



An Analysis of the LED Light Marketing in Bangladesh: A Study on Illuminate BD Limited

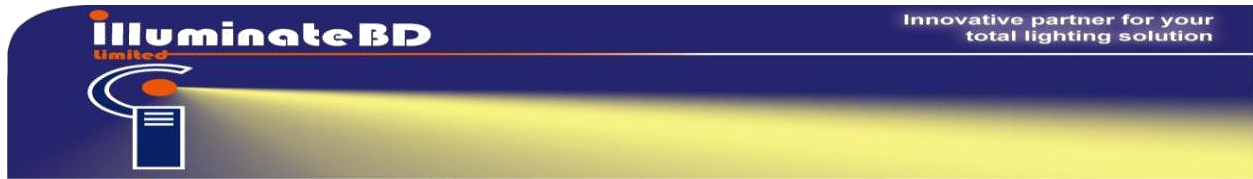
Submitted to

Professor Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University (DIU)

Submitted by

Md. Mahbubul Alom Sha
ID: 142-14-1452
MBA Program
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University (DIU)

Date of Submission: 19th January'2020



An Analysis of the LED Light Marketing in Bangladesh: A Study on Illuminate BD Limited.



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Letter of Transmittal

January 19th , 2020

Professor Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University (DIU)

Subject: Submission of Internship Report.

Dear Sir,

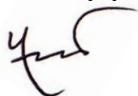
I would like to submit my report titled **“An Analysis of the LED Light Marketing in Bangladesh: A Study on Illuminate BD Limited.”** which is the essential part for the requirement of MBA program.

In this Research, it is tried to find out the consumer attitude of different Lighting Brands the usages of lighting product and availability of this categories product , This research will give a light idea about consumer attitude towards Lighting product and buying behavior, factors behind selecting a Lighting product, usage of Lighting products and alternative use of this product. At the same time, the study would aid in taking decisions about the new marketing as well as brand planning for “LED lighting Solution brand image to consumers”

I invested my best possible effort to formulate an informative and pragmatic research work. I sincerely believe that you will consider this study a fruitful one

If there is any queries’ regarding this report, I am available at any time for clarification.

Sincerely yours,



Md. Mahbubul Alom Sha
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Department of Business Administration
Faculty of Business & Entrepreneurship
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Student Declaration

I, Md. Mahbubul Alom Sha, a student of MBA Program, Faculty of Business & Entrepreneurship, Daffodil International University (DIU), do hereby solemnly declare that the Internship report entitled “**An Analysis of the LED Light Marketing in Bangladesh: A Study on Illuminate BD Limited.**” has been carried out me and has not been previously submitted to anyother University/ College/ Organization for academic qualification /certificate/ diploma or any degree.

The work I have presented does not breach any copyright.

I further undertake to insure the University against any loss or damage arising from breach of the forgoing obligations.

Thanking You



.....
Md. Mahbubul Alom Sha
ID: 142-14-1452
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Supervisor's Certification

This is to certify that the internship report entitled “**An Analysis of the LED Light Marketing in Bangladesh: A Study on Illuminate BD Limited**” prepared by Md. Mahbubul Alom Sha, ID No. 142-14-1452, Session 2014-2016, as a partial fulfillment of the requirement of Master of Business Administration (MBA) degree at Daffodil International University, Bangladesh.

The report is recommended for submission.



Professor Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University (DIU)

Acknowledgement

At the very beginning, I acknowledge the immeasurable blessing and profound kindness of “Almighty Allah”- the supreme authority of the universe.

This internship report entitled “**An Analysis of the LED Light Marketing in Bangladesh: A Study on Illuminate BD Limited.**”It is one of the greatest additions to my knowledge and a wonderful experience.

I express my heartfelt thanks to my Corporate Department Head & Sales Manager Mr. Neaj Morshed Raja, Illuminate Bangladesh Limited, who assigned me this report and give an opportunity for eye opening in this particular sector.

I am also grateful to Hasina parvin Deepa Senior Corporate Department with whom I discussed and take necessary information for this project.

I express my special gratitude to all the management and non-management members who supported me whole heartedly by providing relevant information and cooperation during my internship period.

Most importantly, I express heartfelt thanks and gratitude to my Faculty Adviser, Professor Mohammed Masum Iqbal, Faculty of Business & Entrepreneurship, Daffodil International University (DIU), Bangladesh for her invaluable advice and guidance in writing this report.

