study keen on methodical direction from choosing what to study to completion. Key facts must be found, and information must be systematically identified, gathered, kept private, analyzed, shared, and made obtainable in order to gain the study's purposes. The information was gathered mostly from two categories of sources.

1.6 Primary Sources

- Face-to-face discussions with employees.
- Wordy interviews with the relevant officials were conducted.
- Effective front desk work.
- Field visit by marketing.
- Data gathering via telephone.

1.7 Secondary Sources

- Manuals and files.
- The company's scheduled report
- Their official website.

1.8 Limitation`s of the Study

- Time restrictions.
- It is considerably more challenging to learn via self-learning.
- The administrators' work was routine, therefore they sometimes couldn't deliver data.
- Lack of thorough information about products.
- Confidential Information was kept private so as not to reveal in public.

CHAPTER 2: OVERVIEW OF CERAMIC gallery.

2.1 Organizational Overview

One of Bangladesh's imported sanitary ware and tiles brand with the quickest rate of growth is CERAMIC gallery. It was established as a private limited company on March, 2010. "CERAMIC gallery" is the brand name we use to sell our product, and our mission is to constantly strive for excellent international standard quality. CERAMIC gallery combines its development plans with its goal of sustainable growth. CERAMIC gallery had become the highest imported tiles and fittings seller (2018-19) in the Bangladesh which holds till financial year 2023. A collection of well-known businesspeople with comprehensive backgrounds in importer, commerce, and services across several national economic sectors have supported the firm. CERAMIC gallery plays principal role for UNION Corporation group. CERAMIC gallery's is under UNION Corporation groups, it was established since 2000. UNION Corporation group's trading as a multinational organization by export-import goods.

2.2 Historical Background

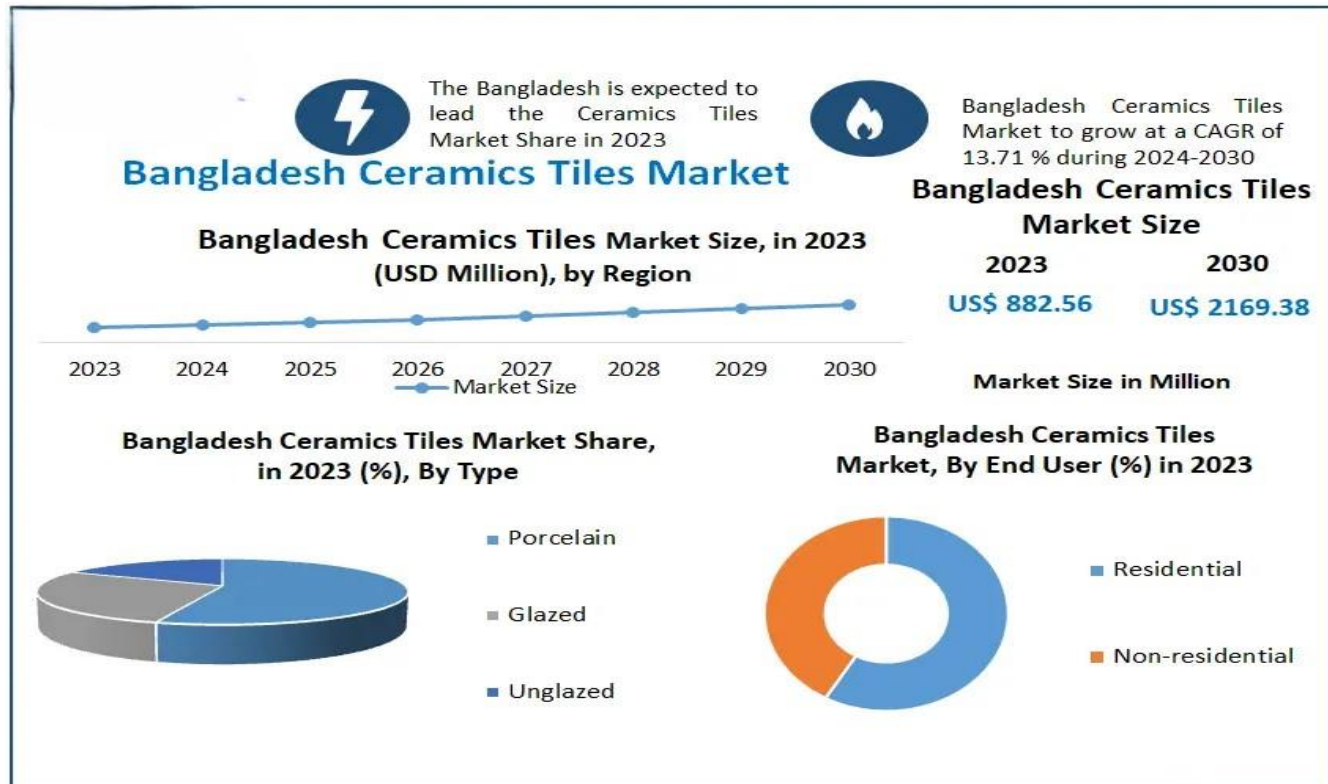
One of Bangladesh's biggest and most popular imported tiles and fittings brand is CERAMIC gallery. On March, 2010, it was established as a private limited company under the Company Act of 1994 with the goal of maintaining international standard products under the "CERAMIC gallery" brand.

