



INTERNSHIP REPORT ON

Production And Marketing Process of Lamia Chemical Works

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Subject: **Submission of Internship Report**

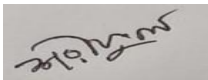
Dear Madam,

I feel pleasure in submitting the report on **“Production And Marketing Process of Lamia Chemical Works”** as a requirement of the BBA program of the Department of Business Administration for your consideration. I have completed the report in time and met all the proposed objectives. Apart from the academic knowledge gained, this internship program and preparation of report has given me the opportunity to understand the topic related knowledge.

I have tried my best to make this report a comprehensive and informative one. I hope you will appreciate my endeavor and find the report up to your expectation.

It has to be mentioned further that without your advice and cooperation it would not be possible for me to complete this report. I shall be gratified to answer any sort of queries you think necessary regarding this report.

Yours Sincerely,

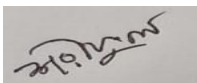


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Disclaimer

I'm Md. Shariful Islam , therefore declaring that the displayed report of entry level position entitled “**Production and Marketing Process of Lamia Chemical Works**” uniquely arranged by me. I hereby certify that this report is intended solely for academic purposes and will not be used to benefit any opposing party within the organization.



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Approval Certificate

This is certify that **Md.Shariful Islam, ID # 172-11-5577, BBA (Accounting)**, is a regular student of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University. He has successfully completed his internship program at “Lamia Chemical Works” and has prepared this internship under my direct supervision. His assigned internship topic is "**Production and Marketing Process of Lamia Chemical Works**". I think that the report is worthy of fulfilling the partial requirements of BBA program. I also declare that the study has been prepared for academic purposes only and this paper may not be used in actual market scenario.

I have gone through the report and found it a well written report. He has completed the report by himself. I wish him every success in life.



Shahana Kabir

Assistant Professor

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Acknowledgment

This is Md. Shariful Islam, ID number is 172-11-5577, Department of Business Administration, Daffodil International University hereby state that the report offered in the name "Production and Marketing Process of Lamia Chemical Works" has been prepared and carried by me under the supervisor of Ms. Shahana Kabir, Assistant Professor, Department of Business Administration, Daffodil International University, Dhaka. I also state that no part of this report has been or is being submitted elsewhere for the award of any degree, diploma or recognition.

I am also thankful to all the person who help me to complete my report.

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Executive Summary

This report goal toward providing an idea and overview on the production and marketing process of Lamia Chemical Works. The report is prepared within the broader framework of Internship Program of the Department of Business Administration, Daffodil International University.

I have organized this report into six chapters. The first chapter provides an introduction, outlining the purpose of this report, its objectives, and the research methods and sources used. In the second chapter, I delve into an overview of Lamia Chemical Works. This section highlights key information about the company gathered through my research.

Chapter three explores short term strategy, long term strategy, market segments strategy including how they function, and relevant rules and regulations. In chapter four, I focus specifically on supplier, wholesaler, retailer and consumers analysis.

In chapter five I have discussed about Four P's and SWOT analysis. In chapter six I have discussed the Findings, Recommendations, Conclusion.

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Chapter 1: Introduction

1.1 INTRODUCTION:

The internship project is a mandatory component of the BBA program, requiring active participation. Lamia Chemical Works, a manufacturing and chemical importing company established in 2015, plays a significant role in supporting the growth of startup mosquito coil companies by wholesaling foreign chemicals to retailers.

1.2 BACKGROUND OF THE STUDY:

The value of an academic course truly shines when it offers practical applications in real-world scenarios. While theoretical knowledge forms a strong foundation, hands-on learning allows me to solidify that knowledge with skills. This internship report exemplifies the application of my acquired knowledge of manufacturing processes and strategies to a real company, Lamia Chemical Works. My two years of experience there, combined with this academic study, will equip me with invaluable skills for my future career.

1.3 OBJECTIVES OF THE STUDY:

The primary objective of this report is to identify the challenges faced in manufacturing mosquito coils. To achieve this goal, several specific objectives have been outlined:

- To evaluate the production process and criteria of Lamia Chemical Works.
- To find out the major findings.
- To recommend some suggestions on the basis of finding problem.

1.4 SCOPE OF THE STUDY:

This report leverages my hands-on experience at Lamia Chemical Works, incorporating production data and insights gathered through interactions with the General Manager. It focuses on evaluating production performance from both practical and theoretical perspectives. By delving into the mosquito coil manufacturing process, this study aims to illuminate practical knowledge and provide actionable insights for optimizing production efficiency, increasing output, and reducing costs.

