



Market Potentiality of WPC (Wood Plastic Composite) Products in Bangladesh under PVC (Poly Vinyl Chloride) Industries Ltd: A Study on Partex Star Group.

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Letter of Transmittal

Date: 13 September 2014

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Subject: Submission of Internship Report.

I am delighted to submit my Internship Report on “Market Potentiality of WPC (Wood Plastic Composite) Products in Bangladesh under PVC (Poly Vinyl Chloride) Industries Ltd: A Study on Partex Star Group” as a part of my Bachelor of Business Administration (BBA) program. This report is prepared based on the experience that I have gathered during my internship period.

I have tried my best to express my ideas and finding as articulately as I could within the time and resource constraints.

I hope that the ideas featured in this report will provide a clear picture of the scenario to which I have exposure of.

I sincerely hope that it will come up to your expectations.

Sincerely Yours

.....

Fayshal Ahmed

ID: 103-11-1730

Program: BBA

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Certificate of Approval

I hereby declare that the report titled “Market Potentiality of WPC (Wood Plastic Composite) Products in Bangladesh under PVC (Poly Vinyl Chloride) Industries Ltd: A Study on Partex Star Group” is an original work by Fayshal Ahmed, ID: 103-11-1730, Major in Marketing, Bachelor of Business Administration, Daffodil International University. He has completed his internship under my supervision and submitted for the partial fulfillment of the requirement of the degree of Bachelor of Business Administration (BBA) at Daffodil International University.

Mohammed Masum Iqbal

Associate professor & Head

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Student's Declaration

I hereby declare that the report of internship namely Market Potentiality of WPC (Wood Plastic Composite) Products in Bangladesh under PVC (Poly Vinyl Chloride) Industries Ltd: A Study on Partex Star Group is prepared by me after the completion of 3 (three) months internship.

I also declare that this paper is my original work and prepared for academic purpose which is a part of BBA program.

.....
Fayshal Ahmed

ID: 103-11-1730

Program: BBA

Major in Marketing

Department of Business Administration

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Daffodil International University

Acknowledgement

I am indebted to almighty Allah for his kindness to me It is an honor for me to express my gratitude to the Daffodil International University for providing me all the facilities in every possible way to prepare this report.

I am conveying my sincere gratitude to my honorable Supervisor Mohammed Masum Iqbal, Associate professor & Head, Department of Business Administration, Daffodil International University who are my supervisor for giving me the inspiration and continuous assistance in all possible ways enabling me to complete this report. Further I would like to extend my appreciation to all the officials of the Sales Office for their proper guide line, inspiration and logical help and also for their cooperation even though they were extremely busy. Without their assistant it would have not been possible for me to furnish this report completely. I would like to express my sincere gratification to the Mohammed Younus.DGM, Sales

In addition, I must acknowledge the debt that I greatly owe to Daffodil International University for giving me the easy access to use their libraries. I would like to thank my parents, and my friends for their continuous support, which gave me the energy to finish this project.

Executive Summary

Partex Star Group is among the large Bangladesh private sector manufacturing and service based enterprises, owning and operating over twenty units giving value for money to all customers. Partex Star Group have a stake in tobacco, food, water, soft drinks, steel container, edible oil, wooden board, furniture, cotton yarn and the IT sector. Partex PVC Industries Limited is a relatively latest wing of the conglomerate of Partex Star Group. Partex PVC industries Ltd. started their activities 2011 & their product launched market in the same year and the total number of dealer in Bangladesh is over 450. The objective of the study “Market Potentiality of WPC (Wood Plastic Composite) Products in Bangladesh under PVC (Poly Vinyl Chloride) Industries Ltd: A Study on Partex Star Group”

The report contains some important factor which include introduction of the study, background, scope, objectives, methodology and limitation of the study. Discussion, analysis and findings give the idea about Customers opinion, Products available, Buying pattern of Apartment Companies, uPVC door distributors (dealers) opinions, Impression of architects, Some suggestions on Partex PVC Industries Ltd.

Different suggestions, recommendations have come at the end of the report. The problems finding during the three-month long internship period and suggestions are given from observation, comparative analysis, strategic point of view etc. To increase the efficacy in customer services and quality development Partex Star Group should try to develop the process of providing services. Already it has earned a strong positioned in the quality development. To continue hold the position and be perfect in this sector it will have to keep more and more attention to the customer retention and development.

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1.1 Introduction:

Partex Star Group is among the large Bangladesh private sector manufacturing and service based enterprises, owning and operating over twenty units giving value for money to all customers. Partex PVC Industries Limited is a relatively latest wing of the conglomerate of Partex Star Group. Partex PVC industries Ltd. started their activities 2011 & their product launched market in the same year. Partex PVC Industries Limited hopes to broaden the horizon of product to meet the ever growing demand in our market.

1.2 Background of the Study:

The BBA program (Daffodil International University) is designed to focus on theoretical and professional development of people open to take up business as a professional as well as service as a career. The program is three months duration. This internship provides the students to link up their theoretical knowledge into practical fields. In this purpose, I was assigned to **Partex PVC industries Ltd.** Sales Office for my practical orientation. Students are required to prepare an internship report under the guidance of supervising teachers on a selected subject matter to highlighting his experience and to conduct an in depth analysis on the subject matter. I have tried my best to present my experience of the practical orientation in this study.

1.3 Scope of the Study:

The Internship Report is a comprehensive study of the Dealer perception's belief about the Partex PVC Industries Ltd & WPC products. The study focuses on the Consumer's belief, perception, lifestyle etc. and the current and appropriate Dealer perception towards Partex PVC Industries Ltd.

1.4 Objectives of the Study:

The study has been carried out with following objectives:

- ❖ To show the customers opinion regarding WPC product;
- ❖ To identify the products available in Bangladesh;
- ❖ To explore the buying pattern of Apartment Company's regarding WPC product;
- ❖ To analyze uPVC door distributors (dealers) opinions about WPC product;
- ❖ To find out the impression of architects about WPC product;
- ❖ To make some suggestions on Partex PVC Industries Ltd;

1.5 Methodology of the Study:

1.5.1 Sources of data: Sources of data are given below:

1.5.2 Primary Source:

- ❖ Officers.
- ❖ Dealers.
- ❖ Customers.
- ❖ Architects.

1.5.3 Secondary Source:

- ❖ Company Prospectus.
- ❖ Website.
- ❖ Sales reports.

1.6 Target Population:

All officers, dealers, architects and customers of Partex PVC Industries Ltd, Sales Office

1.6.1 Sample Size:

- ❖ No of Dealer: 15
- ❖ No of Officer: 20
- ❖ No of Customer: 10
- ❖ No of Architect: 5

1.6.2 Sampling method:

- ❖ Non-Probability Sampling

1.7 Data Collection Procedure:

Face to Face discussion with the officers, dealers, architects and customers of Partex PVC Industries Ltd, Sales Office

1.8 Limitation of the Study:

I could not collect some information required at the time study. So this study is not free from some limitation, like:

- ❖ Not sufficient information related to the report from the company.
- ❖ Company policy about the secrecy of the organization.
- ❖ Difficult to take information from the respondents.
- ❖ Data sources are so limited.
- ❖ Owing to time constraints it was not possible to survey all dealers.



2.1 About Partex Star Group

Partex Star Group is among the large Bangladesh private sector manufacturing and service based enterprises, owning and operating over twenty units giving value for money to all customers.

The group started modestly in 1959 in tobacco trading and with prudent entrepreneurship of our Founder Chairman Mr. M.A. Hashem today we have a stake in tobacco, food, water, soft drinks, steel container, edible oil, wooden board, furniture, cotton yarn and the IT sector. After Bangladesh was established our Chairman set up M/S Hashem Corporation (Pvt) Ltd. in Chittagong city meeting the large demand of food and materials needed for sustaining the needs of a new nation through imports. From importing to import substitution was the next logical step and the stepping stone into the manufacturing sector, which has matured to the multimillion dollar diverse investment of the Partex Star Group today.

Long before environment came to dominate the development agenda. Star Particle Board Mills in the sixties pioneered an eco-friendly industry to reduce pressure on our scarce forest recourses. It is a unique combination of environmental protection and commerce; belaying most doomsayers who claim the two to be at odds. The one score and ten year successful perpetuation of our timber substitute products not only speak volumes of the foresight of Partex's founders but also their vision of the future.

Beside, in house and outside training, recruits business graduates from reputed universities as management training for mainstream banking to enrich quality of human resources contributing towards operations effective and long-term sustainable results.

