



**Daffodil**  
*International*  
**University**

**“Factors influencing the consumers to purchase wooden furniture for their household: A Study on Brothers furniture Ltd”**

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Masters of Business Administration (Regular)

Faculty of Business and Entrepreneurship

Batch: 48

Major: Marketing

**Date of Submission:**

**Factors influencing the consumers to  
purchase wooden furniture for their  
household: A Study on Brothers furniture  
Ltd**

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*Letter of Transmittal*

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Date:

Subject: Submission of Internship Report on "Variables impacting the shoppers to buy wooden furniture for their family unit: A Study on Brothers furniture Ltd".

Decent Sir,

With due regard, I am presenting my temporary job report titles, "Variables affecting the buyers to buy wooden furniture for their family unit: A Study on Brothers furniture Ltd" which was doled out to me as a piece of my MBA. I have attempted myself best to finish this report you were give me as your best too.

Supposing you for your benevolent supervision and expectation that the report will be finished as your desires.

Truly Yours

....

Md Juwel Rana

ID: 173-14-034

Experts of Business Administration (Regular)

Workforce of Business and Entrepreneurship

Clump: 48

Real: Marketing

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## ***Declaration***

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I am Md Juwel Rana the understudy of Masters of Business Administration, bearing ID: 173-14-034, Major in Marketing from Daffodil International University. I do therefore seriously proclaim that the entry level position give an account of "Components impacting the buyers to buy wooden furniture for their family: A Study on Brothers furniture Ltd," has been legitimately arranged by me. While setting up this entry level position report, I didn't rupture any copyright demonstration deliberately. I am further announcing that, I didn't present this report anyplace to grant any degree, confirmation or endorsement.

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**Md Juwel Rana**

**ID: 173-14-034**

**Masters of Business Administration (Regular)**

**Faculty of Business and Entrepreneurship**

**Batch: 48**

**Major: Marketing**

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## *Certificate of Approval*

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This is to affirm that Md Juwel Rana, ID NO: 173-14-034. Major in Marketing, Masters of Business Administration (Regular), Faculty of Business and Entrepreneurship, Daffodil International University (DIU) has effectively finished his temporary job program under my watch.

His temporary job write about "Variables impacting the shoppers to buy wooden furniture for their family: A Study on Brothers furniture Ltd" is acknowledged for thought. I wish her aggregate achievement throughout everyday life.

---

Dr S M Sohel Rana

Partner Professor

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## *Acknowledgements*

At the plain starting, I might want to offer my most profound thanks to Almighty Allah for giving me the quality and the levelheadedness to finish the temporary job report. Words really will never be sufficient to express how appreciative I am. By the by I will attempt my dimension best to express my appreciation towards a few people. Getting a completed report into a peruser's hands requires the work and help of numerous individuals. My report likewise remains based on such endeavors. I might want to perceive only a couple of the general population who aides and causes me to make this report.

At first I might want to thank my respectable chief Dr S M Sohel Rana, Daffodil International University, for giving personal time frequently in her bustling calendar and helping me to get useful proposal which was of much help to set up this provide details regarding "Variables affecting the shoppers to buy wooden furniture for their family: A Study on Brothers furniture Ltd".

Genuine appreciation to the majority of the awesome people groups of Daffodil International University, extraordinarily my educators, schoolmates and others.

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Md Jewel Rana

ID: 173-14-034

Experts of Business Administration (Regular)

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Cluster: 48

Real: Marketing

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## *Executive Summary*

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I have arranged this entry level position report dependent on my temporary job program as it is required for the MBA program. Sibling's furniture Ltd assumes a crucial job in determining the monetary and social state of a nation. Consumer loyalty's is a standout amongst the most fundamental impressions of the movement toward headway and improvement for this association. The accomplishment of the consumer loyalty's is the key input to enhance benefit quality. The report has sorted out in six sections.

First section including basic piece of the report, there I notice fundamental target of the report. The principle target of the report is to break down the money related execution of the bank as entirety. In setting up this report I utilize both essential and auxiliary information.

The second section where I talk about the associations' history, mission, vision, Showroom area, Structure of Marketing Department. I additionally incorporated the subtleties of the diverse kinds of item classification they offered and their enrollment procedure in this part.

The third section where I examine the Analysis of Factors which impacting the buyers to buy wooden furniture for their family unit: A Study on Brothers furniture Ltd.

Fourth part here manages a few discoveries, proposals which are drawn by investigation of entire report.

Fifth part here manages the Appendix of the examination.



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# **CHAPTER ONE**

## **Introduction**

### 1.1. Presentation:

As a piece of the entry level position Program of MBA course necessity, I was appointed to do my temporary job in Brothers Furniture Bangladesh Limited. It is one of the main furniture organization in Bangladesh, with long periods of experience Brothers Furniture is giving its best administration the two customers and nation.