Abstract

Illuminate Bangladesh Limited OSRAM Lighting product is one of the fastest growing and largest local conglomerates in Bangladesh. In consumer goods sector, Illuminate Bangladesh Limited has firmly established as one of the market leaders in our country with many big brands like OSRAM LED. As part of its business expansion, Illuminate Bangladesh Limited has recently launched surface Lighting products under the Brand name of “OSRAM”. Now there have three products under “OSRAM”. LED lamps are already launched in the market.

In the present market there have also some lighting products available what are provided by some other companies. And they are contributing a big market share in the Lighting range. But the thing is till today our countries people are not so concern about the lighting products. And one important thing is who are using the Lighting products they are not using this after knowing the products as well as they can't specify the brand name of the particular products. So it's easily focus that a big gap arise in the market in lighting range. This internship project will find out the market demand of lighting products and also help to find out the gaps of the market. This project also will work to increase the sales and match the distribution network.

Think if the company provides good quality product and low price then they will buy the products and its work as a motivation factor of them. The research could find out few short comings for its low product placement & visibility share and if the company is able to overcome such short comings, it will shine in Bangladeshi Electronics market like market leader in the near future.

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CHAPTER ONE
AN INTRODUCTION TO THE STUDY

1.1 Introduction

The world is steering its way to LEDs, which has created an energy revolution. It is a perfect solution for enlightening the public, commercial and private spaces. LED Expo still generate brisk business for suppliers of LED components on the back of the government's push and finely tuned awareness for adoption of the new light. Being the leading and exclusive exhibition showcasing the power of the Bangladesh LED industry, it has become the maiden choice of the architects, interior designers, construction, real estate companies, builders, contractors, Textile, RMG, Leather, ICT, Hotel & Hospitality, Furniture, Hospital & Healthcare etc. for sourcing the latest in trend products and technologies.

1.2 Background of the Study

Illuminate Bangladesh limited sells numbers of consumer lighting products of different brands. It sells world renowned quality lighting. But its market share is declining every year in the consumer electrical market of Bangladesh. The problems need immediate solution for increasing the market share and finding out its opportunities in the market.

Management desires information on Illuminate Bangladesh Limited & competitor's current market share of LED Light solution. Management also desires to find out ways to increase its product placement & visibility share in the market.

1.3 Origin of the Study

This report has been prepared as a partial requirement of MBA program. After the completion of 40-42 courses, a student has to complete a 4-month organizational attachment. So after completion of 4-month organizational attachment at Lighting Company illuminate Bangladesh Limited, this report has been prepared.

Illuminate bd Limited is a leading corporate sales & distribution company, marketing wide of quality lighting, electrical & electronics from world renowned brands in all market segments throughout the Bangladesh. To maintain its leading position in the Bangladesh, it is always keen to develop long-term beneficial relationship with customers. To achieve this end, they have always upgraded their approaches to achieve profitability.

The internship report entitled “**An Analysis of the LED Light Marketing in Bangladesh: A Study on Illuminate BD Limited**” was initiated as part of the Internship Program, which is a MBA Degree requirement of the School of Business, Daffodil International University Bangladesh (DIU). The report is being submitted to Professor Mohammed Masum Iqbal, Faculty of Business & Entrepreneurship, Daffodil International University (DIU), and Bangladesh.

Since the MBA program is an integrated, practical and theoretical method of learning, the students of this program are required to have practical exposure in any kind of business organization as last term of this course.

1.4 Objectives of the Study

The study has been carried out with the following objectives-

- To identify the marketing strategies of Illuminate BD Ltd;
- To explain products, price, distribution and promotion of Illuminate BD Ltd;
- To identify problems related to marketing activities of Illuminate BD Ltd;
- To make recommendations to solve the problems;

1.5 Methodology

The methodology includes the data collection, Sources of data, types of data, method of data collection and analysis. Data are collected from both primary and secondary sources. So this report is based on market study, data from seller, consumer, internal reports of the organization and other published document from newspaper, book, online article etc.

1.5.1 Sources of Data:

This study will conduct of both primary and secondary data.