2.2 Business Portfolio:

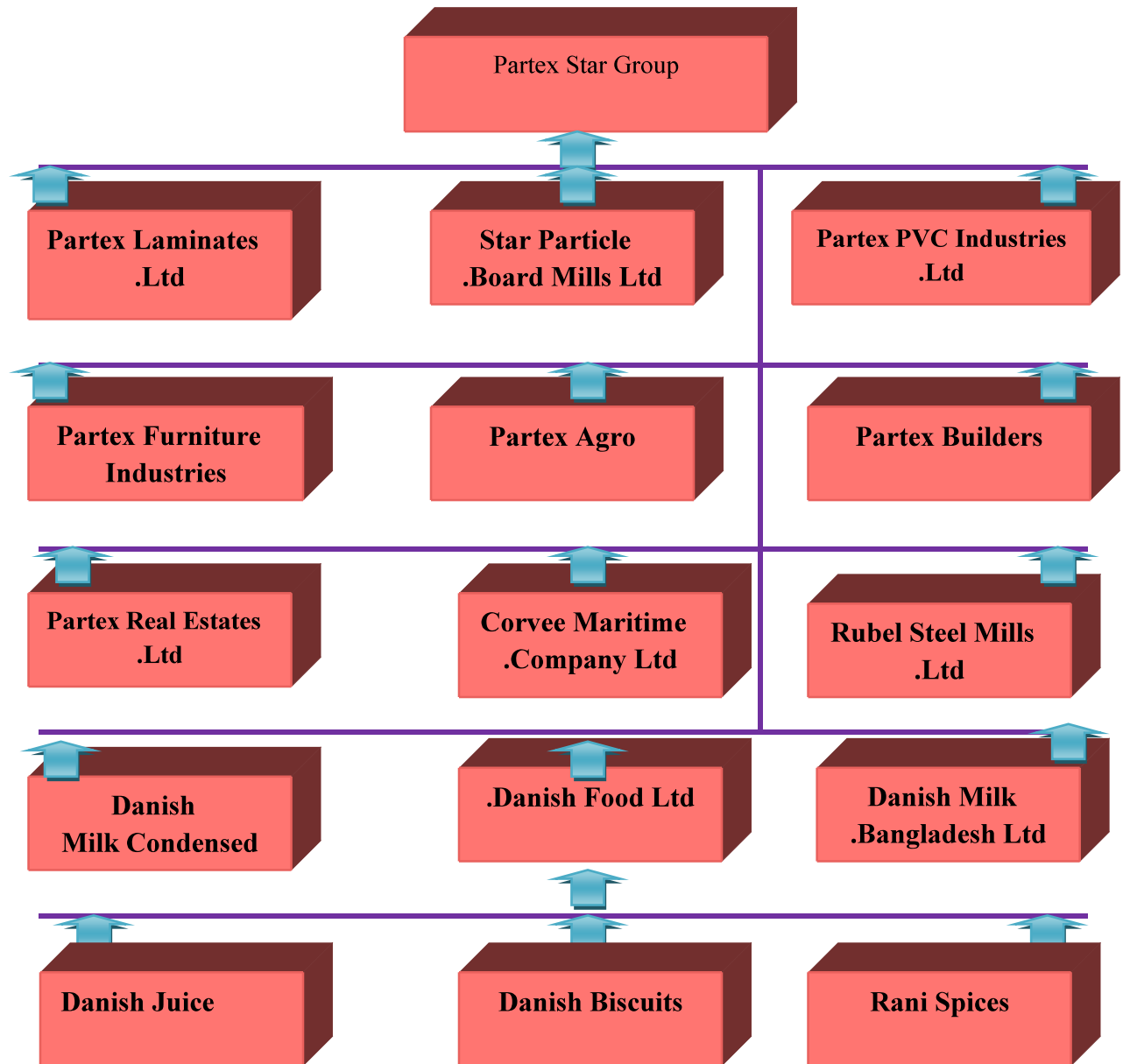


Table1: Business Portfolio

2.3 Client commitments:

Partex Star Groups' client commitments are the following:

- ❖ Provided services with high degree of professionalism and use of most modern technology.
- ❖ Create life-long relationship based on mutual trust and respect.
- ❖ Respond to customer needs with speed and accuracy.
- ❖ Share their values and beliefs
- ❖ Grow as their customer grows.
- ❖ Offer first rated solutions of client's problems and issues.
- ❖ Provide products and services at competitive pricing.
- ❖ Ensure safety and security of customer's valuables in trust with them.

2.4 Corporate logo:



2.5 Slogan of Partex Star Group

A legacy, with a new face forward

2.6 Mission of the Company

To sincere traveler, the way is never too long. Partex Star Group believes in “progress in diversity and service through entrepreneur”. They are merchants and missionaries, doers and dreamers, entrepreneurs and professionals. They are futuristic with emphasis on creating thinking and dynamic action.

- ❖ High quality financial services with the help the latest technology.
- ❖ Fast and accurate customer services.
- ❖ Balance growth strategy.
- ❖ High standard business ethics.
- ❖ Steady return on shareholders’ equity.
- ❖ Innovative banking at a competitive price.
- ❖ Attract and retain quality human resource.
- ❖ Firm commitment to the society and the growth of national economy.

2.7 Vision of the Company:

The Sky is not the limit for us, but their expectation is within limits. Therefore, their imagination soars beyond conventional barriers. Partex Star Group share or destiny with their beloved motherland. They want to serve her in the greater quest for national uplift.



3.1 Background of Partex PVC Industries Ltd.

Partex PVC Industries Limited is a relatively latest wing of the conglomerate of Partex Star Group. Partex PVC industries Ltd. started their activities 2011 & their product launched market in the same year and the total number of dealer in Bangladesh is over 450.

Partex PVC Industries Ltd. Sales office is located at 68, Tejgaon I/A Dhaka 1205. This results in custom-made, innovative and stylish doors. Partex PVC produces a wide range of products. Within a short span of time, the company has able to capture a significant percentage of the total market share.

In the future, Partex PVC Industries Limited hopes to broaden the horizon of product to meet the ever growing demand in our market.

3.2: Organizational Structure of Sales office:

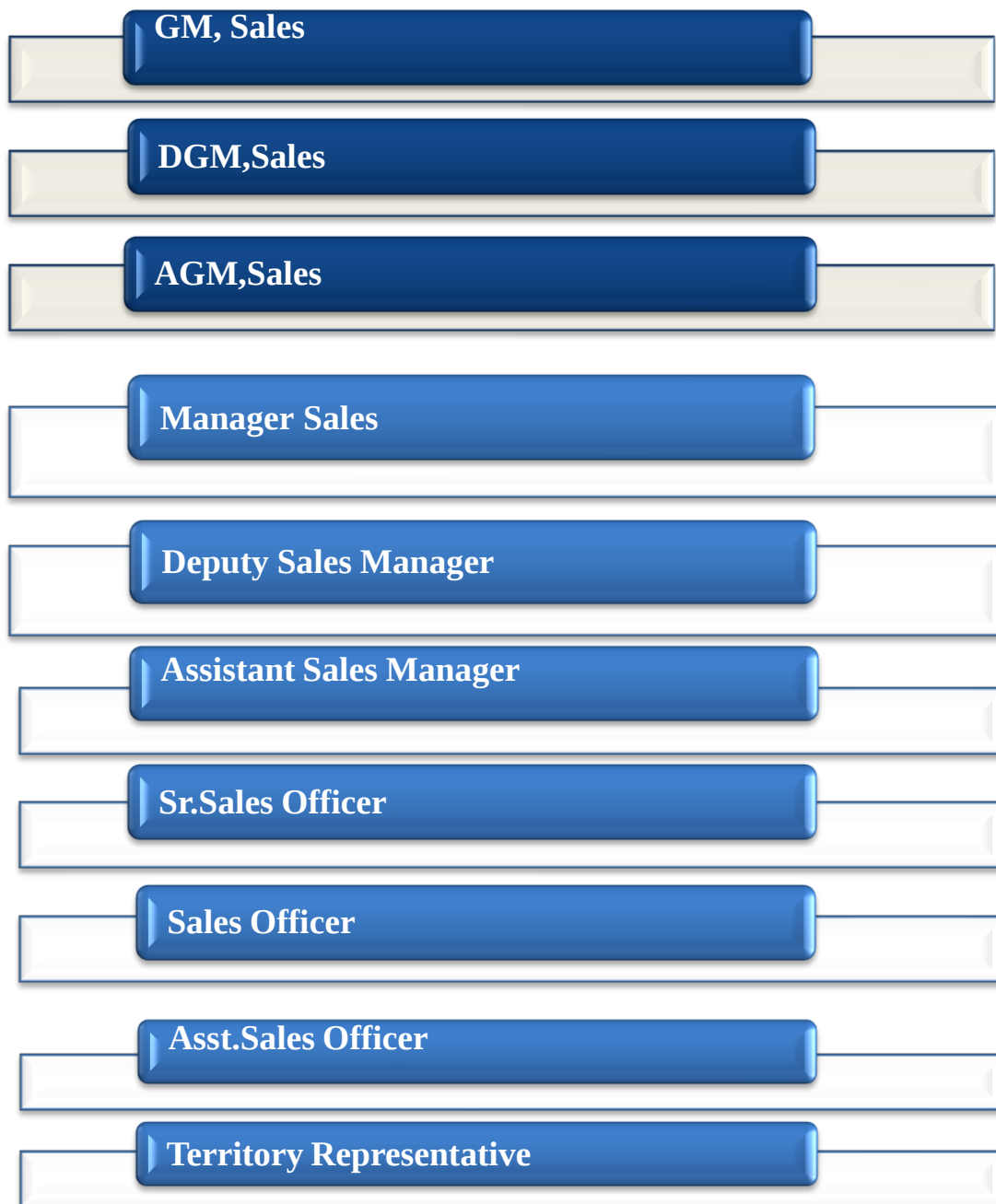


Table2: Organizational Structure of Sales office

3.3 Product Matrix of Partex PVC Industries Ltd.

- i. uPVC Door.
- ii. Sheet.
- iii. Ceiling.

3.4 Development of the Market:

Partex PVC industries Ltd. in Bangladesh have undergone changes in different ways, developments; particularly in year 2011 are as follows.

- ❖ Increasing outlets or showroom.
- ❖ New products are being introduced to customer
- ❖ Many new and old door companies existing in this side
- ❖ The coverage area of PVC is also increasing rapidly-again Partex PVC leading the place of the race.
- ❖ Competition has increased, provided the customer with more alternatives
- ❖ The spread of door sector in Bangladesh has created more career and employment opportunity
- ❖ There has been major development of multinational or national company sector.
- ❖ With the increase in number of door users the demand has increased.
- ❖ Many new entrepreneurs are taking interest in the PVC industry.
- ❖ Competition has increased, providing the customer with more service.
- ❖ There has been major development in PVC sector worldwide and Bangladesh is catching on.