Since 2010, CERAMIC gallery was started with only 20 designs of wall tiles and 30 designs of floor tiles which could imported from China approximately 0.5 million square feet tiles. After two years CERAMIC Gallery didn't have to turn around after that. CERAMIC gallery's products has been in greater demand everyday because of the quality and latest design. Within five years from beginning, CERAMIC gallery had reached one of leading position in the imported tiles markets at Hatirpool, Bangla-Motor, Dhaka, Bangladesh. As a result, the sponsors gradually increased for update collections of tiles and the CERAMIC gallery branches increased day by day. CERAMIC gallery also progressed to import more efficient products from Europe, Malaysia and china.

In 2016, CERAMIC gallery established new two showrooms at Hatirpool tiles market and Chittagong tiles market. That year CERAMIC gallery introduced new big capacity warehouses in both two cities, while in this year almost 10 million square feet tiles imported as well as the organization took timely decision by affixing luxurious sanitary fittings items. Specially, added two most popular international sanitary fittings brand as like chain seller, where the sanitary fittings brands name was COSO (origin Germany) and SOGO (China). After that, in the initial year of 2018, Ceramic gallery didn't turn around back, it was booming in the imported tiles and fittings industry of Bangladesh.

In 9th April, 2019, CERAMIC gallery introduced new branch at Uttara, Dhaka tiles market. This year the organization achieved the highest seller award from imported tiles Community in Bangladesh and also gained highest tax payer in the industry. Currently CERAMIC gallery performs in growths national economy of Bangladesh.

Historical analysis of Bangladesh tiles market :



From this data, it is clearly seen that the overall history of sanitary fittings and tiles market of Bangladesh probably progressive to upward position in 2030 commencing from 2023. Bangladesh ceramic tiles market to grow at a CAGR of 13.71% during 2024-2030. From the total market observation in 2023, the handsome percentages of sanitary fittings and tiles consumers were residential approximately over 55% where the non-residential consumed only over 40%. This is very huge opportunity to take part of the imported organizations in tiles and fittings market for proper utilization, while CERAMIC gallery one of them to take this opportunity.

Reference: <https://www.maximizemarketresearch.commarket-reportbangladesh-ceramics-tiles-market252652>

2.3 Mission

To dominate the imported tiles and sanitary fittings market by providing international standard quality, excellent customer service, competitive pricing, and value addition for all parties involved.

2.4 Vision

Become country's largest and most respected import tiles and sanitary ware brand.
Strive for societal advancement by long-term expansion and superior performance.