This report, "Variables impacting the customers to buy wooden furniture for their family unit: A Study on Brothers furniture Ltd", has been set up to satisfy the halfway necessity of MBA program as a mean of Internship Program. While setting up this report, I had an incredible chance to have a top to bottom learning of the furniture organization as I functioned as an assistant there.

### 1.2. Source of the Study:

This report has been composed as a degree prerequisite for 'Experts of Business Administration' at Daffodil International University. A base multi week temporary position is a piece of the University educational modules for the above degree and is worth 3 credits. Having chosen Brothers furniture for doing my entry level position I have composed this report dependent on down to earth involvement in this association. This report is on Factors affecting the buyers to buy wooden furniture for their family unit: A Study on Brothers furniture Limited.

### 1.3. Targets of the Study:

As a business expectative of future, I ought to need to assemble understanding adjacent to our books. I ought not concern my exercise just in classroom but rather to execute it in reasonable life. That will help me in my future life. A reasonable target helps in readiness of very much finished report in which others take the correct sort of choice. In this way, distinguishing destinations is especially imperative. Our motivation of setting up the report is:

Expansive goal:

The expansive goal of this report is to dissect the components affecting the buyers to buy Brothers furniture in Bangladesh.

Explicit target: There are some explicit goals are notice here those are-  
Factors Influencing to Purchase Brothers Furniture: A Study on Brothers Furniture Ltd.

- Got reasonable experience that has some basic components affect on picking furniture mark.
- An chance to perceive how the organization truly functions.
- An chance to relate hypothetical learning about advertising procedures and blend Brothers Furniture Ltd.

- To know furniture item dissemination and estimating procedures in Bangladesh

#### 1.4. Extent of the Study:

The investigation gives a great deal of learning about promoting methodology of Brothers Furniture. As I was working there I motivated the chance to learn diverse methods of their advertising procedure. It comprises of my perceptions and at work encounters amid the entry level position period.

#### 1.5. Technique of the Study:

From my instructive foundation, I have learned distinctive technique in research process from the course "Business Research Methodology" offering by "Daffodil International University". Along these lines, in this investigation I had the chance to ensnare my instructive information in down to earth field. I have gathered information from numerous sources:

##### i. Primary Sources:

- Face to confront discussion with clients.
- Direct perception on their distinctive items and showcasing procedures they are taken.
- Practical work involvement in the association.

ii. Secondary Sources:

- Questionnaire suggestion from the clients.
- Internet is additionally utilized as a hypothetical wellspring of data.
- Website and pamphlets are likewise utilized as significant sources.
- Prospectus and Relevant books.

1.6. Constraints of the Study:

In setting up this report a few issues and constraints have been experienced which are as per the following:

- Data are not accessible efficiently.
- The term of the temporary position is just 3 months (12 weeks) isn't sufficient for the examination.
- The specialists were reluctant to give information in view of classification of the association.

1.7. Writing Review:

Audit of the home goods writing yielded restricted examinations including appraisal criteria. Earlier examinations have discovered that the most essential components influencing purchaser's buy in Bangladesh and in addition sending out nations entryways which comprises of value, value, reference gathering, shading, and family (Farah, 2013). Additionally,

Yoon and Cho (2009) Found that there are eight conceivable variables impact the thought of entryways decisions which are style, shading, cost, and development quality, simplicity of upkeep, solace, material, and coordinating with different things. Purchaser Behavior in Furniture Market One of the fundamental factors that assistance an organization to figure viable showcasing systems is the learning of their clients and market through concentrating on their clients.

English Journal of Marketing Studies (2014) the market and development a decent connection among brands and clients. Besides, shopper conduct is the direction that joins factors from brain research, humanism, human studies and financial aspects, which endeavors to comprehend the purchaser basic leadership process exclusively and in gatherings. In any case, there is no agreement with respect to the meaning of customer conduct and its estimation.

Hawkins and Peter (2010) Customer's decision are characterized as the procedures people embrace to pick items and administrations so as to fulfill their necessities and furthermore the impacts that these procedures have on the buyer and the entire society. Thus, as Belch and Belch (2007) demonstrate, customer conduct is taken as the exercises that individuals partake in when buying items or administrations in order to satisfy their requirements and wants. Moreover, examining customer conduct incorporates the investigation of what to purchase, how to purchase, where to purchase and why individuals are purchasing.