1.5.2 Primary Sources:

- ❖ In depth interview with retailers, wholesalers, grocery shoppers
- ❖ Informal conversation with customer
- ❖ Discussion with Manager
- ❖ Face-to-face interview with the executives and officials

1.5.3 Secondary Sources:

- ❖ Annual reports
- ❖ Booklets
- ❖ Websites
- ❖ Office circulars
- ❖ Official papers & reports
- ❖ Prospectus
- ❖ Different text books

1.6 Limitation of the Study

To make a report various aspects and experience are needed. But this report has faced some barriers for making a complete and perfect report. These barriers or limitations, which hinder my word, are as follows:

- Lighting industry are in growing stage in our country so very limited published materials on this sector. For this reason get secondary data was very difficult.
- Employee and management of Illuminate BD was very busy with their work, sometimes they can't give me many information.
- To maintain their business secrecy, they didn't provide information about some core marketing strategy.
- Due to time and budget constraint, most of the data are collected from internal department and retailers and consumer of Dhaka city.

CHAPTER TWO
ORGANIZATION PROFILE



Concept of Lighting

Light plays an extraordinary role when it comes to perception and sensation. Through light we can visually experience architecture as well as nature; in addition light always touches our emotion and is therefore an important factor for well-being. All in all, light creates realities and influences the way we experience our daily lives.

iBD offers innovative lamps and lighting systems for a wide range of indoor and outdoor applications with greater safety and comfort. Our lighting designs are individually catered to our customer's specified need. We use our full ability and resources to provide the best solution to them with option to choose from.

Our vast range of products and internationally expert technical team enables us to prescribe the perfect light for any requirement. Extraordinary characteristics such as long lifetime, eco friendly and energy efficiency can help ease the over loading pressure on the national electricity grid. This ensures reduction of CO₂ emissions enormously to fight the Global Warming challenge. Our sustainable products and pioneering lighting systems will build an environmentally friendly Bangladesh.



Company at a Glance

Company Name	: illuminate Bangladesh Limited
Type of Business	: Complete Lighting Solution
Legal Status	: Private Limited Company
Year of Establishment	: 19 July 2009
Principle Partner	: OSRAM GmbH
Contact Person	: Md. Neaz Morshede Raja Energy Saving Consultant
Corporate Office	: 50 Mohakhali, Bay center, 2nd Floor Dhaka-1212, Bangladesh
Sales, Distribution and Marketing Office	: 26 Tejgaon Industrial area, Shama Enterprise, 2nd Floor Dhaka-1215, Bangladesh
Showroom	: 228/Ka, Progoti Sarani, Kuril Badda Dhaka-1215, Bangladesh
Bank	: Sonali Bank Ltd. Ghulshan Branch Gulshan-1, Dhaka-1212 Bangladesh. Swift Code: BSONBDDHGUL
Total Manpower	: 55 (including management)
Management Personnel	: 12



Our Journey inProgress

iBD is a sister concern of an international company ITA Bulb in the MENA region, that has been working for over 16 years in the international market providing quality lighting product. Our CEO Mr. Javed Ahamed Bhuyan is an internationally recognized light management engineer and has designed and supplied Kingdom Tower, 1st tallest tower in Middle East & Faisaliyah Tower, 2nd largest tower in the KSA. Our motive is to utilize our international expertise and technical knowledge to help our country in the midst of the deepening energy crisis.

Anticipating the country's need for efficient and effective light management system, iBD's focus is to provide energy saving solution using innovative lighting solution in every aspect of lighting applications. We want to create awareness throughout the nation that every individual can make a difference in the fight against global warming.

As a result, iBD successfully secured a good reputation with its customers and the market through their unique business ideas and genuine corporate social responsibility.



Departments

iBD consists of a strong group of professionals that posses the quality and dynamicity to provide high quality lighting technology to customers. The company is segmented into four sales divisions, Logistics and Administration.

Corporate sales Division (CSD) is fully responsible for all businesses and organizations lighting requirements. Their main responsibility is to establish contact site survey and demonstration of new product and make presentations to drive the businesses towards energy efficient solutions and create a revolution in some of the major sectors such as garments, manufacturing plants, etc. The corporate division can create tailor made systems that appeal to all segments of business establishments.

