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*An Analysis of the Marketing Channel Management of  
Super Star Electronics Ltd.*

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**Submission Date:**

November 2019

## **Letter of Transmittal**

Professor Mohammed Masum Iqbal, PhD

Dean

Faculty of Business & Entrepreneurship

Daffodil International University

**Subject: Submission of internship report on “An Analysis of the Marketing Channel Management of Super Star Electronics Ltd”**

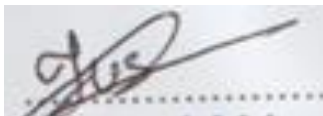
Dear Sir,

The report at your hand is on Marketing Chanel Management of Super Star Electronics Ltd. I have prepared this report as a part of my internship program. While preparing this report, I have tried to follow your instructions.

I believe my report contains information that will help you to have a clear understanding about the different channel Management activities of Super Star Electronics Ltd. I really enjoyed doing such a challenging and analytical internship report. If you have further queries regarding this report, it would be great to keep myself stand by whenever you ask for it.

Finally, I express my gratitude to you for giving me a nice oppportunity to work on this report. I will be highly encouraged if you kindly receive this report.

Sincerely yours,



Md. Dayab Mahmud Tushar

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BBA program

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Daffodil International University

## Declaration

I am Md. Dayab Mahmud Tushar, hereby declare that the presented report of internship entitled “An Analysis of Marketing the Channel Management of Super Star Electronics Ltd.” is prepared by me after working Three month in Super Star Group. Now I am a permanent employee of this group of Company as an Office (Modern Trade) of Marketing & Business Development Department.

I additionally affirm that the report arranged is just for my scholastic prerequisite, not for any other reason. It probably won't be utilized with the enthusiasm of inverse gathering of the association.



Md. Dayab Mahmud Tushar

ID: 143-11-4190

BBA Program

Department of Business Administration

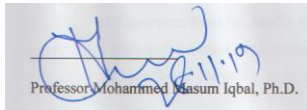
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Daffodil International University.

## Certificate of Approval

This is to certify that Md. Dayab Mahmud Tushar, ID No; 143-11-4190, a student of BBA program, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, has successfully completed his internship program at Super Star Group, and has prepared this internship report under my supervision. His assigned internship topic is “**An Analysis of the Marketing Channel Management of Super Star Electronics Ltd**”. The report is recommended for submission.

I wish his happiness and every success in life.



Professor Mohammed Masum Iqbal, Ph.D.

Professor Mohammed Masum Iqbal, Ph.D.

Dean

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

## **Acknowledgement**

At the very beginning, I would like to express my deepest gratitude to Almighty Allah for giving me this kind and the composure to complete the internship report, words actually will never be enough to express how grateful I am, but nevertheless I shall try my level best to express my gratefulness to some people.

It's a pleasure to convey my heartiest gratitude and greeting to my honorable supervisor Mr. Mohammed Masum Iqbal, Ph.D, professor and Dean, Department of Business Administration, Daffodil International University. I deeply appreciate his cooperation, advice, and guidance in preparing this report.

I would like to express my heart in thanks to Super Star Electronics Ltd for allowing me to complete my internship. By extending my heartiest thanks to Super Star Electronics Ltd officials Mr. Harun-Or-Roshid Jewel (In-Charge Modern Trade, Marketing & Business Development Department) and Mr. Sheikh Sadi (Director Business Development of Super Star Group) who gave their heartiest cooperation to complete my Internship Report. I am grateful to the people mentioned above for their cooperation in every step to prepare my report successfully.

## **Executive Summary**

This report has been decorated by my multi month physical involvement with Super Star Group, Marketing & Business Development Team, and this temporary job program has helped me to take in more about the down to earth of several marketing channel management of the organization. Creating a new channel and continuing it in an efficient manner is a very sensitive part for the company. The entire decoration of this report of Super Star Electronics Ltd, is divided into 3 category (I) Identifying different channel (ii) Channel management, and (iii) Channel Development. This report has been presented in the view of my down to earth perception and experiences assembled from the Company and the concentration was given on the marketing channel management Section.

The entire report is separated into five sections; introductory part, Organizational part, Channel management operation, findings and recommendations part and closing part. The primary section of this report is the presentation part. It contains, source of the report, goal of the report, techniques of the report, extent of the report and impediments of the investigation. The second & Third parts of this report describes the different category of marketing channel of super star electronics ltd, channel identification and selection process, channel operation and development process, channel performance analysis process and finally the channel maintenance and termination process. The fourth and last part contains some of positive & negative findings and some recommend in the perspective of negative site and conclusion part.

Marketing channel is a vital part for a company, and the company 'Super Star' maintain and manage the part very fluently with some strategic tactic. Super Star mostly use the indirect marketing channel instead of direct and other related marketing channels. They module various lucrative offers for their indirect channel customer. The company also design the channel sequence by several strategic policy and process, so that the channel gives the highest return to the company. The company communicate with all the marketing channel by a specific team who maintain a time to time verbal communication to keep the channel and sales force so that the company get the highest sales than other competitors. SSG use an ERP software called SAP in which the company record, generate evaluate performance in a regular basis. For each decision there is an SOP (Standard operating Policy) in the SAP system that must be followed by all the company personnel.

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Chapter: 01  
*Introduction*

## 1.1 Introduction:

The term Marketing Channel Management is widely used in sales marketing field. It may be defined as the process where the company develops & uses various marketing tools & techniques as well as sales strategies to reach the widest possible customer base. Those Marketing channels are nothing but ways or outlets to market and sell products to generate revenue. The aim of any organization is to develop a better relationship between the customer and the product.

Marketing Channel management helps in developing a program for selling and servicing customers within a specific channel. The aim is to streamline communication between a business and the customer. In 1994 by establishing its first venture as Incandescent lamp. SSG (Super Star Group) is a leading electrical and electronic conglomerate operating from the last two decades. Super Star brand has become synonymous with lifestyle and household electrical products from lighting solution to electrical accessories, fans to engineering products, and properties to renewable energy, substation to lift and generators. The Company offer high quality lighting solution to its wide range customer with no consider in quality that make them number one in Electronics sector in Bangladesh (Lighting & Accessories Category).

A business must determine what it wants out of each channel and clearly define the framework for each of those channels to produce desired results. Identifying the segment of the population linked to each channel also helps to determine the best products to pitch to those channels.

## 1.2 Origin of the Study:

This Internship Report is designed as partial fulfillment of BBA program under Daffodil International University. I assigned to prepare an internship report is on Super Star Electronics Ltd. situated in Segunbagica, Palntan, Dhaka, to gather practical knowledge. This Report is titled as “Marketing Channel Management of Super Star Electronics Ltd), suggested and guided by honorable Teacher Mr. Mohammed Masum Iqbal (Ph.D).

### 1.3 Objectives of the Study:

The study has been carried out with the following objectives.

1. To identify the products of Super Star Electronics Ltd;
2. To explain different Marketing Channels of Super Star Electronics Ltd;
3. To identify problems related to Marketing Channel Management of Super Star Electronics Ltd;
4. To make recommendations to solve the problems of Marketing Channel Management of Super Star Electronics Ltd;

### 1.4 Scope of the Study:

The duration of this study was Three months only. It was not enough to obtain full experiential knowledge throughout the internship program and understand different Marketing Channel Approach of the Company. It was pretty hard to complete this report within shortest period. The report covers only general marketing strategies, channel management activities, and procedures of Super Star Electronics Ltd.

Basically, this study will serve the information about Marketing and Business Development (MBD) department of Super Star Electronics Limited. As all the marketing activities and customer communication is implied and accomplished by this department, so the readers of this study can get an overall idea regarding marketing channel management activities of Super Star Electronics Limited. And also, the companies of the same industry.

### 1.5 Methodology of the Study:

This study is a descriptive research in nature.