Carl Jung and Cooper (1976) Furniture possesses a huge piece of each private condition. Clinician noticed that self model can be shown through self-articulation in constructed frame. Home, as a delegate of constructed frame, is viewed as a declaration of mental self portrait. While usually troublesome for customary individuals to possess a house which mirrors their very own wants and expectations, furniture gives a superior opportunity to extend mental self portrait with more alternatives and better reasonableness. Be that as it may, furniture is as yet a huge budgetary duty for a great many people. With its long life cycle and massive nature, picking a bit of private furniture is frequently a test. The known difficulties for shoppers to discover perfect furniture are connected to furniture suppliers' business disappointments by not addressing the requirements in the furniture showcase. In spite of the significance of furniture to the two buyers and providers, there has been little research with respect to factors affecting furniture decision and shopping practices.

Cruickshank, (2000) As shoppers are probably not going to know the value their present providers charge, or their volume of utilization, thus any value message can without much of a stretch wind up befuddling, and in that capacity presumably disregarded. Without a doubt the potential for "disarray advertising" in utility evaluating is a genuine peril to the intelligent advancement of rivalry.

McCarthy (1964), To concentrate on further and characterized the showcasing blend as a mix of the majority of the elements at an advertising chiefs order to fulfill the objective market.

Chopin and Darrat, (2000) As purchaser recognitions altogether influence their social reactions to advertising exercises, buyer frames of mind toward promoting have been observed to be connected to a few key macroeconomic factors and have been utilized in financial estimates.

McCarthy and Perreault (1987) together characterized the showcasing blend as the controllable factors that an association can co-ordinate to fulfill its objective market,

which is generally acknowledged as "the arrangement of controllable advertising factors that the firm mixes to create the reaction it needs in the objective market.

Dransfield and Manokaran (1994) In the period of quickened rate of deforestation and woods debasement, the advancement of the utilization of non timber backwoods items, for example, rattans to give crude materials to the stick furniture industry has been considered as a choice. All inclusive, about 0.7 billion individuals either exchange the crude materials or their completed items.

Dave Barry (2000) More and more items are turning out in fiercely defensive bundling intended to keep shoppers from devouring them. Nowadays you need to open pretty much every shopper thing by biting on the bundling.

David Frunklin, Packaging is the innovation of encasing or securing items for dissemination, stockpiling, deal, and use. Bundling additionally alludes to the way toward planning, assessing, and delivering bundles. Bundling can be portrayed as a planned arrangement of getting ready merchandise for transport, warehousing, coordinations, deal, and end use. Bundling contains, secures, jam, transports, illuminates and moves.

Dixon and Blois "without a doubt it would not be uncalled for to recommend that a long way from being worried about a client's advantages (i.e. someone for whom something is done) the perspectives verifiable in the Four Ps approach is that the client is someone to whom something is finished!"

Gaski and Etzel, (1986), Consumer dispositions toward promoting exercises are vital from both a hypothetical and an administrative stance The appearance of a sorted out industrialism development in the USA amid the 1970s prompted huge enthusiasm among specialists in concentrate the mentalities of purchasers toward business

Gaski and Etzel, 1986; Varadarajan and Thirunarayana, 1990), Such data can likewise help in the plan of compelling methodologies for organizations and the advancement of

strategies by government offices to manage enterprises and to ensure consumers' interests. While a few scientists have surveyed the general frame of mind of purchasers toward advertising.

Del I. Hawkins, when all is said in done, every one of the three parts of a frame of mind will in general be steady with one another. In this manner, if showcasing administrators can impact one segment, alternate parts may likewise be affected

Schuler and Buehlmann, (2002) Two realized issues frustrating analysts in furniture-purchaser thinks about incorporate complex components related with furniture buys and troubles in acquiring customer criticism on furniture mixes in a genuine setting. An ongoing report by proposed an imaginative technique to perform furniture statistical surveying using a Web-based augmented experience framework. Gracious et al. proposed that furniture buy encounter reenacted in a virtual situation can successfully delineate comprehend consumers' basic leadership forms. Augmented reality alludes to ongoing, intelligent, 3D PC representation innovation that is known to give the client all the more captivating encounters. Past examinations built up that virtual experience is clear, including, and dynamic, and that full of feeling mental states can happen.

Dadfor and Chen (2009) Factors to buy furniture relies upon buyer conduct is the investigation of people, gatherings, or associations and the procedures they use to choose, secure, and discard items, administrations, encounters, or thoughts to fulfill needs and the influence that these procedures have on the shopper and society.

Kuester (2012) Recently, Recognition of elements impacting customer's purchasing choices is one of the angles that advertisers are attempting to distinguish so as to comprehend the interests and requests of their clients and address them. Settling on his choice, the purchaser considers various variables characterized in two classifications. In various legitimate showcasing writings, these variables are sorted by and large as: social elements, and attributes of home outfitting items. Despite the fact that advertisers can't impact a few of these components, distinguishing these elements is vital to recognize

potential purchasers and make items to address these issues. Every one of these variables has an uncommon measurement. Besides, social components assume an extraordinary job in the choice of the buyer's buy.

