INTERN REPORT ON

THE SONY CTV AND ITS COMPETITOR

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EAST WEST UNIVERSITY
excellence in education

RANGS.

Date: 22nd August 2005

To
Sarwat Amina
Lecture
East West University

Subject: Letter of Transmittal

Respected Madam,

It gives me immense pleasure in presenting this report, which was assigned to me as a partial fulfillment of my Internship in Rangs Electronic Limited. This report gave me the opportunity to have an in-depth insight on the electronic market and its marketing polices. I have tried my level best to fulfill the requirement of the report.

The report is priceless to me as it helped me to gain experience from the practical field of electronic industries and it's also allow me to access their marketing policies. The report introduce me to the of intricacies of decision making in business situation, which I have to face in different part of my career.

I must mention here that I am extremely grateful to you for your valuable guidance, tireless effort and constant attention as and when required in accomplishing the report.

I shall be pleased to answer any sort of query you think necessary as and when needed.

With best regards

Riffath

Md. Reasath Riffath Nabi
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Rangs Electronic Limited

Acknowledgement

At first I would like to thank Sarwat Amina lecture of bachelor of business Administration of East West University. My supervisor EWU for constant guidance and cooperation while preparing the report. I also offer my appreciation to Tanbir Hossian marketing Manager, Md. Mosifur Rahman, Sarwat Jahan, Senior marketing executive of Rangs Electronic Limited. I offer my heart full gratitude and thanks to Mr. Bashir Hussain Lecturer of East West University, who helped me to preparing Questionnaire nd the research methodology.

I would like to think Mr. Tanbir Hossian Marketing manager of Rangs Electronics for providing an excellent working Environment with all the facilities. Along with him I think all the personnel of Rangs Electronic Limited for a very congenial working environment.

I would also like to thank Marketing mangers of Philips, Panasonic, LG, and Samsung who provide their respective organization information that were require completing my report. And all the sales in charge of above company in different showrooms who provide important sales related information.

Executive summery

The innovation of Television has a great impact on human civilization. It is such a media where we can simultaneously watch visual and heard audio But television now a days not only a device of entertainment It is also a symbol of style, prestige. And the Television companies continuously try to improve the Owen brand picture quality and sound system. It is a media, which help us to refresh after working one the other hand it entertain us. In Bangladesh there are many company marketing many television Brand among them according to Quality, Price, Prestige and Exclusiveness I select four Television As competitor of Sony they are Philips, Samsung, LG, and Panasonic. Those televisions are actually worlds famous brand and also welcome by Bangladeshi people. Television market survives in a hyper competitive environment where different brand take deferent strategy to compete with other. It is very difficult to entire in this market. In the report I try to focus what is the strong and weak point of those companies as well as their market position. For this reason we are getting quality television at a reasonable price at Bangladesh.

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1.00 Introduction

1.1 Origin of the report:

This report "Sony and its competitor " has been authorized to the student researcher as partial fulfillment of Internship program –499 requirements. The Internship supervisor Mr. Musifur Rahman (marketing executive) in the Range Electronics has authorize this report on 20th June, 2005, which is to submitted on 21st August.

1.2 Objective of the study:

The primary objective of the report is:

- To identify the market leader of Bangladesh Television company.
- To identity effective marketing strategy to promote old and new model of Television.
- A clear idea who to make television sales and provide after sales service.
- Based on what the offer special package.

The secondary objective of the report is:

- To complement a student theoretical knowledge with practical experience gained on the job and the field of study.

1.3 Scope of the study:

The scope of the study is limited. It will focuses on finding general profile and some research in Dhaka city.

1.4 Limitation:

There are various limitation over the project among them important are

- The Television marketing companies are located scattered all over the city.

- To taking In-depth interviews of the official, as they have an extremely busy seclude
- Finding research data for using the research.
- Inexperience of the student researcher in deploying a complete questionnaire.
- Inexperience of the student researcher in using statistical methods.
- Small allotment of time.
- It is difficult to arrange interview with marketing officer.

1.5 Methodology:

Both primary and secondary data have been used in this report. The primary source of data comprised one structured questionnaire, which has been use to find out-

- To find out customer expectation and reality of the product and service those companies provides.
- The brand image to the people.
- Effects of advertisements.

The secondary data source comprised relevant Web site, books, publication and reports of different libraries.

1.6 Report Preview:

Here in the project first I clarified different types television in Bangladeshi market according their target market and its social class I identify some Television Companies compete each other for market position. In the whole report I try to evaluate what current Status of the companies and what activities they perform to bet competitor. And try to give Recommendations which Rangs Electronics Should flow to compete with their rival.

2.00 Innovation of television

John Logie Baird pioneered early television with the mechanical scanning system he developed from 1923 to the late 1930s. He is remembered today as an inventor (178 patents) with considerable insight, who was in many ways ahead of his time. Among his pioneering ideas were early versions of color television, the videodisc, large screen television, stereo television, televised sports, and pay television by closed circuit. But he is also a tragic figure who often worked alone for lack of financial backing and lived to see his technical ideas superseded. He was forgotten by the time he died at the age of 58. Baird did not select television as a field of endeavor so much as he backed into it. As a teen, he had toyed with the notion of pictures by wireless, as had others fascinated with the new technology. Later, having unsuccessfully tried innovation in several more mundane fields (socks, jams, glass razors, shoe soles), Baird traveled to Hastings (on England's south coast) in 1923 to see if the sea air would aid his always-marginal health. During a series of long walks there, his mind returned to his earlier notions of how to send wireless images. But he was not well trained in electronics, and this lack of basic knowledge often limited his thinking and experiments.

Beginning in 1923 and continuing until 1939, Baird produced a series of mechanical video systems that could scan (and thus transmit and receive) moving images. These offered a crude picture (about 30 lines of definition from 1929 to 1935, improving to about 240 before he broke off development) by means of a cumbersome system of large rotating discs fitted with lenses. Baird promoted initial public interest in television with the first public demonstrations (one in a London department store window) in 1925 to 1926, and long-distance transmissions by wire (between London and Glasgow in 1926) and short-wave (trans-Atlantic from London to New York in 1927). By 1928 he was experimenting with "phonovision," a means of recording his crude images on a phonograph-like disc. His efforts at promotion and sale of "televisor" devices created considerable controversy among experts as to whether television was sufficiently developed to promote public viewing and purchase of receivers.

For many years, the British Broadcasting Corporation (BBC) resisted his efforts to utilize their frequencies and studio facilities in his work. Under pressure from the British Post Office (then in charge of all wire and wireless transmission), the BBC reluctantly began to work with Baird in 1930. Several years of experiments culminated in a regular daily broadcast comparison of his 240-line system with an RCA-like all-electronic 405-line system developed by Marconi-EMI in 1936-37. Baird's now outmoded approach was soon dropped in favor of the latter's vastly superior electronic system.

Baird continued developmental work on color television, now making use of cathode-ray technology, and achieved 600-line experimental color telecasts by 1940. He continued his effort to perfect large-screen projection color television during the war, along with some apparent work for the British military. But his health, never strong, gave out and he died in 1946

3.00 Classification

3.1 Competing Brands

Due to flexible government policy and growing consumer demand for home appliances goods, a few numbers of International companies are currently operating in Bangladeshi market. In Bangladesh there are a few many electronics company playing the role of marketing color television. Mainly color television companies in Bangladesh not produce color television they just assembled and marketed it.

The names of color television companies and their brands are follows:
Table no: 1

Name of the company	Brand Name
Singer BD Tld.	Singer
Transcom electronics Ltd.	Philips, Daewoo
Esquire Electronics Ltd.	Sharp
Limo Electronics Ltd.	Nippon
Lipro Electronics Ltd.	Mitsubishi
Magnum Electronics Ltd.	Hitachi
Eletra Mart Ltd.	Konka
RANGS Electronics Ltd.	SONY, RANGS
Butterfly Bd Ltd.	Butterfly, LG

Electra International Ltd.	SAMSUNG
Nicole International Ltd.	Nicole, Panasonic
RANGS Group	Toshiba, Toshin

As it is not possible to take all the Television in our analysis so we consider social class is a criteria to identify competitive brands. And among of them we take some brands according to their quality and feature for our analysis

3.2 Social Class

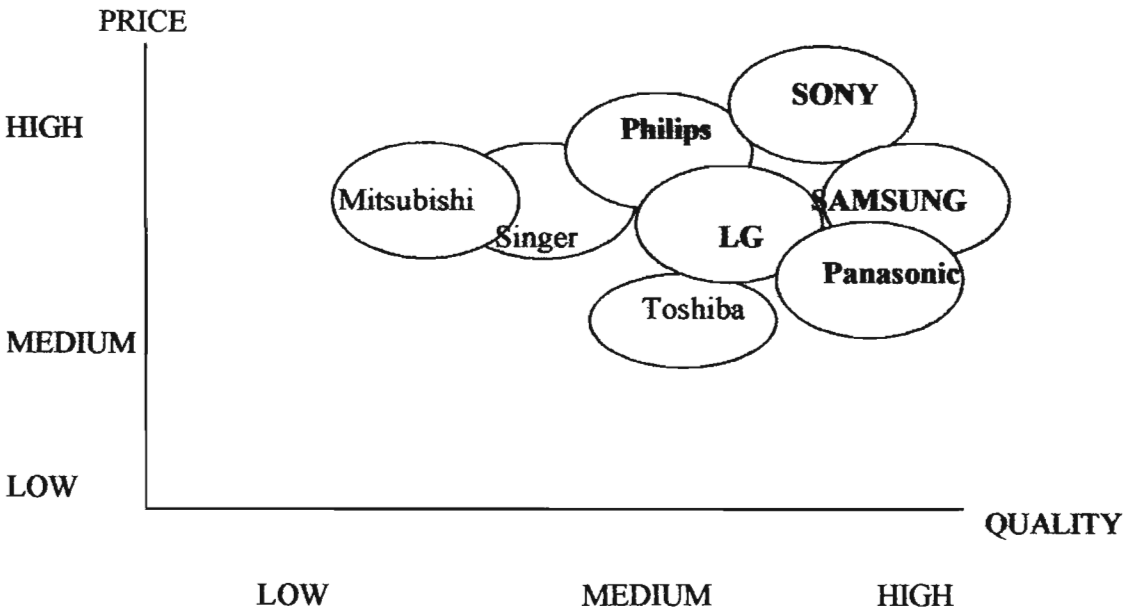
Social class is a group of people who are relatively permanent and divisions in a society whose members share similar values, interests and behaviors. Social Class can be stratified into several segments like- Upper-Upper class, Lower-Upper Class, Upper-middle Class, Middle Class, Working Class, Upper-lower class and Lower-lower class. Here we take - Upper-Upper class, Lower-Upper Class, Upper-middle Class, and Middle Class in our target segment.