The study contains different information of present policies, procedures and methods of marketing channel management activities. Both primary and secondary data is used while preparing this report.

## 1.6 Data sources:

### **Primary Source of data**

- Practical Field work
- Personal discussion with company personnel of marketing Department
- Direct observation of marketing activities of Super Star Electronics Ltd.

### **Secondary Data sources:**

- Website of Super Star Group (<https://www.ssgbd.com>).
- Published Articles
- Social media & Online Sources.
- Newspaper & Magazine
- Text Book

## 1.7 Limitations of the study

This entire report is completely based on primary and secondary sources of data supplied by the official website of the SSG and different printed report collected from concerned person of the company who are involved in the Marketing Channel Management.

Preparing this report on the mentioned topic within short duration was not easy task at all. Starting from the beginning to the end, some problems and limitations have raised which are as follows:

1. Lack of opportunity to access the internal data.
2. Time limitation
3. Since the concerned employees were very busy, they could not give enough time.
4. Non-availability of some preceding & latest data in online sources.

## Chapter: 02

An Overview Super Star Electronics Limited.

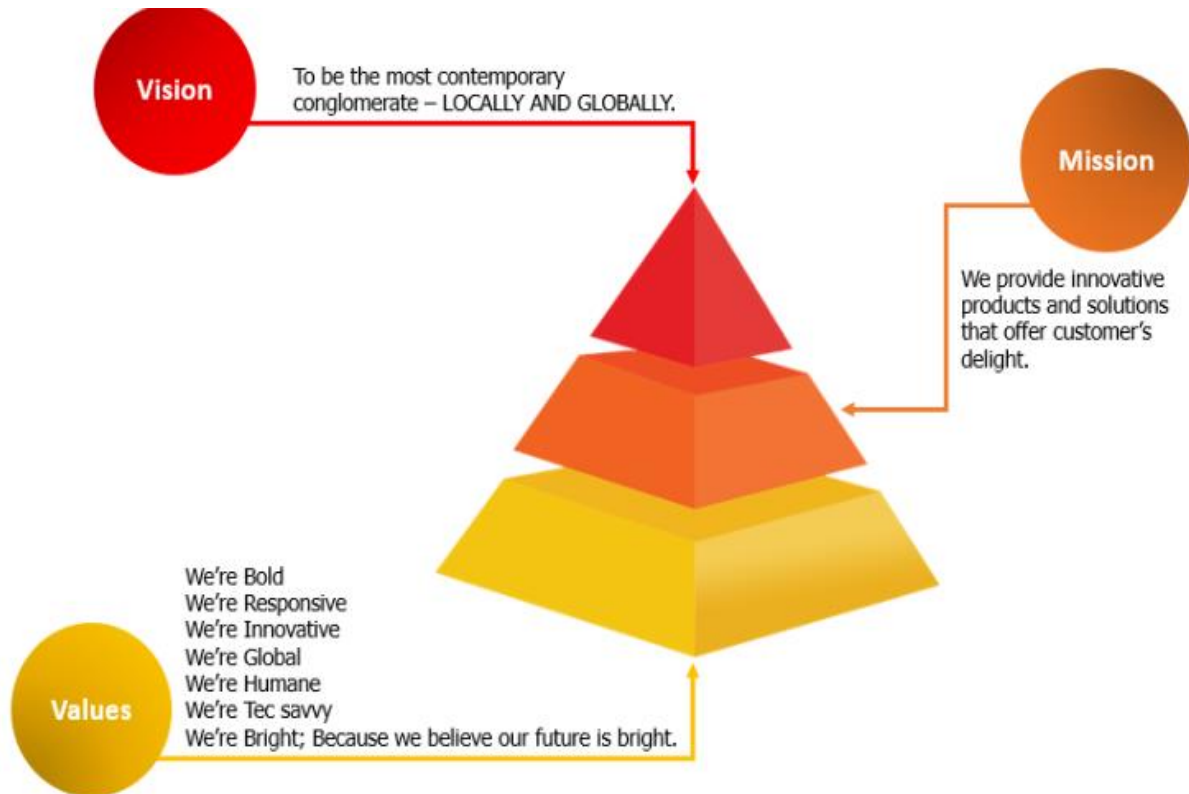
## 2.1 An Overview of Super Star Electronics Ltd:

Super Star Group is a leading and promising manufacturer, importer and marketer of electrical equipment's/accessories since last two decades very successfully. In addition, the Group is the exclusive distributor of Kawamura Electric Inc., Japan to marketing their Moulded Case Circuit Breakers (MCCB), Miniature Circuit Breakers (MCB) and Khaitan Fan, in Bangladesh. Their product ranges are CFL, Incandescent Lamp, LED Light, Tube Light, Switches & Sockets, Fan, Tube Light Fixture, PVC Tape, and Electronic Ballast. They newly introduce Super Star Paper. The quality of those products is guaranteed and its durability is unquestionable. All these products have got both intrinsic and aesthetic value for which they are proud of and find their self truly satisfied in supplying the quality goods to their valued and prospective buyers and consumers. Super Star Group has well organized distribution channel in Bangladesh. They have 400 indirect distributors for distributing the light fan and accessories whose responsibility is only distribute the product to the retailers for end user. Direct channel does deal with only the B2B dealings. They select their distributor from the application list and show some criteria before selecting the distributor. Super Star Group only manages the regional distributors and they do not have national distributor for minimize the channel conflict. Super Star Electronics is committed to provide best quality product and will continue to ensure the best experience through environment friendly lights. On the other hand, Super Star Group always want to provide best product to its customer so that it never disappoints them.

## 2.2 Business Units of Supper Star Group.

- Super Star Electronics Ltd
- Super Star Electrical Accessories Ltd
- IR Bulb Co Ltd
- Super Star Distribution Ltd
- Professional Lightings
- Super Star Renewable Energy Ltd
- SSG Engineering
- SSG Properties
- Grupel Generator
- SSG Agro
- SSG Papers Ltd
- Super Fone

## 2.3 Vision, Mission & Values



### Vision

- To be the most contemporary conglomerate - LOCALLY AND GLOBALLY.

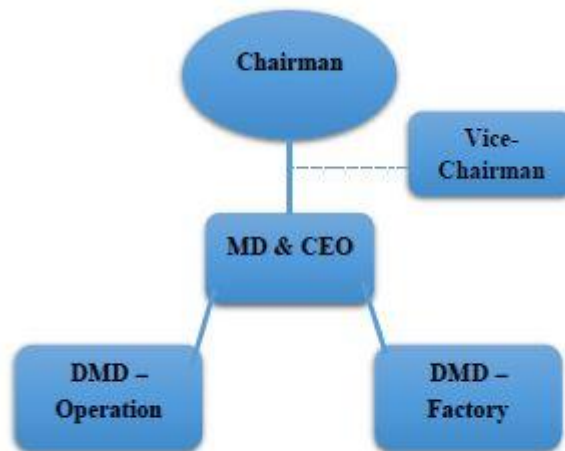
### Mission

- We will provide the innovative products and solutions that offer customer delight.

### Values

- We're Bold.
- We're Responsive.
- We're Innovative.
- We're Global.
- We're Human.
- We're Tec savvy.
- We're Bright; because we believe our future is bright.

## 2.4 Ownership & Structure:



## 2.5 Departments



Super Star Group has nine departments with more than three hundred employees. The departments are Finance and Accounts, Sales, Supply Chain, Marketing and Communication, Human Resource, IT, Internal Audit, Corporate & Institutional Sales Department. Recently they have also created new departments of professional lighting since it is very specific to deal with professional lighting, because SSG has good phenomenon in lighting sector in this country.



## 2.6 Product Category:



Refer to that professional service area where specific Lumen is required to the specific types of lights to ensure the energy efficiency complying exact technical parameters.