Leon G. Schiffman and Leslie Lazar Kanuk (1968) A frame of mind is a continuing association of inspirational, passionate, perceptual and intellectual procedures regarding some part of our condition. In this manner, a disposition is the way one think, feels, and acts toward some part of his or her condition. It is valuable to think about dispositions as having three parts: subjective (convictions), full of feeling (sentiments) and social (reaction inclinations). The intellectual segment comprises of a consumer's convictions around a product. For most demeanors objects, individuals have various convictions. Sentiments or passionate responses to a question speak to the full of feeling segment of a mentality. The conduct ongoing investigation by proposed an imaginative strategy to perform furniture statistical surveying using a Web-based computer generated experience framework. Gracious et al. recommended that furniture buy encounter recreated in a virtual domain can successfully outline comprehend consumers' basic leadership forms. Augmented reality alludes to ongoing, intelligent, 3D PC representation innovation that is known to furnish the client with all the more captivating encounters. Past investigations set up that virtual experience is striking, including, and dynamic, and that full of feeling mental states can happen.

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Leon G. Schiffman and Leslie Lazar Kanuk (1968) A frame of mind is a continuing association of persuasive, enthusiastic, perceptual and subjective procedures as for some part of our condition. Along these lines, a demeanor is the way one think, feels, and acts toward some part of his or her condition. It is helpful to consider frames of mind as having three compo

## **CHAPTER TWO**

# *Overview of Brothers Furniture Limited*

## 2.1: About Brothers Furniture Limited:

Siblings Furniture Ltd is a name that is synonymous with quality present day creations; our experts have a joined involvement with furniture preparations of more than three decades. Their specialized aptitudes and encounters are not just constrained inside the region of Bangladesh, rather it has expanded all through the entire world. The deals and finishing staff have just however one mission to help and help you turn into a fulfilled customer. We are committed to give you demonstrated mastery with your texture coordination and complete determination. Our generation organizers endeavor to have a quality item created in an opportune and proficient way. In the impossible occasion an imperfection is discovered, your entire fulfillment in quality and workmanship is ensured. Expanding interest for our wooden home furniture office furniture, entryway, bedding and healing facility thing. We are one of the simple few among Bangladeshi furniture makers encountering trade business which gives us chance to accomplish a universal quality. Siblings Furniture Ltd promises both of you things: First, our costs are destined to be the aggressive most. Second, we ensure your fulfillment in quality and workmanship.

## 2.2. Vision:

To win the trust and regard of our clients in Bangladesh and abroad.

## 2.3. Mission:

They enhance, create, and present savvy, space explained, and condition benevolent furniture with innovative advances.

#### 2.4. Items Category:

Living:

- Sofa
- Divan
- Corner Table
- Mini Cabinet
- Tea Tray
- Serving Trey
- TV Cabinet



Wooden File Cabinet

#### Feasting:

Dining set

Chair

Showcase

Dinner Wagon

Dining Table Frame

#### Random:

Lobby Chair

Cradle

Coffee Table

- Magic Box
  
- Wall hanging Shelf
  
- Magazine Stand
  
- Reading Table
  
- Film Director Chair
  
- Rocking Chair
  
- Shoe Rack
  
- Wooden Cabinet Handle
  
- Iron Stand
  
- Hanger Stand

- Printer Table
- Console Table
- Cubic Box
- Drawer Unit
- Telephone Stand

Office:

- Swivel Chair
- Viston Chair
- Reading Table
- Director Table
- Auditorium Chair

- Meeting Table
  
- Conference Table
  
- Executive Table
  
- Mobile Drawer
  
- Office Side Rack
  
- Computer Table
  
- Office Almirah
  
- Multipurpose Shelf
  
- Cup Board
  
- Stand

Storage Rack

Group Chair

TV File Rack

#### Entryway:

Door Frame

Veneered Flush Doors

Solid Wooden Double Leaf Doors

Solid Wooden Doors

#### Room:

Bed

Bed Room Sofa

- Bed Drawer
- Bed Side Table
- Dressing Table Shalter
- Chest Of Drawers
- Waredrobe
- Waredrobe Ornament
- Dressing Table
- Steel Almirah
- Bed Room Set

## Kitchen

□ Kitchen Cabinet

## **2.5. Showroom areas:**

**Dhaka**

**Faridpur  
Bhairab  
Panthapath  
Tangail**

Jatarbari  
Savar  
Malibag  
Kakrail  
Mirpur  
Uttara-2  
Uttara  
Baridhara  
Gulshan