The peoples who belong to those social classes have similar type of life style, attitude, decision-making strategies, prestige etc. so they more or less prefer Singer, Philips, Mitsubishi, SONY, Toshiba, Panasonic & LG Televisions.

From here we select SONY, Philips, LG, SAMSUNG, Panasonic and Toshiba for their competitive market position.

3.3 Positioning Matrix

Figure No: 1



Here I observe that Philips, Panasonic, LG, SAMSUNG, SONY and Toshiba are High quality and high price Television. On the other hand Mitsubishi and Singer are High price Medium quality color Television. So I skip those television from my analysis.

The selected color television and their marketing companies in Bangladesh.

Table No: 2

Name of the Company	Brand Name
Transcom electronics Ltd.	Philips
RANGS Electronics Ltd.	SONY
Electra International Ltd.	SAMSUNG
Nicole International Ltd.	Panasonic
Butterfly Bd Ltd.	LG

4.00 Organizational part

4.1.1 PHILIPS As a brand

Royal Philips Electronics of the Netherlands is one of the world's biggest electronics companies, as well as the largest in Europe, with 160,900 employees in over 60 countries and sales in 2004 of Eur 30.3 billion.

Philips is one of the world's top three consumer electronics companies, with a range of products based on the company's world-leading digital technology competencies, and designed to enhance consumers' everyday lives - at home, at work or on the move.
Philips' Consumer Electronics division is playing a key role in the realization of the Connected Planet: a vision that allows consumers to access and enjoy entertainment and information services wherever they are, whenever they want, in an intuitive, spontaneous and instant way. This offers consumers wireless access to their music, video and digital pictures, making it seamlessly accessible at any time and place, in home and on the move.

One of the world's largest color television manufacturers and recognized for its expertise in technological innovation, Philips is a leader in the development and market introduction of the windscreen television format and Flat TV™, including the new Pixel Plus 2™ and Ambilight™ Flat TV's; optical disc products including DVD recorders and Super Audio CD players; and digital television systems and set-top boxes. Philips is among the leading suppliers of DVD players in the world, and a leader in the PC monitors market, increasingly in flat LCD displays for both business and consumer application. In other PC peripherals, Philips offers professional and consumer products, including DVD+RW data drives and PC cameras. Philips also incorporates activities in the area of personal communication solutions including cellular and DECT (Digital Enhanced Cordless Telecommunications) phones. Building on its successful heritage in portable digital technologies, Philips also markets an attractive range of audio and 'infotainment' products and accessories aimed at the lifestyle of younger consumers.

The lighting division distributes PHILIPS lighting products to over 45000 outlets all over the country through an extensive dealer network. A separate professional lighting team handles energy saving, special applications and sports lighting. The consumer electronics division distributes PHILIPS television, radios, music systems and domestic appliances. It is also the authorized sole distributor in Bangladesh for WHIRLPOOL USA. The products include refrigerators, freezers, washing machines, microwave ovens and domestic appliances.

4.1.2 History

The foundations for what was to become one of the world's biggest electronics companies were laid in Eindhoven, the Netherlands, in 1891. Philips began by making carbon-filament lamps and by the turn of the century, was one of the largest producers in Europe. As developments in new lighting technologies fueled a steady program of expansion, in 1914 it established a research laboratory to study physical and chemical phenomena and stimulate product innovation.

In 1918, it introduced a medical X-ray tube. This marked the beginning of the diversification of its product range and the moment when it began to protect its innovations with patents in areas stretching from X-ray radiation to radio reception.

In 1925, Philips became involved in the first experiments in television in 1925 and in 1927 began producing radios in 1927; by 1932, it had sold one million of them. A year later, it produced its 100-millionth radio valve and started production of medical X-ray equipment in the United States. By 1939, when it launched the first Philips' electric shaver, the company employed 45,000 people worldwide.

Science and technology underwent tremendous development in the 1940s and 1950s, with Philips Research inventing the rotary heads that led to the development of the Philishave electric shaver, and laying down the basis for later groundbreaking work in transistors and integrated circuits. Philips also made major contributions to the development of the recording, transmission and reproduction of television pictures. In 1963, it introduced the Compact Audio Cassette. In 1965, it produced its first integrated circuits.

The flow of exciting new products and ideas continued throughout the 1970s. Research in lighting contributed to the new PL and SL energy-saving lamps, while Philips Research made key breakthroughs in the processing, storage and transmission of images, sound and data. These led to the inventions of the Laser Vision optical disc, the Compact Disc and optical telecommunication systems.

In 1972, the company established PolyGram, the enormously successful music-recording label. In 1974, it acquired Magnavox and in 1975, Signetic, both in the United States. Acquisitions in the 1980s included GTE Sylvania's television concern and Westinghouse's lamps business. Then, in 1983, came a technological landmark: the launch of the Compact Disc. Other landmarks of the time included the production of Philips' 100-millionth TV set in 1984 and, in 1995, the 300-millionth Philishave electric shaver

The 1990s was a decade of significant change for Philips. The company carried out a major restructuring program to return it to a healthy footing, simplifying its structure and reducing the number of business areas. In 1997, in cooperation with several other companies - and building on the success of its Compact Disc technology (invented by Philips and jointly introduced with SONY) - it released what proved to be the fastest growing home electronics product in history: the DVD.

Moving into the 21st century, Philips has continued to change and grow. Long aware that for many people it is no more than a consumer electronics producer, it has dedicated itself to projecting a new and more representative image that reflects the products it offers in the areas of Healthcare, Lifestyle and Technology. By following this up in 2004 with a massive advertising campaign to unveil its new brand promise of 'Sense and Simplicity', the company confirmed its dedication to offering consumers around the world products that are advanced, easy to use and, above all, designed to meet their needs.

4.1.3 History of the brand mark

The foundations for what was to become one of the world's biggest healthcare, lifestyle and technology companies were laid in Eindhoven, the Netherlands, in 1891 when brothers Gerard and Anton Philips founded Philips & Co. to meet the growing demand for light bulbs created by the commercialization of electricity.

Today we are all used to seeing the name Philips in uniform blue capital letters. It may appear in different sizes and colors but the basic shape of the seven capitalized letters is instantly recognizable wherever in the world we encounter it.

In the early years of the company, the representation of our name took many forms. One was an emblem formed by the initial letters of Philips &Co., and another was the word Philips printed on the glass of metal filament lamps.

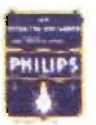
In 1898, Anton Philips used a range of postcards showing the Dutch national costumes as marketing tools. Each letter of the word Philips was printed in a row of Light bulbs as

at the top of every card. In the late 1920s, the name began to take on the form that we

PHILIPS

recognize today.

The now familiar Philips waves and stars first appeared in 1926 on the packaging of miniwatt radio valves, as well as on the Philigraph, an early sound recording device. The waves symbolised radio waves while the stars represented the ether of the evening sky



through which the radio waves would travel.

It wasn't until 1930 that the four stars flanking the three waves came together for the first time in a now familiar circle. They appeared on radios and gramophones, which featured the circle, complete with stars and waves, as part of their design. The use of the circle emblem was then gradually extended to advertising material and other products.

By this time, our business activities were expanding rapidly and we wanted to find a trademark that would be uniquely Philips, but that would also avoid legal problems with the owners of other well-known circular emblems. It was this wish that resulted in the combination of the Philips circle and the word mark within the now familiar shield emblem.

In 1938, the Philips shield made its first appearance. Although modified over the years, the basic design has remained constant ever since and, together with our word mark,

gives us the distinctive identity we enjoy today.

Whilst the logo of the company has been consistent since the 1930s the way Philips has advertised and communicated to the outside world has varied. Up until the mid-1990s all advertising and marketing campaigns were carried out at product level on a local market basis. This led to many different campaigns running simultaneously, not giving a global representation of Philips as a global company.

In 1995 Philips introduced "Let's make things better". This was the first global theme and the first global campaign that encapsulated One Philips. This theme was rolled out globally and appeared in all markets and on all Philips products. This was also the first campaign that bought the whole company together; giving the employees a sense of belonging and providing a unified company looks for an external audience.

"Let's make things better" has served the company extremely well over the past nine years, but as the markets change and the company evolves so has the tagline. 2004 sees the new brand promise of "Sense and Simplicity" being delivered.

Philips is now looking at the entire brand perspective of the company, ranging from the online experience through to internal design processes. The new brand promise of "Sense and Simplicity" will help to take Philips forward as a healthcare, lifestyle and technology company, into new emerging and exciting markets

PHILIPS
sense and simplicity

4.1.4 Mission and vision / values and strategy

We improve the quality of people's lives through the timely introduction of meaningful technological innovations

Our vision

In a world where technology increasingly touches every aspect of our daily lives, we will be a leading solutions provider in the areas of healthcare, lifestyle and enabling technology, aspiring to become the most admired company in our industry as seen by our stakeholders.

Our values

Delight customers
Deliver on commitments
Develop people
Depend on each other

Our strategy

We will:

- Increase profitability through re-allocation of capital towards opportunities offering higher returns
- Leverage the Philips brand and our core competencies in healthcare, lifestyle and technology to grow in selected categories and geographies

- Build partnerships with key customers, both in the business-to-business and business-to-consumer areas
- Continue to invest in maintaining world-class R&D and leverage our strong intellectual property portfolio
- Strengthen our leadership competencies
- Drive productivity through business transformation and operational excellence

4.1.5 Businesses

Medical Systems With over 30,000 employees - more than half of them in the USA - and a presence in more than 100 countries around the world, Medical Systems is firmly established as a worldwide leader in many of the markets it serves. Medical Systems operates in four main business groups: cardiac and monitoring systems, digital imaging systems, medical IT and ultrasound.

