

China-Bangla Ceramics Industry Ltd.



Department of
BUSINESS
ADMINISTRATION

Internship Report on

An Analysis on the Customer Relationship Management Practices of China-Bangla Ceramics Ltd.



Submitted to the Department of Business Administration Daffodil International University as a partial requirement for BBA degree completion

Prepared by

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Letter of Transmittal

Date

Dr. S M Sohel Rana

Associate Professor

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Subject: Submission of Internship Report on “An Analysis on the Customer Relationship Management Practices of China-Bangla Ceramics Ltd”.

Dear Sir,

I have the honor to state that, I have done my Internship report on customer relationship management” of China Bangla Ceramics industry ltd. And it is an honor to submit it to you.

I have put my best effort to prepare this report and gathered as much relevant information I could. My goal was to make the report informative to all sorts of readers. And it was indeed a brilliant experience working on this project.

I therefore, hope that you would grant my evaluation on the basis of this report and obliged thereby.

Sincerely Yours,

MD Al Amin Mia

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Declaration

I am MD Al Amin Mia, student of Daffodil International University Department of Business Administration, Here by state that the internship report titled “customer relationship management” of China Bangla Ceramics industry ltd.” is based on my internship at China Bangla Ceramics industry ltd. under the supervision and guidance of Dr. S M Sohel Rana, Associate Professor, Ashulia Campus, Daffodil International University.

.....

MD Al Amin Mia

ID No: 162-11-333

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Latter of Acceptance

This is to state that MD Al Amin Mia , ID: 162-11-333, Department of Business Administration, Daffodil International University, has completed the internship report under my supervision. He has worked with China Bangla Ceramics industry ltd as an intern and completed the report entitled **“An Analysis on the Customer Relationship Management Practices of China-Bangla Ceramics Ltd.”**, as a partial requirement for obtaining BBA degree. He has completed the report by himself. He has been permitted to submit the report.

MD Al Amin Mia , is a responsible, hard working personnel with strong ethical character. I wish her a successful career ahead in life.

Dr. S M Sohel Rana

Associate Professor & Supervisor

Department of Business Administration

Daffodil International University

Acknowledgement

I would like to take this opportunity to thank China Bangla Ceramics industry ltd. for giving me the chance to complete my internship at their organization.

I express my gratitude to my academic supervisor Dr. S M Sohel Rana. Without her constant guidance, endless efforts and joyful encouragement, this study would have not been successful. It is her perseverance and inspiration that encouraged and pushed me to successfully complete this report.

I also want to thank my field supervisor, Gobinda Lal Ghosh (Head of sales & marketing) who had been more like a brother who constantly gave me advice about how to survive not only in the corporate world but also in my everyday life. Moreover, he allowed me to work on my internship report during office hours for which I am very grateful to him. And I would like to thank each and every one who helped me to collect data and other staff. Last but not least, I am very thankful to Daffodil international university for allowing me to have this course.

Executive Summary

In Chapter one, Where I give an introduction about my internship project. Here is where I explained the reason behind undertaking this project and have given an idea about the sources which I used to collect the data.

In chapter two, I tried to provide the historical background of CBC. I also tried to give a clear insight about their mission, vision and corporate information.

Chapter three, I tried to discuss about customer relationship process. Industry,market ,concept of customer

In chapter four, I simply discusses about the way of maintaining customer relationship and what they provide for maintaining relationship with the customer.

Compared to the other sector, ceramic manufacturers are paying heavily for gas. The industry is faced with a high import duty of 7.5 to 15% on certain ceramic raw materials in addition to the high value added tax (VAT) of 15% on goods produced.They are an export company of hundred percent, so that they try to produce what is taken from the ordered product.Return on equity, profit margin, return on assets were all negative, but all ratios begin to increase as they set up the packaging facility.

And I end the report with some recommendations and conclusion on customer relationship management of CBC.