**Chittagong**

Laxmipur  
Bi-Baria  
Haziganj  
Comilla  
Laksam  
Chowmohoni  
Feni  
Noakhali  
Cox's Bazar  
Chittagong (Agrabad)

**Rajshahi**

Rajshahi  
Bogra  
Naogaon  
Pabna

**Khulna**

Jessore  
Khulna

**Sylhet**

Sylhet

**Mymensingh**

Mymensingh

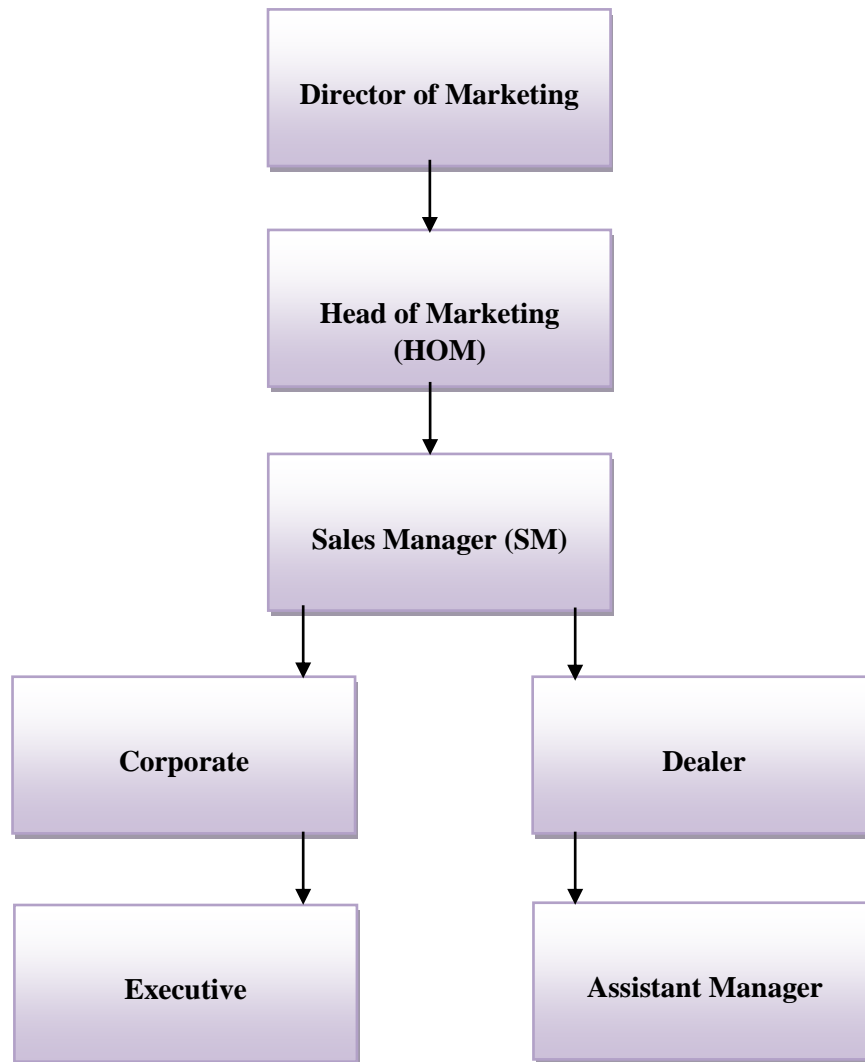
**Rangpur**

Rangpur

(Source: Website of Brothers Furniture)



## 2.6. Structure of Marketing Department:



## 2.7: Some approach of Brothers Furniture:

### 2.7.1: Human Resource Policy of Brothers Furniture:

The HR approach at Brothers Furniture grasps the accompanying key methods of insight-

- To enroll the most ideal representatives and to hold them through ceaseless advancement process. Siblings furniture puts stock in equivalent business opportunity and theory of non-separation.
- To make a learning situation where representatives are recipients and partners, and are treated with deference. Execution Evaluation at Brothers Furniture is comprehensively and impartially arranged and observed.
- To advance a protected and solid workplace with a wide range of present day offices, All staffs must utilize recommended security instruments and types of gear at work.

### 2.7.2: Recruitment and Selection of Brothers Furniture:

Enlistment:

- Source: External and Internal

- Media: Advertisement is utilized for empty post

#### Determination Process:

- In determination process there is a choice board. In determination board, the people who are included: General Manager, Executive Director, Administration and capable divisional Manager in which office worker will be utilized.

#### 2.7.3: Brothers Furniture Quality arrangement:

- Brothers Furniture is focused on an approach of aggregate quality administration that ensures all items and administrations meet the most elevated guidelines.
- Brothers Furniture conveys esteem and advantages to the clients and guarantees best consumer loyalty.