Domestic Appliances & Personal Care Philips Domestic Appliances & Personal Care (DAP) employs some 8,200 people, runs manufacturing operations in 7 countries and maintains more than sixty individual national sales organizations around the globe. In 2004, it posted sales of 2,044 million Euros. Its activities are grouped into 5 business units: Shaving & Beauty, Oral Healthcare, Home Environment Care, Food & Beverage and Consumer Health & Wellness.

Consumer Electronics

Employing 17,000 people worldwide, Consumer Electronics is a global leader in connected displays, home entertainment networks and mobile infotainment. Its product range includes televisions (conventional CRT and Flat screen), DVD players and recorders, audio systems (separates and portables), telephones (mobile and cordless), computer monitors (CRT and LCD), home theater systems, set top boxes and accessories.

Lighting

Philips Lighting is No.1 in the global lighting market and employs 44,000 people worldwide, with manufacturing operations in Europe, the United States, Latin America and Asia. It operates in four lines of business: Lamps, Luminaires, Lighting Electronics and Automotive, Special Lighting and UHP.

Its products can be found in approximately 30 per cent of offices, 65 per cent of the world's top airports, 30 per cent of hospitals, 35 per cent of cars and 55 per cent of major football stadiums.

Semiconductors

A semiconductor is a leading supplier of silicon system solutions for mobile communications, consumer electronics, digital displays, contactless payment and connectivity, and in-car entertainment and networking. It is one of the top ten global semiconductor manufacturers, employing more than 35,000 people, 6,000 of whom are engineers or software engineers. A global organization, it operates twenty manufacturing sites and maintains sales organizations in sixty countries around the world.

4.1. 6 Other activities

This sector comprises the technology cluster, an innovation powerhouse with organizations dedicated to research, intellectual property and standards, system integration services and emerging businesses; corporate investments and others, a range of Philips' businesses that strategically no longer fit in the current product divisions; and Philips' design competence

4.1.7 Alliances

Strategic alliances are an important part of business at Philips. They enable us to bring new products to the market that we would not have been able to develop on our own. Philips combines with a number of leading global companies to build advanced products and services that touch the lives of people everyday.

At Philips we have over 30 partnerships with other market leaders in their fields. Here is a selection of some of them

- Sara
- Lee
- Yahoo!
- Visa
- EPIC

4.2.0 Marketing in Bangladesh

4.2.1 Transcom Electronic Limited (TEL)

Transcom group originated with tea plantations in 1885. It is a private limited company incorporated in 1960 in Bangladesh under the company act of 1913. The company managed professionally with high caliber professionals and Industrial experts. Bangladesh Electrical Industry Limited (BEIL) is a leading producer of televisions and radios in Bangladesh and is the official licensee of PHILIPS Electronics N.V. Holland. In March 1993, PHILIPS sold its entire shares to TRANSCOM. Not many Industrial groups in Bangladesh can claim a history of continuous business pursuits stretching back over 100 years. Initially tea and later jute formed the backbone of the family business. Although these are still part of the activities they contribute marginally to the overall group turnover. These early industrial venture have moved to business involved Electric and Electronics industries.

4.2 Background of company

Transcom Electronics Limited (TEL) owned by a group of dynamic entrepreneurs of Transcom group of the country, is the successor of Philips Bangladesh Limited (PBL). Philips is the first television company in Bangladesh.

TEL is the official license of PHILIPS Electronics N.V. for lighting products, radio and TV sets. TEL purchased the light, audio/video, and professional light business with some assets and liabilities from Philips Bangladesh Limited on the 4th of March 1993. this aforesaid business, personnel and assets / liabilities were then transferred to TEL, which commenced business with effect from the 5th of March 1993. It head office is in Karwan Bazar and Factory at Mohakhali.

PHILIPS
sense and simplicity

"**Sense and simplicity**" is the worldwide slogan of Philip

4.2.3 Nature of Business

The company purchases and sells various consumer products especially relating to audio/ video products, bulbs, tube lights, professional lights, domestic appliances, refrigerators etc. during the years 1998-1999 the company introduced credit facilities to its retail customers under hire purchase scheme

4.2.4 Activities of TEL

- Purchase and warehousing of finished goods from Bangladesh Electrical Industries Limited (BEIL) and import Complete Built Unit (CBU) TV sets from overseas.
- Marketing of Philips local and imported goods.
- Sales of Philips products local and whirlpool products.
- Collection from debtors.
- Making effective market plans.

- Clearing and forwarding.Product Origin

In Bangladesh TEL sells Philips Television produce by Royal Philips Holland

4.2.5 Assemble

Panasonic televisions assemble Bangladesh with the strict supervision of Royal Philips Holland

4.2.6 Product models and price:

TEL. Sales different types of Television in Bangladesh specially CRT, Flat, Flat Panel, High definition, Plasma, projection, LCD Television normally TEL assemble latest Television which ever introduce in world market; among them which they are currently offer in Bangladesh are given below:

Panasonic Model and Its Price

Table No: 3

Model	Size	Retail price
14PT 2115	14 CTV	10490
14 PT 2110/69 R	14 CTV	9990
21PT3324	21 inch CTV Real Flat	18500
21PT2324	21 inch CTV Real Flat	17500
21PT2110/69R	21 inch CTV	14900
23PF9945/69S	23 inch LCD TV	129000
29PT3323	29 inch CTV Real Flat	39900
29PT7321	29 inch CTV Real Flat 100 HZ	57500
29PT9420	26 inch Pixel Plus TV	71990
26PF9946	26 inch LCD	159000
26PF9956	26 inch LCD	159000
30PF9946	30 inch LCD	199000

32PF9966	32 inch LCD	260000
34PT9420	34 inch pixel plus TV	120000
42PF9946	42 inch Plasma TV	299000
42PF9966	42 inch Plasma TV(with Ambilight)	375000
50PF9966	50 inch Plasma TV(with Ambilight + pixel)	499000
43PP8421/69	43 inch projection TV	148000
43PP8545	43 inch projection TV	139000
50PP8545	50 inch projection TV	159000
50PP8521	50 inch projection TV	168000

4.2.7 Main showrooms and service center

Barisal	Mymensingh	Kishoregonj
Netrokona	Noakhali	Bogra
Comilla	Rajshahi	Rangpur
Chittagong	Faridpur	Sylhet
Khulna	Pabna	Sirajgonj

4.2.8 TEL Marketing Campaign

TEL uses different types of promotional activities regarding its marketing. They uses the marketing activities on the basis of different festival, special days, special sports, world sports, exciting cricket & football match etc.

TEL's Sales Campaign are-

Special discount offer (During the EID Festival)

Discount during Football & Cricket World

Special Discount during Exciting Cricket & Football match

Special Bonus package

End of the budgetary month

4.2.9 Promotional campaign

For its marketing promotion REL uses several activities. According to their activities we can divide in two ways. The first one is Out Side advertising and the other one is Media Advertising.

Out side Advertising:

- Billboards
- Neon Sings
- Showroom Signs
- Road Signs
- Brochure / Placards

Media Advertisement

- **Print Media- News paper Advertising.**
- **Broadcast Media- Television Advertising.**

TEL claim that television advertising is the most effective advertising media. Their advertising activities like Brochure, Placards, Newspaper, and television advertising is not continuously run. At trade fair they use Brochure. The New day of Bengali Year that is 1st Baishakh they use Placards. When they offer any special program like Super-Duper Offer they use Newspaper and Television advertising. Billboard, Neon signs, and Showroom Signs are their continuous advertising components.

4.2.10 Promotional Activity

Pull and Push strategy of **TEL**:

PHILIPS uses both **Pull and Push Strategy** to increase its brand awareness.

Pull strategy:

To build consumer demand Philips spends a lot of in advertising and consumer promotion. By this strategy consumer will ask their retailers for the product, the retailers will ask wholesalers and Wholesalers ask manufacturers.

For doing this successfully TEL uses the followings

- Discount
- Scratched card
- Gifts

Push Strategy:

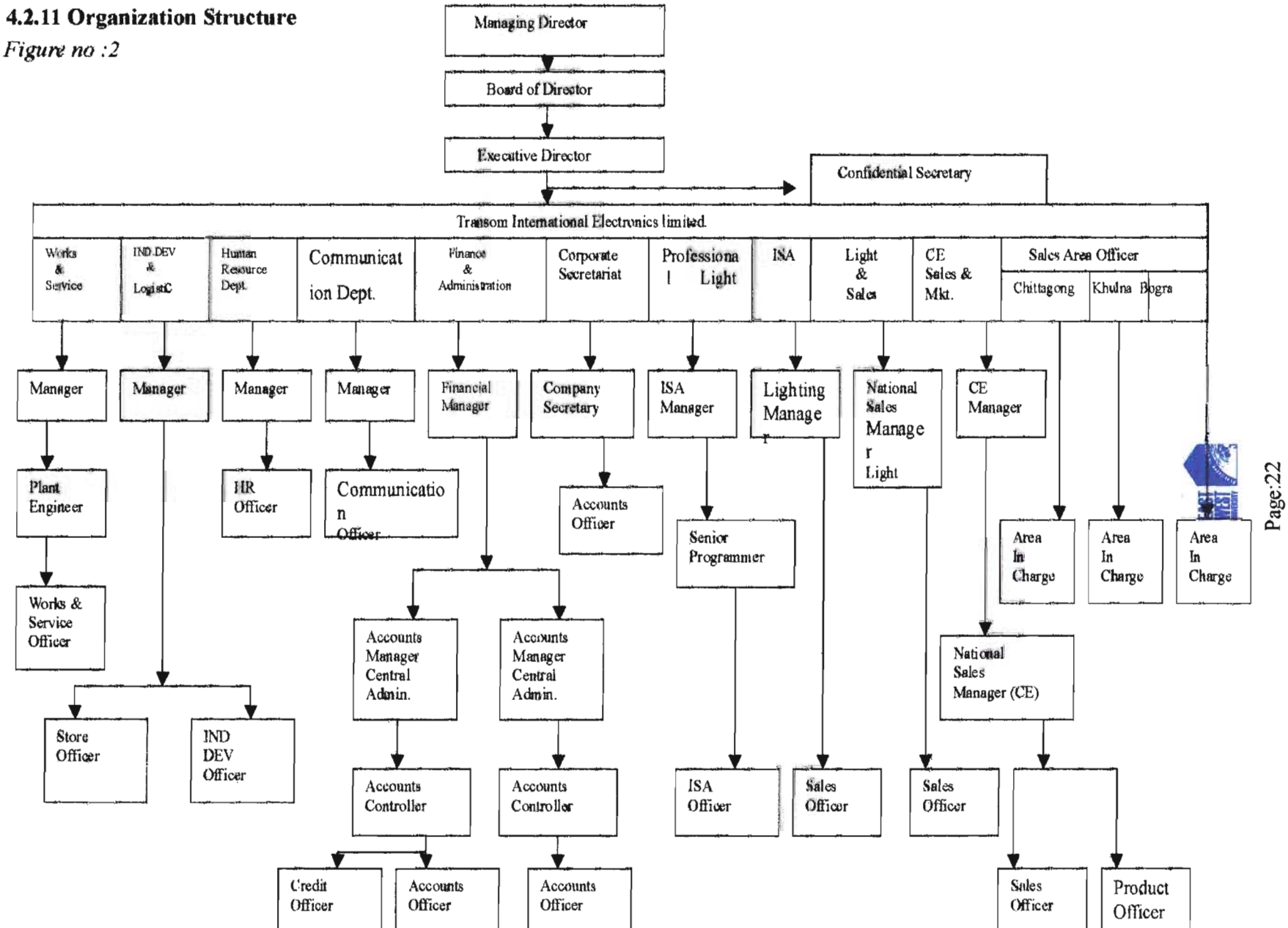
Using the sales force and trade promotion to push the product to channels for increasing the company's activities. The producer promotes the product to wholesalers, wholesalers promote to the retailers and retailers promotes consumer.