Table of Contents

Latter of transmittal.....	
Declaration.....	
Latter of Acceptance	
Acknowledgement	
Executive Summary	
Chapter-01	
Introduction	2
1.2 Origin of the Study.....	2
1.3 Objective of the Study	3
1.4 Rational of the Study	3
1.5 Scope of the Study.....	3
1.6 Method of the Study.....	3
1.7 Sources of Data.....	3
1.8 Limitation of the Study	4
2.1 About the company	6
2.2 Mission.....	6
2.3 Vision	6
2.4 product.....	6
2.4 Technology	7
2.4 Organogram of CBC	8
3.2 Concept of Customer Relationship Management	10
3.3 Definition of Industry.....	10
3.4 customer relationship management process.....	10
3.4.1 Database.....	11
3.4.2 Communication	12
3.4.3 Acquisition.....	12
3.4.4 Customer Care	12

3.4.5 Documentation	12
3.4.6 Analysis.....	12
3.4.7 Customer	12
4.1 Customer relationship management of CBC.....	14
4.2 Technique of CRM of CBC	14
4.2.1 Acquiring the right customer.....	14
4.2.2Crafting the right value proposition	14
4.2.3 Instituting the best processes.....	14
4.2.4 Motivating employees	14
4.2.5 Learning to retain customers	14
4.3 Problem of CRM practice of CBC.	15
4.4 Gift for selective customer	15
4.5 Benefits of Customer Relationship Management	15
4.6 Changing nature of the customer relationship	15
4.7 Capturing Customer Value of Customer	16
4.7.1 Creating customer loyalty and retention	16
4.7.2 Customer's increasing percentage.....	16
4.7.3 Building customer loyalty.....	16
4.8 Corporate Social Responsibilities (CSR)	17
4.8.1 Environmentalism	17
4.8.2 Buyer bargaining power	17
The group's bargaining power is moderate due to the large number of buyers. The goods are undifferentiated, which motivates purchasers to make price-based purchasing decisions.	17
4.8.3 Replacement products threats	17
4.8.4 Rivalry among competitors	17
4.8.5 Rivalry among competitors	18
4.9 SWOT Analysis.....	18
Findings.....	19
Recommendation	19
Conclusion.....	20
Bibliography	20

Chapter-01

Introductory Part

1.1 Introduction

Ceramics are classified as inorganic and nonmetallic materials that are essential to our daily Lifestyle Ceramic and materials engineers are the people who design the processes in which these products can be made, create new types of ceramic products, and find different uses for ceramic products in everyday life. Ceramics are all around us. This category of materials includes things like tile, bricks, plates, glass, and toilets. There are now a number of Ceramic Industries in our country.

RAK Ceramics Bangladesh Ltd. is the leading Ceramic industry of our country. They are the number one ceramic manufacturer in the world, China Bangla Ceramics a china Bangladesh joint venture company, was incorporated in Bangladesh on 26, November 2001 as a private limited company. It has started its commercial production on 26 November, 2001. Passed a resolution in extraordinary general meeting on 10 June 2008, certificate issued by Registrar of Joint Stock Companies dated 11 February, 2009 it's converted into a public limited company. China Bangla Ceramics Ltd. Have BDT 4009 million global conglomerates in the ceramic industry. They have always strived to create the right ambience in our life with a perfect blend of technical finesse and aesthetics while creating thousands of designs in Ceramic Tiles & Gris Porcellanato & several models in Sanitary ware. china bangle Ceramics Bangladesh produces a very wide range of products in the Ceramic Range with products such as Ceramic Wall and Floor Tiles, Décors and Borders, Cladding etc. China Bangla Ceramics Bangladesh produces an extremely wide range of products in Gris Porcellanato in several finishes suited for any ambience. Hundreds of models in Salt & Pepper; Soluble Salt, Glazed Porcelain, Polished Porcelain, Double Charge and other are part of the offerings. Also Rustic, 7Wooden, Slate, Step, Pavement tiles are exclusive in GP Product range. In Sanitary ware various models are produced in wash basins (mounted as well as pedestal types), bathroom sets (water closet & water tank), Counter and many associated accessories. Marble shades products, Single set (OASIS) are exclusive collection of product range. Moreover, Double flushing system, Jet flushing system, Soft closing Hinges, Spreader is the available exclusive accessories

1.2 Origin of the Study

Internship practice is part of the BBA program and I have completed my internship at China Bangla Ceramics in head office to complete my academic requirement. I worked in the marketing process. I completed my internship under the supervision and guidance of Dr. S M Sohel Rana, Associate Professor of Daffodil International University's Permanent Campus, and he recommended to me that " customer relationship management of China Bangla Ceramics. which relates to my work experience, should be the subject of my report.