2.7.4: The cell phone application has special highlights including enlarged reality, computer generated reality, 3D view, and furniture customization alternative:

Furniture mark Brothers Furniture Ltd divulged their application, the first of its sort for the Bangladesh furniture industry, on Saturday at a public interview held at Dahka's La Vinci inn. Talking at the occasion, Chairman of Brothers Furniture Habibur Rahman Sarkar examined about how they earned their phenomenal notoriety through the span of working together for a long

time in Bangladesh, said a public statement. He additionally talked about the organization's future objectives of finish consumer loyalty, with the point of serving their clients with furniture that suit their cutting edge way of life and meets their necessities. Habibur included that their application will enable them to accomplish this objective. The cell phone application has special highlights including enlarged reality, augmented reality, 3D view, and furniture customization choice. The application additionally shows item subtleties. Among others, Senior Secretary of the Ministry of Commerce Subhashish Bose, Brothers Furniture Managing Director Ilias Sarkar, and Director Sharifuzzjaman Sarkar were additionally present at the question and answer session.

**CHAPTER THREE**

**Analysis Factors which  
influencing the consumers  
to purchase wooden  
furniture for their  
household: A Study on  
Brothers furniture Ltd**

## Factual Analysis:

This examination was directed to the elements convincing to buy of Furniture industry: A Study on Brothers Furniture's. The outcomes are gotten from the poll which filled by Customer of furniture. When I directed this exploration, I discovered some critical discoveries. The investigation and discoveries are given in the accompanying all the while

Table: 3.1 Brothers Furniture's are accessible everywhere throughout the nation.

Siblings Furniture's are accessible everywhere throughout the nation

pointValue	Frequency	Percent	Cumulative percent	
1	Disagree	6	11.8%	11.8%
2	Neutral	11	21.6%	33.3%

3	Agree	21	41.1%	74.5%
4	Strongly Agree	13	25.5%	100.0%
Total		51	100.0%	

Graphical Representation:

From the above table it tends to be seen that 41.10% of clients are concur that Brothers Furnitures has the greatest brand picture in Bangladesh, 25.5% clients are unequivocally concur, 21.6% clients are impartial, 11.80% clients are differ about this announcement. Here, the most extreme clients bolster the announcement.

Table: 3.2. People are happy with the style of Brothers Furniture's

2. Individuals are happy with the style of Brothers Furnitures

pointValue	Frequency	Percent	Cumulative percent
1	Disagree	4	7.8% 7.8%
2	Neutral	9	17.6% 25.4%
3	Agree	25	49.1% 74.5%
4	Strongly Agree	13	25.5% 100.0%
Total		51	100.0%

#### Graphical Representation:

From the above table it tends to be seen that 49.1% of clients are concur that Brothers Furniture's has the greatest brand picture in Bangladesh, 25.5% clients are firmly concur, 17.6% clients are impartial, 7.8% clients are differ about this



announcement. Here, the most extreme clients bolster the announcement.

Table: 3.3. Individuals are happy with the promoting exercises of Brothers Furniture's.

3. Individuals are happy with the promoting exercises of Brothers Furnitures

pointValue	Frequency	Percent	Cumulative percent
1	Disagree 7	13.7%	13.7%
2	Neutral 11	21.6%	35.3%
3	Agree 23	45.1%	80.4%
4	Strongly Agree 10	19.6%	100.0%

Total 51 100.0%

Graphical Representation:

From the above table it very well may be seen that 45.1% of clients are concur that Brothers Furniture's has the greatest brand picture in Bangladesh, 19.6% clients are firmly concur, 21.6% clients are nonpartisan, 13.7% clients are differ about this announcement. Here, the most extreme clients bolster the announcement.

Table: 3.4. After deal administrations of Brothers furniture's are acceptable.

4. After deal administrations of Brothers furniture's are acceptable.

pointValue	Frequency	Percent	Cumulative percent	
1	Disagree	7	13.7%	13.7%

2	Neutral	12	23.5%	37.2%
3	Agree	21	41.2%	78.4%
4	Strongly Agree	11	21.6%	100.0%
Total		51	100.0%	

#### Graphical Representation:

From the above table it very well may be seen that 41.2% of clients are concur that Brothers Furniture's has the greatest brand picture in Bangladesh, 21.6% clients are unequivocally concur, 23.5% clients are impartial, 13.7% clients are differ about this announcement. Here, the greatest clients bolster the announcement.

Table: 3. 5. Individuals are happy with the nature of Brothers Furniture's.