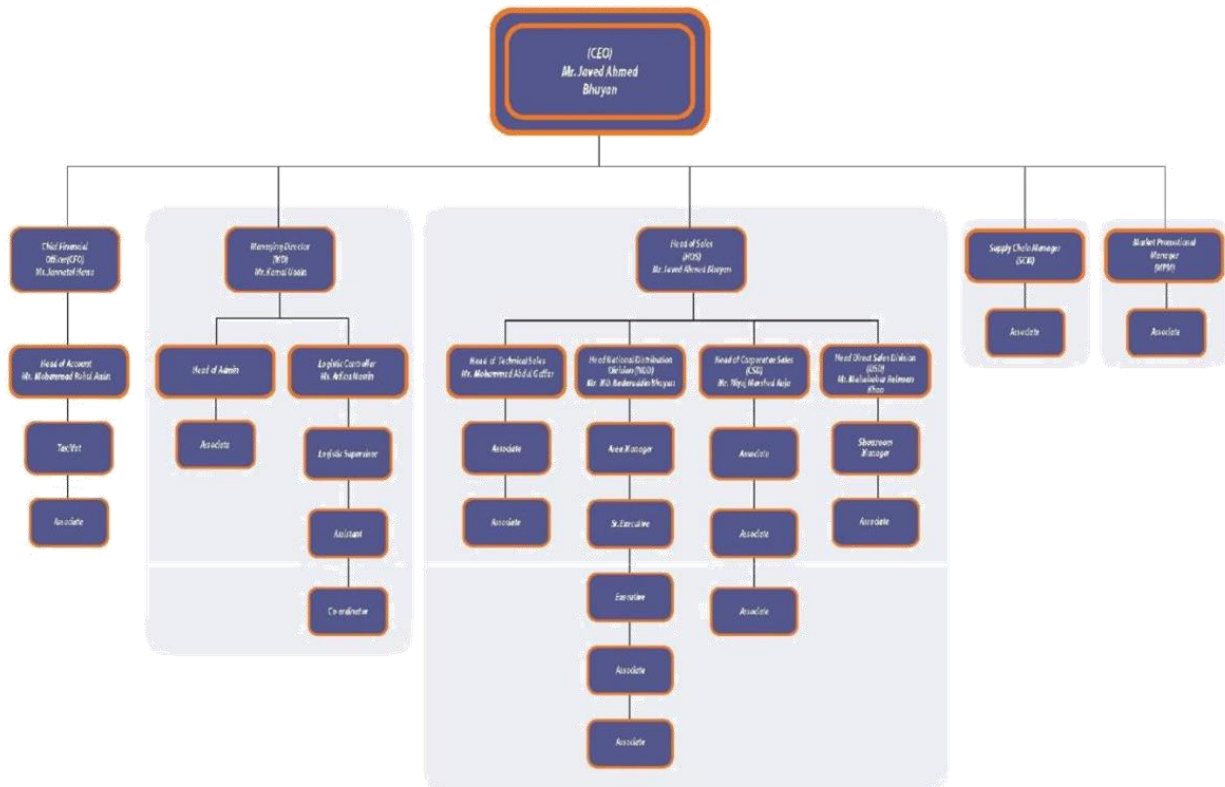
Technical sales Division (TSD) will provide complete technical support for all clients and also monitors our display optic and healthcare lighting. They will be targeting all healthcare and entertainment industries to promote our superior special lighting segment.

National Distribution Division (NDD) controls our mass market operations by appointing dealers in every electrical market throughout the country. Their only responsibility is to ensure OSRAM is spread out in every single corner of the nation.

Direct Sales Division (DSD) will be operating our showrooms and lighting gallery in all the major cities. A number of state of the art showrooms are ready to launch and many under renovation.

National Distribution Centre (NDC) controls logistics and supplies to all sales divisions. They ensure there are sufficient goods available in the market presently and enough incoming to meet future demands.

Organogram





Products

General Lighting Solutions

We provide Osram lighting solutions for all application which includes:

LAMPS

- Halogen lamps
- Compact fluorescent lamps
- High Intensity Discharge lamps (metal halide, mercury, sodium)
- Fluorescent lamps

CONTROL GEARS

- Vossloh Schwabe & Osram magnetic/electronic ballasts
- Transformers
- Igniters and capacitors

FIXTURES & FITTINGS

- International partners include
- Siteco
- Megalite
- Xingfeng
- Suny Lighting
- Focus Lighting

Special Lighting Solutions

We provide the complete range of Medical lighting, Display Optic and Automotive lighting solutions.



LED Solutions

For the first time in our country we're proud to introduce innovative LED lighting solutions for all lighting applications with iLED. This solution is the answer to our



Solar Solutions

Another innovative green solution which consists of solar panels using natural sun converting power to LED and modules very convenient independent system cost effective



Light fitting and Fixture

This is a home grown complete light fittings especially designed for Bangladeshis of all walks of life. High quality lamps and controllers are designed with locally assembled light fixtures. It's low cost and fully plug and play system which can be simply plugged into a home, office or factory.