1.3 Objective of the Study

Following objectives are emerged, to accomplish the broad objective

- To evaluate the overall customer relationship management of CBC.
- To provide suggestions on how to improve customer relationship management of CBC.

1.4 Rational of the Study

The internship program also offers an excellent opportunity to introduce the specific organization's culture and each intern gets the opportunity to balance their theoretical knowledge with the real life scenario. I can also expand and filter my theoretical knowledge gained during my CBC internship during this program. This curriculum also provides an exciting opportunity to experience and learn from an organization's employee's planning, organization, leadership, decision-making and cultural behavior, bridging the gap between theoretical and practical experience.

1.5 Scope of the Study

This report covers CBC as a whole's organizational structure, context, product, services and results, and the main part covers customer relationship management on China Bangla Ceramics. This study helps us understand how they interact with clients of investment and their quality of investment.

This study is only intended to collect information on customer relationship management.

1.6 Method of the Study

This report has been prepared on the basis of experience gathered during my internship period. Within the period I accumulated information through;

- Personal observation on training and development of CBC.
- Face to face conversation with the customers and dealers.
- Studying of different files and books.
-

1.7 Sources of Data

I have collected data and information for preparing this report by following methods. I have used both qualitative for preparing this report. The data were analyzed and presented by Microsoft Excel and show graphical presentation and different charts.

All the relevant data regarding this report are collected from one sources.

Primary sources of Data

Primary data for this report had been collected through the interview, conversation & discussion with different officer in different sections. On the job observation of the officer has helped a lot to know information of marketing. The executive and officer of CBC were quite friendly & cooperative to provide information to prepare this report.

Secondary Sources of Data

I have collected lot of data and information from the following sources;

- Raw data from CBC
- Website of CBC
- Catalogs from CBC

1.8 Limitation of the Study

As an intern it was a great opportunity for me to know the marketing activities of Bangladesh specially CBC. But still some limitations appeared in the report which are following;

- Limitation of the report of traditional marketing is not disclosing some data and information for obvious reason, which could be very much useful.
- Time limitation
- Busyness of the employees.

The report has encountered these limitations that may hinder the progress of the study but with constant effort, I gave my best to minimize the negative effect of these limitations.

Chapter-02

Organizational Part

2.1 About the company

In 2001, China Bangladesh Ceramics Industries Ltd. (cbc) was formed as the largest Chinese direct investment in Bangladesh as a joint venture between Bangladesh and the People's Republic of China. The corporation now belongs exclusively to local ownership.

Since Bangladesh is in the tropical climate, CBC has selected machinery for these production lines. SACMI Italy has imported the press-which is the cornerstone of the entire installation, being the best of its kind in the world. We have selected KLIN with double firing system backed by most state-of - the-art glazing and painting lines, mainly to preserve the exact size of CBC tiles using state-of - the-art technology. CBC's very rich R&D department contributes significantly to process innovation and the preservation of international standard efficiency. CBC has taken on a new venture to set up its new state-of - the-art tiles plant and has selected SACMI Italy's world-renewed technology and machinery for the manufacture of import replacement tiles.

The synthesis of technology, expertise and intellect of Chinese tile manufacturers and raw materials from Bangladesh Malaysia, Thailand, India Turkey Italy, Spain, & China has set a new standard in Bangladesh for wall and floor tiles.

It gives you absolute pleasure in living when you rely on CBC content.

2.2 Mission

Our mission is to cultivate an internal culture that we are committed to our dream of becoming the world's leading supplier of ceramic lifestyle solutions, and we will do this through the use of our expertise, our wide range of products, our innovative approach and continuous quality delivery. We want to create an organization of world class. In some of the world's most famous and groundbreaking projects, we have applied our experience and we hope to continue pushing the boundaries in new and exciting projects as we move forward.

2.3 Vision

Our vision is to be the world's leading ceramics lifestyle solutions provider.

2.4 product

Tiles.

- (1) The company manufactures ceramic wall tiles, ceramic floor tiles, matching border & decor tiles, listellos and pencils & covers and a few other related items in the Ceramic range.
- (2) In Bangladesh, with its three-fold expansion, Drive Company has an annual potential of more than 8 million square meters of tiles and has more than 1000 different tiles. The plants ' main characteristics are.