1.5 Methodology and sources of report:

Work list:

1. Identify data
2. Select data
3. Analysis data
4. Findings
5. End

Primary Sources of data:

1. Personal observation
2. Face to face conversation
3. Practical experience
4. Daily, monthly and annual report of Lamia Chemical Works.
5. Supplier Opinion
6. Experienced employees opinion

Secondary Sources of Data

The primary data of this report were collected through:

1. Internet source
2. Expert opinion
3. Buyer opinion

1.6 LIMITATION OF THE STUDY:

The study is subject to certain limitations. Primarily, the absence of online data sources hindered the collection of comprehensive information. Consequently, the report relies heavily on data gathered personally and from other employees involved in the process. Despite the diligent efforts invested in preparing this report, it is important to acknowledge that the scope of the research may only have scratched the surface of the broader subject matter.

However, despite the hard-working efforts that have been put behind preparation of the report have only succeeded to skim the surface of the vast of the subject. The Limitations are:

1. Due to my employment at Lamia Chemical Works, the time period for this study was limited.
2. Lack of my experience and efficiency to prepare such report.
3. Lack of opportunity to collect data from this type of company.
4. Lack of opportunity to visit more factory.
1. Up to date data are not available.

Chapter 2: Overview of Lamia Chemical Works

2.1 History of Lamia Chemical Works

Lamia Chemical Works was founded on March 2, 2015, initially focusing on manufacturing and selling mosquito coils to wholesalers. In 2018, the company expanded its operations to include importing foreign chemicals from China and supplying them to local manufacturing companies. While initial growth was hindered by limited capital, Lamia Chemical Works experienced significant expansion starting in 2017, driven by a strategic vision for growth. Today, the company is a well-established supplier of mosquito coils and chemicals in Bangladesh.

Despite MD mosquito coil being the first to receive approval, three more brands gradually gained approval. Over time, each brand established a reputation in different regions, resulting in varying levels of popularity across the country. Recognizing the success of certain brands in specific areas, the company sought to expand into new markets. By partnering with dealership companies, the company aims to distribute its products nationwide by 2028, reaching all districts. Notably, Lamia Chemical Works has already secured a place among the top 20 mosquito coil companies in the country.

2.2 Lamia Chemical Works as a glance

Name: Lamia Chemical Works

Businesses: Chemical, Mosquito Coil

Date of Birth: 2nd March, 2015

Number of dealers: 22

Office: Falu Market (4th floor), Chawkbazar, Dhaka, Bangladesh.

2.3 Vision of Lamia Chemical Works

A vision statement describes what a company desires to achieve in the long-run, generally in a time frame of five to ten years, or sometimes even longer. It depicts a vision of what the company will look like in the future and sets a defined direction for the planning and execution of corporate-level strategies. Lamia chemical works has a vision in mosquito chemical markets. Their vision is selling to foreign chemical to all the manufacturing company. Also, they want to create good will in mosquito coil industry with their chemical and mosquito coil by selling. This is the main goal of Lamia chemical works.

2.4 Mission of Lamia Chemical Works

A Mission Statement is a definition of the company's business, who it serves, what it does, its objectives, and its approach to reaching those objectives. A mission statement outlines the guiding principles and objectives that drive a company's actions. Without a well-defined mission, achieving a vision becomes challenging. Lamia Chemical Works has established a clear mission aligned with its goals. While currently focused on selling mosquito coils in specific districts, the company actively seeks to expand its market reach into new regions. By consistently exploring new markets, Lamia Chemical Works aims to broaden its distribution network. Additionally, the company's commitment to tailoring its products to diverse market needs is a key component of its mission. By offering both high-quality and more basic options, Lamia Chemical Works strives to meet the demands of various consumer segments, ultimately contributing to the realization of its overall vision.

2.5 Objective of Lamia Chemical Works

- Lamia Chemical Works primarily supplies chemicals to local mosquito coil industries.
- To develop mosquito coils for human use.
- Ensure a safe and healthy working environment for all employees.
- Optimize production processes to improve efficiency, reduce costs, and minimize waste.
- Enter new markets or expand existing markets to drive growth.