For doing this successfully TEL uses the followings:

- Trade Allowances,
- Dealer Premium and Contest.
- Special Package.

4.2.11 Organization Structure

Figure no :2



4.3.1 SONY As a Brand

The origin of "SONY"

The company name "SONY" was created by combining two words. One is 'sonus' in Latin, which is the root of the such words as 'sound' and 'sonic'. The other is 'sonny' meaning little son. The words were used to show that " SONY" is a very small group of young people who have the energy and passion toward unlimited creation

4.3.1 Establishing the Brand SONY

SONY

The term Corporate Identity (CI) refers to both a company's characteristics and the image it conveys to the public. In the early years, when SONY was still relatively small and unknown, CI was a totally new concept in Japan. However, people at SONY realized the importance of CI early on and began to promote the SONY brand name worldwide

In 1955, Ibuka and Morita registered SONY as an official trademark of Tokyo Tsushin Kogyo with the intention of establishing the name as a global brand. One month later, when Bulova Inc. of the US promised to order 100,000 transistor radios on the condition that they be sold under its own brand name, Morita refused, saying that his company would only allow its products to be sold under the SONY brand. When pressed, he asked Bulova, "How many people had heard of your company fifty years ago? My company is just starting out, but fifty years from now it will be just as famous as yours."

In 1958, Tokyo Tsushin Kogyo, which was gaining recognition for its SONY brand goods, changed its name to SONY Corporation. The name "SONY" is easy to pronounce and read in any language. Moreover, it has a short lively ring, which matched the spirit of freedom and open-mindedness, which Ibuka emphasized in the company's Founding Prospectus. The name "SONY" was neither derived from anything connected with the electronics industry, nor from the names of the company's two founders. At the time it was introduced, the name was considered by many Japanese to be quite strange. The fact

that it was introduced at all can be attributed to Ibuka and Morita's progressive philosophy

After changing its name, SONY set about building its brand image. Morita firmly believed that brand image could be built from the ground up, and that a company had to work hard to develop it. For him, corporate image was like a product; it had to be carefully manufactured and marketed and he always kept this in mind when conducting business.

4.3.3 SONY: The Leader in Product Innovation

The new millennium is here and SONY has plenty to celebrate. The company's approach doing what others don't – has paid off, in the form of great products that people covet.

Throughout its history, SONY has demonstrated an ability to capture the imagination and enhance people's lives. The company has been at the cutting edge of technology for more than 50 years, positively impacting the way we live. Further, few companies are as well positioned to drive the digital age into homes and businesses around the world for the next 50 years and beyond.

SONY innovations have become part of mainstream culture, including: the first magnetic tape and tape recorder in 1950; the transistor radio in 1955; the world's first all-transistor TV set in 1960; the world's first color video cassette recorder in 1971; the Walkman personal stereo in 1979; the Compact Disc (CD) in 1982; the first 8mm camcorder in 1985; the MiniDisc (MD) player in 1992; the PlayStation game system in 1995; Digital Mavica camera in 1997; Digital Versatile Disc (DVD) player in 1998; and the Network Walkman digital music player in 1999.

Today, SONY continues to fuel industry growth with the sales of innovative SONY products, as well as with the company's convergence strategy. Examples include: VAIO

notebooks that raise the bar in both form and function; digital cameras that capture pictures on a floppy disk, CD-R or Memory Stick; a handheld device that lets you store and view photos as well as moving photo; MiniDisc recorders with a digital PC Link to marry high quality digital audio with downloadable music; DVD/CD multi-disc changers that playback both audio and video; digital network recorders that pause, rewind and fast-forward "live" television using a hard-disc drive; and Hi-Scan flat screen TVs that deliver near HDTV picture quality through Digital Reality Creation (DRC) circuitry.

But SONY is not just the market leader in consumer electronics.

Through research and development, the company has made considerable inroads in the areas of professional broadcasting (with the creation of the Betacam, DVCAM, HDCAM and 24P formats); mobile communications (with digital phones and the CLIE handheld); PCs (with VAIO notebook and desktop computers); storage and media (with the invention of the floppy disk, AIT and DTF drives, and the Memory Stick) and, now, the Internet.

SONY's future brand success will be determined by how the company meets the challenges of change. SONY has always led the market in terms of innovation. But in a digital networked world, products will no longer be developed with just hardware in mind. The convergence of technologies – consumer electronics, computing and telecommunications – is a reality, with new competitors forming and consumer mindshare up for grabs.

4.3.4 SONY at glance

Figure No: 3

Company Name	SONY Corporation
Founded	May 7, 1946
Headquarters	6-7-35 Kitashinagawa, Shinagawa-ku, Tokyo 141-0001, Japan
Representative Corporate ExecutiveOfficers	**Chairman and CEO** Howard Stringer **President and Electronics CEO** Ryoji Chubachi **Executive Deputy President** **NC President of Home Electronics Network Company** Katsumi Ihara

Major Products	**Audio** Home audio,portable audio,car audio,and car navigation systems **Video** Video cameras,digital still cameras,video decks,and DVD-Video players/recorders, and Digital-broadcasting receiving systems **Televisions** CRT-based televisions,projection televisions,PDP televisions,LCD televisions, projector for computers and display for computers **Information and communications** PC, printer system, portable information PC, broadcast and professional use audio/video/monitors and other professional-use equipment **Semiconductors** LCD,CCD and other semiconductors **Electronic components** Optical pickups, batteries, audio/video/data recording media,and data recording systems

Locations of Major Offices and Research Centers (in Japan)	Tokyo, Kanagawa, Miyagi ▸ Access & Map
Employees (Consolidated)	151,400 persons (as of March 31,2005)
Consolidated Sales and Operating revenue(2004)	7,159,600 million yen

4.3.5 Corporate history

Table No: 4

Establishment
1946 May Tokyo Tsushin Kogyo K.K. (Tokyo Telecommunications Engineering Corporation), also known as Totsuko, established in Nihonbashi, Tokyo with start-up capital of ¥190,000 for the research and manufacture of telecommunications and measuring equipment. 1947 Feb. Company head office and factory relocated to Shinagawa Tokyo.
1950 –

1950 July	Japan's first magnetic tape recorder, the G-Type, launched.
1954 May	Sendai plant established in Tagajo, near Sendai, Miyagi Prefecture. (in April 1992 it was renamed Sendai Technology Center.)
1955 Aug.	Totsuko listed on the OTC (over-the-counter) market of the Tokyo Stock Exchange (TSE).
Aug.	Japan's first transistor radio, the TR-55, launched
1958 Jan.	Company name changed to SONY Corporation.
Dec.	SONY listed on the TSE.
1960 -	
1960 Feb.	SONY Corporation of America established in the United States (presently SONY Electronics Inc.)
May	World's first transistor TV, the TV8-301, launched.
Nov.	Atsugi plant established in Atsugi, Kanagawa Prefecture (renamed Atsugi Technology Center in August 1989).
Dec.	SNOY Overseas S.A. established near Zurich, Switzerland.
1961 June	SONY became the first Japanese company to offer shares in the United States in the form of American Depositary Receipts (ADRs) on the OTC market of the New York Stock Exchange.

1962 Nov.	SONY Corporation of Hong Kong Ltd. Established in Hong Kong.
1963 July	World's first compact transistor VTR, the PV-100, launched.
1964 Sept.	Osaki plant established in Shinagawa, Tokyo (renamed Osaki West Technology Center in June 1995).
1965 Aug.	World's first home-use open-reel VTR, the CV-2000, launched.
1966 Apr.	SONY Building in Ginza, Tokyo, opened.
1968 Mar.	CBS/SONY Records Inc., a 50-50 joint venture with CBS Inc. of the U.S., established. It was renamed CBS SONY Inc. in August 1973 and CBS/SONY Group Inc. in August 1983. It became a wholly owned SONY subsidiary in January 1988, and renamed SONY Music Entertainment (Japan) Inc. in April 1991.
May	SONY (U.K.) Ltd. Established in the United Kingdom (reorganized as SONY United Kingdom Ltd. In April 1993).
Oct.	Trinitron color TV, the KV-1310, launched.
1969 Sept.	Shibaura plant established in Minato, Tokyo (renamed Shibaura Technology Center in August 1989).
1970 -	
1970 June	SONY G.m.b.H. established in Cologne, Germany (renamed SONY Deutschland G.m.b.H in June 1980).
Sept.	SONY shares listed on the New York Stock Exchange.
1971 Oct.	3/4-inch u-matic color video cassette player, the VP-1100, launched.