SSG Pro Lighting focuses on embracing people live with innovative ways of lighting solution And services. Whether you plan for lighting up your homes or commercial spaces, or any kinds of projects SSG Pro Lighting can assist you in designing, installing, maintaining and servicing your needs with 360-degree solution.

### Professional Lighting & Fittings

- Office Lighting
- Industrial Luminaries
- Street Lighting
- Area Lighting
- Earth Embedded Lighting
- Garden Lighting
- LED Lighting
- Explosion Proof Lighting
- Accessories

Super Star Lighting:

**SUPER STAR LED**

- **LED LUX**
- **MEGA LUX**
- **SMART LUX**
- **PANELUX LUX**
- **Color LUX**
  
- **SUPER STAR LED- LED LUX**



Item	Feature	Specifications
<ul style="list-style-type: none"> <li>• Bulb</li> <li>• 3 Watt</li> <li>• 5 Watt</li> <li>• 7 Watt</li> <li>• 9 Watt</li> <li>• 12 Watt</li> <li>• 13 Watt</li> <li>• 15 Watt</li> <li>• 18 Watt</li> </ul>	<ul style="list-style-type: none"> <li>• Easy Installation &amp; Use</li> <li>• Eco Friendly</li> <li>• Eye Friendly</li> <li>• High Efficacy</li> <li>• High Energy Saving</li> <li>• Electric Shock Proof Body</li> <li>• High Lumen</li> <li>• IR &amp; UV Radiation Free</li> <li>• Long Life Time</li> <li>• Mercury (Hg) Free</li> <li>• Stable Performance</li> <li>• Surrounding Light</li> </ul>	<ul style="list-style-type: none"> <li>• Color: Daylight, Warm Color</li> <li>• Holder Type: B22/E27</li> <li>• Lamp Material: Plastic, Metal</li> <li>• Lifetime: 10 Years+</li> <li>• Starting Time: ≤1 Second</li> <li>• Frequency: 50/60 Hz</li> <li>• Voltage: 220~240V AC</li> </ul>

**Area of Application:** Factory, Fresh Room, Home, Hospital, Hotel, Industry, Kitchen, Office, Parking Lot, Projects, Restaurant, School, Shop, Shopping Mall, Supermarket

**Certifications:** BUET, CE, IEC, ISO, SUPER STAR R&D

- **SUPER STAR LED- MEGA LUX:**



• Item	• Feature	• Specification
<ul style="list-style-type: none"> <li>• Bulb</li> <li>• 20 Watt</li> <li>• 30 Watt</li> <li>• 40 Watt</li> </ul>	<ul style="list-style-type: none"> <li>• Easy Installation &amp; Use</li> <li>• Eco Friendly</li> <li>• Eye Friendly</li> <li>• High Efficacy</li> <li>• High Energy Saving</li> <li>• Electric Shock Proof Body</li> <li>• High Lumen</li> <li>• IR &amp; UV Radiation Free</li> <li>• Long Life Time</li> <li>• Mercury (Hg) Free</li> <li>• Stable Performance</li> <li>• Surrounding Light</li> </ul>	<ul style="list-style-type: none"> <li>• Color: Daylight, Warm Color</li> <li>• Holder Type: B22/E27</li> <li>• Lamp Material: Plastic, Metal</li> <li>• Lifetime: 10 Years+</li> <li>• Starting Time: <math>\leq 1</math> Second</li> <li>• Frequency: 50/60 Hz</li> <li>• Voltage: 220~240V AC</li> </ul>

**Application Areas:** Factory, Home, Hospital, Hotel, Industry, Parking Lot, Projects, Restaurant, School, Shop, Shopping Mall, Supermarket

**National & International Certifications:** BUET, CE, IEC, ISO, SUPER STAR R&D.

• **SUPER STAR LED - SMART LUX Series:**



• Item	• Feature	• Specification
<ul style="list-style-type: none"> <li>• 5watt.</li> <li>• 12 watt.</li> <li>• 15 watt.</li> </ul>	<ul style="list-style-type: none"> <li>• Easy Installation &amp; Use</li> <li>• Eco Friendly</li> <li>• Eye Friendly</li> <li>• High Efficacy</li> <li>• High Energy Saving</li> <li>• Electric Shock Proof Body</li> <li>• High Lumen</li> <li>• IR &amp; UV Radiation Free</li> <li>• Long Life Time</li> <li>• Mercury (Hg) Free</li> <li>• Stable Performance</li> <li>• Surrounding Light</li> </ul>	<ul style="list-style-type: none"> <li>• Color: Daylight, Warm Color</li> <li>• Holder Type: B22/E27</li> <li>• Lamp Material: Plastic, Metal</li> <li>• Lifetime: 10 Years+</li> <li>• Starting Time: ≤1 Second</li> <li>• Frequency: 50/60 Hz</li> <li>• Voltage: 220~240V AC</li> <li>• Backup Time: 2 Hours</li> </ul>

**Application Areas:** Factory, Home, Hospital, Hotel, Industry, Parking Lot, Projects, Restaurant, School, Shop, Shopping Mall, Supermarket

**National & International Certifications:** BUET, CE, IEC, ISO, SUPER STAR R&D.

• **SUPER STAR LED - PANELUX Series:**



Item	Feature	Specification
Slim 6,12,18 Watt	<ul style="list-style-type: none"> <li>• Easy Installation &amp; Use</li> <li>• Eco Friendly</li> <li>• Eye Friendly</li> <li>• High Efficacy</li> </ul>	<ul style="list-style-type: none"> <li>• Color: Daylight, Warm Color</li> <li>• Holder Type: Cable</li> <li>• Lamp Material: Plastic, Metal</li> <li>• Lifetime: 10 Years+</li> <li>• Starting Time: ≤1 Second</li> <li>• Frequency: 50/60 Hz</li> <li>• Voltage: 220~240V AC</li> </ul>
Slim (Multi Color) 6,12,18 Watt	<ul style="list-style-type: none"> <li>• High Energy Saving</li> <li>• Electric Shock Proof Body</li> <li>• High Lumen</li> </ul>	
Surface Mount 6,12,18,24 watt.	<ul style="list-style-type: none"> <li>• IR &amp; UV Radiation Free</li> <li>• Long Life Time</li> <li>• Mercury (Hg) Free</li> <li>• Stable Performance</li> <li>• Surrounding Light</li> </ul>	

**Application Areas:** Factory, Home, Hospital, Hotel, Industry, Parking Lot, Projects, Restaurant, School, Shop, Shopping Mall, Supermarket

**National & International Certifications:** BUET, CE, IEC, ISO, SUPER STAR R&D.

• **SUPER STAR LED - COLOR LUX Series:**



Item	Feature	Specification
Bulb(Round) 0.5 Watt	1. Easy Installation & Use	Color: Red, Blue, Green, Yellow, White, Pink, Orange Holder Type: B22/E27 Lamp Material: Plastic, Metal Lifetime: 10 Years+ Starting Time: ≤1 Second Frequency: 50/60 Hz Voltage: 220~240V AC
Bulb(candle) 0.5 Watt	2. Eco Friendly	
	3. Eye Friendly	
	4. High Efficacy	
	5. High Energy Saving	
	6. Electric Shock Proof Body	
	7. High Lumen	
	8. IR & UV Radiation Free	
	9. Long Life Time	
	10. Mercury (Hg) Free	
	11. Stable Performance	
	12. Surrounding Light	

**Application Areas:** Home, Hotel, Restaurant, Shop, Shopping Mall, Supermarket.

## Super Star Fan:



The up-lift of the standard of living of the people of Bangladesh demanded the necessity of styled and elegant fan was the need of the time. Keeping in mind the fast-changing taste and style of the consumers, Super Star Group provide different categories of fan to the market as ceiling fan, pedestal fan, wall fan, table fan, and magic fan under the brand name of "Super Star".