3.5 Target Market Segment:

- i. **Dealers:** Dealers are renowned Small or medium business that acts as a principal and stands ready to buy and sell for its own accounts.
- ii. **Non-dealers:** Mainly group or individual that buy for their own needs or personal uses.
- iii. **Corporate Customer:** Corporate Customer is the main target of all companies & it is same of Partex PVC industries Ltd.

3.6 Quality Policy:

- i. To produce goods as per customers satisfaction.
- ii. To select employees on the basis of qualification.
- iii. To keep hygienic conditions in the factory.
- iv. To ensure the health of the workers.
- v. Continuous improvement in the quality management system

4.1 Meaning of WPC:

Wood-plastic composites (WPCs) are composite materials made of wood fiber/wood flour and thermoplastic (includes PE, PP, and PVC etc.). Chemical additives seem practically "invisible" (except mineral fillers and pigments, if added) in the composite structure. They provide for integration of polymer and wood flour (powder) while facilitating optimal processing conditions.

In addition to wood fiber and plastic, WPCs can also contain other ligno-cellulosic and/or inorganic filler materials. WPCs are a subset of a larger category of materials called natural fiber plastic composites (NFPCs), which may contain no cellulose-based fiber fillers such as pulp fibers, peanut hulls, bamboo, straw, digestate, etc. Wood-plastic composites (WPCs) belong to one of the most dynamic sectors in the plastics industry. The global WPC market has been experiencing double digit growth in North America and Europe and a share of WPC decking in the market is forecasted to grow more than 30% in 2011.

Plastic and wood wastes have been a main environmental concern. Plastic is the biggest problem due to its high amount of waste generated, non biodegradability and the fastest depletion of natural resources regarding its short life cycle therefore increased amount of material utilized in its production, and waste generated.



Figure 1: Wood Filled PP Products

The same applies to wood with lesser degree where it is depleting trees and forests and the wastes mainly are either burned or disposed; resulting in extra consumption, depletion, and pollution of nature. Several worldwide attempts have been adopted; especially in the developed countries, to take advantage of these types of waste especially with the raised need for alternatives to virgin materials. Wood plastic composite (WPC) is a product which could be obtained from plastic and wood.

WPC is a composite with a rapid growing usage consisting of a mixture of wood waste and polymeric material. Many trials of obtaining a WPC product were basically built on the concept of a Cradle to Cradle approach where the material is recycled at the end of its life cycle to produce a Cradle (new) product and thus close the loop and imitate the natural ecosystem.

4.2 History of Wood Plastic Composite (WPC):

Wood plastic composite (WPC) is a uniquely bonded material created from wood and plastic with many similar functions of timber, but with less maintenance requirements and with a lower weight to strength ratio. WPC nearly always incorporates at least some recycled raw materials into its composition.



Figure 2: Wood Filled PP

The WPC industry is evolving rapidly. Internationally the WPC market steadily increases by the double digits each year, according to Wood Plastic Composites Technology Trends (Han, Gardner and Song, 2008). In less than thirty years, since WPC was introduced to the world, WPC

has become a common material found in various forms from state of the art technology facilities, to individual homes. WPC is now used for large-scale cladding, roofing and structural construction support among many purposes. In these innovative uses lies opportunity to greatly expand the purpose and market of composite.



Figure 3: Polyvinyl Chloride Powder

4.3 World Market Scenario of WPC:

In North America more than 80 American WPC manufacturers contribute to an over one billion dollar industry. WPC is primarily used in the building sector as outdoor decking and railing. In fact three quarters of all North American WPC is used for building, ten percent for industrial purposes, eight percent for the automotive industry and the remaining seven percent for other uses, according to Wood-Plastic Composite Extrusion Overview.

In Europe WPC has found great popularity in the automotive industry as well as for home furnishings, such as furniture, pots and even tool handles. While the European decking industry is less than the Americans', the market for WPC decking rises at annual rates of around 14 percent. In just five years, from 2005 to 2010 the European WPC market grew by 280 percent (Han, Gardner and Song, 2008).

The Asian market was introduced to WPC nearly a decade after North America's and Europe's, but was 300 percent larger than the European market by 2005. To date more than 30 WPC

manufactures operate mainly from China, Japan and South Korea. The Chinese WPC industry alone has grown by up to 30 percent annually since its formation (Han, Gardner and Song, 2008). Asian, particularly Chinese WPC holds export appeal for its competitive pricing but has a reputation for being lower-quality than its American and European competitors.

In Africa Eva-Last Distributors currently operates as the only WPC manufacturer.

Significant to the composite market are the international efforts made towards promoting green building products over traditional, more environmentally-harmful products, such as timber. The United States has created pro-WPC legislature and many other countries offer tax or other

4.4 Using Sector:

Sector	Construction	Interiors / Internal Finishes	Automotive	Garden / Outdoor	Industrial / Infrastructure	Other
End Market Applications	Cladding - exterior horizontal and vertical	Balustrades	Door and head liners	Decking	Handrails	Black Piano Keys
	Doorframes and components	Blinds / shutters	Ducting	Fencing and fence posts	Industrial packaging	Hot tubs
	Ducting	Coving	Interior panels	Garden Furniture	Marine pilings / bulkheads	
	Fascias, soffits and barge boards	Dado rails	Rear Shelves	Outhouses (sheds, etc)	Pallets/Crates/totes	
	Pre-finished floorboards	Decorative profiles	Spare tyre covers	Park benches	Piers / docks	
	Roofline products	Interior panels	Truck floors	Playground equipment	Railings	
	Shingles (roof tiles)	Kitchen Cabinets		Playground surfaces	Railway sleepers	
	Stairs	Laminate flooring			Rubbish Bins	
	Timber	Office Furniture			Signage	
	Window frames and components	Shelving				
		Skirting boards				
		Sound proofing				
		Worktops				

Table: 3 Shows an extensive, but not exhaustive, list of WPC application.

Advantages, desired properties, environmental regulations, and awareness have led to the substitution of using conventional woods with the WPC. Its production is growing over time due to its several applications. Main motives include:

- ❖ It can be molded in any particular mold with a variety of shapes and angles, so it can give any desired design.
- ❖ It can be treated in the same manner as the conventional wood using the same cutting and sawing equipment.

4.5 Infinitely versatile:

Suitable for any climate, and stunning to look at, Japanese lends itself to a multitude of different uses both outdoors and indoors: decking, pontoons, swimming pool surrounds, walkways, paths, steps, outdoor furniture or panelling, trellises, screens or louvered shutters, wood flooring or wall coverings, cladding, garden arbors or pergolas... Warm and natural looking, it mimics the look and feel of natural wood to perfection

From flooring to ceilings and walls, the scope is endless thanks to the special mix of components and the heat extrusion process. Although currently in Europe, Asia, Middle East and Russia the main application is for decking and cladding, a fundamental change is taking place in the market with a sharp increase in demand for facades and a vast array of architectural features.

4.6 Easy to install:



WPC is very easy to install: the calibrated boards, accessories and fixing clips reduce laying times to half those required when installing hardwood decking or support structures. Using standard tools, even the most inexperienced installer can produce straight, neat cuts without splintering.

The boards are supplied with an ingenious system of invisible clips for easy laying and rapid dismantling, (if required) minimizing the number of screws needed. These clip fasteners allow the structure to expand and shrink while maintaining firm but elastic contact between the boards and their supporting structure. The stainless steel screws we strongly recommend are black. Our invisible clip system, Clallam allows you to create simple, elegant and secure structures, while saving valuable time on assembly.

4.7 Minimal maintenance:

Guaranteed knot-free, splinter-free, warp-free and with its invisible fixing system, offers a safe, non-slip surface. The grained surface of the boards offers exceptional adherence. It requires no special maintenance and is easily cleaned using a high-pressure water jet or hose.

The boards can be worked and sanded just like wood, but the toxic treatments and polyurethane varnish needed to maintain natural wood are totally superfluous. Accidental spills or stains can be removed, and the original surface restored by sanding lightly with a fine-grade sandpaper.

4.8 Composites as High Performance Building Solutions:

In both new construction projects and renovation work, design professionals are continuing to discover the advantages of plastic composite building products, including durability, light weight, corrosion resistance, high strength, and low maintenance requirements. These plastic materials obtain much of their versatility because they can be engineered to provide specific performance characteristics. Technically known as fiber-reinforced plastics or fiber-reinforced polymers (FRP), plastic composites generally comprise two components: a reinforcement fiber and a polymer binder (often called a matrix).

The size, shape, proportional weight/volume, and material of the reinforcing fibers typically determine the plastic composite's mechanical properties, such as stiffness and strength. The type and proportion of the plastic resin matrix, on the other hand, lends the finished plastic composite its physical characteristics, including resistance to impact.

In each case, the plastic composite is designed to provide a combination of properties that are intended to be superior to the individual ingredient. Fillers or additives can also be used to lend the final plastic composite attributes such as resistance to ultraviolet (UV) rays or fire resistance.

4.9 Comparison between uPVC& WPC:

WPC		uPVC
		
Full Name:	Wood-plastic composites	Unplasticized polyvinyl chloride
Uses:	Interior, Construction, Automotives, Garden, Industrial.	Door Window frames, plumbing and draining
Contains phthalates:	Yes	No
Contains BPA:	Yes	No
Properties:	Easy to install, Minimal maintenance, Composites as High Performance Building Solutions.	Rigid and durable; does not flex; safe for transporting drinking water; fire-resistant; recyclable.