2.6 Organizational Goal

- To become the leading provider of mosquito coils in Bangladesh, known for product quality, innovation, and customer satisfaction.
- Aim to establish dealerships in all 64 districts of the country by 2028.
- By adopting new technologies, they're able to streamline our processes and reduce costs, ultimately benefiting our customers with lower prices.
- By continuously developing new product categories, listening to customers, and investing in skilled workforce, they maintain a strong commitment to quality and innovation.
- To achieve steady and sustainable growth in revenue, market share, and profitability through product innovation, efficient operations, and strategic partnerships.
- To prioritize customer needs and preferences, delivering high-quality products that exceed expectations and fostering long-term customer loyalty.
- To minimize the environmental impact of our operations by adopting sustainable practices, reducing waste, and promoting eco-friendly products.
- To contribute positively to the communities we serve, supporting local initiatives, promoting employee well-being, and addressing public health concerns related to mosquito-borne diseases.

2.7 Function of Lamia Chemical Works

Raw Material Procurement:

- Sourcing and purchasing necessary raw materials, such as pyrethrum, citronella, and other insect repellents.
- Ensuring the quality and purity of these materials.

Mosquito Coil Production:

- Mixing the raw materials in specific proportions to create the mosquito coil formula.
- Forming the mixture into coils using specialized machinery.
- Drying the coils to remove excess moisture.

Quality Control:

- Implementing rigorous quality control measures to ensure that the coils are effective in repelling mosquitoes and meet safety standards.
- Testing the coils for insect repelling properties, burning time, and smoke emissions.

Packaging and Distribution:

- Packaging the mosquito coils in appropriate containers for storage and transportation.
- Distributing the coils to customers, which could include wholesalers, retailers, or end-users.

Marketing and Sales:

- Promoting the mosquito coils through various channels, such as advertising, public relations, and online marketing.
- Building brand awareness and customer loyalty.

Research and Development:

- Investing in research and development to develop new and improved mosquito coil formulas.
- Exploring innovative packaging and delivery methods.

Environmental Compliance:

- Adhering to environmental regulations and minimizing the company's environmental impact.
- Implementing measures to reduce waste and emissions.

Safety and Health:

- Prioritizing workplace safety and health for employees.
- Providing appropriate safety equipment and training.

Chapter 3: Production and Marketing Strategy

3.1 Short term Strategy

A product strategy is a high-level plan outlining a business's goals for its product and how it will achieve them. It addresses key questions like who the target market is, how the product benefits them, and the company's objectives throughout the product's lifecycle. Lamia Chemical Works designed its production process to cater to various market segments. Potential short term strategy are here:

- **Marketing and Sales**
 - Seasonal Promotions: Offer discounts or bundle deals during peak mosquito seasons. Like winter season.
 - Targeted Advertising: Focus advertising efforts on regions with high mosquito populations and during specific times of day when mosquitoes are most active. Example: In Rainy season.
 - Social Media Campaigns: Create engaging content on platforms like Facebook, Instagram, and TikTok to reach a wider audience and increase brand awareness.
 - Influencer Partnerships: Collaborate with influencers or celebrities in relevant niches to promote products and reach their followers.
- **Product Development**
 - Innovative Packaging: Introduce new packaging designs or materials that are more convenient, eco-friendly, or aesthetically appealing.
 - Scented Coils: Offer a variety of scented coils to cater to different consumer preferences and create a more pleasant experience.
 - Natural Ingredients: Highlight the use of natural ingredients in coils to appeal to environmentally conscious consumers.
 -
- **Distribution and Partnerships**
 - Expand Distribution Channels: Explore new channels like online marketplaces, convenience stores, or pharmacies to increase product availability.
 - Strategic Partnerships: Partner with other companies in related industries. Example; Detergent powder company.

3.2 Production mission strategy

Lamia Chemical Works designed its production process with the goal of capturing a large market share and achieving long-term sustainability. Unlike many mosquito coil companies that focus solely on short-term profits and current market trends, Lamia Chemical Works takes a long-term approach. For example, their 'Lamia Gold Super' product is not widely available, as they strategically planned its release to expand

their market reach in the future. While this product may not yield immediate profits, it's a valuable investment in their long-term vision.

Quality and Safety:

Prioritize the production of high-quality mosquito coils that meet or exceed industry standards for safety and efficacy.

Implement rigorous quality control measures throughout the production process to ensure product consistency and reliability.

Use non-toxic ingredients and minimize the release of harmful chemicals during combustion.