1971	Oct.	3/4-inch u-matic color video cassette player, the VP-1100, launched.
1972	Aug.	Operations commenced at color TV assembly plant in San Diego, California.
1973	Feb.	SONY France S.A. established in Paris, France.
1974	June	Operations commenced at color TV assembly plant in Bridgend, Wales, in the U.K.
	Aug.	Operations commenced at cathode ray tube (CRT) plant in San Diego, the first ever integrated color TV production facility to be established by a Japanese company overseas.
1975	May	Home-use 1/2-inch Betamax VCR, the SL-6300, launched.
1979	July	First personal headphone stereo Walkman, the TPS-L2, launched.
	Aug.	SONY Prudential Life Insurance Co. Ltd., a 50-50 joint venture with The Prudential Insurance Co. of America, established. It was renamed SONY Pruco Life Insurance Co. Ltd. In September 1987 and SONY Life Insurance Co. Ltd. In April 1991.
1980 -		
1982	Oct.	World's first CD player, the CDP-101, launched.
	Nov.	Betacam 1/2-inch camcorder for broadcast-use, the
1984	Apr.	High definition video system (HDVS) launched.
1985	Jan.	8mm camcorder, the CCD-V8, launched.

1985	Jan. 8mm camcorder, the CCD-V8, launched.
1986	Nov. SONY Europe G.m.b.H. established in Cologne, Germany. Operations commenced at SONY France audio and video products assembly and device plant in Colmar, Alsace, France.
1988	Jan. CBS Records Inc., the records group of CBS, acquired. It was renamed SONY Music Entertainment Inc. in January 1991.
1989	June Compact and lightweight passport-sized 8mm camcorder, the CCD-TR55, launched.
	Nov. Columbia Pictures Entertainment, Inc. acquired. It was renamed SONY Pictures Entertainment Inc. in August 1991
1990 -	
1992	Nov. MD system launched.
1993	Nov. SONY Computer Entertainment Inc. established.
	Dec. World's first continuous-wave room-temperature operation of blue semiconductor lasers successfully
1994	Apr. New company structure introduced at SONY Corporation.
	July World's first high-brightness, green light-emitting diode successfully developed.
	Dec. "Playstation" SCPH-1000 launched.
1995	Dec. Basic specifications of new industry format for high-density optical disc finalized, including new format

	density optical disc finalized, including new format name, DVD.
1996 May	50th anniversary of SONY Corporation.
Oct.	SONY China established
1997 Apr.	SONY Marketing Co., Ltd. established
June	Introduction of Corporate Executive Officer System
July	Home-use PC "VAIO" series launched
July	Flat CRT WEGA series launched
2000 -	
2000 Mar.	"Playstation 2" SCPH-10000 launched
2000 June	SONY Center am Potsdamer Platz Berlin opened
2001 Apr.	SONY Bank established in Japan
Apr.	SONY EMCS established
Oct.	SONY Ericsson Mobile Communications established
2002 Sept.	SONY Dream World 2002 held in Yokohama
Dec.	SONY absorbed AIWA by merge

4.3.6 SONY strength

SONY has learnt much from previous unsuccessful products. The SONY MSX home computer, for example, did not attain a satisfactory level of success. But it did teach SONY development engineers valuable know-how that would be applied in later years. In effect, these engineers became living resources, representing latent power within SONY that did not exist in other AV companies. These young engineers who developed SONY' s information processing technology in the past were eventually scattered throughout the SONY Group and active in many different areas thanks to their strong

familiarity with computers.

The SONY Group gained outstanding software production capabilities from an early stage. SONY's music business had developed rapidly and toward the end of the 1980s was complemented by its newly acquired motion pictures business. Then with the launch of PlayStation in 1994, SONY Computer Entertainment Inc. enjoyed explosive sales worldwide.

SONY had other strengths too, such as its superior AV technology incorporated into computer peripherals. The company had created a wide range of media for computers, including the 3.5-inch microfloppy, WO and MO disks, as well as the CD-ROM. SONY had developed these products by combining magnetic and optical technologies. Moreover, the spread of computers meant increased use of high-resolution Trinitron displays, and this also strengthened SONY's position.

Well aware of SONY's considerable strengths and its forward-looking attitude, Idei developed a clear path for SONY. He aimed to make a computer integrating AV and IT technologies that drew on SONY's technological assets -- a computer unique to SONY. The computer would offer basic functions common to all computers, but add personal entertainment value as a key feature. Ohga remarked that, "Only SONY could possibly hope to make a system integrating computer, communications and AV technology with entertainment content."

In November 1995, SONY announced the establishment of a long-term technology agreement with Intel Corp., the largest manufacturer of microprocessors for computers in the United States. Intel had an established track record in semiconductor and computer technology, while SONY's strengths were in AV hardware and software. By integrating their respective strengths, the two companies would create a new home-use computer. The dream of developing a market for AV products that complemented computer

technology was at hand. An agreement was reached between Intel president Andrew Grove and Idei as the plan to launch the personal computer for home-use was announced. The PC would be introduced in the U.S. in autumn 1996, followed thereafter in Japan and Europe.

SONY's objective in establishing this collaborative agreement was not simply to enter the PC market. If SONY's was going to sell computers, it was also going to have to restructure its AV business while establishing new marketing and customer service systems to stimulate and improve employee awareness. The catchphrase "Digital Dream Kids" was primarily designed to increase employee awareness of this new corporate direction.

On November 20, 1995, Idei received resounding applause after delivering a keynote speech entitled "SONY's Dreams are SONY's Challenges," at the National Academy of Television Arts and Sciences in New York. Idei's speech described SONY 's future business strategy to an audience composed of people in the television and communications industries throughout the world.

4.3.7 Globalization of R& D Operations

"In May 1989, the Advanced Video Technology Center (AVTC), the development base for HDTV in the United States, was established in San Jose, California. At the opening ceremony, Morita said, "We believe it is necessary to develop products locally in order to meet the needs and requirements of the local market. Also, if we could transfer local specialties such as digital technologies from the United Kingdom, or graphics and special effects technologies from the United States to other regions, we would realize a global synergy in R&D."

The message behind Morita's speech was that "global localization," as the new guiding principle for the future of SONY, would be applied to R&D and include technology transfers from one regional R&D center to another. Moreover, like marketing and

manufacturing, R&D would be conducted close to SONY's end markets.

For many years, SONY has been conducting technological development abroad for broadcast and industrial applications. The first such center was SONY Broadcast Ltd. (SBC), established in the United Kingdom in 1978. Since then, SBC has been conducting sales and marketing of broadcast equipment, while pursuing broadcast systems design and R&D projects .The SBC R&D team successfully developed the first broadcast-use digital component VTR through a joint development project with Atsugi-based researchers. However, in the area of home-use products, SONY did not establish overseas R&D operations until several years later.

In the early 1990s, global localization of R&D continued in all product areas. By then SONY had over twenty R&D centers outside Japan. Yet despite the fact that overseas sales accounted for 70% of SONY's consolidated sales, overseas production still amounted to only 30% of the total. R&D localization still had a long way to go.

In the 1990s, SONY was still guided by the principles of conducting product R&D close to markets while fully utilizing the technological strengths of each region It also continued to see the need to establish R&D operations abroad in order to minimize the effect of exchange rate fluctuations.

Telecommunications infrastructure and software development was more advanced overseas than in Japan. As SONY expanded from its traditional AV realm into such areas as computers and telecommunications, the pursuit of R&D activities overseas became more and more advantageous. The U.S. also boasted many talented engineers, particularly in the field of software development, and was a substantial resource base for technology licensing agreements with high-tech companies.

Changing times triggered shifts in demand, and SONY needed to establish a system that

enabled it to increase efficiency by internally coordinating R&D efforts around the world. To this end, it needed first to construct R&D bases for regional coordination, and to appoint a supervisor to oversee these bases. In April 1994, the Research Laboratories were founded in San Jose, California. Kenji Hori, an instrumental player in SONY's development, was appointed Chief Technology Officer (CTO).

4.3.8 Affiliated Company

Table no:5

In Japan	Outside Japan
SONY EMCS Corporation.	SONY of Canada Ltd.
SONY Energy Device Corporation.	SONY Electronics Inc.
SONY LSI Design Inc.	SONY Corp. of America
SONY Engineering Corporation	SONY Computer Entertainment America Inc.
SONY Culture Entertainment Inc.	SONY Pictures Entertainment Inc.
SONY Enterprise Co., Ltd.	SONY Magnetic Products, Inc. of America
SONY-Kihara Research Center, Inc.	SONY Music Entertainment Inc.
SONY Bank Inc.	SONY Broadband Entertainment, Inc.
SONY Global Solutions Inc.	SONY Latin America Inc.
SONY Chemicals Corporation	SONY de Mexico S.A. de C.V.
SONY Communication Network Corporation	SONY Corporation of Panama, S. A.
SONY Computer Entertainment Inc.	SONY Global Treasury Services Plc
SONY Computer Science Laboratories, Inc.,	SONY Computer Entertainment Inc.,
SONY Supply Chain Solutions, Inc.	SONY United Kingdom Ltd.
SONY Life Insurance Co,. Ltd.	SONY Hungaria kft.
SONY Semiconductor Kyushu Corporation	SONY Nordic A/S
SONY Assurance Inc.	SONY Benelux B.V.
SONY/Taiyo Corporation	SONY Service Centre (Europe) N.V.
SONY Digital Network Applications Inc.	SONY Deutschland G.m.b.H
SONY Digital Network Applications Inc.	SONY Berlin G.m.b.H.