Table4: Comparison chart between WPC & uPVC

4.10 Manufacture & Processing Of WPCs:

- ❖ Two stage Process: Compounded pellets & shaping
- ❖ Commonly Used processing Techniques
 - ❖ Sheets & profile extrusion
 - ❖ Thermoforming
 - ❖ Compression Molding
 - ❖ Injection Molding
- ❖ New Trend
 - In-Line Compounding & Processing

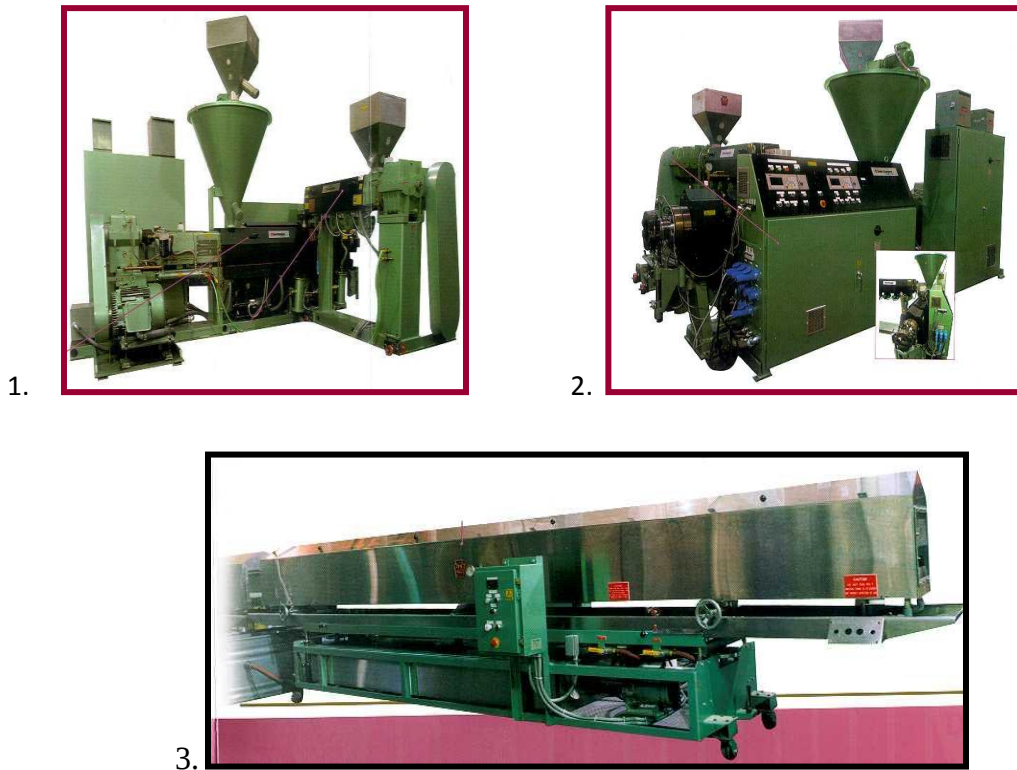


Figure4: Manufacturing Wood / PP Composites.

4.10.1 Technology Status of WPCs Material Attributes:

Thermoplastic	Material	End-Use
PE	Virgin & recycled	Exterior building components
PP	Virgin	Automotive Profiles
PVC	Virgin	Building profiles & decking & windows

4.10.2 Production Process:

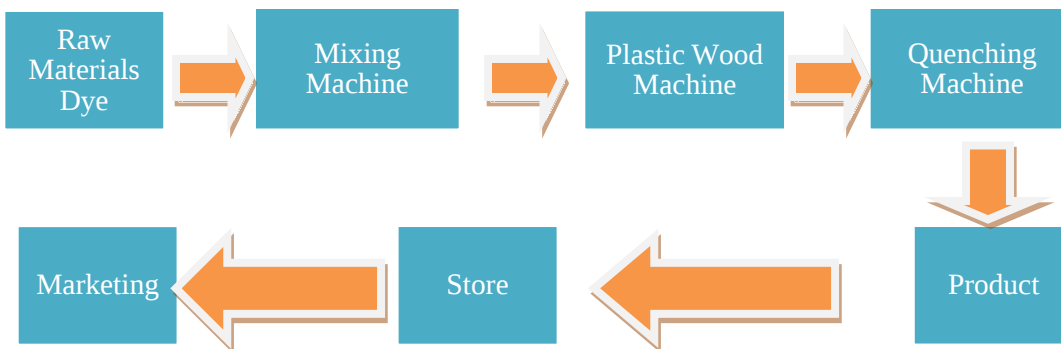


Table5: Production Process

4.11 Positive & Negative Impact of WPC:

Positive effects	Negative effects
❖ General positive functions of a diverse ecosystem ❖ Use of solar energy and carbon dioxide and its conversion into wood as an important fuel and raw material ❖ Forest and wood function as carbon sinks.	❖ Influencing the natural processes of the ecosystem "primary forests" (e.g. changing plant societies and age structure of trees) ❖ Use of fossil energy for the necessary operations ❖ Use of land and soil.

Table6: Positive & Negative Impact of WPC.

4.12 Introducing of Partex uPVC Door:



4.13 Types of uPVC Door

1. Solid Door

- (a) Plain
- (b) Minus
- (c) Louver
- (d) Industrial door
- (e) Glass door

2. Gold Door

3. Classic Door

4. Popular Door

5. Shulov Door

6. Eco Panel

7. Eco Frame

4.14 Benefits of uPVC Door:

Safety and security inbuilt , High Impact resistance , Big energy saving costs , Easy to clean and hygienic , Outside noise reduction , Draft Proof , Dust and dirt Proof , Water Proof in all weathers, No protective painting ever , Excellent electrical insulator , Keeps outside hot air outside , Resists condensation, Durability in all temperatures, Can be used in all climates , Sea salt corrosion resistant, Maintenance free , Glide systems for easy use , Custom made to all sizes , Solid colors throughout , UV Protected from the sun. And doors are ecologically friendly because everything can be recycled.

Activities of Sales and Marketing Department:

The sales and marketing department of Partex PVC industries Ltd. Activities are given below:

Market Research : Plans, set target, develop products

Marketing : Develops the advertisement

Distribution : Distributes products, achieve sales target

Sales : Deals with dealers and special sales such as corporate sales.

5.1 Selling Stage of Partex Star Group

- ❖ To build good relation with customers, to make good report with them, to acknowledge them about the Partex PVC industries Ltd doors & sheets and their service to acknowledge its advantages, features activities etc.
- ❖ To do all necessary arrangement to sale the product which includes company Brochures, product catalogs.
- ❖ Help customer to inform about the product, price, quality etc.
- ❖ Inform the customer to contact sales department if any problem they have faced.

5.2 Market Communication

The functions of marketing department are manifold. However the main function can be articulated as to develop product and promote concept building for promotional activities.

- ❖ Competitors activity analysis
- ❖ Concept building for promotional activities
- ❖ It includes advertisement in the leading dailies and carryout promotional activities in the most effective manner within a given budget, to arrange outdoor advertisement, hoarding, promotion of gift items like dairy, calendar etc.

5.3 Market Research and Development (MRD)

Market research and development is a vital part of Doors & sheets in terms of its importance and role. This department facilitates communication between the different departments about existing and new products of Partex PVC industries Ltd. doors & sheets. MRD also evaluate the possibilities and develop new product.

- ❖ MRD get feedback from sales, customer care and market communication departments regarding customer needs and market requirements.
- ❖ Feedback helps in redefining an existing product.
- ❖ New ideas are developed after evaluation of market demand.
- ❖ MRD department supports various departments in performing their job. After the market survey, for an example, they can suggest sales department about the possible no. of customer need of a particular area and the potential of introducing service to that area.

5.4 Marketing Mix Analysis:

Marketing mix is the set of controllable technical tools. In order to achieve marketing objective we need to have a strategy that includes different elements of the various parts of the marketing mix.

- A. Product
- B. Price
- C. Place
- D. Promotion

A) Product: The Term of “Product “refers to tangible physical product products as well as service .Partex PVC Industries Ltd. Believes in providing quality product to its customer at more affordable price. We have a good number of design doors with Varsity of price & color. We always offer beautiful uPVC door.

B) Price: We always offer reasonable price than others. Price is modified here time to time according to the competitor's price.

C) Place: Place/distribution is about getting the product to the customer, looking at location & where a service is delivered- or whether they need to collect it or will you deliver it yourself. Always Partex Star Group trying to improved their distribution channel.

D) Promotion: Promotion always represents the various aspect of marketing communication that is the communication of information about the product with the goal of generating a positive customer response.

5.5 Market Strategy

Positioning

Partex PVC industries Ltd doors objective is to improve people live by giving them the world-class style and elegance of their home a, keeping in this mind Partex PVC industries Ltd doors introduced its service at an affordable price for everyone.

The positioning of Partex PVC industries Ltd. doors is done based on the following:

- ❖ Quality
- ❖ Warranty
- ❖ Socially responsible company After sales service
- ❖ Available

Branding

Partex PVC industries Ltd doors is committed to build on its already strong brand equity, and the company has already achieved a high level of recognition after only few years in the market. Branding is very important in a developing country like Bangladesh.

Partex PVC industries Ltd doors is associated with

- ❖ Integrity, commitment to the community, quality, professionalism, innovative and stylish furniture, conscious about environment and eco friendly, and characteristics which are all reflected in the company's advertising, point of the sales displays, and customer service.
- ❖ Partex PVC industries Ltd doors is also committed to acting honestly in its dealing with the customers, distribution partners, suppliers, and government institution and other multinational company.
- ❖ It has also been visible through other community activities such as a sponsorship of the game tournament.

Promotion

Partex PVC industries Ltd uses frequent campaigns to drive subscriber growth. The campaigns are based on promotional pricing.