2.5 Values

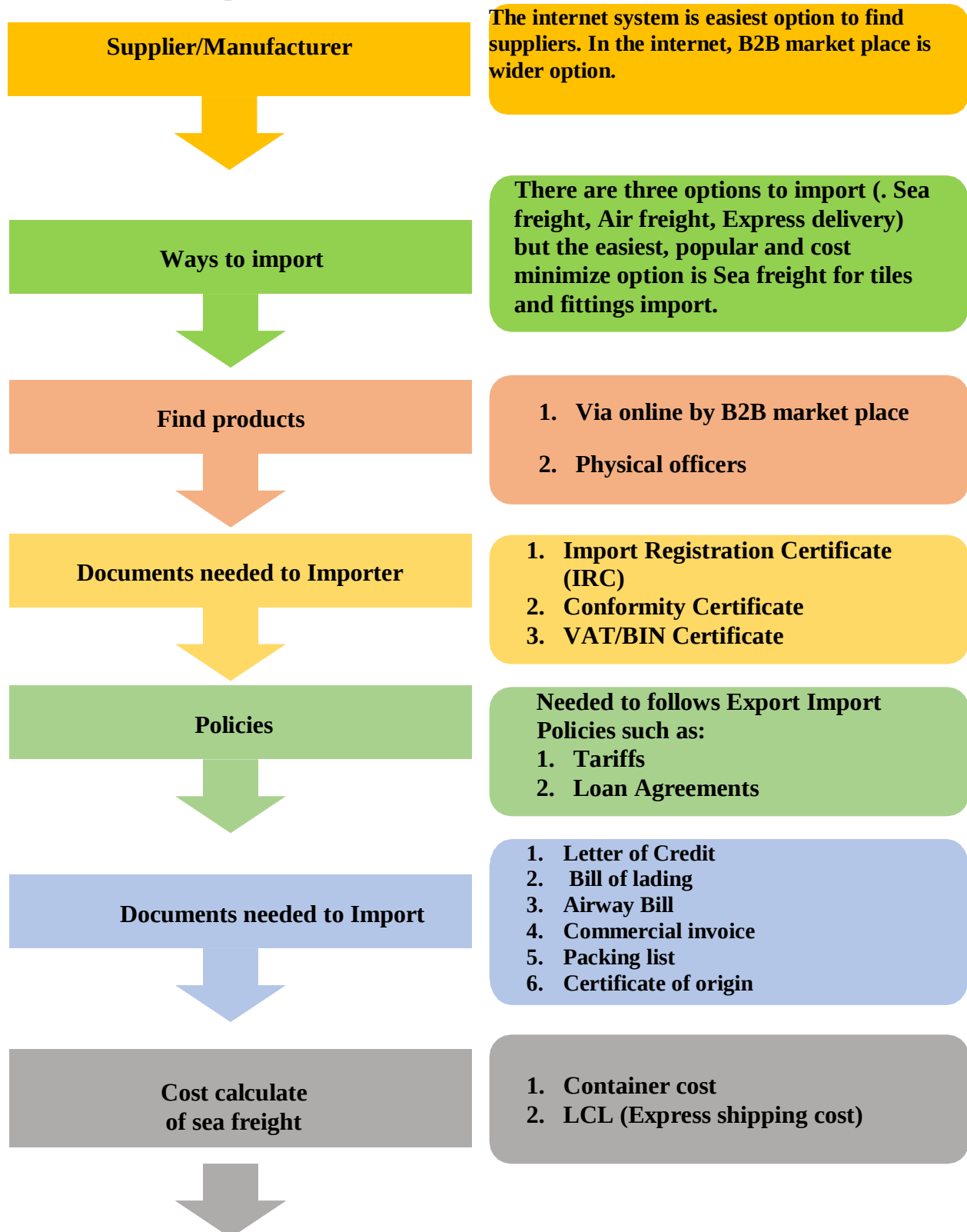
- Customer Satisfaction: CERAMIC gallery is well aware that it could not function as a company without its clients. As a result, they work to establish standing relationships with their clients that are based on respect, loyalty, and trust. They are committed to incessantly enhancing and affixing value for their clients.
- Understand: In order to make well-rounded judgments, they try to comprehend the demands of their customers and match them with their corporate objectives.
- Simplify: To elevate the efficacy of their goods, they take up arms to make things convenience for consumers.
- Solve: They figure out how to fix problems that keep out from providing value to the community they serve.
- Connect: They communicate to effectively manage people's expectations.
- Quality: They imported the premium quality goods and technological expertise for their customers, and they maintain international standards products.
- Commitment: They are devoted to following regulatory guidelines in order to attain success for their customers, their staff, and themselves.
- Integrity: They pride themselves on being a very moral business that values interpersonal interactions and human dignity. They import safe and environmentally sustainable products, adhere to the law, practice fair work practices and equitable employment, and safeguard the environment. They consider it our societal duty to safeguard and maintain their shared environment. They are socially conscious and committed to the preservation and protection of the environment, wildlife, and community.
- Social Responsibility: In order to solve social challenges and establish new ideals for society, the encourage CSR activities.