### Ceiling Fan:

- Classical
- Premium
- Golden Art
- Pedestal Fan
- Table Fan
- Wall Fan
- Magic Fan

### Accessories:



Electrical wiring accessories are vital components used in any electrical installation. For hassle free and smooth operation of electrical appliances and to relate glamorous looks of homes and industries, Super Star Group introduced electrical wiring accessories (Switches, Sockets, Plug, Ceiling rose, Holder, Adaptor, Extension Cord) under the Super Star Brand. The products are made of Bakelite and polycarbonate powder. It is fire resistant and secured from voltage fluctuation.

## 2.7 Awards & Achievements:



### The Golden Globe Tigers Summit Awards 2015

SSG (Super Star Group) has been awarded “The Golden Globe Tigers Summit Awards 2015” for Excellence & Leadership in Branding and Marketing.



### Global Marketing Excellence Award

SSG (Super Star Group) has been awarded the Global Marketing Excellence Award in Brand Leadership category from the World Marketing Congress in association of CMO Council, THOUGHT LEADERS and World Federation of Marketing Professionals.





## Off-Grid LED Lighting Appliance Awards INTERNATIONAL AWARD

The Global LEAP Outstanding Off-Grid Appliance Award for LED Lighting Appliances in the LED bulbs category has been awarded to Super Star Group, Bangladesh for the following product model:

**Super Star Group, Bangladesh**  
**LED-DC12V-5W**

12 May 2014

Global LEAP is one of 14 initiatives of the Clean Energy Ministerial that seeks to engage governments and the private sector to transform the global market for energy efficient equipment and appliances. The Global LEAP Outstanding Off-Grid Appliance Awards support off-grid lighting commercial markets for off-grid energy products by identifying and promoting the most energy efficient, affordable, highest quality low-voltage DC appliances.

This year's Global LEAP awards are awarded to the world's highest quality, most energy efficient and cost-effective off-grid LED lighting appliances with LED television.

Showing off-grid compatible LED appliance products are named in each of three categories: LED low-voltage indoor fixtures, and higher output outdoor indoor fixtures.

Global Lighting and Energy Access Partnership (GLEAP) Outstanding Off-Grid Appliance Awards

[GlobalLEAPawards.org](http://GlobalLEAPawards.org)



## Off-Grid LED Lighting Appliance Awards INTERNATIONAL AWARD

The Global LEAP Outstanding Off-Grid Appliance Award for LED Lighting Appliances in the higher-output ambient indoor fixtures category has been awarded to Super Star Group, Bangladesh for the following product model:

**Super Star Group, Bangladesh**  
**T5 Tube LED-DC12V-5W**

12 May 2014

Global LEAP is one of 14 initiatives of the Clean Energy Ministerial that seeks to engage governments and the private sector to transform the global market for energy efficient equipment and appliances. The Global LEAP Outstanding Off-Grid Appliance Awards support off-grid lighting commercial markets for off-grid energy products by identifying and promoting the most energy efficient, affordable, highest quality low-voltage DC appliances.

This year's Global LEAP awards are awarded to the world's highest quality, most energy efficient and cost-effective off-grid LED lighting appliances and LED televisions.

Showing off-grid compatible LED appliance products are named in each of three categories: LED bulbs, ambient indoor fixtures, and higher output ambient indoor fixtures.

Global Lighting and Energy Access Partnership (GLEAP) Outstanding Off-Grid Appliance Awards

[GlobalLEAPawards.org](http://GlobalLEAPawards.org)



## 2.8 Corporate Responsibility:

### CSR Activities



**27 July, 2015**

Reading material 'Tales from Bangladesh' were handed over to BRAC Education Programmed (ADP) Students in a program recently. Aftab Mahmud Khurshid, Group CMO, SSG handed over the materials to Rashida Parveen, Programme Manager, BRAC (ADP) in these programs



**23 November, 2014**

SSG, leading electrical & electronics conglomerate of Bangladesh, organized a blood donation campaign held on 23 November, 2014 at SSG Engineering Office. This program was jointly organized by SSG and Bangladesh Red Crescent Society. The mission of these campaign was 'Donate Blood & become a Real Super Star'.



22 November, 2014

**SSG holds Tree Plantation Campaign**

Chapter: 03

## Marketing Channel Management of Super Star Electronics Ltd.

### 3.1 Marketing Channel:

A marketing channel stands the people, organizations, and the activities necessary to handover the proprietorship of goods from the point of production to the point of consumption. It is the only mode for the products or services reach in the hand of end-user, the consumer. And is also identified as a distribution channel. A marketing channel is a useful tool for managing and is critical to generating an effective and well-organized marketing approach.

### 3.2 Marketing Channels of Super Star Electronics Ltd:

### 3.3 Direct Marketing Channel.

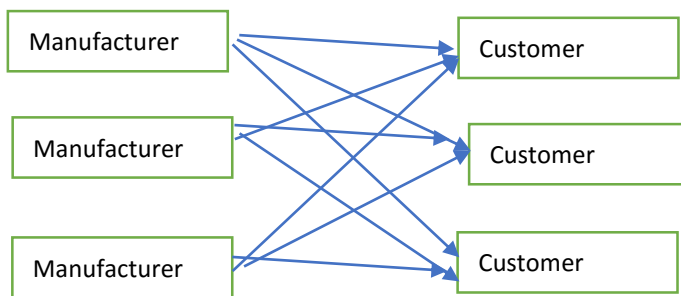


Figure: Direct Marketing Channel

Direct Distributors are those who straight sales their product without using any kind of external stake holder. Super Star Electronics continues the direct distribution Channel for their B2B or corporate selling of their electronics items. This distribution channel is upheld by the Super Star Group's own employees.

Except B2B/Corporate business, Direct Distribution Channel have one more lines of business, are following

#### **Modern Trade**

Modern Trade is a trade system where the company place their business into the supermarkets. Super Star Electronics have newly launched this trade system and had already cover 80% of total supermarkets in Dhaka city.

The party of Super Star Electronics modern trade are following,

- SHWAPNO
- AGORA
- MEHEDI MART
- GENIUS SHOPPING CENTER
- SHOP N SAVE
- TRUST FAMILY NEEDS SHOP
- KRISHIBID BAZAR LTD
- DAILY SUPER SHOP LTD
- CONSUMER SUPER SHOP LTD
- CSD (Dhaka Cantonment)
- HAPPY MART (Concern of Bengal Group)

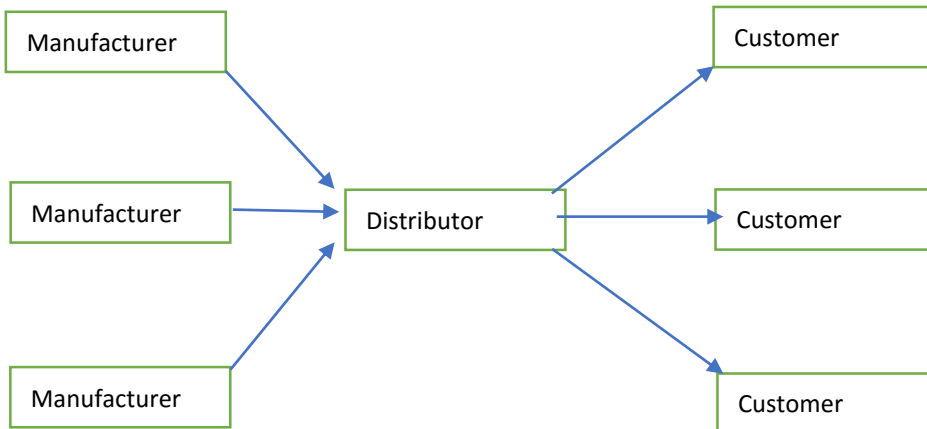
### 3.4 Operation Process of Direct Marketing Channel:



Figure: Direct marketing Channel Management of SSE

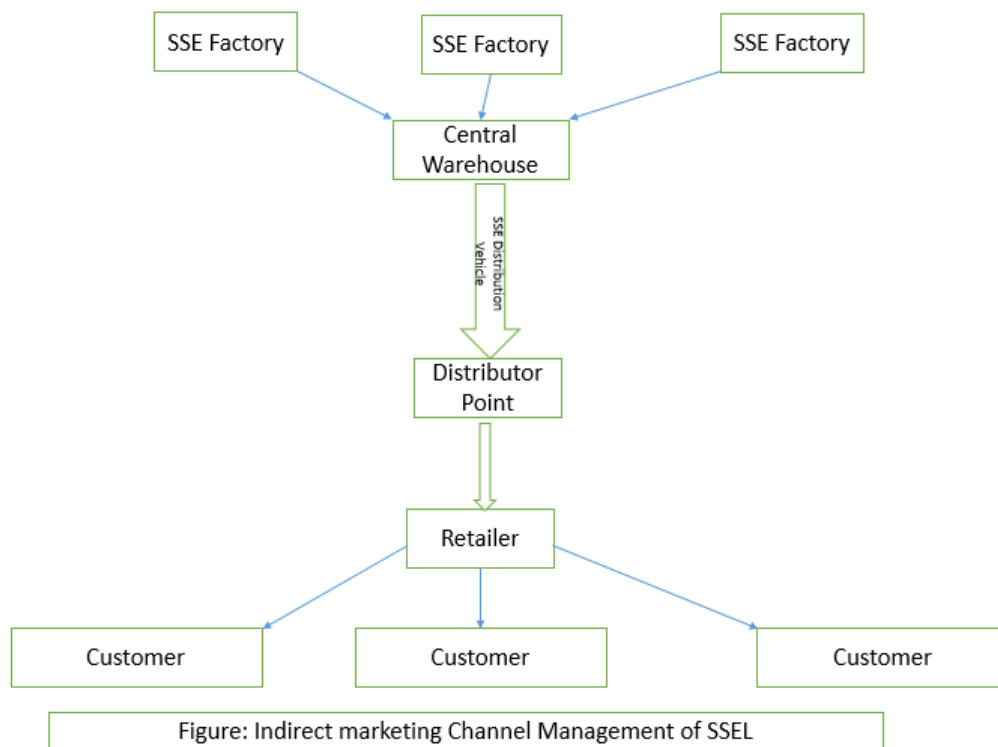
Nevertheless, this channel upholds by the Super Star Group employee they made the straight purchase order regarding B2B dealing. This order has taken by the official of Super Star Group who are the concern person for B2B sales. After confirming the purchase order from corporate client, the concerned employs made the order through SAP system. SAP is a software that made the company's operational activities fully automated. SAP support the all departmental function of SSG. After posting the order into SAP system, the order go to the factory concerned person with all order information with delivery address. Lastly, the factory concerned person process the order and send it to its delivery address through Super Star Distribution Vehicle.

### 3.5 Indirect Marketing Channel



An indirect distribution channel is a cable of businesses over which a good or services passes until it reaches the end consumer. This is the most challenging part of channel management because another party has to be delegated with the manufacturer's products and customer interaction. Indirect channels likewise free the manufacturer from any startup costs. With a better connection, the indirect distributions are much simpler to manage than the direct distribution channels. Super Star Group has total 400 indirect distributors and 8000 dealers all over the country who are linking to selling Super Star Group Brands products to end user. This distributor mostly deals with retailer. Super Star Group fixed a sales target at the starting of every year by offering attractive benefits and offers to every distributor.

### 3.6 Operation Process of Indirect Marketing Channel:



It is tough for SSE to maintain the long indirect distribution channel where SSE deal with 400+ Distributor 8000+ dealers in a regular basis, but Super Star Group done that thing very Impressively. After approving the application of indirect channel distributor get green signal to sell super star electronics items to the market. They collect the monthly stock from the Super Star Group store and inventory section through SAP system and sell it to retailer.

### 3.7 Channel Design Sequence

Super Star Group is one of the biggest electronic manufacturer companies in Bangladesh who has been fulfilling the customer demand for last two decades. Super Star Electronics has one of the finest products in its industry. To run this big operation, the company, needs strong indirect distributor who may able to distribute their product all over the Bangladesh and gain a satisfactory sales growth.

Super Star Group follow five steps out of the eleven strategic channel design sequences. Those are discussed in bellow:

1. Identify a new market the company wants to penetrate.
2. Investigate all possible channel of distribution structure.
3. Obtain internal Corporate Recommitment.
4. Approach and sign the selected distributors.
5. Monitor and evaluate the channel structure.

### Step 01: Identify new market the company wants to penetrate

SSG (Super Star Group) is a leading electrical and electronic conglomerate operating their business in the electronics field from the last two decades. In these two decades the company has create a good corporate brand image in the customer mind. The company offers numerous electrical & electronics product like energy saving light, tube light, LED Light, fan and number of more SKUs, in the sense of segments the customer group according to their needs. Time by time with better quality offerings and after sales service the company become a well-known and established in the electrical & electronics market. When SSE was thinking to lunch LED bulb in their light category they saw some big potential in the market. They manufactured the LED lights as an environment friendly and efficient product; they got huge response from customers. They also found that most of the children's eye sight reduces because of harmful florescent light. These potentialities help the company to launch new LED light in the market which brings a change in profit margin turnover of Super Star Electronics

### Step 02: Investigate all possible channel of distribution structure

Before choosing any distributor Super Star investigates all the possible structure.

They analyze & investigate that is the distributor have his owned store, trade license, vat registration paper and all related legal document.

They see all the possible structure about the distributor because distributor are the people who represent the company's product in the market and make the products available for customer. The channel manager decide the most suitable channel structure depend upon channel sales, potential revenue and profit possibility.



### Step 03: Obtain internal Corporate Recommitment

Before approaching and signing the distributor as a partner of Super Star Group the Channel manager seek permission from the other department of Super Star Group as finance, marketing, operational management. They take opinion from those departments for future risk related to image of the company and the target sales as well as also to avoid any conflict. The departments suggest to the channel manager which distributor is perfect for taking the responsibility to present Super Star Electronics products and who are not perfect for the duty.

### Step 04: Approach and sign the selected distributors

After getting the permission from the internal department of Super Star Group, channel manager called a meeting. Manager called only those distributors whose application is approved and who are perfect for the partnership. Channel manager give presentation about the company, product, their plan & policies, how and where the products will offer and sell, commissions, stock limit, sales target. On that time some distributors are disagree with the offered benefit, in that case company try to approach them with adding some extra benefit and cutting some rules from the mentioned policy. After the mutual agreement, the distributor & SSG approach them both and sign the contract with selected distributor.

### Step 05: Monitor and evaluate the channel structure

Continuing Monitoring and evaluation of the channel structure or the distributors is the most challenging and important part in channel design sequence. Super Star Group run programs like EPP (Exclusive Partnership Program), VCP (Valued Customer Program) so that they Can maximize their sales and revenue and achieve target. Beside the programs Super Star Group monitors and evaluates all channels of distribution by appointing their company's Sales forces, Territory managers, distributor manager. They check the distributor's performance by schedule field visits through the audit department of the program executives. Monitoring and evaluating the channel regularly helps the company to maximize sales growth and increase the profit margin structure.

### 3.8 Channel Selection Criteria

Channel selection criteria are that the company and the retailers want the distributor to be look like in an equal stage. Super Star Group had a very strong distribution channel management system. To made and run a strong

Distributions channel system the company contains some criteria for selecting the distributors. This criterion helps the company to identify and select the perfect distributors. On the other hand, the good distributor helps the company in many ways to increase reputation and the brand image of the company. The selection criteria of SSG's are describing bellow:

#### **Business age:**

Super Star Group always searches for experienced distributor for their product representation. Because experienced distributors know how to deal with a critical situation and how to achieve target within the given period. Super Star Group wants at least 5 to 6 years experienced distributors. In some cases, if any area's distributor do not have the expected experience they select the highest experienced distributor.