Innovation:

Continuously invest in research and development to create innovative mosquito coil products that meet evolving consumer needs.

Explore new technologies and formulations to improve product performance and reduce environmental impact.

Cost-Efficiency:

Optimize production processes to improve efficiency and reduce costs without compromising quality.

Explore opportunities for cost-effective sourcing of raw materials and supplies.

3.3 Differentiation strategy

Lamia Chemical Works employs a differentiation strategy, aiming to distinguish itself from competitors by offering superior products and services. This includes providing higher quality, larger quantities, competitive pricing, attractive packaging, and exceptional after-sales support. They also offer more features and flexibility in their dealings with dealers, ensuring prompt and efficient delivery. Lamia Chemical Works sets itself apart by implementing unique initiatives, such as collecting used packaging for recycling and offering incentives to customers. This approach differentiates them from competitors who may not prioritize sustainability or customer engagement.

Lamia Chemical Works could differentiate itself from competitors by implementing the following unique initiatives:

Recyclable packaging: Use recyclable or biodegradable materials for packaging their mosquito coils, reducing environmental impact. They taken packet from market and again package it.

Personalized Recommendations: Offer personalized product recommendations based on customer preferences and usage patterns. It's based on area base consumers.

Loyalty Programs: Implement a rewards program that offers discounts, free products, or exclusive offers to loyal customers. Example is screech card.

Ethical Sourcing: Ensure that raw materials are sourced ethically and sustainably.

Employee Well-being: Prioritize employee well-being and provide a positive work environment.

Smart Mosquito Coils: Develop mosquito coils with built-in sensors or features that automatically adjust to environmental conditions. Example is MD swimming smart mosquito coil.

3.4 Market Segmentation Strategy

Lamia Chemical Works employs a market segmentation strategy, tailoring its products and services to specific customer segments. By identifying distinct customer groups with varying needs, they can offer products that align with each segment's preferences. This approach allows them to produce products at different price points, maintaining a consistent brand identity while catering to diverse market segments. For instance, they offer higher-quality products for urban consumers and lower-quality options for rural areas, reflecting the demand in each region.

Geographic Segmentation With Example:-

- **Urban Areas:** Offer premium-quality mosquito coils with advanced features and natural ingredients to cater to the discerning tastes of urban consumers. Urban areas consumer want 10 taka pieces of coil.
- **Rural Areas:** Provide more affordable mosquito coils with essential features to meet the needs of rural consumers. Example: Rural consumer want 5 Taka piece of a coil.
- **Income Levels:** Offer a range of products at various price points to cater to different income levels. Example is lowest income base people want low-prices coil
- **Values and Attitudes:** Develop products that align with the values and attitudes of specific consumer segments, such as environmental sustainability or natural health. Example is, In Gulshan, Banani's consumer want smart coil with low smoke. But, In Mohammadpur's consumer want high smoke coil.

3.5 Cost leadership strategy

Lamia Chemical Works adopted a cost leadership strategy to remain competitive in the market. They hired temporary workers to increase production during periods of high demand, reducing overall labor costs and improving efficiency. This approach allowed them to stockpile products for periods of lower demand, ultimately lowering production costs and increasing profitability.

Lamia Chemical Works can implement a cost leadership strategy by focusing on reducing production costs while maintaining quality. Here are some specific examples:

- **Bulk Purchasing:** Negotiating favorable terms with suppliers for large quantities of raw materials like citronella, powder, and paper.
- **Vertical Integration:** Exploring the possibility of owning or partnering with suppliers to control costs and ensure a consistent supply of materials. In 2023, they start making raw materials for own production.
- **Automation:** Investing in automated equipment to reduce labor costs and increase production speed. Maybe company will take auto machines in 2025.

3.6 Price or cost strategy

Lamia Chemical Works employs a geographic pricing strategy by offering their products at lower prices in specific rural areas. This allows them to penetrate new markets and compete effectively in regions where consumers are more price-sensitive. To support this strategy, they design and produce products that can be manufactured and sold at lower costs.

Some price strategy:

- **Low Initial Price:** Setting a low initial price to attract a large customer base and gain market share.
- **Increased Demand:** As demand grows, the company can gradually increase the price.
- **Economies of Scale:** Higher sales volumes can lead to reduced production costs and maintain profitability.
- **Differentiated Prices:** Setting different prices for different geographic regions based on factors such as competition, demand, and distribution costs.
- **Market Penetration:** Offering lower prices in regions with high competition or lower purchasing power to penetrate new markets.
- **Unique Features:** Highlighting unique features or benefits that justify a higher price.