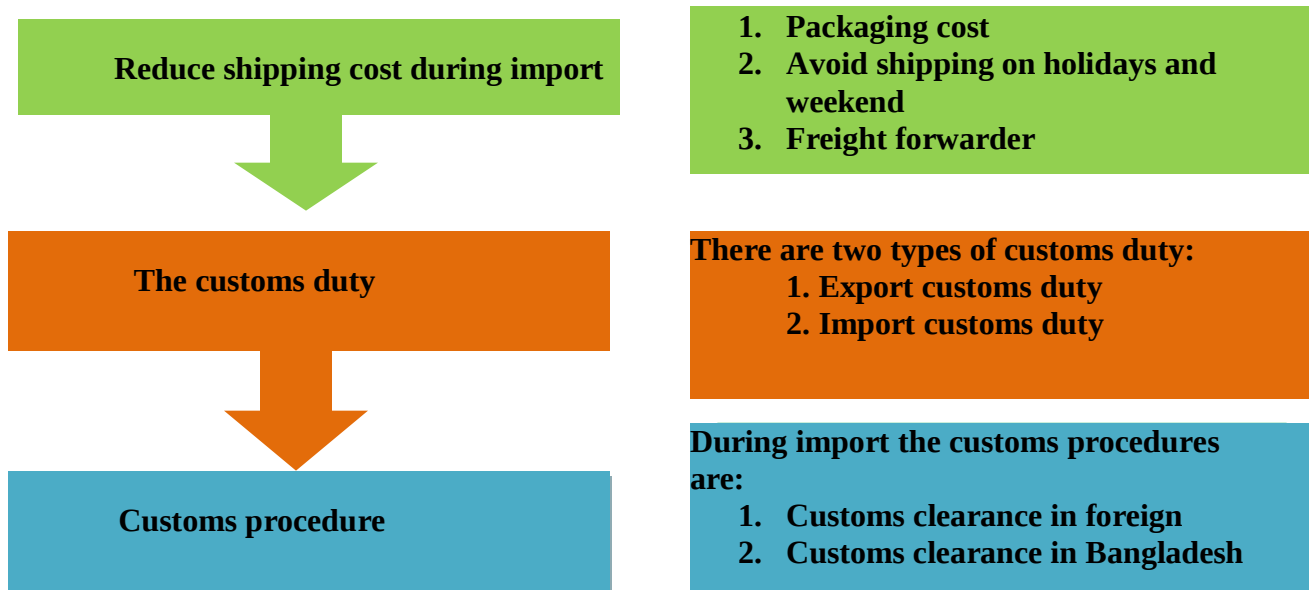
2.6 Product line





2.7 Content of Import





2.8 Quality Control

- CERAMIC gallery places a strong emphasis on continuously providing its clients with high-quality products.
- CERAMIC gallery has a strict policy against sacrificing the quality of our products.
- Their laboratory regularly monitors quality control, and BUET also provides test results at the same time.
- At CERAMIC gallery, they always work to demonstrate due care to guarantee the highest quality at every level.
- Their lab testing reaches a whole new level thanks to their Elemental Analysis by Energy Dispersive X-ray Fluorescence (EDXRF) technology which helps them carry out fundamental quality control (QC) tests as well as their more complex variations, such as analytical quality control (AQC), quality assurance (QA), or control of statistical processes.

CHAPTER 3: STP ANALYSIS OF CERAMIC gallery.

3.1 STP Analysis

STP Analysis is primarily based on three aspects: Segmentation, Targeting & Positioning.

3.1.1 Segmentation

For segmentation analysis, CERAMIC gallery (CG) can be defined by segmenting its operations, customers, and product offerings using four key variables — Geographic, Demographic, Psychographic and Behavioral segmentation.

▪ **Geographic Segmentation**

➤ **Location:**

CERAMIC gallery originally operates in imported sanitary and tiles market of Bangladesh with a focus on domestic distribution.

➤ **Regional Markets:**

Supplies to urban and rural infrastructure projects including Dhaka, Chittagong and others industrial hubs.

➤ **Logistics and Transport:**

Uses barges, mother vessels and a self-owned delivery fleet to distribute products efficiently across different regions.

▪ **Demographic Segmentation**

➤ **Customer Types:**

B2B Customers: Architect firms, real estate developers, construction firms, infrastructure contractors and government projects.

B2C Customers: Individual buyers, project engineers, small contractors purchasing for residential construction.

➤ **Industry Sectors:**

Look forward on sectors such as infrastructure development, real estate, housing projects, and commercial building construction.

▪ **Psychographic Segmentation**

➤ **Customer Lifestyle:**

Targets businesses and individuals focused on long-term durability, luxurious products and quality pledge.