SONY PCL Inc.	SONY France S.A.
SONY Human Capital Corporation.	SONY Espana S.A.
SONY Finance International, Inc.	Shanghai Suoguang Visual Products Co., Ltd
SONY Financial Holdings, Inc.	SONY (China) Limited
SONY Facility Management Corporation	Shanghai Suoguang Electronics Co., Ltd
SONY Broadband Solutions Corporation	SONY International (Hong Kong) Ltd.
SONY Broadcast Media Co., Ltd	SONY Corporation of Hong Kong Ltd.
SONY Plaza Co.,Ltd.	SONY Taiwan Ltd.
SONY Manufacturing Systems Corporation	SONY Electronics of Korea Corp.
SONY Marketing (Japan) Inc.	SONY Electronics (Singapore) Pte. Ltd.
SONY Miyagi Corporation	SONY Electronics (Malaysia) Sdn. Bhd.
SONY Music Entertainment (Japan) Inc.	SONY Technology (Malaysia) Sdn. Bhd
SONY Music Manufacturing Inc.	SONY Thai Co., Ltd.
SONY Music Communications Inc.	SONY Technology (Thailand) Co. Ltd
SONY Music Distribution (Japan) Inc.	SONY Device Technology (Thailand) Co., Ltd.
SONY Foundation for Education	SONY Australia Ltd.
ST Liquid Crystal Display Corp.	SONY Gulf FZE
Kyoshin Technosonic Co., Ltd.	SEL Holdings Inc.
Monex Beans Holdings.Inc.	SPE Corporate Services Inc.
Star Channel, Inc.	Califon Productions, Inc.
So-net M3, Inc.	SONY Pictures Home Entertainment
bitWallet, Inc.	C3D Corp.
Frontage Inc.	CPE Holdings, Inc.
REASON Corporation	CPT Holdings, Inc.
	Jeopardy Productions, Inc.
	SONY Americas Holding,Inc
	SONY Italia S.p.A
	SONY Overseas S.A.
	SONY Korea Corporation
	SONY Pictures Cable Ventures I Inc.
	SONY Pictures Digital Inc.

	SONY Pictures Television Inc. SONY Pictures Releasing Corporation SONY Film Holding Inc. SONY Holding (Asia) B.V. SONY Electronics Asia Pacific Pte.Ltd SONY Music Entertainment Holdings SONY US Funding Corporation SONY Europa B.V. SONY Europe Holding B.V. Tandem Licensing Corporation Digital Audio Disc Corporation TriStar Pictures, Inc. TriStar Television, Inc. Triumph Enterprises, Inc. BE-ST Bellevuestrasse Development GmbH & Co. First Real Estate KG PEP Communications Inc.

4.4.0 Marketing In Bangladesh

4.4.1 About Rangs Electronics Limited (REL)

RANGS ELECTRONICS LTD.(REL), was established in 1978 in Bangladesh . This private limited company was registered under the companies Act, 1913 and was incorporated in Bangladesh on 29 the March 1984.

Rangs stands for first word of five friends

- ✓ RAUF CHOWDHORY
- ✓ AKTAR HUSSAIN
- ✓ NAZIR AHMED
- ✓ MAHBUBUL GANI

- ✓ SACHIMI HUSSAIN

RANGS ELECTRONICS LTD is one of the reputed organizations in Bangladesh. REL is also pioneer in the field of electronics & electrical products in Bangladesh. REL enjoys number one position in assembling, manufacturing, buying, selling, importing, exporting, repairing, exchanging, dealing and marketing all sorts of electronics & electrical goods including Color Television, Hifi, Radio Cassette Corder (RCR), CD, VCD, DVD Player, VCP, VCR, Digital Camera, Mavica, Cyber shot, Radio, Home theater, Telephone, Cordless Telephone, Battery, Headphone, Micro-Cassette corder, Handycam, Walkman, Refrigerator, Deep freezer, Washing machine, Micro-Oven, Gas Burner, Gas Oven, Black & White TV, Voltage Stabilizer, Fan, Air Conditioner, all sorts of kitchen appliances incandescent light and ballast for better illumination. In 1978 the company started with only one 12" black & white TV and one RCR of SONY. Now almost 350 (Three Hundred Fifty) number of products in our product line up.

RANGS ELECTRONICS LTD is the authorized license from SONY CORPORATION, TOKYO, JAPAN. For assembling, marketing and distributing all sorts of SONY Products in Bangladesh. RANGS ELECTRONICS LTD is also authorized distributor world famous brand like AIWA, FUJI, and it has own brand RANGS. RANGS ELECTRONICS LTD is also dealing with big projects in the fields of telecommunication, television broadcasting, transmitters, radars--- especially weather radars, steel bridges, marine port infrastructure and equipments etc.

RANGS ELECTRONICS LTD aim is to achieve business excellence through quality product by satisfying consumer expectations. REL has a network of 54 Sales & Service Center and more than 150 authorized dealers throughout the country to offer the products and services at consumers doorsteps. Most of our products carry a warranty for one to five years. REL always committed to provide service to the consumer and no sacrifice for quality. Necessary spare parts and well-trained technicians are available with all our Sales and Service Center. That's why REL is the biggest marketing company of

Electronics and Home Appliances in Bangladesh occupying 35% of the total color TV market share and 15% market share of home appliances.

The management of RANGS ELECTRONICS LTD.(REL), is dedicated to its commitment of quality and all employees of the organization fellow documented procedures to ensure quality standards. Our strength lies in our fully dedicated and quality team of sales personnel's. The team has some of the best salesman, marketing professionals, and financial experts. Each area of work is departmentalized on a purely functional basis and is directed to achieve qualitative superiority.

4.4.2 Name and Status of the company

Rangs Electronics Ltd.(REL) Established in 1978 & incorporated as a company in 1984 in Bangladesh .

4.4.3 Nature of business

Assembling, Manufacturing, Retailing Distribution, Import, Export and Marketing of Electrical & Electronics products in the local market and abroad.

4.4.4 Corporate Head Office

Sonartori Tower (3 rd, 4 th & 5 th Floor)
12, Sonargaon Road
Banglamotor, Dhaka-1000 Bangladesh.
Tel- (880-2) 9663551-3
Fax- (880-2) 9664848
E-mail: marketing@rangs.org
Website: http://www.SONYrangs.com/

4.4.5 Factory Address

335/C, Tejgaon Industrial Area
Dhaka Bangladesh
Tel- (880-2) 60660(880-2) 601794

Fax- (880-2) 8829964

E-mail- mailto:moslefac@bol-online.com

4.4.6 Board of directors

MANAGING DIRECTOR: MR.AKTAR HUSSAIN
DIRECTOR: MR. MAHBUBUL GANI
DIRECTOR: MRS. SACHIMI HUSSAIN
DIRECTOR: MR. J. EKRAM HUSSAIN
DIRECTOR: MS. BEANUS HUSSAIN
DIRECTOR: MR. SABUR AHMED

4.4.7 Manpower

Fully trained & experienced personnel at all levels in the field of manufacturing marketing, sales, distribution, finance & Accounts and also Audit.

Total Manpower- 912

4.4.8 External auditors

Messars Ashraf Uddin & Co

Chartered Accounts

Rahman Chamber (Ground Floor)

12-13 Motijheel Commercial Area Dhaka. Bangladesh.

4.4.7 Bankers

STANDARD CHARTERED

Hadi Manson

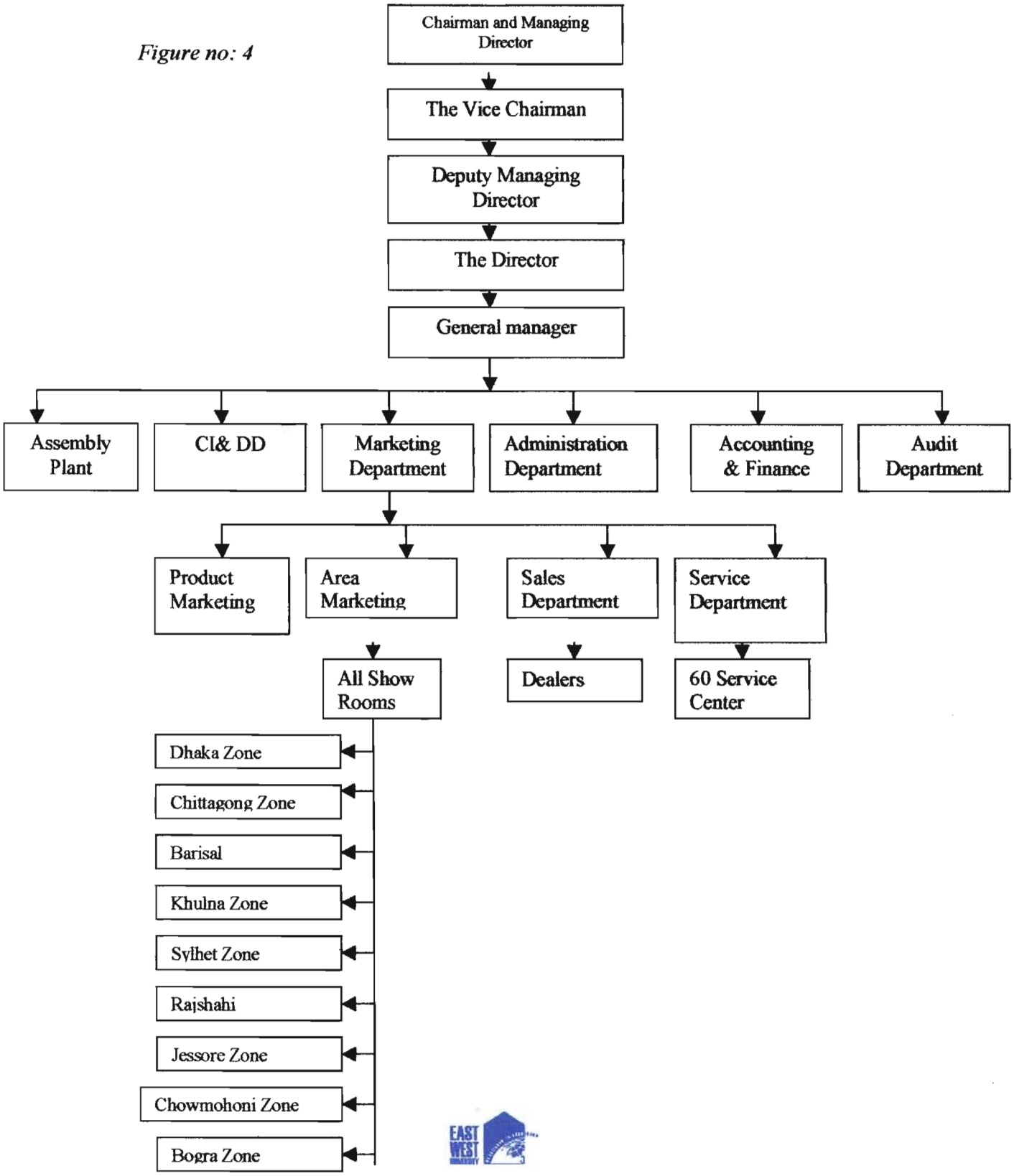
Dilkusha, Motijheel

Dhaka. Bangladesh

EASTERN BANK LTD.
Sonargaon Branch
Sonargaon Road
Dhaka, Bangladesh.