3.7 Quality strategy

Lamia Chemical Works caters to a niche market of consumers seeking high-quality products, even at premium prices. Their products are particularly popular in urban areas where residents often prioritize quality over cost. This demonstrates that there is a demand for premium products in certain markets.

Quality Strategy Examples for a Lamia Chemical Works:

- **Quality Control Checks:** Implementing quality control checks at various stages of the manufacturing process to identify and address any defects.
- **Customer Feedback:** Actively seeking and incorporating customer feedback to improve product quality.
- **High-Quality Packaging:** Using high-quality packaging materials that protect the product and enhance its perceived value.
- **Clear Labeling:** Providing clear and informative labeling that includes all necessary information about the product.

3.8 Delivery Strategy:

Lamia Chemical Works prioritizes timely delivery as a key competitive advantage. They ensure that their products and services are delivered to customers promptly within specified timeframes. This commitment to speed and accessibility helps them maintain customer satisfaction and differentiate themselves from competitors who may have longer delivery times. Some delivery strategy in Lamia Chemical Works is here:-

- **Delivery Tools and Resources:** Equipping dealers with necessary tools and resources, such as delivery vehicles, tracking software, and customer support materials.
- **Ongoing Support:** Offering ongoing support and assistance to dealers to address any delivery-related issues or challenges.
- **Customer Satisfaction Metrics:** Monitoring customer satisfaction levels related to dealer delivery services.
- **Strategic Dealer Placement:** Ensuring that dealers are strategically located to minimize delivery distances and improve accessibility.
- **Dealer Network Expansion:** Expanding the dealer network to reach new markets and increase customer coverage.

3.9 Service Strategy:

Lamia Chemical Works places a strong emphasis on customer service as a strategic tool to attract and retain customers. They offer prompt and efficient after-sales support for both consumer and industrial goods. This commitment to service helps build market presence and increase customer satisfaction. To further demonstrate their dedication to customer care, Lamia Chemical Works takes responsibility for damaged products and actively collects empty product packaging from the market. Example in here:

- **Safety Information:** Sharing important safety information related to mosquito coils.
- **Usage Tips:** Providing educational resources, such as usage tips or guides, to help customers use the product effectively.

3.10 Eco-friendly products

An eco-friendly strategy involves producing and selling environmentally friendly products, often referred to as "green products." For example, manufacturing lead-free petrol to reduce pollution or creating mercury-free television panels are steps towards preserving the environment. This approach represents a growing trend in sustainable production and consumption.

Another some example are here:

- **Recycled Materials:** Incorporating recycled materials into the packaging or manufacturing process.
- **Clear Labeling:** Providing clear labeling that highlights the product's eco-friendly features.

Chapter 4: Production cycle, supplier and retailer

4.1 Mosquito Coil Production Process

Mosquito coils are a common household product used to repel mosquitoes. The production process involves a series of steps, from raw material preparation to packaging. Here's a general overview of 'Lamia Chemical Works' production process:

Raw Material Preparation

- **Pyrethrum Powder:** This is the primary active ingredient that repels mosquitoes. It's derived from chrysanthemums.
- **Binder:** This substance holds the coil together. It's often a mixture of starch, glue, or other binding agents.
- **Fragrance:** This adds a pleasant scent to the coil.
- **Other Additives:** These may include preservatives, colorants, or other substances to enhance the product's performance or appearance.

Mixing and Blending

- The raw materials are mixed in precise proportions to ensure the desired effectiveness and fragrance.
- The mixture is blended thoroughly to create a homogeneous paste.

Extrusion

- The paste is passed through an extrusion machine that forces it through a die to form a long, thin strip.
- The strip is then cut into individual coils of the desired length.

Drying

- The coils are dried in a controlled environment to remove excess moisture.
- This step is crucial to prevent mold and ensure the coil's durability.

Coiling

The dried coils are coiled into their final shape. This can be done manually or by machine.

Packaging

- The coiled products are packaged in plastic or cardboard boxes.
- Labels are affixed to the packaging, providing information about the product, usage instructions, and safety warnings.

Quality Control

Throughout the production process, quality control checks are conducted to ensure that the coils meet the required standards for effectiveness, safety, and appearance.