➤ **Brand Perception:**

Positioning itself as a reliable, high-quality sanitary fittings and tiles importer known for consistent supply and meeting international standards.

➤ **Environmental Focus:**

Appeals to environmentally conscious customers by promoting sustainable imported products
Processes for protects against carbon emissions.

• **Behavioral Segmentation**

➤ **Usage Patterns:**

Frequent bulk orders from large construction projects and real estate developers.

Smaller, more frequent purchases from individual contractors for smaller-scale housing projects.

➤ **Product Segmentation:**

Offers Ordinary porcelain, glazed and polished ceramic floor tiles and Malaysian, Spanish and Chinese rustic wall tiles cater to specific building needs.

➤ **Loyalty and Contracts:**

Builds long-term contracts with suppliers and customers to ensure loyalty and uninterrupted supply.

➤ **Delivery Speed and Service:**

Differentiates through efficient logistics, with self-owned fleets and barge loading systems ensuring fast delivery to project sites.

3.1.2 Targeting

From a targeting perspective, CERAMIC gallery follows a strategy that focuses on various customer categories across different construction needs. Here is a breakdown of how the company targets its markets:

▪ **Individual Home Builders (Retail Market)**

- CERAMIC gallery targets Individuals and families constructing private homes.
- Around 60% of Bangladesh's imported tiles and sanitary consumption is attributed to individual home construction, as indicated by multiple studies.
- CERAMIC gallery markets through local tiles market and focuses on the durability, affordability and availability of its products, such as glazed full body floor tiles, rustic wall tiles and sanitary ware, which are ideal for residential projects.

▪ **Large Infrastructure and Government Projects (Institutional Market)**

- Large-scale government and private infrastructure projects like Airports, Educational buildings, and corporate offices.
- The Bangladesh government's ongoing infrastructure development (metro systems, airports, power plants) creates sustained demand for high-quality tiles and sanitary ware.
- CERAMIC gallery offers bulk supply contracts with competitive pricing and ensures consistent delivery to meet project timelines.

▪ **Commercial Builders and Real Estate Developers**

- Real estate developers and companies constructing office buildings, shopping malls, and apartment complexes.
- About 40% of tiles and sanitary ware consumption is driven by real estate development and commercial projects.
- CERAMIC gallery collaborates with developers through partnership programs to ensure bulk supply and provides technical support to maintain quality.

▪ **Retail Distributors and Dealers**

- Dealers and retail outlets that distribute tiles across urban and rural markets.
- A strong distribution network ensures market penetration, especially in sub urban and rural areas, where home building demand is increasing.
- CERAMIC gallery incentivizes dealers through promotional campaigns, credit facilities and performance based reward.

3.1.3 Positioning

CERAMIC gallery positions itself as a reliable provider of international standard high-quality sanitary fittings and tiles for diverse construction needs, leveraging its product range, brand reputation, and operational strengths to differentiate in the competitive Bangladeshi tiles and sanitary market.

▪ **Quality-Driven Positioning:**

- CERAMIC gallery emphasizes the superior quality of its tiles and fittings products, such as breakthrough full body floor tiles, rustic wall tiles and German technological sanitary ware. This positions the company as a provider of durable quality products suitable for both residential and large infrastructure projects.

▪ **Reliability and Customer Satisfaction:**

- The company positions itself as a reliable supplier with a strong emphasis on on-time delivery and operational efficiency. It achieves this through an in-house fleet of transport vehicles and barges to ensure smooth product distribution.

▪ **Price-Performance Balance:**

- CERAMIC gallery targets price-sensitive customers while maintaining focus on product performance. This positions it as a cost-effective alternative to multinational brands, appealing to both individual homebuilders and institutional buyers.

▪ **Broad Market Presence:**

- With its strong distribution network, CERAMIC gallery ensures availability across urban and rural markets. This helps position it as a widely accessible brand for customers at various economic level.

▪ **Sustainability and Eco-Friendliness:**

- CERAMIC gallery offers eco-friendly products like German COSO brand sanitary, which is known for being eco-friendly and durable, aligning with green construction trends. This positions CERAMIC gallery as a company that supports sustainable building practices.

CHAPTER 4: MARKETING MIX OF CERAMIC gallery.