5. Individuals are happy with the nature of Brothers Furniture's.

pointValue	Frequency	Percent	Cumulative percent
1 Disagree	7	13.7%	13.7%
2 Neutral	11	21.6%	35.3%
3 Agree	20	39.2%	74.5%
4 Strongly Agree	13	25.5%	100.0%
Total	51	100.0%	

Graphical Representation:

From the above table it very well may be seen that 39.2% of clients are concur that Brothers Furniture's has the greatest brand picture in Bangladesh, 25.5% clients are emphatically concur, 21.6% clients are impartial, 13.7% clients are differ about this announcement. Here, the most extreme clients bolster the announcement.

Table: 3. 6. Siblings Furniture's begun their internet shopping administrations.

6. Siblings Furniture's begun their internet shopping administrations.

pointValue	Frequency	Percent	Cumulative percent
1	Disagree 2	3.9%	3.9%
2	Neutral 12	23.5%	27.4%
3	Agree 25	49.0%	76.4%

4	Strongly Agree	12	23.6%	100.0%
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Total		51	100.0%	
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#### Graphical Representation:

From the above table it tends to be seen that 49% of clients are concur that Brothers Furniture's has the greatest brand picture in Bangladesh, 23.6% clients are unequivocally concur, 23.5% clients are impartial, 3.9% clients are differ about this announcement. Here, the most extreme clients bolster the announcement.

Table: 3.7. Siblings Furniture's is doing their statistical surveying appropriately.

7. Siblings Furniture's is doing their statistical surveying appropriately.

pointValue	Frequency	Percent	Cumulative percent
1 Disagree	6	11.8%	11.8%
2 Neutral	12	23.5%	35.3%
3 Agree	23	45.1%	80.4%
4 Strongly Agree	10	19.6%	100.0%
Total	51	100.0%	

#### Graphical Representation:

From the above table it very well may be seen that 45.1% of clients are concur that Brothers Furniture's has the greatest brand picture in Bangladesh, 19.6% clients are firmly concur, 23.5% clients are unbiased, 11.8% clients are differ about this announcement. Here, the most extreme clients bolster the announcement.

Table: 3.8. Customers are happy with the charisma of Brothers Furniture's Limited.

8. Clients are happy with the charisma of Brothers Furniture's Limited.

point	Value	Frequency	Percent	Cumulative percent
1	Disagree	3	5.9%	5.9%
2	Neutral	15	29.4%	35.3%
3	Agree	25	49.0%	84.3%
4	Strongly Agree	8	15.7%	100.0%
Total		51	100.0%	



### Graphical Representation:

From the above table it tends to be seen that 49% of clients are concur that Brothers Furniture's has the greatest brand picture in Bangladesh, 15.7% clients are emphatically concur, 29.4% clients are nonpartisan, 5.9% clients are differ about this announcement. Here, the greatest clients bolster the announcement.

Table: 3. 9. The circulation procedure of Brothers Furniture's is powerful.

9. The circulation procedure of Brothers Furniture's is powerful.

pointValue	Frequency	Percent	Cumulative percent	
1	Disagree	9	17.6%	17.6%
2	Neutral	10	19.6%	37.3%

3	Agree	22	43.1%	80.4%
4	Strongly Agree	10	19.6%	100.0%
Total		51	100.0%	

Graphical Representation:

From the above table it tends to be seen that 43.1% of clients are concur that Brothers Furniture's has the greatest brand picture in Bangladesh, 19.6% clients are unequivocally concur, 19.6% clients are nonpartisan, 17.6% clients are differ about this announcement. Here, the most extreme clients bolster the announcement.

Table: 3. 10. The workers of Brothers Furniture's have satisfactory learning about items.

10. The workers of Brothers Furniture's have satisfactory learning about items.

pointValue	Frequency	Percent	Cumulative percent
1	Disagree 7	13.7%	13.7%
2	Neutral 14	27.5%	41.2%
3	Agree 23	45.1%	86.3%
4	Strongly Agree 7	13.7%	100.0%
Total	51	100.0%	

Graphical Representation:

From the above table it tends to be seen that 45.1% of clients are concur that Brothers Furniture's has the greatest brand

picture in Bangladesh, 13.7% clients are unequivocally concur, 27.5% clients are impartial, 13.7% clients are differ about this announcement. Here, the greatest clients bolster the announcement.

Table: 3. 11. The promotions of Brothers furniture's are enjoyed by all.

11. The promotions of Brothers furniture's are enjoyed by all.

pointValue	Frequency	Percent	Cumulative percent
1	Disagree 2	3.9%	3.9%
2	Neutral 12	23.5%	27.5%
3	Agree 26	51.0%	78.4%
4	Strongly Agree 11	21.6%	100.0%

Total	51	100.0%
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#### Graphical Representation:

From the above table it very well may be seen that 51% of clients are concur that Brothers Furniture's has the greatest brand picture in Bangladesh, 21.6% clients are unequivocally concur, 23.5% clients are nonpartisan, 3.9% clients are differ about this announcement. Here, the most extreme clients bolster the announcement.