4.2 Supplier

A supplier evaluation is the process of assessing and approving potential suppliers through quantitative and qualitative assessments to compile a list of the best suppliers available. In mosquito coil companies, typically only 5-6 suppliers are involved, with most raw materials sourced from a single supplier. Wood powder and other main raw materials often originate from rural areas. Lamia Chemical Works procures chemicals from China and supplies them to various mosquito coil companies. Additionally, there's a dedicated supplier for packaging materials, which are also typically obtained from a single source. Lamia Chemical Works consistently prioritizes quality raw materials, even if it means investing a higher budget.

Major Suppliers of Mosquito Coil Raw Materials

Mosquito coil production involves a variety of raw materials, each with its own supply chain. Here are some of the primary suppliers and sources for these materials.

Here are some of the key suppliers involved in mosquito coil production:

- **Wood Powder Suppliers:** These suppliers provide the primary fuel source for the coils. Wood powder is typically derived from hardwood trees, such as neem, eucalyptus, or citronella.
- **Pyrethrum Suppliers:** Pyrethrum is a natural insecticide derived from chrysanthemums. It is a key component in mosquito coils and is often sourced from agricultural producers in countries like Kenya, Tanzania, and Ethiopia.
- **Boric Acid Suppliers:** Boric acid is another common ingredient in mosquito coils. It acts as a desiccant and helps to control moisture levels. Boric acid is typically supplied by chemical manufacturers.
- **Coir Dust Suppliers:** Coir dust is a byproduct of coconut fiber production and is used as a binder in mosquito coils. It is often sourced from coconut plantations.
- **Essential Oil Suppliers:** Essential oils, such as citronella and lemongrass, are added to mosquito coils to provide a pleasant scent and repel insects. These oils can be sourced from various parts of the world, depending on the specific type of oil.
- **Packaging Material Suppliers:** Mosquito coils are typically packaged in cardboard boxes or plastic wrappers. These materials are supplied by packaging manufacturers and distributors.

4.3 Retailer

Retailer in the context of a mosquito coil company refers to a business that sells mosquito coils directly to consumers. They are the final link in the supply chain, connecting the manufacturer to the end-user.

Retailers can be:

1. Physical stores: These are traditional brick-and-mortar stores, such as supermarkets, pharmacies, convenience stores, and specialty shops.
2. Online retailers: These are e-commerce platforms that sell mosquito coils directly to customers over the internet.

Retailers in Mosquito Coil Companies: Key Features and Roles

Retailers play a crucial role in the distribution and sales of mosquito coils. They act as the final link between manufacturers and consumers, ensuring that the product reaches its target audience effectively.

Here are some key features and roles of retailers in mosquito coil companies:

Features:

- **Variety:** Retailers often offer a wide range of mosquito coil products to cater to different consumer preferences and needs. This includes various sizes, scents, and formulations.
- **Accessibility:** Retailers are strategically located in convenient locations, such as supermarkets, pharmacies, convenience stores, and online platforms, making it easy for consumers to purchase mosquito coils.

- **Brand Awareness:** Retailers contribute to brand awareness by displaying mosquito coil products prominently and providing information about their benefits.
- **Customer Service:** Retailers provide customer service support, answering questions, addressing concerns, and assisting with product selection.

Roles:

- **Distribution:** Retailers are responsible for distributing mosquito coils to consumers. They stock products in their stores or warehouses and ensure timely delivery to customers.
- **Sales:** Retailers actively promote mosquito coils through various marketing strategies, such as in-store displays, promotions, and advertising.
- **Inventory Management:** Retailers must effectively manage their inventory of mosquito coils to avoid stockouts or excess stock.
- **Customer Relationship Management:** Retailers build and maintain relationships with customers by providing excellent service and addressing their needs.
- **Market Research:** Retailers gather information about consumer preferences, market trends, and competitor activities to inform their purchasing decisions and marketing strategies.

Chapter 5: Marketing Mix

5.1 Marketing Mix

The marketing mix, often referred to as the 4 Ps, is a framework that businesses use to define their marketing strategies.