- ❖ The offer generally includes discounted doors with the service and features.
- ❖ During the campaigns, Partex PVC industries Ltd runs heavy outdoor advertising and inserts in major newspaper.
- ❖ The largest campaigns are run in conjunction with major holidays such as during Eid, Bangla/English New Year, to encourage high volume sale when people are in buying mood.

6.1 Analysis of Survey Data

For the analysis of survey data I think that I have to prepare some questionnaire & the question were set for the collecting information from different sources most common question was for the dealers who provide the product & who are the user for uPVC Door and WPC products. Based on what we have done some analysis & that are given below:

a) Total Market Size of WPC product in Bangladesh:

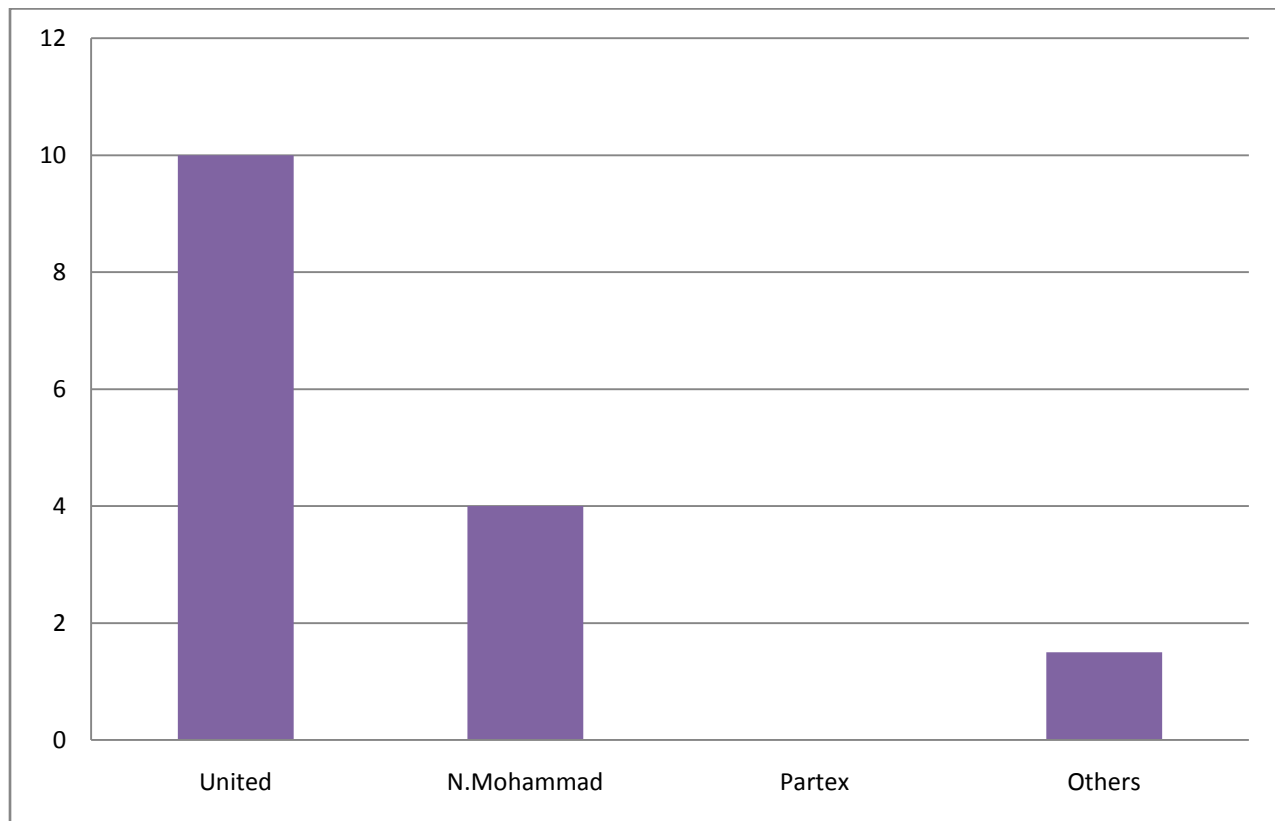


Figure5: Market Size of WPC product chart in Bangladesh.

6.2 Analysis of Survey Data regarding uPVC

b) Total Market Size of uPVC Door in Bangladesh

Total market Size in Tk: 25.1 Cores

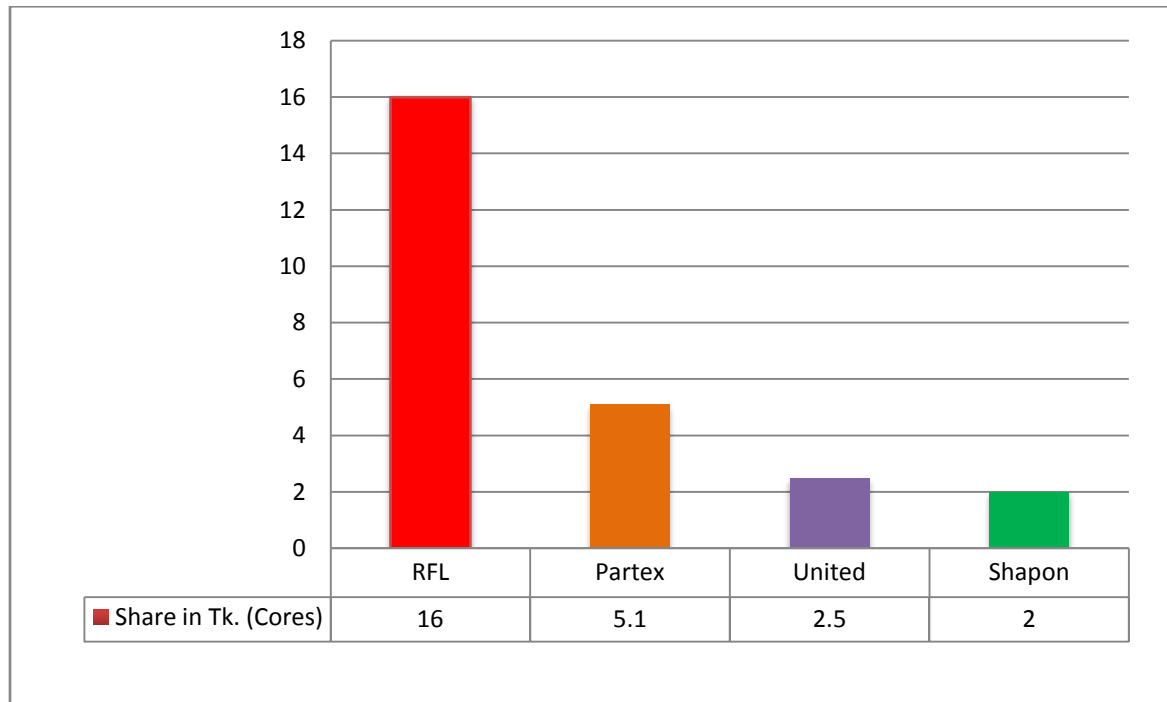


Figure 6: Total Market Size of uPVC Door

c) Brand Wise Market Share of uPVC door in (%)

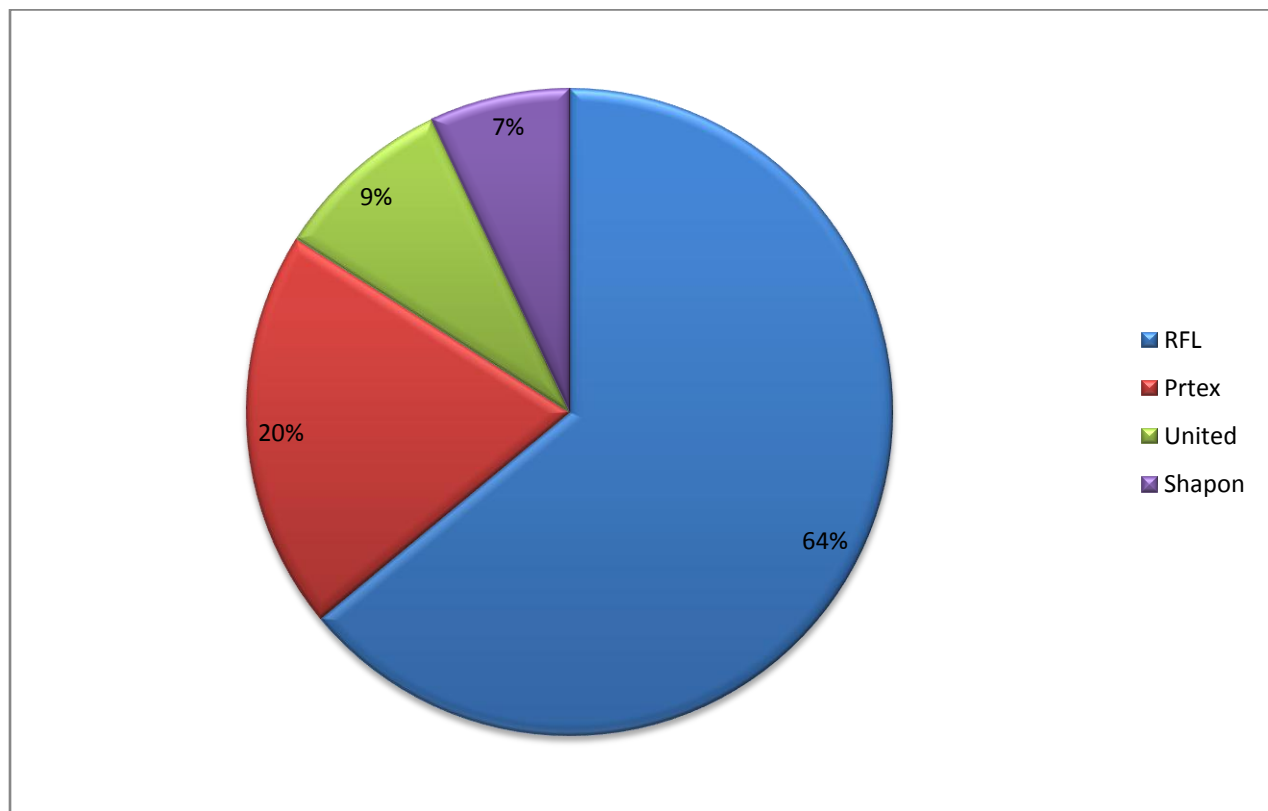


Figure 7: Brand Wise Market Share of uPVC door in (%)