CHAPTER THREE
MARKETING ACTIVITIES OF ILLUMINATE BD LTD.

3.0 Marketing Activities of “Illuminate BD Ltd”.

Illuminate BD develop its marketing strategies in three steps. First step companies select the customer need to serve and what types of product for which group of people also define promotion strategies for different group.

After segmentation in final two step company decide on value position-how it will create value for target customer. Target marketing involves breaking a market into segments and then concentrating your marketing efforts on one or a few key segments consisting of the customers whose needs and desires most closely match your product or service offerings. It can be the key to attracting new business, increasing sales, and making your business a success. Then positioning the LED lamps to the target customer. Illuminate BD place the right product to the right segment. Develop new feature for specific customer.



Fig: Marketing STP of Illuminate BD.

3.1.1 Market Segmentation

Customer segmentation is a way to split customers into groups based on certain characteristics that those customers share. All customers share the common need of your product or service, but beyond that, there are distinct demographic differences (i.e., age, gender) and they tend to have additional socio-economic, lifestyle, or other behavioral differences that can be useful to the organization.

Illuminate BD Ltd are operating in a country where is more than 16 crore people their life style are different, different in culture also different choice. Illuminate BD segment this customer group. On basis this segment Illuminate BD designs its marketing activities.

IBL used demographic segmentation, geographic segmentation, and psychographic segmentation, Behavioural Segmentation for targeting the customer.



- **Geographic Segmentation:** In this segment Illuminate BD based on geographically like division, cities, state etc. Illuminate BD divide whole country in three regions Dhaka, North Bengal (Rangppur, Rajshahi, Mymensing and sylthel) and South Bengal (Khulna, Barishal, cumilla, Chattagram) and appoint three regional head for the marketing.



- **Demographic Segmentation:** Here Illuminate BD divide the market on the basis of gender, income, education, culture, etc.
- **Psychographic Segmentation:** In this Segment Illuminate BD divide market based on different lifestyle or personality characteristics.
- **Behavioural Segmentation:** The market is also segmented based on audience's behavior, usage, preference, choices and decision making. The segments are usually divided based on their knowledge of the product and usage of the product. It is believed that the knowledge of the product and its use affect the buying decision of an individual. IBL segmented into –
 - ❖ Those who know about the product,
 - ❖ Those who don't know about the product,
 - ❖ Ex-users,
 - ❖ Potential users,
 - ❖ Current Users,
 - ❖ First time users, etc.

Illuminate BD Ltd also divides its market based on some other feature of customer such as nature of use these segments have three groups, these are: 1) House hold 2) Industrial 3) Official. Income also a importance factor for targeting customer. Based on these segments Illuminate BD Produce different types of product and marketing strategy.

3.1.2 Market Targeting

After segmenting the market “Illuminate BD” target different market with different strategies. It’s main focus on now in the official and industrial product because it has huge demand. In chattagram have lots of industries also new economic zone are developing in this area. Illuminate BD also targeting house hold segment with its energy saving LED.

3.1.3 Positioning

In positioning strategies Illuminate BD always try to build unique image or identity of their brand in customer perception, they want to build their image based on their product type. Hence their product related with newly build industry, house, Offices, residential area, so always try to create customer perception about their products quality.

Illuminate BD wants to build profitable relationship with its customers, this company survey and analysis it customer to understand their needs and place right products to them.