The collection of tactics a business uses to market and sell its imported goods is known as the marketing mix. These strategies cover everything from product development to choosing the product's pricing and distribution channel to choosing its marketing and communication methods. In a Marketing Mix Analysis (4Ps), CERAMIC gallery (CG) can be analyzed by examining its Product, Price, Place, and Promotion strategies:

4.1 Product

➤ **Core Products:**

- Full body floor, rustic wall tiles and German sanitary fittings used for high-strength construction projects like airports, corporate offices, shopping mall and multi-storied buildings.
- Porcelain, polished ceramic tiles and Chinese sanitary ware preferred for general construction, residential buildings due to cost-effectiveness and lower environmental impact.

➤ **Product Quality Focus:**

Uses high-quality raw materials (white clay, talc, sand, feldspar, elliptic and kaolinitic clay, dolomit and calcite) and advanced grinding technologies to maintain international quality standards which are produced main volume in China.

➤ **Product Variety:**

Offers tiles and fittings in different designs (by using latest technology) for individual buyers and bulk supply for construction, real-estate companies.

➤ **Product Sustainability:**

CERAMIC gallery emphasizes sustainable import processes which safe from speeding carbon-dioxide, catering to eco-conscious buyers.

4.2 Price

➤ **Competitive Pricing Strategy:**

CERAMIC gallery maintains a market-competitive pricing strategy to stay aligned with importers, industry benchmarks and rival companies.

➤ **Differentiated Pricing:**

Provides discounts or contract-based pricing for bulk buyers (e.g. real-estate, architect and construction firms) and project-based tenders.

➤ **Value-based Pricing:**

Emphasizes value over cost by promoting high-quality and durable tiles and sanitary fittings, appealing to customers willing to pay slightly more for better performance and reliability.

➤ **Promotional Offers:**

Occasionally offers seasonal discounts and incentives to engineers, architects, contractors and distributors to boost sales.

4.3 Place

➤ **Extensive Distribution Network:**

Uses mother vessels, lighter vessels, trucks, and barges to ensure a smooth supply chain.

➤ **Storage and Inventory Management:**

Finished products are stored in silos (with 30 million square feet tiles and fittings capacity) to ensure uninterrupted supply.

➤ **Self-owned Fleet:**

Operates over 100 covered vans, 30 bulk carriers to ensure quick and reliable delivery across Bangladesh.

➤ **Availability:**

Ensures widespread availability through dealers, distributors, retail shops, and direct supply to construction firms and contractors.

4.4 Promotion

➤ **Advertising Campaigns:**

Promotes its brand through TV ads, print and digital media to create awareness and build a strong reputation.

➤ **Corporate Social Responsibility (CSR):**

Engages in CSR activities such as supporting community projects, infrastructure development, and environmental conservation to enhance brand image.

➤ **Sales Promotion:**

Offers incentives to architects, engineers, distributors and contractors such as volume based discounts.

➤ **B2B Relationships:**

Builds strong partnership with architects, construction companies, contractors, and government projects through direct marketing and contractual agreements.

➤ **Customer Engagement:**

Participates in industry fairs and exhibitions to promote products and maintain visibility among key stake holders.

CHAPTER 5: COMPETITIVE ANALYSIS OF CERAMIC gallery.

5.1 Competitive Analysis

CERAMIC gallery rivals are numerous. They include imported well-known international sanitary fittings and tiles brands. Each of these businesses has a unique selling point that places them higher than CERAMIC gallery, whether it is in terms of sales, product quality or brand image. Because they are always battling these businesses to get where they want to be in the market, CERAMIC gallery views them as rivals. Nonetheless, the sanitary ware and tiles firms that rank somewhat lower than CERAMIC gallery are also considered rivals, and the business constantly monitors their operations. Therefore, the company's competitors are the tiles and sanitary ware companies that are outperforming CERAMIC gallery as well as those who are doing on par with CERAMIC gallery. The reason for this is that these businesses can replace CERAMIC gallery at any time.

5.2 Competitor List

The companies that compete with CERAMIC gallery are mostly those that rank higher on the company's rating system such as:

- Bengal agencies
- Tilottoma
- Ceramic Center
- Dhaka tiles center
- Ceramic world
- China Bangla Ceramic ltd.
- Ipsheeta traders ltd.
- Khandaker Enterprise
- Tiles fashion
- Tiles arena ltd.
- Al-Amin Agency

5.3 SWOT Analysis

A SWOT analysis is crucial to an organization's marketing strategy. A thorough understanding of an organization's strengths, weaknesses, opportunities and threats is essential. SWOT analysis features:

5.3.1 Strengths

➤ **Brand Reputation & Market Presence:**

CERAMIC gallery has established itself as a reputable sanitary and tiles importer in Bangladesh with a strong customer base. It is known for maintaining high-quality tiles and fittings like Chinese full body floor tiles, Spanish and Malaysian rustic wall tiles and German standard sanitary ware, which cater to a wide range of construction needs.