2.4 Technology

Modern technological machinery gang: flexible 5 presses, 5 kilns long range & 12 ball mills
New equipment & technical application: some special patterns and finishes: acquired by new technologies such as Roto Printing, Double Loading, Granitech, MDR, Techno slate, Twin Press and Dry Glaze etc.

Thanks to such advanced GresProcellanto technology, some exclusive "antique style" finishes and many specialized finishes in tiles were possible.

Modern European machinery:

TGV machines controlled by robotics. Computer-controlled driven vehicles moved semi-finished goods from station to station, robots selected and positioned semi-finished tiles in many production phases as well as finished tiles sorting and packaging, professional technicians in sophisticated control rooms tracked raw materials in mixing mills, wet and dry grinding vessels, presses, kilns, drying and cooling cycles, and many others.

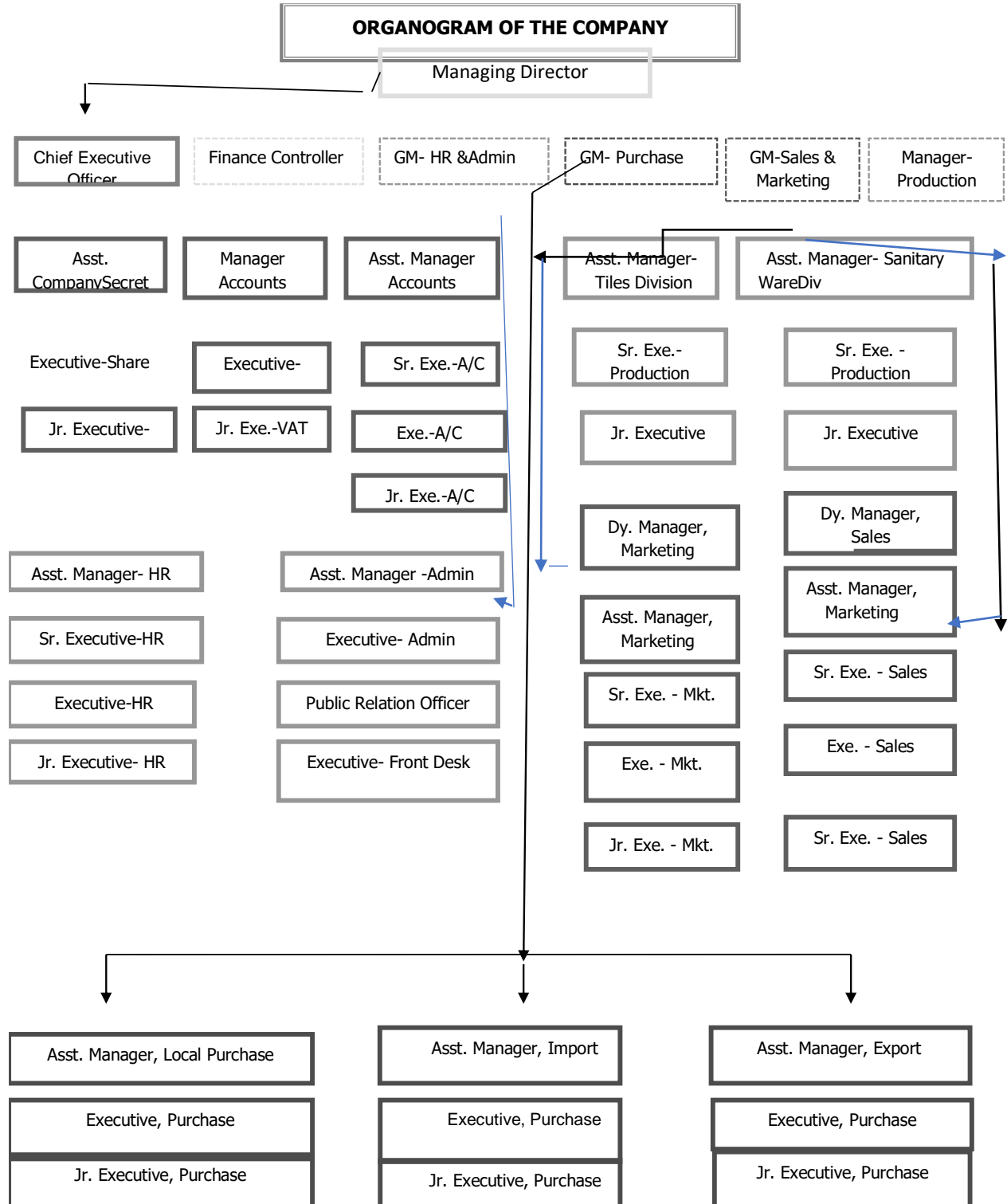
Water jet cutting technology machines:

Facilitate unique water jet designs, and diamonds cutting machine tools help make beautiful vanity tops from Gresporcellanato slabs.

High Quality inputs:

Imported raw materials like soda feldspar, potash feldspar, clays from India, Indonesia, Malaysia, and Thailand. Fritz & glazes from Spain & other European countries.

2.4 Organogram of CBC



Chapter-03

Theoretical Part

3.2 Concept of Customer Relationship Management

Customer Relationship Management (CRM) is an approach to managing a company's interaction with current and potential customers. It uses customer history data analysis with a company to improve business relations with customers, focusing specifically on customer retention and ultimately driving sales growth.

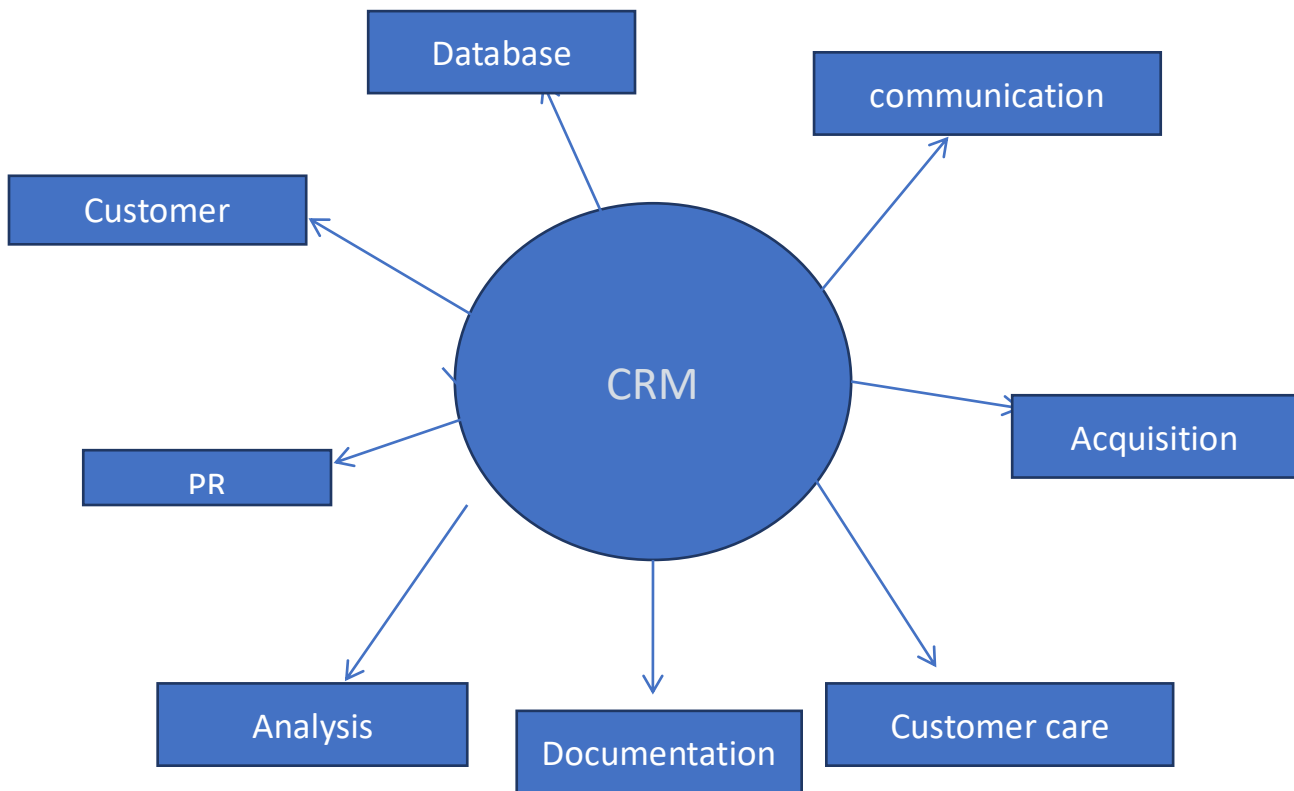
One important aspect of the CRM approach is CRM systems that collect data from a variety of different channels of communication, including the website of a client, telephone, email, live chat, marketing materials, and more recently, social media. Businesses learn more about their target audiences and how to better meet their needs through the CRM strategy and the tools used to support it.