CHAPTER FOUR
MARKETING MIX

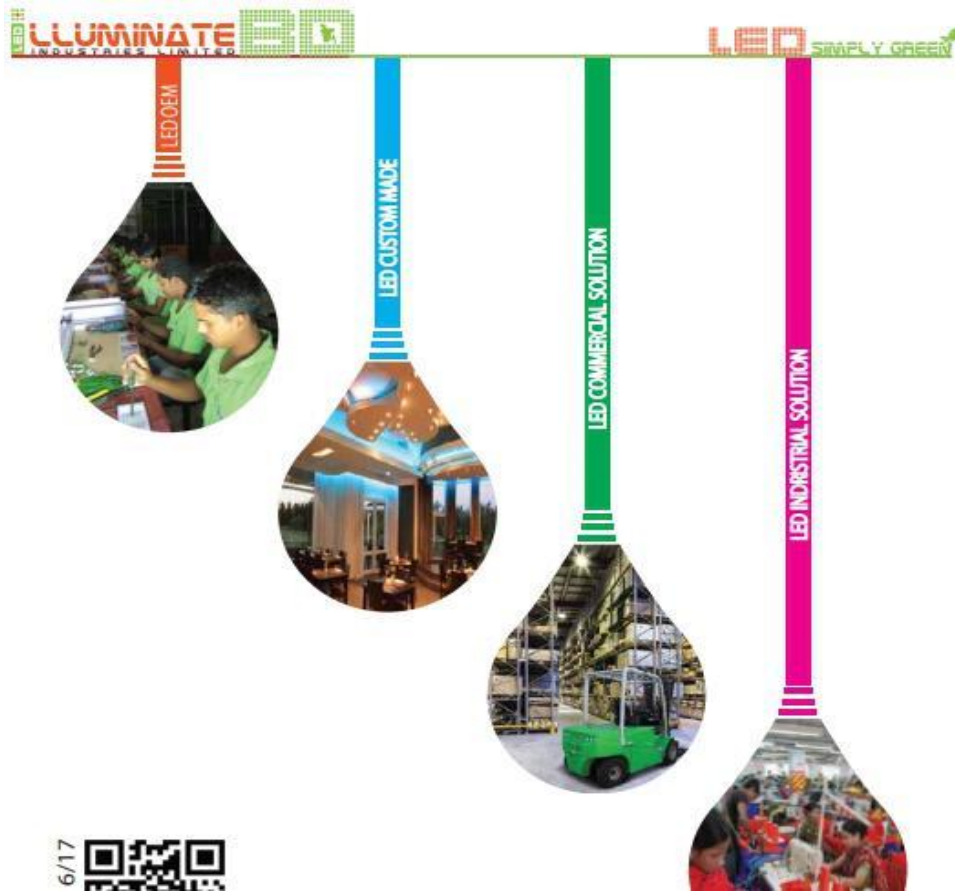
4. Marketing Mix

After segmenting define target market and marketing strategies illuminate BD gives concentration on marketing mix. Marketing mix is the set of tactics a business use to promote and sell its products in the market. These tactics range from developing the product, deciding it's price and places where it will be sold, to deciding its communication and promotional strategies.



4.1 Products:

“Illuminate BD Ltd” offers unique products to the target market. Its offers products on the basis of the needs of customers of different markets.



1. IBDiL T8 LED TUBE LIGHT'S

Product features & benets:

- 70 % more energy saving compared to T8 fluorescent lamp
- Quick, simple and safe replacement without rewiring
- Also suitable for operation at low temperatures
- LED alternative to classic T8 fluorescent lamps
- Integrated ECG with high power factor; >.97
- Very high resistance to switching loads



- Mercury-free and RoHS compliant
- LED lamp life 50,000 hrs
- Wide beam angle: 150°

Areas of Application:

- General illumination within ambient temperatures from –20° to +45 °C
- Corridors, stairways, parking garages
- Ideal for Industrial lighting tasks
- Corridors, stairways, parking gar
- Cooling and storage rooms

2. iBDiL LED FLOOD LIGHT’S



Product features & benets:

- World's number one electronic control gear & COB for both energy saving and durability.
- Heavy duty bracket lock to keep lamp safe from shift or trembling during harsh vibration.
- No air pollution,no heat radiation, hydrargyrum and any other contamination.
- Adopts high quality aluminum for excellent heat conductivity system.
- Replacement for floodlights that use 250 W to 1000 W HID lamps
- Eco-friendly, no UV, IR leads or mercury pollution. • High brightness, & Energy saving.
- Long life span, can be 50000 hours.

Areas of Application:

Widely used in Tunnel, Warehouse, Could stories, Stadium, Advertising Board, Lawn, Garden, Park, Plaza, Shopping Mall, Gas Station, Highway, Dock etc.

3. iBDiL Premium LED PANEL LIGHT’S

Product features & benefits:

- Start instant, no flicker, no sound, no glare.
- Thicker aluminum, ultra-thin fashion design.
- Long life time up to 50,000 hours.



- Wide voltage design (85-265v).
- Advance designed constant current driver.
- High refractive index, light uniformity, comfortable, effective eye protection.