#### **Reputation:**

Business reputation is one of the core factors in today's business generation for a reputed company product representation. Super Star Group always recruits the reputed distributor for their product. They search and find out the reputed distributor in the area who had a number of

#### **Financial Strength**

Financial strength means the purchasing ability of the distributor who can buy the number one slub from the company and also indicates the distributor's ability to take financial risk. After receiving the applications, Super Star Group checks the distributors CIB (Credit Information Bureau) reports to identify whether they are defaulter or not. The company also demand the distributor's bank statement and transaction to know their financial capability. Super Star Group groups identify that because they can ensure themselves are they able to business with them, able to pay the bill in assigned time, able to buy the company stocks.

### Sales Revenue Performance

Super Star Electronics is concern about the evaluation of sales performance of the distributor before making them partner. They look onto their previous selling performance and achievement margin of other goods or competitors' goods. Super Star Group examine this performance because to find out the distributor's ability and also their ability to fulfill the company's target sales.

### Branch Location

The distributors Branch and its location is one of the criteria of their selection process. Super Star Group see that where are the applicant branch situated because its help them to know how much area would able to cover.

### Training Program

Super Star Electronics wants that kind of distributor who had a system for their employees to raise sells. Super Star Group strongly believes that the distributors jobs is not only sell the product and earning profit but also representing the company image and building a long run relationship with customer. This is one of the main job for the distributors. Training program is very effective for employees to find some other retailer customer in the market.

### 3.9 Communication with Marketing Channel Members:

Long distance in the communication between the channels leads to an inefficient flow of information which affect the sales and performances. Sometimes distributor's sales forces are unaware about what the company expects from them. Due of proper communication the forces were uninformed about what is going inside company, because company usually make a short talk with the top level of distributors and share the company rules, policies and sales target. Super Star Group always tries to communicate with the top to lower distribution sales people through the help of EPP program.

The following are the tools that applied by the company to make proper communication with channels:

#### Communication over Phone

Super Star Electronics made communication with their distributors and with the sales forces mostly over phone. The EPP executives made this communication in a daily basis. For them it is the most use and easiest way to communicate with distributors and field forces. They take the details market information from the field officer, how is the sale condition, how customer accept and give reaction toward the products and market stability of their product. When distributor and field officers faces any problem, or they need any emergency they communicate with the EPP executives.

#### Field visit

Field visit provides the company many benefits valid information, and field visits by company personnel shows sincerity, interest and makes the relationship better and deeper between the Company and distributor also with the field officers. This is the most common way of communication with the distributor's employees. Super Star Group sends their officials employees in the field to know how the field forces operate, sells, and are they follow the company instruction. Super Star Group Electronics official's employee observed and evaluate the performance deeply and solved the problems that faced by the field forces. The personnel always share to the distributors more effective tools, techniques and strategies to increase sales volume and achieve sales target.

### 3.10 Packages of Enticements

Super Star Electronics always cares about their distributors enticements. Super Star Group always remembers that distributors are the core source of their profit. if the company maintain a good relationship with distributors and the field forces it will bring benefit for their company in the long run. The company always offers some enticement to their distributors in two different ways, are antes and pluses.

Super Star Group offers the following enticements are described below,

### Adequate and Superior Discount

Offering an adequate and superior discount is the one and only offer that distributor want from the company. It is 10%-20% commission for their distributor.

### Quality Product

Every distributor wants quality product so that they can gain customer loyalty. In the competitive market the quality product can be easily sold by the distributors. Super Star Electronics produce quality products and environment friendly lights that help for eyes.

### Consistent and responsive Sales and Marketing support

All the Distributor always demand for quick, accurate, consistent, and honest responses from manufacturer so that they could always serve customer without any hassle. Super Star Group always provide sales and marketing support to their distributor as the company best. SSG always make effective strategy for all the distributors. Super Star Group HR team provide sales training for the field force employee to sell product.

### Repaid or Timely Delivery

Super Star Group ensure the distributor that they will get the product on time on the distributor point. Because distributor get the order from the retailer at any time or when needed. If Manufacture Company failed ensured about that, they both will lose business and achievement.

### Product warranty

Product warranty is very important and especially for the electronic product. therefore, super star group provide replacement warranty card on their product so that distributor may not faces any claim from customer end point.

### Pluses

Pluses are those types of unique policies which is offered to attract the distributor so that they order the big slub. It is a special policies used by SSG to attract the best distributor. Companies are apply those offer as attract tools. This policy creates differences between the company super star and the main competitors.

## Drop Shipment

Sometimes Super Star Group drops the delivery for the distributor. They do these shipments for only that distributor who sales revenue is greater. When distributor faces very serious kind of emergency Super Star Group do the shipment process to the distributor customer. It is a win-win-win situation. Because from that Super Star Group know about distributor customer's name, location, and market of distributor.

## Dead on Arrival Priority or Order Replacement

Super star group give their distributor replacement facilities. Defected product is very common thing in electronic product. If any defected product deliver to the distributor Super star group would replace it very soon.

### 3.11 Channel Conflict

Conflicts are the common part of every company either it's small or large. Channel conflict does not go away if ignored in fact, it surly grows worse. It is manufacturer and distributor responsibility to resolve conflicts equitably and quickly. The best way to resolve conflict is to prevent it altogether. Super Star Group faces some channel conflict and they try to solve that conflict altogether

#### Territories Conflict

A rebellious distributor sells outside its authorized primary sales area. This is most common conflict that Super Star Group faced by their distributors. Super Star Group has 350 distributors. This distributor has own area to sell Super Star Electronics Products. But some time these distributor cross their area to sell their product. When this happens Super Star Group follows only one solution. That it terminates their contract. So when a distributor crosses his area to sell the products in other distributor territories their contract would be terminated. This distributor never is able to take Super Star Group product any more.

#### Direct Vs. Indirect Channels Conflict

This Direct vs. Indirect Channels conflict arises when the indirect distributor wants the customer of B2B market from the Super Star Group. But Super Star Group does not give them this kind of order because they believe that they cannot give the same benefits as Super Star Group Company gives. So Super Star group make an agreement to solve this kind of conflict that indirect distributors sells only for B2C market. But sometimes indirect distributor makes problem after the agreement. In that case super star group terminate their contact.

## **Chapter: 04**

### **Analysis & Findings**

## Analysis Performance in the Market: (Both Channel)

In this part both Direct and Indirect channel performance have been analyzed as the company also calculates the performance and return in a single policy. Most of the sales volume come from the indirect channel. The company is more focused on the indirect channel which means the Distributors all over the country.

I have collected data from the periods of January 2017 to April 2017, in order to analyzing the performance of Super Star Electronics Ltd in the Market.