3.3 Definition of Industry

The manufacturing or technically productive enterprises in a particular field, country, region, or economy viewed collectively, or one of these individually. A single industry is often named after its principal product.

3.4 customer relationship management process

The method of customer relationship (CRP) can be a mechanism for managing the relationships of a business with current and future customers. It often needs the use of technology to schedule, automate and synchronize sales, marketing, customer services, and technical support. A cycle of customer relationships will change the way we do things. This allows you to be much more efficient, make sure you can turn more customers into repeat customers, and it can allow teams to work together and also make sales divisions more successful with other departments of the interior. The CRP method consists of five steps: building confidence, identifying need, proposing solutions, providing product or service, and satisfying customers.



3.4.1 Database

A database is a set of knowledge structured to access, maintain and upgrade it easily. Data databases typically contain aggregations of data records or files that include sales transaction information or customer-specific experiences.

Digital information about a particular customer in a relational database is organized into rows, columns and tables that are indexed to make it easier to find relevant information through SQL or NoSQL queries. A graph database, on the other hand, uses nodes and edges to define the relationship between data entries and queries requiring a special syntax of semantic search SPARQL is the only semantic query language accepted by the World Wide Web Consortium (W3C) as of this writing.

The database manager usually allows users to monitor read / write access, define report generation, and evaluate use. Most databases provide compliance with ACID (atomicity, integrity, isolation, and durability) to ensure consistent data and complete transactions.

3.4.2 Communication

a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.

3.4.3 Acquisition

An acquisition is when most or all of the shares of another company are bought by one corporation to gain control of that business. By purchasing more than 50% of the stock and other assets of a target business, the acquirer may make decisions about the newly acquired assets without the approval of the shareholders of the company. Acquisitions, which are very common in business, can take place with the approval of the target company, or with their opposition. Upon consent, during the process, there is often a no-shop clause.

3.4.4 Customer Care

Customer care is the method of customer care to ensure the best possible satisfaction and positive experience with a company and its products, goods and services. It is closely related to "customer experience" but separate from "customer support" or "customer service."

3.4.5 Documentation

Documentation is a compilation of paper or electronic or digital or physical media records, such as audio tape or CDs. Sources include user manuals, white papers, online help, guides for quick reference. Documentation on paper or hard copy has become less common. Documentation is often transmitted through databases, product apps, and other online applications.

3.4.6 Analysis

Analysis is the act of splitting into smaller parts a complex topic or substance to gain a better understanding of it. Since before Aristotle (384–322 B.C.), the method has been used in the study of mathematics and logic, while analysis as a formal term is a relatively recent development.

3.4.7 Customer

A customer is a person or business that buys goods or services from another company. Customers are critical because they drive income; companies have nothing to give without them. Many public companies compete with other firms to attract customers, either by actively selling their goods or by lowering prices to increase their customer base.

Chapter 4

Customer relationship management

4.1 Customer relationship management of CBC

CRM is called the overall method of building and maintaining productive customer relationships by delivering superior customer service and satisfaction. Building blocks of relationships: the perceived value of the client is the difference between the total value of the client and the total cost of the client. The degree to which the output of the goods corresponds to a buyer's expectation. Through offering high-quality products with a moderate price, CBC aims to maintain a good relationship with its loyal customer. For its high-class client, CBC provides a luxury product and a modest product for the consumer with moderate income. In every possible corner of the country, CBC Ceramics have many dealer points. That's why they can maintain a good relation with their customer.