Areas of Application:

- Perfect for office, store, exhibition, living room, super market, or home use and other lighting and decoration.

-

4. iBDiL LED HIGHBAYLIGHT's

5. iBDiL LED STREET LIGHT



4.2 Price:

Illuminate has managed to outshine most of its rival brands because of superior product quality and fair prices. It faces competition from several rival brands dealing in similar products. It has adopted a competitive pricing policy so that it can gain a competitive advantage in the consumer market. It has kept product prices affordable and reasonable so that it is easy for a consumer to make a purchase. Moreover, all its products are energy-efficient with a two-year warranty and hence it is beneficial to buy its product in the long term as it automatically starts cutting cost price.

Others strategies of pricing

- Discount on various occasions, like Eid, Poja, New year.
- Satisfactory profit margin for Retailer
- Products exchange (Old one with new one).
- Allowance for dealer for promoting the products.
- Provide credit service for dealer or industrial buyer.

4.3 Promotions

In promotion strategies IBL conducts some activities that communicate the merits of the product and persuade target customer to buy it. IBL spend lots of money on promotion to tell customer about their brand and products. Dealership sales people assist potential buyers.

- 1. Advertising:** Advertising is the most vital part of promotion. IBL advertise its product in different media to reach its customer. Mostly used media are Newspaper, Billboard, Signboard of the sales point, magazine etc.
- 2. Digital Marketing:** Now-a-days digital marketing play a vital role in promoting a product. Illuminate BD use digital media to reach the customer easily. Especially young generation attract more by digital media. Illuminate BD promote its OSRAM brand through face book, Linked in, you tube and many others websites.
- 3. Direct Marketing:** In direct marketing sales personal physically visit customers (Household, Industrial) brief them about OSRAM Brand feature and price. Sales team also gives brochures, email, Promotional letter, phone call. Illuminate BD reach end user through direct marketing.
- 4. B2B:** Illuminate targets companies that make projectors, LED TVs, medical gadgets, as well as other companies that use LED lights in their own products.
- 5. Event:** Illuminate BD attain different types of fair such as lighting Expo, Trade fair, Industrial materials fair. There it can promote lights to customer who came to fair.

Illuminate BD are also use some others tools for promotion such as sponsorship, free sample among users, etc.

4.4 Distribution or Place:

Illuminate is a well-recognized brand that has spread its product presence to most parts of Bangladesh. Brand has manufacturing plants in Gazipur. It has a widespread and powerful distribution network as it takes help of its parent company to distribute its products and it includes services all over the country. Products are easily available at numerous outlets like a supermarket, discount stores, convenience stores and lighting shops. Illuminate BD products can be obtained online shopping portals. Illuminate BD has an exclusive channel for distributing its products. It has vast spaces to display its entire range including recent innovations, specialty products.

- 1. Warehouse:** Illuminate BD divide the country on geographic segment and set up three warehouses to ensure fast delivery all over the country.
- 2. Transportation:** To deliver the product from factory to ware house Illuminate BD have 3 large cover van and few small van to delivery among retailers in the three regions.



3. **Zero line channel (Direct sell):** Illuminate BD have cover van for direct supply to its consumer. For big order Illuminate BD directly supply the product to customer. When big order came from customer that become tough for whole seller to deliver large order, in that situation Illuminate BD directly deliver warehouse or factory to customer. These types of delivery mainly facilitated for B2B sell.
4. **Two line channel (Indirect sell):** Illuminate BD distribute its product among the retailer and retailer sale the products to consumer. Illuminate BD delivery among the retailer without any fee this also helps to build strong relation with retailer. This delivery happened mainly in large and medium town.
5. **Three line channel:** It's become difficult for Illuminate BD to deliver in small town and rural area. To deliver in remote area Illuminate BD delivery its product to wholesaler, then wholesaler delivers to remote area's retailer.

E-commerce also open a new way to delivery in smooth and fast way. Illuminate BD have corporate agreement with leading online shop in Bangladesh. Online shop takes order from and passes the order to IBL, from there Illuminate BD delivery to customer by courier or by company own transportation.

CHAPTER FIVE
PROBLEMS & RECOMMENDATIONS

5.1 Problems Identified:

Throughout this data analysis and work with the organization, find out that, Illuminate bd are doing well in the market but it have some lacking.