Note: RFL is our main competitors so we have to compare with RFL & it will be better for us.

d) Satisfaction level of Price



Figure8: Satisfaction Regarding Price

Comment: I think that satisfaction levels of price are not same. Partex Product price is high than RFL so Partex PVC industries Ltd. Should be careful about price.

e) Satisfaction level of Advertisement

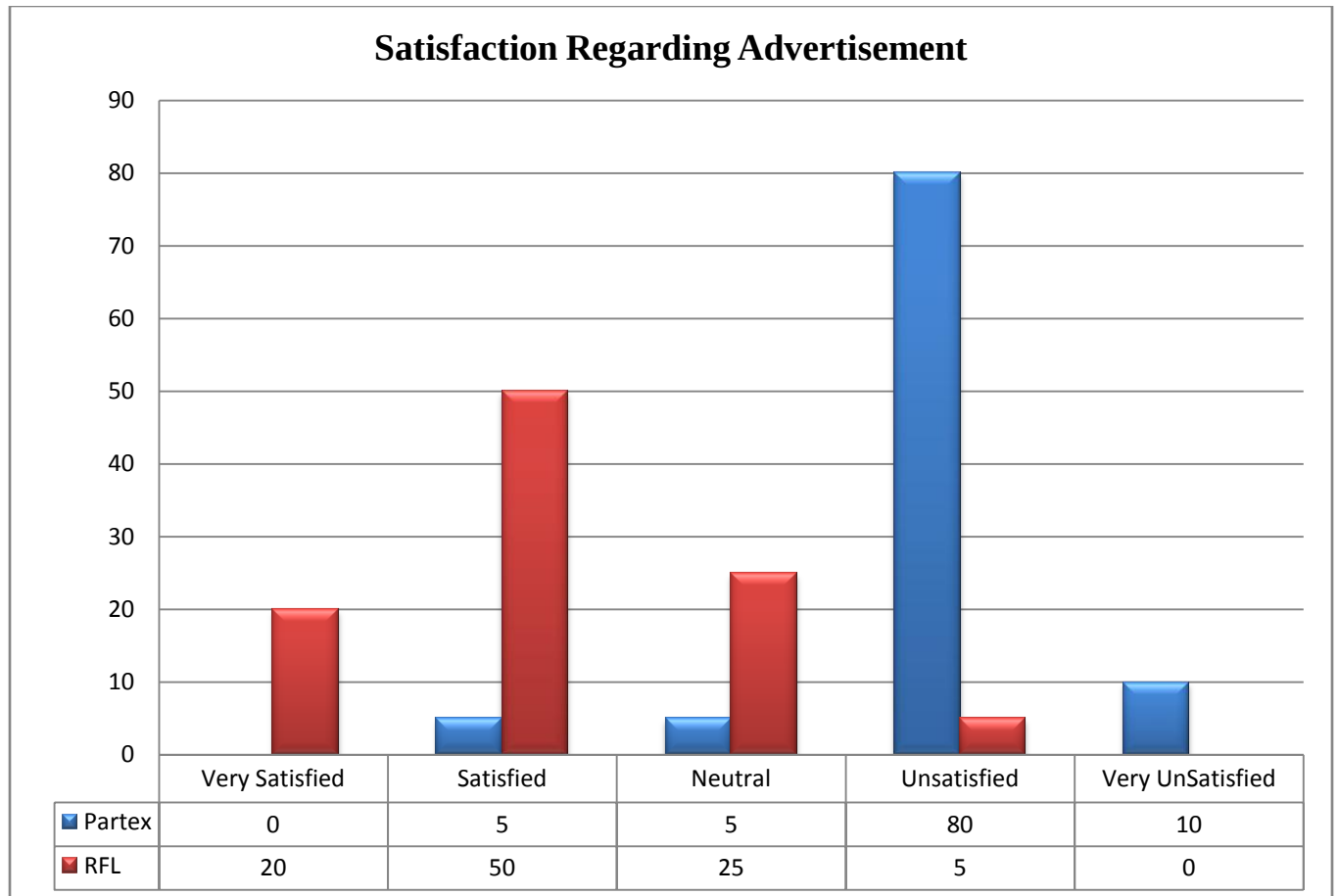


Figure9: Satisfaction Regarding Advertisement.

Comment: The promotional activities are the main advantage for RFL for increase the sell. The promotional activities of RFL are higher than Partex so Patex PVC industries Ltd. should be increase the promotional activities for increase the sales.

f) Satisfaction level of Distribution System

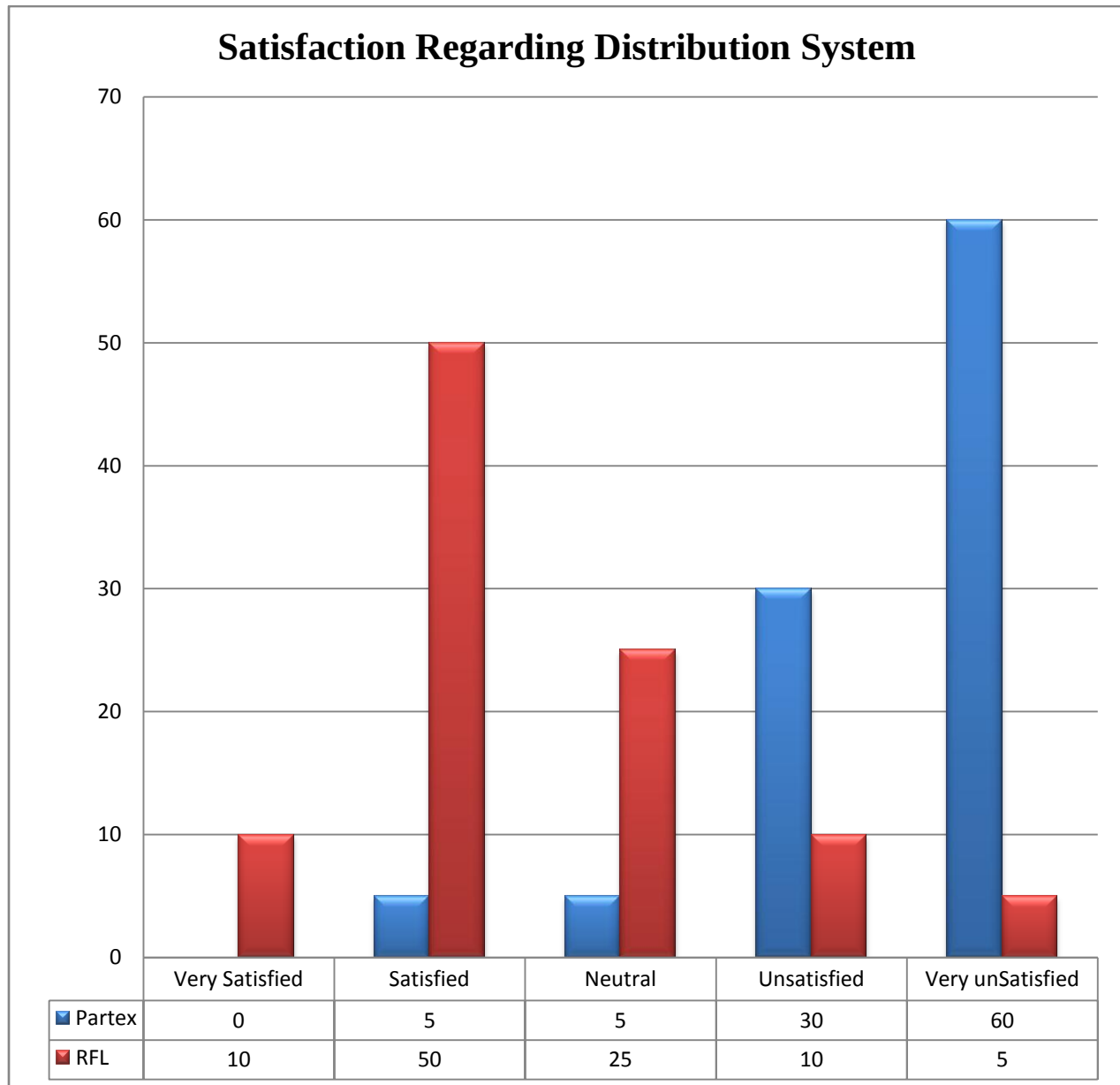


Figure10: Satisfaction Regarding Distribution system

Comment: Distribution system is the main barrier for partex PVC industries Ltd. Where RFL are able to distribute their product within only one day but Partex need three or four days so this is the main barrier for partex increases the sales.