➤ **Quality assurance and superior product:**

CERAMIC gallery's manufacturer company combined the European and Chinese process and the most advanced European and Chinese technology to create tiles and sanitary fittings. The manufacturer company has testing facilities where highly skilled experts and chemists use top-of-the European and Chinese technology to assess the tiles and sanitary fittings quality on an hourly basis. They have tiles and fittings expansion tests using PEI rating, Water absorption rate, Thickness, Rectified Edges, Color and Pattern consistency tests and Slip resistance tests. After imported in Bangladesh, BUET also supports the quality control. So, CERAMIC gallery has a competitive advantage since so few sanitary and tiles businesses in Bangladesh employ the equipment and technology that allow them to effectively place the highest grade tiles and fittings.

➤ **Well situated:**

The CERAMIC gallery Ltd. showrooms are located in the biggest two economic zone of Bangladesh, which are Dhaka and Chittagong. The principal branch situated in south Dhaka tiles market at 13, Poribag, Sonargaon road, Hatirpool, Dhaka-1000, in north Dhaka tiles market the second branch located at H-25, Sonargaon janapath road, Sector-12, Uttara and also in the Chittagong the third branch introduced at Rekha Chitra Tower, 110, Nur Ahmed Road, Kazir Dewri, Chittagong. For the transfer of products from the port site, this position provides access to both land and the river.

➤ **Efficient Distribution Network:**

The company owns a self-operated fleet of vehicles and barges, ensuring smooth delivery and availability across the country

➤ **Continuous Production Capacity:**

CERAMIC gallery maintain pre-order (PO) scheme to the export manufacturers organization. For this reason, CERAMIC gallery achieved high production efficiency from suppliers.

➤ **Local Market Leadership:**

Local competitors, including CERAMIC gallery, have outperformed multinationals by leveraging economies of scale and aggressive pricing strategies.

5.3.2 Weaknesses

➤ **Dependence on ship container:**

Like many other tiles importer in Bangladesh, CERAMIC gallery depends heavily on ship container for importing goods, which exposes the company to exchange rate fluctuations and supply chain disruptions.

➤ **High Operational Costs:**

The company faces challenges with rising shipment costs, which affect profitability. Its in-house authority of tiles market may help, but fuel and maintenance costs are still significantly growing day by day.

➤ **Intense Price Competition:**

The imported tiles and fittings market in Bangladesh is highly competitive, with companies undercutting each other on price, which could impact profit margins.

➤ **Low level of marketing:**

Although CERAMIC gallery allocates a huge budget for carrying out marketing activities and covers almost all types of tools to promote their product, they should still increase the level of marketing to reach out to their target market group all over Bangladesh just like their competitors.

5.3.3 Opportunities

➤ **Growing Infrastructure Projects:**

The government's focus on large infrastructure projects (e.g., Airports, power plants, metro lines) offers significant growth potential for CERAMIC gallery and also others importers.

➤ **Urbanization and Real Estate Growth:**

Rapid urbanization and rising demand for residential and commercial construction create opportunities to expand sales.

➤ **Export Potential:**

There is potential to explore regional markets, such as India and Nepal, where international standard sanitary ware and tiles demand is also growing.

➤ **Green Cement Initiatives:**

A shift toward sustainable and eco-friendly tiles import could attract environmentally conscious customers.

5.3.4 Threats

➤ **Exchange Rate Fluctuations:**

Given the organization totally dependence on import based, currency depreciation can increase shipment costs and erode profitability.

➤ **Price rise in foreign market:**

CERAMIC gallery is concerned about the potential price increase in the international market, as the lower purchasing power parity of the Bangladeshi population could pressure imported sanitary ware and tiles businesses to raise prices, potentially leading to a decline in sales.

➤ **Regulatory Challenges:**

Government regulations, including new taxes or environmental laws, may increase compliance costs and affect operations.

➤ **Economic Instability and Political Risk:**

Political instability or slower economic growth can reduce construction activity, directly impacting tiles and fittings demand.

➤ **Supply Chain Disruptions:**

The sanitary fittings and tiles industry is vulnerable to global supply chain issues, particularly with the procurement of ship container, fuel, and machinery parts.