4.2 Technique of CRM of CBC

4.2.1 Acquiring the right customer

By this technique the company can identify the most valuable customer and less valuable customer. The company can calculate their share of customer wallets for the CBC goods and services.

4.2.2 Crafting the right value proposition

By this technique CBC can understand what types of product and service customer want in future. And also company can understand what product of service their competitors offer today and will offer tomorrow.

4.2.3 Instituting the best processes

By this technique CBC can researched the best way to deliver company product or services to customer, including the alliances company need to strike, the technologies CBC need to invest in and capabilities need to develop or acquire.

4.2.4 Motivating employees

The company know what techniques need employees need to foster customer relationship CBC identified HR systems CBC need to institute in order to boost employee loyalty.

4.2.5 Learning to retain customers

Bye this technique CBC can learned why customer defect and how to win them back. And CBC analyzed what other competitors are doing to win CBC high-value customer. CBC senior management monitors customer defection metrics.

4.3 Problem of CRM practice of CBC.

- Unclear goal and objective
- Improper application management
- Appointing the right core team

4.4 Gift for selective customer

- Platinum customer.

For being a platinum customer, the customer (Dealer) have purchase minimum 5 crore or more within a year. when a dealer can fulfill target they will get some special from the company foreign Europe trip, extra commission.

- Gold customer.

For being gold customer, the customer have purchase minimum 3 crore within a year. when dealer can fulfill the target they will get also get foreign trip in middle east country.

- Silver customer.

Silver customer will get extra commission on the purpose of their buying.

4.5 Benefits of Customer Relationship Management

A Customer Relationship Management system may be chosen because it is thought to provide the following advantages

- Quality and efficiency
- Decrease in overall costs
- Increase Profitability

4.6 Changing nature of the customer relationship

The way companies relate to their customers dramatic changes are taking place. Conventional companies relied on mass marketing, but today's businesses are creating more intimate and lasting relationships with more carefully selected customers. CBC is now providing its superior customer with product updates via SMS, Online and Mobile. It also makes a relationship through various payment systems, such as installments, payment by credit card, etc.

4.7 Capturing Customer Value of Customer

4.7.1 Creating customer loyalty and retention

Good customer relationship management brings customer delight. Delighted clients, in effect, remain loyal and discuss the company and its products and services favorably with others. Customer relationship management's mission is not only to build customer satisfaction, but also customer delight. CBC nowadays encourages problem-solving desk to make the general customer loyal and retainable. Because making a customer loyal to a service is profitable, rather than motivating new customers. The loyal customer's maintenance costs are lower than the fresher.

4.7.2 Customer's increasing percentage

the share of the customer's spending that a business gets into its product category. CBC leverages customer relationships by providing more services such as after-sales service to current customers to boost the depositing share of customers.

4.7.3 Building customer loyalty

Production of high customer equity is the ultimate goal of customer relationship management. Customers are viewed by CBC as assets to be managed and maximized. But not all customers are good investments, not even all loyal customers. CBC classifies and manages its relationship with customers according to their future profitability.

Although CBC is a product-related company, it must provide the customer with greater services to satisfy them. Services are something that distinguishes a business from others. That's why CBC provides the customer with different services. The services of CBC are very effective. The facilities are user friendly to some degree. Each service it provides to the final consumer can be reached. The services offered by CBC to its client are as follows:

- Quality commitment to customer
- Delivery commitment within 48 hours
- Product development of tiles and sanitary wares
- Process modification for low cost
- Customer contact
- Introducing webpage
- Online catalogue facilities
- Long time warranty
- Customized product
- Good qualities product
- After sales service
- Delivery service

- Giving information of dealers
- Help to select the appropriate tiles and sanitary product

4.8 Corporate Social Responsibilities (CSR)

China Bangla Ceramics Industry Ltd. has been actively engaged in CSR-related activities covering areas such as climate, social group issues, product development, services, procedures, environmental accreditation and health, safety and benefits for employees. CBC Ceramics industry Ltd. has stated that the study acts as a benchmark for the company's future CSR activities. Through the CSR Report, CBC Ceramics also aims to provide a roadmap for other business entities to undertake various CSR activities, especially those operating in Shirajul Islam Mollah.