g) Satisfaction level of Product Replacement

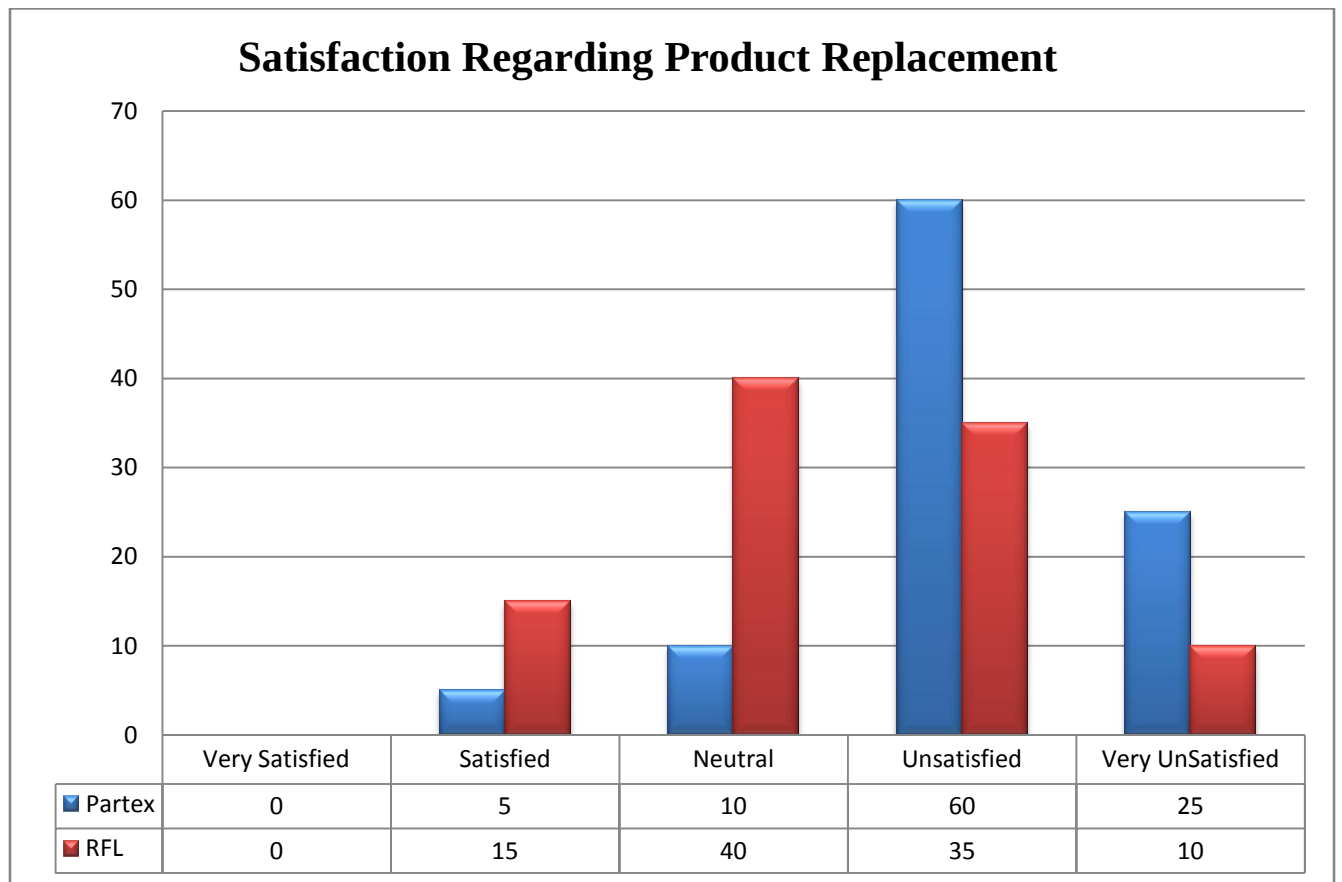


Figure11: Satisfaction Regarding Product Replacement.

Comment: Product replacement system should be improve for increase the sales of Partex where RFL system is flexible.

h) Satisfaction level of Product design



Figure12: Satisfaction regarding product design

Comment: This is the satisfaction level regarding product design where Partex PVC has a good position with RFL & for better sell Partex management should be develop the product design.

6.3: Comparison between dealers & Corporate Customer Preference

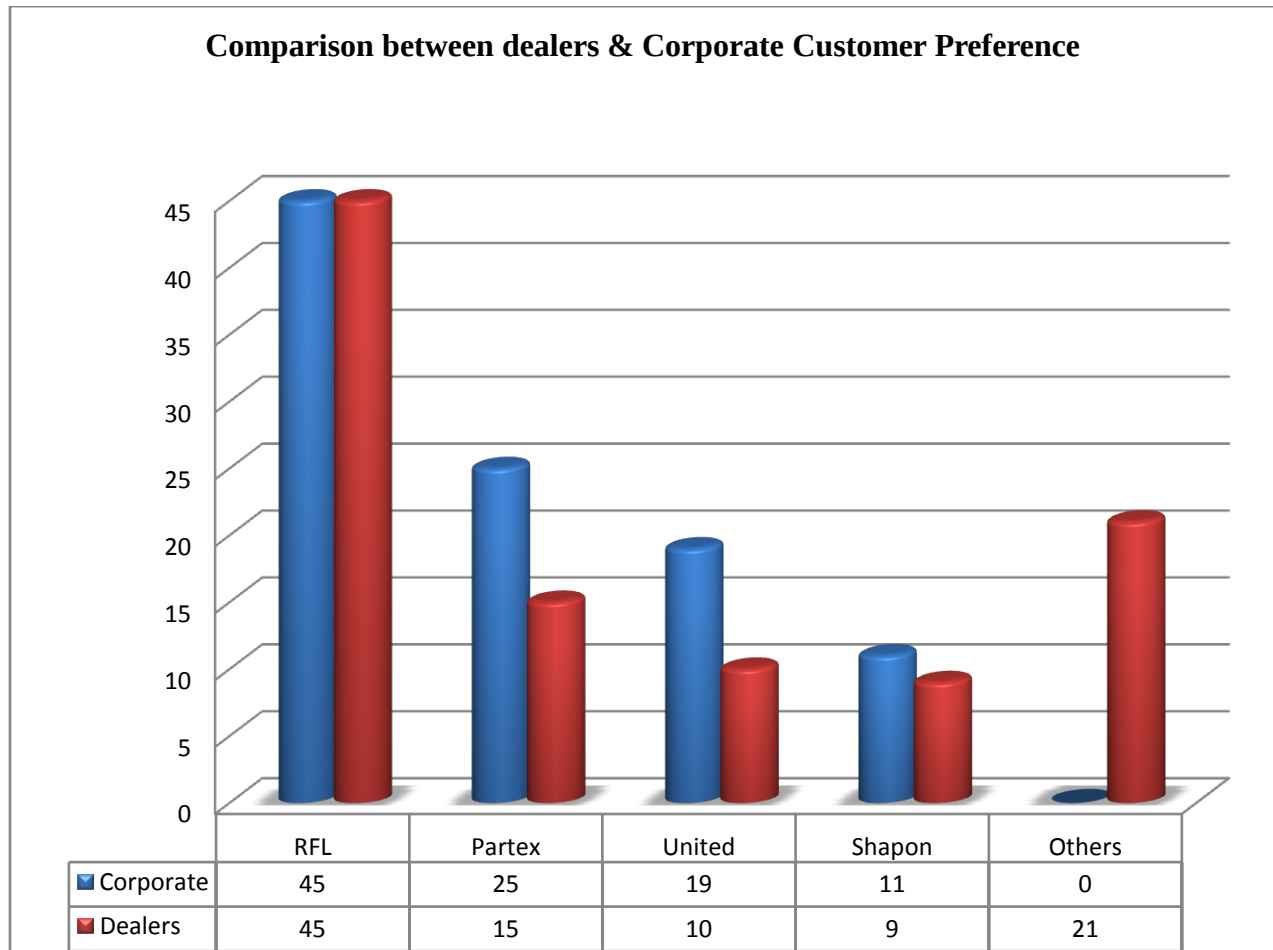


Figure13: Comparison between dealers & Corporate Customer Preference

Sources: All data collected from dealers & internal sources.

7.1 Market Potentiality Analysis

This part is develops and systematizes concepts and methods of market potentiality analysis .This is intended for executives & strategist concerned with developing approach to expanding existing market, entering new market or creating new market on a global, regional or country basis for uPVC door &WPC products.

7.2 Estimating Market Potentiality

Market potentiality is an estimate of the amount of money we are expecting to make from the product we plan to market.

There are several steps to estimating market potentiality and that are given below:

- a) Define the market segment.
- b) Define the market size.
- c) Define the market competition.
- d) Define the market share.
- e) Estimate an average selling price.
- f) Define the geographic boundaries.
- g) Determine an average annual consumption.