4.4.10 Organizational Chart:

Figure no: 4



4.4.11 Showrooms and service center

Rangs Electronics has 60 exclusive showrooms all over the country. All the showrooms are well decorated and well organized with modern marketing concepts. Visitors with their family fell comfortable in the wide space of the showroom and can choose any product until the customer is satisfied. Customer can pay for product in from a showroom and can take delivery from any of showrooms all over the country. Besides showrooms, Rangs Electronics has 200 dealers all over the country

Table No: 6

1. Sonartari Tower, 12 Sonargaon Road, Tel : 9663556
2. 117/1 Airport road. Tel:8118880-81
3. 70 Bangabandhu Stadium market. 9555594.
4. Crescent Centre, 36 Topkhana Road, Tel : 9555519, 9563433
5. 67/A, Rabindra Sarani, Uttara, Sector-7, Tel : 8911971
6. 3/12, Lalmatia, Block-A, Tel : 9118328
7. 240, Outer Circular Road, Mouchak, Tel : 9331870
8. 75, Haranath Ghosh Road, Lalbagh Tel : 8629567
9. 101, Dholairpar Bus Stand, Jatra Bari, Tel : 7413236
10. 43, North Gulshan, Circle-2, Tel : 8811576, 9880516
11. Malek Plaza, 290/A, Khilgaon Rail Gate, Tel : 7215273
12. 107, Begum Rokeya Sarani, Mirpur-10, Tel : 8010995, 9005843
13. 14, Darus Salam Road, Mirpur-1, Tel : 9010878

14. 63, Luxmibazar, Dhaka, Tel : 7167548
15. Rifles Square, BDR Gate, Jigatala, Tel : 8624792
16. Holland Centre, Pragati Swarani, Madda Badda, Tel : 011-085202
17. 284, Ibrahimpur, Dhaka Cantt. Tel : 9871939
18. - - Jinjira ,Jinjira Bus Road, (Howli) Tel : 7772026
19. - Ashulia , Rifat Square, Jam GaraBazar, Opposite Fantasy Kingdom, Tongi DEPZ Road, Tel : 0171-734417
20. Savar Alam Plaza (1st Floor), Savar Bus Stand, Tel : 011-088189
21. - Gajipur Shahid Srithi High School Market, Bus Stand, Jaydevpur, Tel : 9256925
22. Mymensingh 29, Rambabu Road, Tel : 0171-321304, 091-54881
23. - Kishoreganj Islamia Super Market, Puran Thana, Tel : 0171-673632, 55540
24. Narayanganj 8, B.B. Road, Chashara (Balurmath), Tel : 9715656
25. Chittagong 42, Lal Khan Bazar, WASA Corner, Tel : 031-611334
26. Khagrachari College Road, Mahajanpara
27. l 546, Sheikh Mujib Sarak, Dewanhat, Agrabad, Tel : 031-712810
28. - Bandarban Bandarban Bazar, Court Road, Tel : 0361-62164
29. - Comilla 686/618 KA, First Kandirpar, Jhautala, Tel : 081-66567
30. - Laksham By-Pass Road, Tel : 0171-187717
31. - Cox's Bazar Faiz Market, Tekpara, Tel : 0341-62221
32. - Chaumohani "Tara Manzil" 724, Feni Road, Tel : 0321-52007

33. - Barisal 18, Hemayet Uddin Road, Tel : 0431-54633
34. - Faridpur South Alipur, Gorostan Morr, Tel : 0171-835507
35. - Khulna 76, KDA Avenue, Tel : 041-722605, 731698
36. - Jessore 125 Rail Raod, Tel : 0421-67331, 0171-688462
37. - Satkhira Shaheed Najmul Sarani, Katia Bazar, Tel : 0471-62424
38. - Kushtia 94/7, N.S. Road, Tel : 071-55206
39. - Rajshahi Kumarpara, Natore Road, Tel : 0721-774675, 775864
40. - Chapai Nawabganj Mukta Mohadal Bhaban, School Club Road, Tel : 0781-55186
41. - Natore Nahar Super Market, (1st Floor) Dhaka Road, Tel : 0771-62189
42. - Naogaon Shahid Kazi Nurunnabi Paura Market Par Naogaon, Tel : 0171-208189
43. - Rangpur Station Road, Tel : 0521-62141, 011-380344
44. - Bogra Nawab Bari, Tel : 051-64904, 72444- 1
45. Dattabari Rangpur Road, Tel : 051-66572
46. - Joypurhat Arafat Super Market, Sadar Raod Tel : 0571-62317
47. - Ishwardi Main Road, Tel : 07326-63057
48. - Pabna Nag Super Market, Abdul Hamid Road, Tel : 0731-66227
49. - Sirajganj S. S. Road, Tel : 0751-63041
50. - Brahmanbaria T. A. Road, Tel : 0851-52799, 0171-378121
51. - Moulavi Bazar Motlib Centre, Sreemangal Road, Tel : 0861-53707

52. - Sylhet Latif Centre, (2nd floor) Zinda Bazar, Tel : 0821-710171
53. - Habiganj Paurashava Road, Tel : 0831-53292, 0171-176249
54. - Ramganj Dak Bangla Road, Ramganj, Luxmipur Tel : 0172-268370
55. - Narail Poura New Market-2, Tel : 0481-62465,
56. – Chuadanga Court Road, Tel : 0761-63446, 0171-143400
57. - Dinajpur Jail Road, Lilly Morre, Tel : 0531-61087
58. - Magura Syed Atar Ali Road, Tel : 0611-62582
59. Jamalpur station Road, Tel-0121787154
60. Chittagong Rifle club electronics market.

4.4.12 Showrooms in terms of regional basis

Table No: 7

Area	Quantity
Dhaka Area	26
Chittagong Area	11
Rajshahi Area	12
Khulna Area	07
Barisal Area	01
Sylhet Area	03
Grand Total	60

4.4.13 Sister Concern

REL has 13 (thirteen) Sister Concerns. Every Sister Concern has its own business rule and management. Every Sister Concern is governed by a board of directors. These Sister Concern are giveb below

HUSSAIN TRADING COMPANY LTD.

Nature of Business:

Indenting, Importing, General trading, Work as agent, Contracting local supply, Managing Agents promoters and distributor.

Manpower: 32

WHITE PRODUCTS & ELECTRONICS LTD

Nature of Business:

Assembling & Marketing Rangs Brand Home Applainces including Refrigerator, Micro Oven.

Manufacturing Rangs Brand Automotive Power Battery, & Retailer.

Sole distributor of Yuasa Automotive Battery, TOYO tire, Rangs-Bird , Hisense Brand GSM & CDMA Mobile Phones, Refrigeration and Air conditioning system of Fuji Electric Brand, & Ichiban home appliances etc.

Manpower: 115

RIAN MOTORS LTD

Nature of Business:

Sole distributor and assembler of famous SUZUKI and UVS motor cycles along with own RANGS Brand motor cycles in Bangladesh.

Manpower: 120

TOKYO LIGHTING INDUSTRIES LTD

Nature of Business:

Manufacturing Rangs Brand Eluorescent Tube Lights, Energy Saving Lights, Chokes and Fans in joint venture with Japan.

Manpower: 114

S & Y COMPANY LTD.

Nature of Business:

Marketing ready-made garments and related items of world famous UNITED COLORS OF BENETTON & SISLEY Brand of Italy.

Manpower: 30

DION INDUSTRIAL COMPANY LTD.

Nature of Business:

Assembling, manufacturing, Retailing and Distributing AIWA Brand Electronics products, Importing and distributing Medical Equipments in Bangladesh.

Manpower: 30

RANGS MEDICINE LTD.

Nature of Business:

Pharmaceutical Factory and enter into the market will be approximately Jan, 2006.

Manpower: 24

H2O BANGLADESH LTD.

Nature of Business:

Sole distributor of Most famous Japanese Cosmatics Pola Daily Cosme in Bangladesh.

Owner of Pure Skin and Beauty Care Center at Gulshan, Dhaka.

Manpower: 48

SKY BANGLA AVIATION LTD.

Nature of Business:

General Sale agent of Air Canada. All passengers and Cargo related matters are handled by this company.

Manpower: 12

SKY BANGLA AIRLINES LTD.

Information Not Found

MIKO DESIGNS LTD.

Information Not Found

REL PLASTIC RECYCLING LTD.

Information Not Found

SHARP TRAVELS LTD.

Nature of Business:

Travel agency and Tour operator in Bangladesh, Thailand, Singapore and Bhutan to promote tourism in their respective countries.

Manpower: 08

4.4.14 The Marketing and Sales team

The marketing staff and sales team have enabled the company to be a leader in the consumer electronics market. Some of the duties of the REL marketing department are to monitor product trends, to look after the competitors activities, to arrange various sales campaigns, to create innovative and functional point of purchase display materials, and to observe advertising matters. The marketing department keeps close contacts with every Showroom in respective areas regarding products, sales, and advertising. This department is also responsible for conducting feasibility studies of new potential showrooms and opening those Showrooms if they prove to be viable.

REL marketing department also regularly arranges training programs for the continuous improvement of work methods of the Showroom personnel and to increase the sales staffs selling capacity. The overall activities of marketing department of REL are directed, coordinated and controlled by a Marketing In-Charge. He always keeps close contact with the General Manager and Managing Director and reports directly to them. To monitor Showroom & Dealer Sales, REL divided the whole country into nine regions. These are Dhaka, Chittagong, Bogra, Rajshahi, Khulna, Choumohoni, Barisal, Jessore, and BD East (Sylhet). Every region except Chittagong and Dhaka has an area in-charge and he is responsible for zone wise dealer sales and showroom sales.