4.8.1 Environmentalism

The environmental efforts of CBC Ceramics included an ambitious project to plant more than 4,000 trees throughout the year around its production facility. Initially, some 500 trees were planted to mark the celebrations of Earth Day and launch the campaign.

4.8.2 Buyer bargaining power

The group's bargaining power is moderate due to the large number of buyers. The goods are undifferentiated, which motivates purchasers to make price-based purchasing decisions.

4.8.3 Replacement products threats

In Bangladesh, the treatment of replacement products on the ceramics market is poor. Often, the alternatives would require a competitive reworking of the design of the products produced by various consumer products. Because of the high switching costs, low-priced alternatives are still unattractive. If the cost of switching does not deter consumers, substitute goods can be found to meet the demand.

4.8.4 Rivalry among competitors

Rivalry between competitors is the strongest force affecting the market. As mentioned above, a company has to invest a lot of capital in order to enter the industry. Once in the industry, there are large increases in capacity. The lack of diversified goods makes consumers exchanging costs

low in order to further the rivalry. This can contribute to the industry's price competition between companies. In other markets, the same rivals have diversified.

4.8.5 Rivalry among competitors

The strongest force affecting the marketer rivalry between competitors. As mentioned above, in order to enter the industry, a company has to invest a lot of capital. There are large capacity improvements once in the industry. The lack of diversified products makes it small for customers to trade prices to continue the rivalry. This can contribute to the price competition between companies in the industry. The same competitors have diversified in other markets.

4.9 SWOT Analysis

Strengths

The strengths of CBC are its tools and skills that can be used to build a competitive edge. Examples of such strengths include:

- >Strong brand names.
- >Good reputation among consumers.
- >Cost advantages of proprietary know-how Unlimited access.
- >High-grade natural resources.

Weaknesses:

the absence of certain abilities can be called a weakness. Weaknesses may be known as each of the following:

- High cost structure
- Lack of access to the best natural resources
- Lack of access to key distribution channels
- High cost for importing raw materials

In some cases, the flip side of power can be a weakness. Take the case where a company has a large production capacity. While this flexibility may be considered a strength not shared by rivals, it may also be considered a weakness if the large investment in manufacturing capacity prevents the company from rapidly responding to changes in the competitive climate.

Opportunity

Some new opportunities for benefit and development may be uncovered by external environmental research. Such options include:

- An unfulfilled customer need in some cases
- Arrival of new technologies
- Loosening of regulations
- Removal of international trade barriers
- A developing market such as the Internet.
- Mergers, joint ventures or strategic alliances.
- Moving into new market segments that offer improved profits

Threats:

The organization may also be affected by changes in the external environment. Threats of this kind include:

- Shifts in consumer tastes away from the firm's products
- Emergence of substitute products
- New regulations
- Increased trade barriers
- A new competitor in home market. Price wars with competitors.
- A competitor has a new, innovative product or service.
- Competitors have superior access to channels of distribution.

Findings

- Compared to the other sector, ceramic manufacturers are paying heavily for gas
- The industry is faced with a high import duty of 7.5 to 15% on certain ceramic raw materials in addition to the high value added tax (VAT) of 15% on goods produced.
- They are an export company of hundred percent, so that they try to produce what is taken from the ordered product.
- Return on equity, profit margin, return on assets were all negative, but all ratios begin to increase as they set up the packaging facility

Recommendation

- Existing non-classified data that is not generally available due to its association with classified or restricted studies (in particular, the Committee recommends that, wherever possible, engineering data owned by the agency be made available and that new programs avoid data restrictions)
- Data currently classified shall be re-evaluated to decide whether it can be declassified and, if so, made available more widely
- Government should be decrease tax and tariff
- Make apps for easily order.
- Maintain customer data

Conclusion

CBC Ceramics has been listed by the ' Ceramic World Review' as the world's largest ceramic tile producer, the best known and widely published international journal dedicated to ceramic tile and sanitary ware manufacturing technologies. It leads the rankings of the top 25 manufacturers of ceramic tile with a total output of 115 million square meters from 4 manufacturing facilities in countries in 2001. The company had its first IPO in Bangladesh under the book building system, which was the highest in selection in terms of quantity and number of applications. The organization was ranked A+ in the long term and ST-1 in the short term.

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Book -- principle of marketing.

catalog of cbctiles