CHAPTER-6: FINDINGS, RECOMMENDATIONS & CONCLUSION

6.1 Findings

- **High Dependency on Manufacturer:** CERAMIC gallery, like other companies in Bangladesh, relies heavily on suppliers and on time shipments, which exposes it to exchange rate fluctuations and global supply chain disruptions.
- **Intense Price Competition:** The Bangladeshi sanitary and tiles market is highly competitive, with numerous companies undercutting each other on prices. This price war can exhaust profit margins and impact financial sustainability.
- **Rising Operational and Energy Costs:** The costs of shipment, fuel, and local transportation are increasing, which affects CERAMIC gallery's products costs.
- **Limited Export Market Development:** Though the demand for sanitary ware and tiles is growing in neighboring countries like India and Nepal, but CERAMIC gallery operations only for imported goods.
- **Environmental Sustainability:** There is a growing emphasis on eco-friendly construction materials in terms of carbon emissions or other environmental factors.
- **Production Capacity Utilization:** According to industry reports, sanitary and tiles companies in Bangladesh are not utilizing their production capacity fully, averaging around 75-80% utilization which needs to improve to avoid idle assets.
- **Brand Awareness and Customer Engagement:** CERAMIC gallery should improve brand visibility and engagement to maintain customer relationship management (CRM) with its customers.

6.2 Recommendations

- **Reduce Dependency on ship container:** CERAMIC gallery should explore partnerships with local and international shipping industry or invest in its own shipping facilities. This would reduce reliance on traffics of shipment and offer better cost control. Consider forming joint ventures with shipping organization in nearby countries (e.g., India or Nepal) to secure a stable supply chain while reducing import-related risks like currency fluctuations and transportation issues.
- **Differentiate Beyond Price in a Competitive Market:** CERAMIC gallery should highlight the durability, strength, and quality of CERAMIC gallery's products, especially for infrastructure projects that require reliable tiles and fittings. They can offer services like technical support, construction advice, and quality assurance checks to architects, contractors and real estate developers to create added value. They should invest in campaigns that focus on CERAMIC gallery's strengths, including reliability and consistency, rather than engaging in price wars.
- **Manage Rising Operational Costs:** CERAMIC gallery should invest in shipping industry and optimize import processes to reduce transportation costs. Technologies like online B2B platform systems could lower overall time and energy costs.
- **Expand Local Market Opportunities:** Conducting market research in Bangladesh will assist in understanding the local demand and regulatory requirements. CERAMIC gallery should collaborate with local distributors in target markets to establish distribution channels and gain market insights.
- **Increase Focus on Environmental Sustainability:** CERAMIC gallery organization look forward in lower carbon emissions compared to traditional tiles and sanitary industry, aligning with global sustainability trends. Marketing CERAMIC gallery as a "green product" could attract environmentally conscious consumers. CG should invest in carbon capture and storage (CCS) technology or other sustainable practices, like recycling waste materials into production, to minimize the environmental footprint.

- **Improve Import Capacity Utilization:** CERAMIC gallery should develop more efficient shipments and sales forecasting models to match supply with market demand, minimizing idle capacity. They would direct more resources toward high-demand areas, such as urban construction and government infrastructure projects, to increase sales and better utilize products capacity.

- **Boost Brand Awareness and Customer Engagement:** Enhancing brand visibility through digital marketing strategies, including social media, content marketing, and online campaigns would be a great option for CERAMIC gallery. They should implement a CRM system to engage more effectively with contractors, distributors, and end-users. They can offer training workshops or informational sessions for contractors and construction workers to educate them on the benefits of CERAMIC gallery's products. This approach could foster loyalty and improve brand perception among users.

Conclusion

In conclusion, CERAMIC gallery has established itself as a significant player in Bangladesh's sanitary and tiles industry, known for its commitment to quality and extensive distribution network. However, the company faces various challenges, including intense competition, reliance on shipping organization and rising operational costs. By adopting a strategic approach that includes diversifying supply sources, optimizing capacity utilization, focusing on environmental sustainability, and strengthening brand positioning, CERAMIC gallery can secure a competitive edge. With the increasing demand for tiles and fittings due to government infrastructure projects and urbanization, the company is well-positioned for growth. Continued focus on operational efficiency, product differentiation, and market expansion can ensure sustainable success for CERAMIC gallery in both organizational and potential domestic markets.

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