Therefore, this section describes several periods of sales comparison in the following table. last Four-months data for sales performance comparison has been taken. Below are month wise sales comparison is shown with product category;

ITEM		LED BULB		PC & Others		TUBE LIGHT		CFL	
Month(2017)	TYPE	Pcs	Value (TK)	Pcs	Value (TK)	Pcs	Value(TK)	Pcs	Value(TK)
January	IMS	3,73,5480	70,752,285	3,189,116	76,352,006	50,395	4,625,404	619,803	236,450,923
February	IMS	3,342,252	65,867,992	3,150,289	75,856,443	55,110	5,332,650	545,897	128,602,331
March	IMS	2,238,390	55,654,843	2,176,654	73,444,188	45,926	3,832,815	420,069	121,233,326
April	IMS	3,406,548	60,524,143	1,454,250	74,564,243	28,718	4,426,892	412,456	124,603,107

ITEM		PVC TAPE		EXT; SOCKET		LED,EL		SEELING FAN	
Month(2017)	TYPE	Pcs	Value	Pcs	Value	Pcs	Value	Pcs	Value
January	IMS	405,563	6,612,496	5,823	2,836,247	25,459	7,734,935	44,429	94,402,559
February	IMS	393,322	5,411,949	4,182	1,875,143	48,555	14,518,077	42,598	92,536,509
March	IMS	292,502	4,384,137	2,886	1,337,428	43,378	13,283,250	39,822	70,536,509
April	IMS	311,960	5,352,137	2,878	1,754,313	51,511	18,155,207	7,705	21,444,772

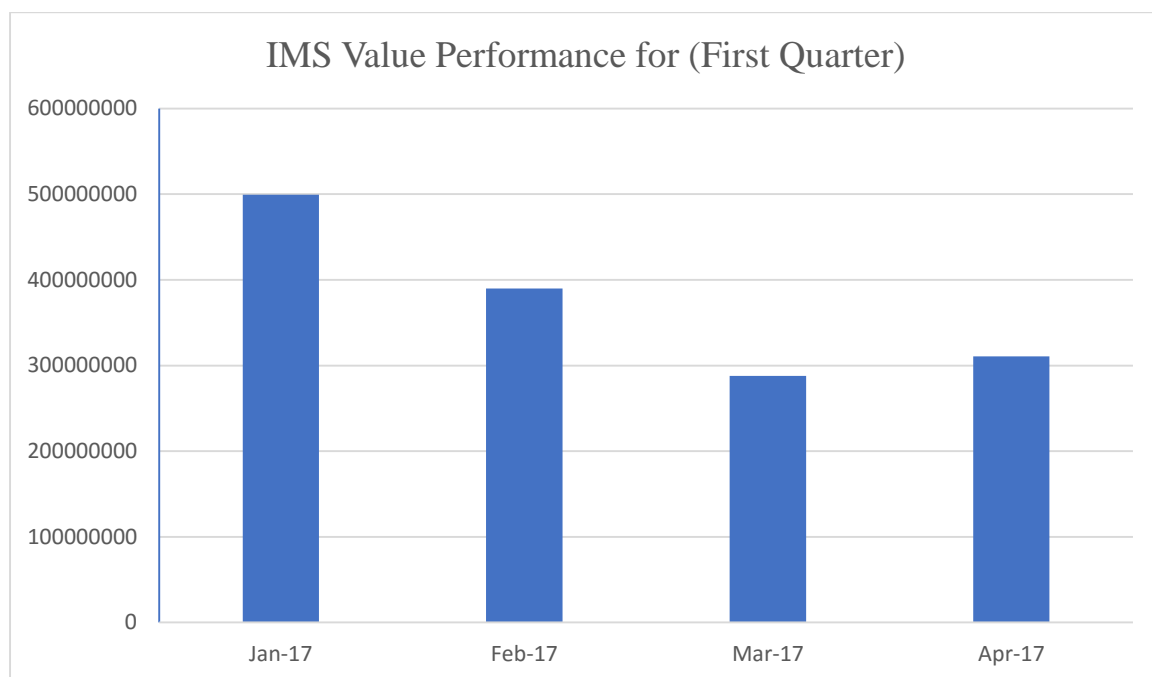
**Figure: IMS (Initial Market Sales) set by Both Marketing Channel (First Quarter)**

TOTAL IMS for First		
Month (2017)	PCS	VALUE (TK)
January	4,340,588	499,766,855
February	7,582,205	390,001,094
March	5,259,627	288,051,653
April	5,676,026	310,824,814



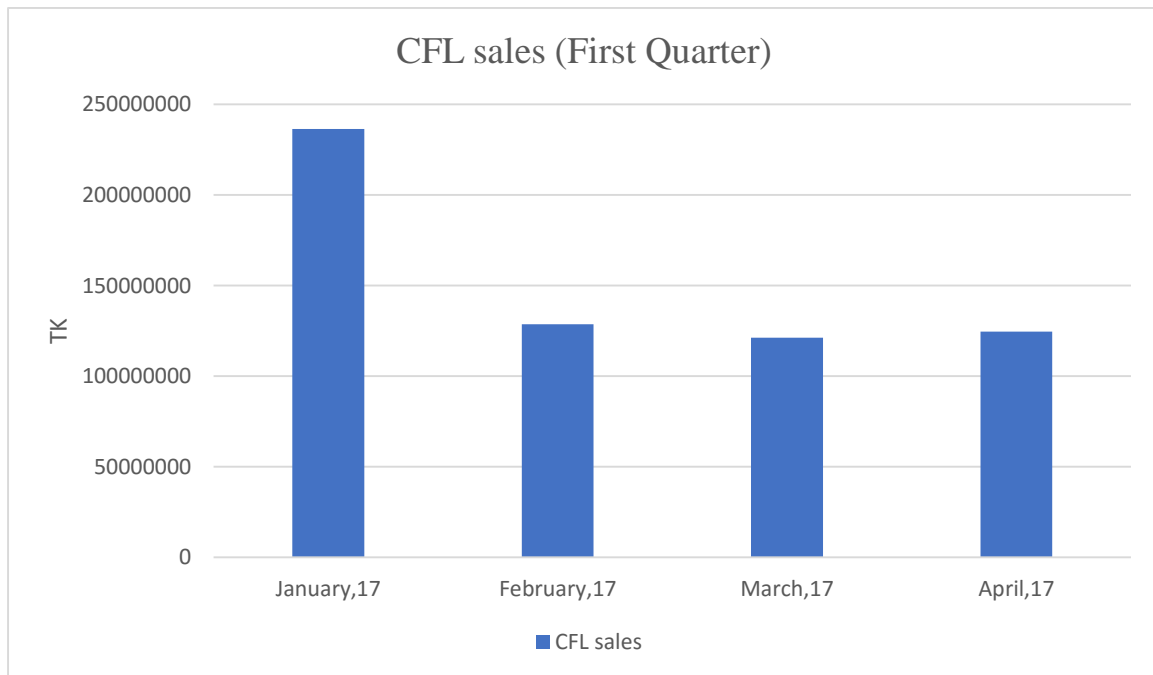
## Sales Volume Analysis of last 4 months

IMS Sales Volume Comparison of previous Four Months of Super Star Electronics has been presented through graph 1. Here in the below graph all data has been presented monthly wise to get absolute sales figure to identify the trend of sales in month wise. If we follow the graph then we will find that sales volume has been slightly down in March, but in February & April the sales volume has been nearest level.



Graph-1: Initial Market Sales Performance (in Value)