1. **Brand Name:** In many places in the country consumer are not familiar with the Brand name “OSRAM”. That’s indicate, Promotional activities are not wide spread all over the country. Brand name is reaching to the some specific segment people (City people, educated people) but not the mass consumer.
2. **Loyalty to the brand:** Consumer are buying OSRAM product irregularly, they didn’t began loyal to the brand. In some cases after using OSRAM light 2nd time they go for other option (Other Brand). That’s means Illuminate BD till didn’t achieve full trust from consumer.
3. **Distribution channel:** In many remote area in the country even the some city OSRAM product are not available. Numbers of retailer are lower than its competitor. Some cases retailers complain that after placing order to sales agent they are getting their product lately. Delay in delivery creating shortage of product in the market as well as demotivating the retailer.
4. **Promotional offer:** In this competitive market all the organization tries to attract its consumer by different lucrative promotional offer. In this study find out that Illuminate BD are not offering lucrative offer to its consumer or some time offer are not reaching to all consumer. In the festive season different competitor offer lots of benefit to its customer that’s attract consumer more than OSRAM.
5. **Retailers sales commission:** Retailers are not happy with sales commission, some other competitor provide more benefit to retailers. Because of getting more profit retailer like to sale others brand rather than OSRAM.
6. **High Price:** In some house hold product “Illuminate BD Ltd.” is charging more price than its competitors.
7. **Charging more than MRP:** Some places in the country dishonest shopkeepers are charging more than MRP for, more profit. Due to that high price some consumer buy others brand that is at lower price.

5.2 Recommendations:

Illuminate bd Limited is one of Brand in the good lighting sector of Bangladesh with various reputed Brand and as part of its business expansion, illuminate bd ltd OSRAM Light has recently launched surface LED products under the Brand name of “OSRAM LED”. So I think the following recommendation will help OSRAM to get and strongly reach the market of lighting brands.

1. **Price:** In some product price should reduce according to its competitor product also can reduce commercial product to get competitive advantage. Need regular monitor to maintain MRP price in the market also Price should be in round figure.
2. **Promotion:** OSRAM is a new brand in Bangladesh market. Illuminate BD need not spend more on promotional activities to that mass people know about the brand. Banner, posters, festoons, price list & promotional offer’s list should be provided also Bags, tester, T-shirt for electric technician. Company’s own display banner & calendar at retail outlets.
3. **Distribution Channel:** To keep smooth and fast distribution Illuminate should establish more ware house around the country from where it can supply to retailer quickly. Need to develop some team who will to increase the number of retailer and dealer.
4. **Promotional offer:** In different festive occasion need to offer different types of offer to its consumer such as price discount, free product and give gift though scratch card.
5. **Benefit for retailer:** Need to provide more sales commission compares to competitors, arrange annual picnic for retailer, give price to best seller, better facilities for old retailers & shoppers than new retailers & shoppers, turnover benefit for grocery shop. This will make retailer happy that will increase sales.
6. **Innovation of product:** Should work more on research and development. Improve old product and develop new product that will help to sustain in competitive business world.

CHAPTER SIX
CONCLUSION
REFERENCES

6. Conclusion:

As part of its business expansion, illuminate bd ltd has recently launched surface lighting products under the Brand name of “OSRAM LED light”. Now there have two products under “OSRAM”, Light Emitting Diode (LED). Light Emitting Diode (LED) Energy saving lamp of lighting solution. Low energy consumption above 90% Extended life ranging from 50,000 to 100,000 hours. Compact dimension, digital control system makes it the only flexible lighting system. Till today applied for interior design, architectural lighting, illuminated advertising, corporate lighting and general lighting and street lighting. LED are superior to conventional light source in many respects. OSRAM is the world leader in LED lighting systems. High wattage Metal use for high bay, Stadiums, Flood & Façade Lighting are available upon result soon in the market. Modern outdoor lighting demands have been fulfill by the transformation from low to high pressure sodium lamps. High luminous efficacy, long life and it’s not possible for any company to achieve a good market share without knowing the current market lighting situation , the other competitors, the existing demands of the lighting products and the gaps what also existing in the market yet.

This research is based on a hypothesis what can show the current market situation of lighting range, the demands of retailers and consumers, energy saving lighting purchasing and selling amounts, the other competitors who are doing a good business in lighting range, Energy saving solution motivation factors what encourage the retailer as well as consumers to buy the products, the gaps and ways to full fill the gaps what help to in reach the lighting market. So, after analyzing the entire research, it has been proved that initial hypothesis was true.

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