7.3 Market Potentiality of uPVC Door

Now we can analysis the market potentiality of uPVC door in the market of Bangladesh. Now we can discuss in details & that are given below:

a) Define the market segment: The target is generally described by using demographic variables-Age, gender, education and education. The market is also described by using psychographic variables and those are life style, interest and believe system.

b) Define the market size: Define the market size we can define market area, target market & total number of people in that market. The total people in target market, we estimate the percentage of consumers who would use the Partex uPVC door. Partex PVC Industries Ltd. Is already in uPVC door operation. We are offering a good number of doors with accretive design and good quality. Partex PVC Industries Ltd. Decided to target the developers and new house builders as well as those are replace their door in to uPVC door around the country.

c) Define the market competition: Now our market is very competitive and it is increasing day by day. We have some competitors and RFL is our main competitors because RFL has six years experience in PVC market and we have also good quality product, very strong brand value and reasonable price.

d) Define the market share. Market share is the percentage of a market. If the market share is not large in that case we can say the company has a problem. We need to be careful not to estimate an unrealistic market share. Estimating market share is very difficult because of lack of information.

e) Estimate an average selling price: Estimating an average selling price is very important for market potentiality. Always have to an average selling price because of our uPVC market is very competitive.

f) Define the geographic boundaries: We can give boundaries of our market area by geographically and that are:

- Capital City
- Divisional City
- Thana level Area.

g) Determine an average annual consumption: Determining an average annual consumption is very important for market potentiality of uPVC door. It's very essential for every business. The amount of per ye

7.4 Market po

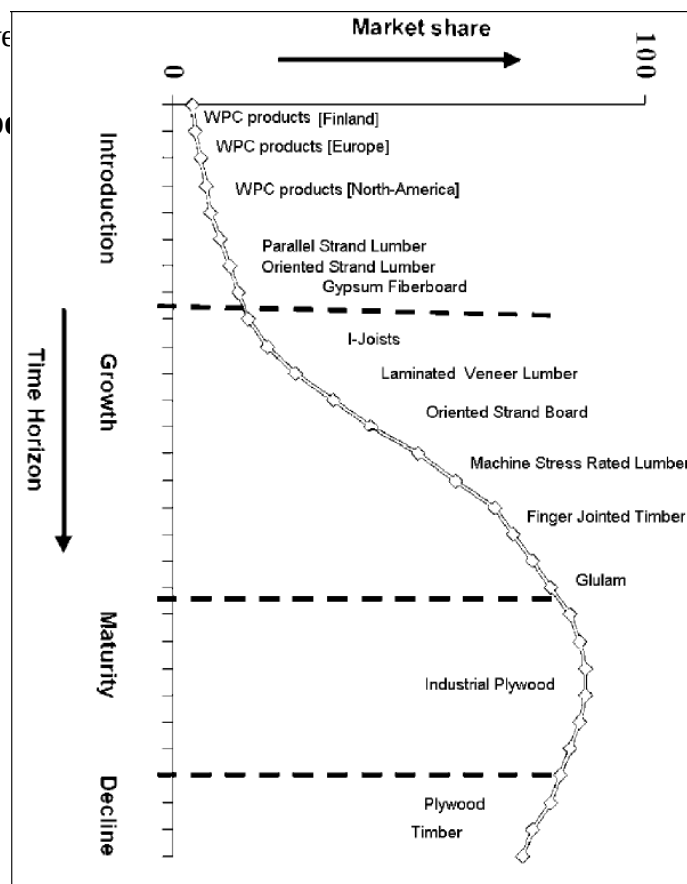


Figure14: Market potentiality of WPC chart.

The awaiting market for WPC is huge due to the high production of plastics and wood which constitutes a significant amount of solid waste which is mostly disposed not recovered. 2007, mentioned that WPC presents a promising raw material source for new value added products due to the large amount of daily waste generation and low cost.

WPC commercial products are increasingly replacing many products in many applications especially the construction related ones WPCs have gained an ever larger share; especially for decks and other outdoor structures other production lines of fencing, roofing, and siding have started to get a noticeable market share

WPC usage is extensively spread especially in strips; where wood peel layers are tilted in the same direction, used in furniture industry. WPC is also used in producing panels where it is produced by mixing wood flour and plastics giving a material which can be processed similar to 100% plastic-based products Approximately one-half of all industrial materials used in the United States are wood based; thus, the finding that the WPC market is increasing is not a surprise.

8.1 SWOT Analysis of Partex PVC Industries Ltd.

SWOT Analysis as an important tool for evaluating the company's strength, weakness, opportunities and threats. It helps the organization to identify how to evaluate its performance and identify ways to minimize the affect of weakness in my business while maximizing my strength.

Strengths

- ✓ Group Image
- ✓ Strong Credit Rating
- ✓ Strong Backward & Integration and Support
- ✓ Goodwill in uPVC Segment
- ✓ Established brand
- ✓ Customer trust

Weakness

- ✓ Limited showroom
- ✓ Limited dealer network
- ✓ Lack of variation of door
- ✓ Product lead time is high
- ✓ Logistic support is not up to the mark
- ✓ Showroom merchandizing is not expected level
- ✓ Lack of dedicated product development team
- ✓ Customer service & dealing is not expected level

Opportunities

- ✓ Good market potential
- ✓ Customer prefer branded product
- ✓ Upward people living standard
- ✓ Peoples purchasing power is upward

Above those are only serves by Partex PVC industries Ltd. This is the major opportunity for them to satisfy the people and to make more production.

Threats

- New companies
 - Expansion plan
 - Unhealthy price war

8.2 Finding of the Study:

- ✓ Dealers' do not collect their ordering product in just time.
- ✓ Sometimes Dealers' collect same product from the other company by low price in this reason company do not sell this product in just time.
- ✓ Dealers' do not want to collect their product companies own transportation in this reason company transportation sector bear loss.
- ✓ Dealers' do not collect their ordering item when market is down in this reason company doing not produce a new product available.
- ✓ Sometimes dealers' return the fault product in this reason company's goodwill may be damage.
- ✓ Sometimes Dealers' do not maintain their all agreement with the Partex PVC Industries Ltd. in this reason company faced some problem.
- ✓ The Sales of uPVC door are increasing than the previous year.
- ✓ uPVC door market is highly Competitive.
- ✓ Promotional activities are too much low.
- ✓ Numbers of TR is very few.
- ✓ Partex Star Group always tries to make a good relation with dealers.
- ✓ Delivery system should be improved.
- ✓ Reference group plays a vital role in influencing new customer.

8.3 Last Eleven Month Performance (Door)

Performance Quantity in Pcs

Month	Achieve.	Achieve. (%)
January	19,295	74
February	23,675	85
March	29,775	106
April	29,777	99
May	28,360	81
June	28,039	80
July	30,606	85
August	24,284	76
September	31,668	88
October	23,314	73
November	16,23	22

Table7: Last Eleven Month Performance Quantity in Pcs

8.4 Some Suggestions for Partex PVC Industries Ltd:

- I. Most of the customers are not aware about uPVC door so it is highly necessary to create awareness by promotional activities.
- II. Need quick response in case of damage product replacement.
- III. Need take new design & color to retain the customer.
- IV. Company should maintain their product quality.
- V. Develop the transport facilities.
- VI. Manufacture can get help from the architects for design uPVC door.
- VII. Need more concentration in corporate customer relation.
- VIII. Increase the TV adds, billboard, Wall writing etc.
- IX. Dealers' should collect their ordering product when the same product is available in anywhere.
- X. Dealers' should pay the sufficient honorable check to the company in this reason company easily withdraw cash from the bank.
- XI. Dealers' should collect their ordering product when market is down in this reason companies have a chance to produce new product.
- XII. Company should collect their fault product from the dealer in this reason increase company's goodwill.
- XIII. Company should maintain international labor law
- XIV. Company should arrange some training for self-preservation in this reason increase employees skills and they know how to create safety.

8.5 Conclusion

Partex PVC Industries Limited is a still growing company, in spite of all the success it has achieved so far. It holds a high position in the doors industry. Competition is always on the lookout for new ideas and exterior design. In order to maintain its high position in the market, it is imperative that Partex uPVC doors focus on the people who matter most to the company.

Now the various dealers, distributors, outlets and agents are Partex PVC representative to the people. It is the impression that individuals create, that will influence people's impression of Partex uPVC doors. It is thus highly important for Partex uPVC doors to act favorably towards these individuals, give them as much as support and assistance as possible. Partex PVC industry must make time to hear the feelings and views of these individuals.

This research is only focused on the perception on the dealers' perception towards Partex PVC Industries Limited. So further research can be conducted on the customers' perception towards Partex PVC Industries Limited.

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- ❖ Marketing Management

Webside:

- ❖ www.Google.com
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Questionnaire for the Dealers

1: Do you know what is the meaning of WPC?

- a) Yes
- b) No

2: Are you selling Wood Plastic Door ?

- c) Yes
- d) No

3: How you feel about customer interest?

- a) Yes
- b) No

4: Perception about quality of products

- a) Good
- b) Bad
- c) Neatural

5: Perception about product design

- a) Good
- b) Bad
- c) Neatural

6: Perception about the price

- a) Good
- b) Bad
- c) Neatural

7: Perception about the after sales service

- a) Good
- b) Bad
- c) Neatural

8: Customer Comment about WPC?

- a) Good
- b) Bad
- c) Neatural

9: Is it the alternatives or substitute of flash door or uPVC door?

- a) Yes
- b) No

10: The future aspect of this item?

- a) Yes
- b) No

11: Potentiality in Bangladesh Market?

- a) Yes
- b) No

12. How satisfied are you with Partex uPVC door regarding the following items?

		1	2	3	4	5
SI	Questionnaire	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The quality of Partex PVC Industries Ltd.Product is good.					
2	The Product of Partex PVC Industries Ltd.is long lasting.					
3	Partex PVC Industries Ltd. Products have a good reputation					
4	Partex PVC Industries Ltd. Products is unique compared to other companie's product					
5	Price of Partex PVC Industries Ltd. Products is reasonable					
6	Partex PVC Industries Ltd. Products made from high quality raw materials					

Questionnaire for the Private users

1) Which brand do you prefer for uPVC door?

- a. Partex
- b. RFL
- c. United
- d. Others

2) From which sources would you know the use of uPVC door?

- a. TV Commercial
- b. News Paper
- c. Billboards
- d. Others

3) Where do you usually buy your uPVC door?

.....

4) Do you face any problem of using uPVC door?

- a. Yes
- b. No

5) What are the main reasons for using Partex uPVC door?

- a. Reasonable price
- b. Durable
- c. Design & Colure
- d. Goodwill

6) Where have you use uPVC door?

- a. Bathroom
- b. Kitchen
- c. Veranda

7) Are you satisfied for using Partex uPVC door?

a) Yes

b) No

8) What types of benefits are you getting from the dealers?

a. Commission

b. In home delivery

c. Warranty

d. Credit

9) What is the Advantage of using uPVC door?

a.

b.

c.

d.

10) What is the disadvantage of using uPVC door?

a.

b.

c.

d.