5.2 Product

The product refers to the item actually being sold. The product must deliver a minimum level of performance; otherwise, even the best work on the other elements of the marketing mix won't do any good. Lamia Mosquito Coil is a home care category product of Lamia Chemical Works. Lamia Mosquito Coil also has differentiations in color, shape, and size. Lamia Chemical Works offers different types of products, such as Lamia Jumbo Mosquito Coil, Lamia Super Mosquito Coil, and Lamia Gold Mosquito Coil. Example given below:

- Core Benefit: Protection from mosquitoes and other insects.
- Features: Long-lasting burn time, strong repelling power, pleasant fragrance, eco-friendly options (if applicable), and easy-to-use design.
- Packaging: Attractive packaging that highlights the product's benefits and aligns with the brand's image. Consider using child-resistant packaging for safety.
- Branding: A strong and memorable brand name and logo that conveys reliability and effectiveness.

5.3 Price

Price refers to the value that is put for a product. It depends on production costs, the target market segment, the market's ability to pay, supply and demand, and

other direct and indirect factors. There can be several types of pricing strategies, each tied to an overall business plan. Lamia Chemical Works decided to price their products based on consumer satisfaction and demand. Their price range is from 50 to 100 taka. For example, Lamia Jumbo Mosquito Coil is priced at 60 taka, while Lamia Super Mosquito Coil is priced at 100 taka.

Example are here:

- **Pricing Strategy:** Competitive pricing based on factors such as production costs, market demand, and the perceived value of the product. Consider offering different price points for various product lines.
- **Promotions:** Periodic discounts, bundle offers, or loyalty programs to attract customers and increase sales.

5.4 Place

Place refers to the point of sale. In every industry, catching the eye of the consumer and making it easy for them to buy the product is the main aim of a good distribution or 'place' strategy. Retailers often pay a premium for the right location. Lamia Chemical Works primarily sells their products in rural areas. The company has 17 dealers in different districts and is continuously expanding its network of dealers and sub-dealers. Example are here:

Distribution Channels: A combination of traditional and modern channels, including:

- Grocery stores
- Pharmacies
- Convenience stores
- Online retailers
- Door-to-door sales

Supply Chain: Efficient supply chain management to ensure timely delivery and availability in target markets.

5.5 Promotion

This refers to all the activities undertaken to make the product or service known to the user and trade. This can include advertising, word of mouth, press reports, incentives, commissions and awards to the trade. It can also include consumer schemes, direct marketing, contests and prizes. Lack of advertising is a common promotion problem for all of mosquito coil company. Lamia Chemical Works promote their products by market representatives, social media and print media.

5.6 SOWT analysis

SWOT analysis is a strategic planning technique used to identify a company's strengths, weaknesses, opportunities, and threats. By understanding these factors, companies can identify potential problems, weaknesses, and areas for improvement, leading to more effective decision-making and development.

Strength of Lamia chemical Works:

Strengths describe what an organization excels at and what separates it from the competition: a strong brand, loyal customer base, a strong balance sheet, unique technology, and so on. For example, a hedge fund may have developed a proprietary trading strategy that returns market-beating results. It must then decide how to use those results to attract new investors. Lamia chemical works main strength is

- 1) High-quality product: Lamia Chemical Works stands out in the competitive mosquito coil market by prioritizing product quality. Consumers trust their brand for its reliability, especially in a market where many coils are substandard. This commitment to quality has allowed Lamia Chemical Works to capture a significant market share and offer consumers a superior product.
- 2) Diverse product range: Lamia Chemical Works caters to a wide range of consumer preferences by offering a diverse product line. Recognizing that different consumers have varying needs, they produce mosquito coils with varying levels of smoke and health considerations. This approach ensures that they can meet the demands of diverse customer segments.

3) City-focused market: Unlike many mosquito coil companies that struggle with seasonality, Lamia Chemical Works has successfully cultivated a strong market in urban areas. While rural consumers may reduce their mosquito coil usage during the winter, city dwellers consistently require these products year-round. By concentrating on major cities like Dhaka, Chittagong, and Gazipur, Lamia Chemical Works has established a stable customer base.

4) Strong liquidity: Lamia Chemical Works maintains a healthy financial position with a strong liquidity ratio. Their accounts receivable exceed accounts payable, indicating efficient cash flow management. This financial strength has contributed to their ability to double their sales over the past three years.

Weakness of Lamia Chemical Works:

Weaknesses stop an organization from performing at its optimum level.

Weaknesses are negative factors that detract from your strengths. These are things that you might need to improve on to be competitive. In analysis Lamia Chemical works has some weakness. These are

1) Reliance on outdated technology:

Lamia Chemical Works lags behind many competitors in terms of technology.