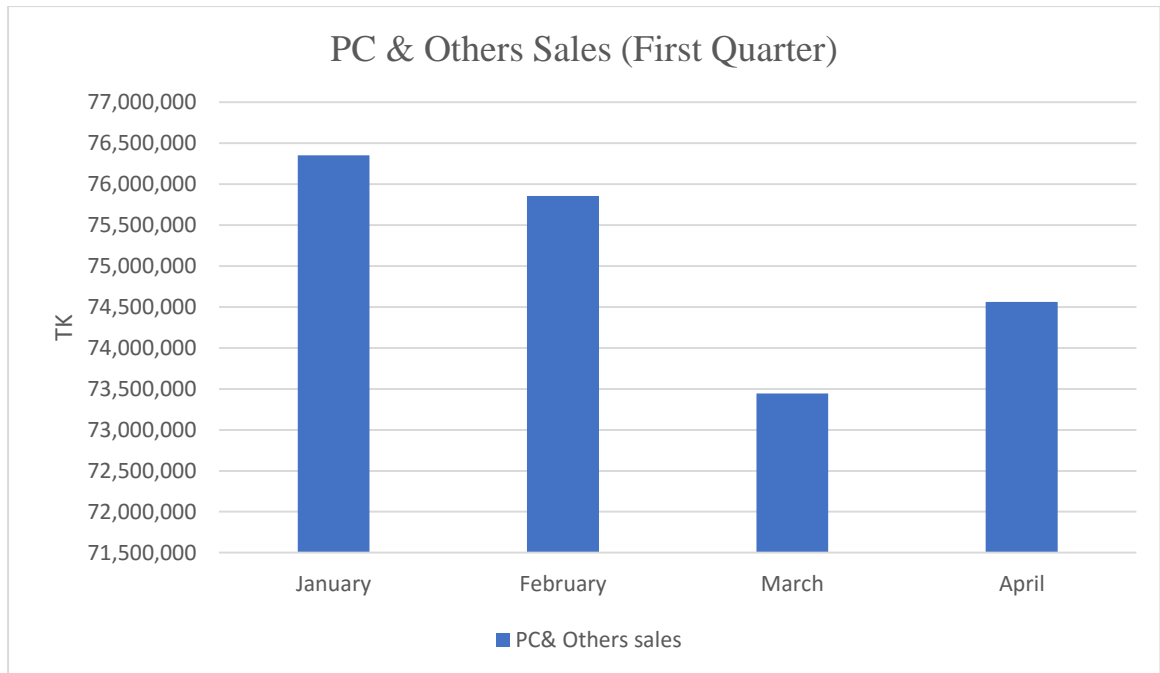
## Monthly Sales Performance for Individual Item: (CFL)



Graph-2: Monthly Sale Performance (CFL)

Taking the value from IMS value and putting into the chart on the graph 2 is shown monthly sales performance of last four months for a particular product CFL (energy savings lamps). In the graph 2 we can see that the decreasing of sales volume from February to March of CFL, where in April a slight sale has increased from March. Therefore, the sales performance of CFL items is fluctuated from last four months.

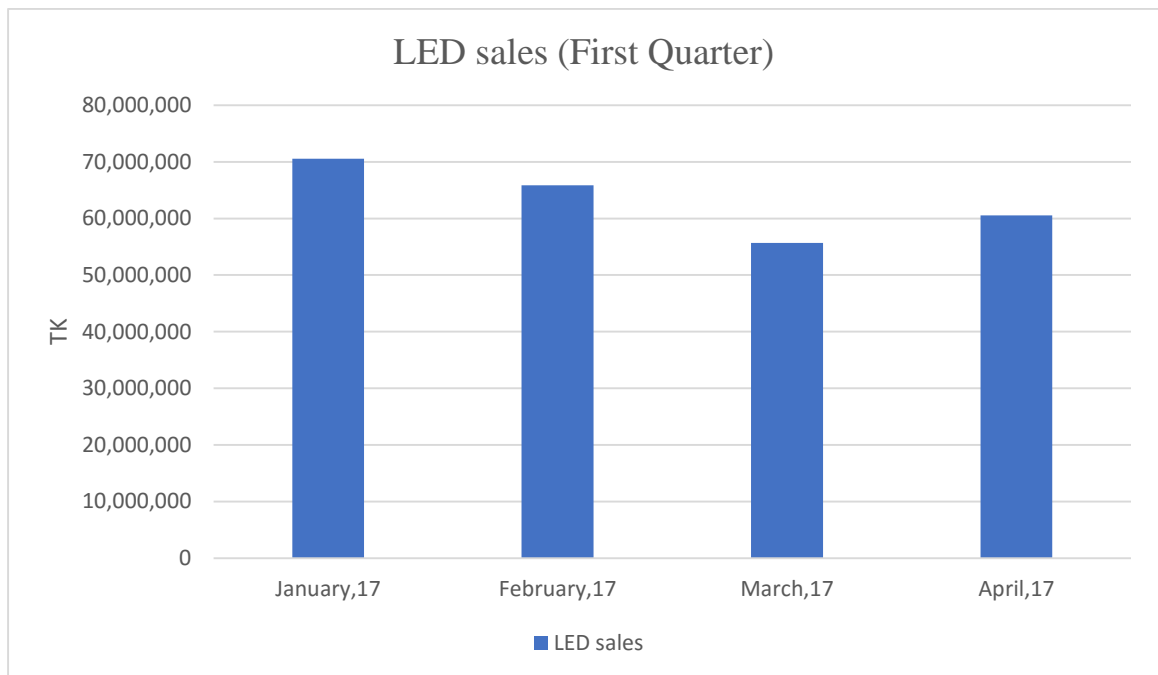
### Monthly Sales Performance for Individual Item: (PC Accessories)



Graph-3: Monthly Sale Performance (PC Accessories)

From the above PC & Accessories (graph 3) has been shown that the sales trend is about equal on January & February and then in March and April it goes downward. Hence the sale volume for this item was good for the period of January and February of SSG. The Pc & Accessories product has taken maximum market share in two months.

## Monthly Sales Performance for Individual Item: (LED)



Graph-4: Monthly Sale Performance (LED)

Taking the sales value from IMS value and putting into the chart on the graph 4 is shown monthly sales performance of last four months for a particular product LED. In the graph 4 we can see that the decreasing of sales volume from February to March of LED.

***NOTE: From the above graphs, we are seeing that all the items sales values is downward. The reason is the performance shown only for a quarter and after IMS the sales is focused only for a single quarter. When the Filed Officer enlist a large quantity of items in the retail shop, the total stock don't sell out and that's why the value is downward. But in the next quarter the value again goes upward.***

## Problems Identified

1. Investment of Super Star Electronics Ltd in Modern Trade channel is lower than other competitors.
2. Company pay less attention on their direct channel, so that they lose their profit margin.
3. Most of the time, the distributors perform for their own growth & achievement.
4. Distributors didn't perform following the company module.
5. Field Officers performed actively during the offer period.
6. Field Officers apply poor strategy to sell the products.
7. Insufficient evaluation by the internal auditors to judge indirect channel performance.
8. The Company repeats the same offer of their products to attract the channel customer.

## Chapter: 05

### Recommendations and Conclusion

## Recommendation:

1. Super Star Electronics Ltd should increase their investment in Modern Trade channel to compete with others competitors.
2. Super Star Electronics needs to pay more attention on their direct channels like Corporate sales, Tender sales, B2B, B2C, Modern Trade, Door to Door, online sales to increase revenue like the indirect channel
3. Proper maintenance and monitoring might be the best solution to reduce the distributor's conflict of interest.
4. Super Star Electronics should provide some strict rules and apply a payment cut-off so that indirect channel follows the rules of the company.
5. The company should increase the Field Officers Salary or commission percentage so that they actively perform throughout the year.
6. The company may provide periodical sales related training facilities so that the sales forces apply proper strategy to generate revenue.
7. An audit team may set into the channel area to make frequent audit and evaluate performance of distributors and also the field forces to give periodic feedback to the Head office so that they can know clearly the current position of the distributors and create effective sales strategy.
8. Re-Designing the offer like giving 'Tour Trip' to the channel instead of repeating the same slab offer in every quarter, which could attract Distributors to purchase more products.

## Conclusion:

Super Star Electronics (Concern of Super Star Group) is one of the biggest companies in the electronic industry. The Company continues a well set-up and organized Marketing channel to reach their product to the customer. This Company is strongly reliable and responsive toward the distributors because the big part of revenue comes from the indirect channel. They use the selection criteria very efficiently so that they can pick the best distributors for better revenue. Since I am concerned with the Direct Channel of Super Star Electronics Ltd and working under Modern Trade Division. I worked with Direct Channel Team. More over some sort of findings has been found and possible solution has been provided. If the company follows this recommendation, then they can continue and effective channel management operation for further growth and gain maximum market share in the Electronics market.

Overall the company is doing well and moving toward its vision.

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