**CHAPTER FOUR**

**Findings,  
Recommendations &  
Conclusion**

#### 4.1 Major Findings of the Study:

Discoveries with respect to different parts of by and large and budget summary investigation are introduced beneath:

- Technology utilized for the generation isn't completely programmed, some are self-loader.
- They have some absence of information about the utilization of machine.
- Marketing insight report are not precise and efficient.
- The deals investigation of every item life-cycle is missing;
- Marketing research for every item has not been finished.
- Dealer advancement just at commission level has been finished.

- Number of merchant isn't up to the check and still such a large number of areas are as yet undiscovered.
- Complete mark the executives is missing for individual brand.
- The conveyance process isn't deliberate. Stream of circulation isn't clear.
- There is no arrangement for outside showcasing, which is extremely powerful for focused market.
- Advertising and Promotion plan isn't all around ok for discover undiscovered market.
- Information stream between office to-office and individuals to individuals is moderate.
- Management data framework isn't up and coming.



- The spending plan of this organization isn't sufficient.

#### 4.2 Recommendations:

- Brothers Furnitures don't have enough vehicles to conveyance items to client street number and frequently employ outsider to make conveyance process satisfy. Conveyance process is slower, in view of contracting outsider requires significant investment and they regularly are. not genuine to convey the item to client street number on time. Notwithstanding for ill-advised checking we confront numerous odd circumstances before the clients.

- There are 11 outlets inside the Dhaka city. Be that as it may, all outlets don't have enough stockpiling. Therefore we can't convey right away from every one of our showrooms. So capacity limit should increment instantly for convey the item to the customer's end as quickly as time permits.

- After Sales Service ought to be given at all the Show-room. It will spare time and exertion of the general population.

- Some item plan of the organization are extremely customary. There are such a significant number of item like our plan are currently accessible to our rival.
- To increment the business publicizing on Print media, Electronic media ought to be increment.
- Dealer ought to be accessible in all locale. At that point I need to discover as indicated by the market probability for in excess of one merchant in a similar market.
- Marketing Plan for Slow Moving Product: Plan for moderate moving item, for example, Hospital furniture.
- Market examine for each brand must be improved the situation getting the unmistakable picture for item situating against the contender items and discovering furniture.

- The spending will be required to overhaul as its focused on future The spending will be required to update as its focused on future.

#### 4.3 Conclusion:

From the above examination it uncovers that the fundamental patrons of the organization has skill and long extraordinary information in this area. With the modern aptitude information and foundation of the support, the venture can be actualized effectively. After its fruition, the venture will begin gaining cash and will add to the national economy building. Aside from this, the undertaking will make countless open doors specifically and by implication in the nation.

#### References

Guidance direction sheet given by Honorable Supervisor Sir.

Temporary position Books

<https://brothersfurniture.com.bd>

Wikipedia

Google

## **CHAPTER FIVE**

# **Appendix**

Poll

Dear respondent,

I am an understudy of Daffodil International University and I need to gather data on your experiences and conclusions on the status of Brothers Furniture Ltd. according to prerequisite of my temporary job report. I will value your profitable time and support in noting the inquiry. All the data gather will keep entirely secret and will use for just report reason.

This is a scholarly research venture entitle as "Variables affecting the buyers to buy wooden furniture for their family: A Study on Brothers furniture Ltd". There are a few inquiries identified with your own data. We would value your benevolent reaction and guarantee you that your classified data will be kept in mystery. The examination expects to submit to all common recognized moral codes.

It would be ideal if you show at what scale you concur with every announcement utilizing the accompanying scale:

(4) Strongly Agree

(3) Agree

(2) Neutral

(2) Disagree

## Customer Information

<b>Name:</b>
<b>Gender:</b> Male / Female
<b>Mobile Number:</b>
<b>Occupation:</b> Student / Service Holder / Businessman / Housewife
<b>Others:</b> .....

Question	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)
1. Brothers Furniture's are available all over the country.				
2. People are satisfied with the style of Brothers Furniture's.				
3. People are satisfied with the marketing activities of Brothers Furniture's.				
4. After sale services of Brothers furniture's are satisfactory.				
5. People are satisfied with the quality of Brothers Furniture's.				
6. Brothers Furniture's started their online shopping services.				
7. Brothers Furniture's is doing their market research properly.				
8. Customers are satisfied with the salesmanship of Brothers Furniture's Limited.				
9. The distribution process of Brothers Furniture's is effective.				
10. The employees of Brothers Furniture's have adequate knowledge about products.				
11. The advertisements of Brothers furniture's are liked by all.				