While most mosquito coil factories have adopted automated machinery for efficient production, they continue to rely on manual methods that require a significant workforce. This reliance on outdated technology can limit their production capacity and competitiveness.

2) Limited advertising efforts:

The mosquito coil industry in Bangladesh is characterized by a lack of consumer awareness regarding brand preferences. Lamia Chemical Works has not invested heavily in advertising, which could hinder their ability to differentiate themselves from competitors and reach a wider audience.

3) High production costs:

Manual production methods and the distance between the factory and raw material suppliers contribute to higher production costs for Lamia Chemical Works. This can impact their profitability and make it challenging to offer competitive prices.

4) Ineffective distribution channels:

Lamia Chemical Works faces challenges in maintaining effective control over their distribution network. Distributors often operate independently, making it difficult for the company to establish direct relationships with consumers and ensure consistent product availability. This lack of control can lead to customer dissatisfaction and missed sales opportunities.

Opportunity of Lamia Chemical Works:

Opportunities refer to favorable external factors that could give an organization a competitive advantage. Lamia Chemical Works has some opportunity are

- to redevelop the product
- to get new customers after redeveloping
- to decrease cost of production
- to increase the distribution channel
- market reputation will increase
- increase advertising
- price decreases

Threat of Lamia Chemical Works:

Threats refer to factors that have the potential to harm an organization. In every mosquito coil company has lots of threat. Threats in a SWOT analysis are external factors that may produce a negative impact on an organization. Businesses often have limited control over such factors, but they can create systems for managing them, should they arise. Two major threat is given below:

Intense competition from unregistered companies:

The mosquito coil market faces intense competition from unregistered companies that operate with lower costs due to tax evasion. These companies can offer products at significantly lower prices, making it challenging for registered businesses like Lamia Chemical Works to compete. This poses a significant threat to their market share and profitability.

Consumer brand loyalty:

Consumer awareness and brand loyalty are limited in the mosquito coil market. Many consumers are not familiar with specific brands and may easily switch to alternative options based on factors such as price or availability. This lack of brand preference can create uncertainty for companies like Lamia Chemical Works and make it difficult to maintain a loyal customer base.

Chapter 6: Finding, Recommendation, Conclusion

6.1 Finding

On the basis of previous analysis and practical experience of 2 years job the following findings are observed during the research period:

- The import performance of Lamia Chemical Works is satisfactory than the preceding years. But if we compare the performance with other competitors then it is not satisfactory.
- Lamia chemical works don't imports csp. Which one are largest amount they buy from local supplier.
- The management team is not strong enough for the company planning.
- The modern technology isn't enough.
- Limited advertising budget.
- Lack of control over distributors can lead to inconsistent product availability, delayed deliveries, and customer dissatisfaction.
- Manual production methods can limit production capacity.
- Good relations with worker and management.
- There is not sufficient connectivity with consumers.
- There is well relationship between company and dealer.
- Experienced workers don't want to stay.
- Most of employees have no skill about working capabilities.

6.2 Recommendation:

- The company should take more modern technology for fastest production and save cost.
- Lamia Chemical works should take decision about increase salary.

- Lamia Chemical Works should take more effective promotional activities for rural consumers.
- The company should try to arrange more training programs for their staffs. Quality training will help the staff to more production in low cost and time.
- The company should give more technological support.
- All the employee should be assigned with proper and specific assignment
- The company should maintain stricter operational policy for increasing its business and profit.
- Lamia Chemical Works concern with their quality but sholud be concern with attractive product.
- Explore the development of natural or eco-friendly mosquito coils to cater to environmentally conscious consumers.
- Utilize targeted advertising channels to reach specific customer segments and increase brand visibility.

6.3 Conclusion:

Lamia Chemical Works, a medium-sized mosquito coil company in Bangladesh, aims to become a leading brand in the industry. Having identified several challenges through research, the company is actively working to address these issues and achieve its goal of becoming a dominant force in the mosquito coil market. Lamia Chemical Works seeks to establish strong relationships with dealers nationwide to ensure widespread product distribution. By partnering with a larger network of dealers, they can effectively reach customers across Bangladesh.

To cater to diverse geographical needs, Lamia Chemical Works plans to implement various distribution arrangements for different regions. This flexibility will enable them to optimize product delivery and reach customers efficiently. Introducing innovative mosquito coil products can help Lamia Chemical Works differentiate themselves from competitors and capture a larger market share. By offering unique or improved products, they can attract new customers and strengthen their position in the market.

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