4.4.15 Vision

Providing better services to all customer segments as days to come.

4.4.16 Mission

To continue with the existing marketing position and to achieve the yearly sales target.

4.4.17 Goal

Create an environment where providing an excellence quality control and customer satisfaction.

4.4.18 The Assembly Plant

REL is the only company that assembles SONY Electronics goods especially Television. The factory of REL is a multistoried building located at 335/C Tejgaon Industrial Area, Tejgaon, Dhaka. The Assembly plant was established in 1987 with the help and assistance of SONY Engineers. First, the factory started its operation assembling Black & White Televisions. In 1989 it also started assembling SONY Color Televisions. REL imports electronics products both as complete knock down units (C.K.D) and also as complete build up units (C.B.U). Now the REL Factory employs 145 skilled personnel including engineers, supersisors and technicians who have been discharging their labor and talent for producing standard quality products. The factory now assembles 14", 21", 25", 29" and 34" sizes of CTV's, Hi-fis, Radio Cassettee Recorders, VCPs and VCRs. Most of the engineers and technicians work under a friendly and professional

environment. Many of them have been trained aboard. The manager of production controls the REL assembly plant. He is directly responsible

The to the General Manager and Managing Director. The Production Manager directs, coordinates and controls the over all assembly activities of Assembly Line Engineers, Quality Control Engineers and Engineers.

Objective of the Assembly Plant:

To ensure timely Production.

To ensure prescribed quality.

To ensure proper specification of bulk and finished goods.

To achieve and maintain consumer trust.

To take maximum utilization of company's resources

4.4.19 Distribution

REL has 60 Showrooms and 150 authorized dealers through the country to sale. All the Showrooms and dealers are decorated and well organized with modern marketing concept. It has a Central Inventory Department and a Distribution Channel to ensure sales support. To ensure its sales there are warehouses I nine (09) key locations nationwide, backed by personnel, transport & communication system. This CID and Distribution Channel ensure the products reach the Showrooms and Dealers on time

4.4.20 Rangs marketing campaign

REL uses different types of promotional activities regarding its marketing. They uses its marketing activities on the basis of different festival, special days, special sports, world sports, exciting cricket & football match etc. REL's Sales Campaign are-

- ® Special discount offer (During the EID Festival)
- ® SONY Days
- ® Discount During Football & Cricket World
- ® Special Discount During Exciting Cricket & Football match

- ® Showroom incentives
- ® Special Bonus package
- ® Between Budgetery month

4.5.1 Panasonic As a Brand

Panasonic is much more than a well-known brand name. It stands for the depth and diversity of our research capabilities, manufacturing expertise and product selection. It stands for the advanced technology of products, from easy-to-use consumer goods to sophisticated medical, broadcast, business and industrial systems.

More importantly, Panasonic stands for a commitment to quality, value and innovation. In North America, this commitment is backed up by employees working in research and development centers from California's Silicon Valley to Video Valley in New Jersey, state-of-the-art manufacturing plants, one of the country's largest customer call centers in Virginia and sales and service organizations that deal with the public and business-to-business relationships in nearly every state. In all of our dealings, the customer is always first. This was our bedrock philosophy through the 20th century and it will carry us through the 21st century.

Panasonic's vision of the digital future is driven by the needs and aspirations of our business customers and millions of consumers around the world who use our products every day. We share their dream to live a fuller life by providing ways of working smarter and enjoying the rewards of technological advances.

As we move forward together with our customers into the uncharted future of the 21st century with the prospect of future technologies and systems yet to be thought of, Panasonic's standards are still firmly grounded in the philosophy of company founder Konosuke Matsushita. He began our journey in 1918 by inventing a two-socket light fixture. Profound in its import yet elegantly simple, Konosuke Matsushita's breakthrough

led to what is now one of the world's largest electronics companies. As he built Matsushita Electric Industrial Co., Ltd., he never lost sight of the importance of putting the needs of his customers and the public first.

Panasonic will continue its Customer First tradition of creating new products that resolve the challenges in business and personal life, helping us all enjoy more of what life has to offer. The name Panasonic is synonymous with innovation, quality, performance and ease of use. We look forward to a bright and shining technological future, and to playing a leading role in the digitally networked society, propelled by the creativity and dedication of our employees here and around the world.

4.5.2 Vision

Panasonic aims to become a top global company in 2010, by pursuing the management objectives of contributing to the realization of ubiquitous networking society and coexistence with the global environment. Thus, providing its customers with valued products and services.

Panasonic
ideas for life

4.5.3 Panasonic ideas for life

Matsushita Electric Industrial Co., Ltd. (MEI) has adopted Panasonic as its unified corporate brand worldwide, backed by the new brand slogan "Panasonic ideas for life".

The slogan "ideas for life" represents the commitment of all MEI employees, including those involved in R&D, manufacturing, marketing, and services, to provide products and services based on valuable ideas that can enrich people's lives and help advance society.

The ideas that Panasonic delivers include relevant ideas, practical ideas, amazing ideas, enriching ideas, joy-of-discovery ideas, innovative ideas, and fun ideas.

Through such relevant, innovative, and valuable ideas, Panasonic aims to continually enrich the quality of people's lives worldwide and contribute to the prosperity of society throughout the world.

Panasonic plans to directly communicate "ideas for life" to all of our customers and business partners worldwide

4.5.4 We manufacture

Panasonic takes pride in being one of the world's premier electronics manufacturers. Not only do we make the DVD players, televisions and dozens of other consumer electronics products enjoyed by millions, but we are also a supplier of electronics components. From tiny semiconductors, to DVD-ROM drives for PCs, to flat screen plasma TV displays, Panasonic engineers are always pushing the technological envelope. In fact, many companies use our high-volume, high-speed manufacturing expertise and know-how to create even better products, just one more way Panasonic enhances lifestyles around the world.

Panasonic is not only a premier maker of electronics hardware, it is also one of the largest global manufacturers of DVD entertainment software. The growing state-of-the-art Panasonic disc replication plant in Torrance, CA, supplies many of the DVD video discs Americans bring into their homes every night.

4.5.5 We lead

As we move into the 21st century, people look to true innovators, technological leaders for products to enrich their personal lives and make their work life easier. Panasonic, as one of the world's premier technology companies, is devoting the resources in its global research laboratories and production divisions to make that bright future a reality.

Panasonic is leading the way with products and systems that are as obvious as our High-Definition TV systems. High-Definition Digital TV delivers picture and sound so realistic you feel like you're front row center in your favorite movie theater. More subtly, we also

make the cameras and broadcast equipment that record and edit HDTV shows that are transmitted to your home. Panasonic integrates and installs the security systems in major hotels and stadiums - and designs the cutting-edge, postage-stamp sized semiconductor memory that's revolutionizing the consumer electronics industry. Panasonic is the Emmy Award winner behind the DVD format that's transforming home entertainment. In fact, we not only helped create the format with breakthrough technologies but are also one of the top manufacturers of players and discs in the world.

And everything with the Panasonic name is backed by world-class customer service with team members who deeply believe in the philosophy of putting the customer first.

Our employees not only take care of their customers but they also contribute to their communities across the country. Panasonic takes pride in being a good neighbor. We invest in educational outreach that is so vital to vibrant communities everywhere. Panasonic is meeting the challenge of the new Digital Age in so many ways and on so many different levels. We welcome the dramatic and positive changes transforming the world around us.

Join us on the journey.

4.5.6 Devise Solution

As you click through the Panasonic Web site, you'll quickly see the broad range of consumer, business, industrial and broadcast products offered. Business customers, seeing this wide range of expertise, have asked us to provide entire systemwide solutions for all their electronics needs. Our engineers are rising to the challenge. The demand for this one-stop shopping is becoming a major growth area for the company as technology becomes more sophisticated and omnipresent. No matter if it's a giant hotel, a stadium or a major metropolitan transit system, Panasonic is meeting customers' needs.

4.5.7 We develop

The popular DVD format is an excellent example of Panasonic's engineering and marketing prowess. Panasonic developed many of the key technologies that make possible DVD, the format that is now transforming home entertainment and the computer industry. Our engineers took that technology from the laboratory and created high-quality, affordable components for the industry. At the same time, we used our expertise in storage media to make DVD discs a reality.

For our DVD efforts, we were awarded a technical Emmy Award by the television industry. While we are proud of that award, it hasn't stopped the technological advances. Panasonic was first to introduce recordable DVD for the PC and is moving forward with recordable DVD players for video enthusiasts. And this is only the beginning.

4.5.8 We Broadcast

Panasonic is playing a major role in digital television broadcasting. High-definition and digital TV will have a major impact on the way we all watch television, and it's a dramatic change for the better, with vivid images that make you feel you're looking through a window instead of a TV screen. Panasonic is helping TV stations across the country as they make the transition to digital capability. We provide the broadcast cameras, video recorders, video format converters, editing consoles and other tools that make great programming possible. When ABC Sports decided to broadcast "Monday Night Football" and the Super Bowl in HDTV, Panasonic made it happen by providing an entire HD production mobile unit.

Panasonic also led the way in making the dream of digital TV a reality for consumers with the introduction of the first all-format digital TV set-top receiver/decoder and first consumer HDTV both of which were developed in the U.S. as well as other cutting edge displays, including flat panel plasma televisions that incorporate technology from our U.S. development center.

4.5.9 We entertain

Delve further into the Panasonic Web site and you'll see a wealth of consumer technologies that were unheard of a few years ago: High-Definition TVs, Digital TVs, the first HD VCR, progressive scan DVD players, Internet-capable cordless phones and the list goes on. You'll also find video and audio gear that simply deliver excellent sound and picture quality at affordable prices. That, too is part of the Panasonic promise.

4.5.10 Divisional Companies of Matsushita Electric Industrial Co., Ltd.

- ✓ Semiconductor Company
- ✓ Panasonic AVC Networks Company
- ✓ Panasonic Automotive Systems Company
- ✓ Panasonic System Solutions Company
- ✓ Matsushita Home Appliances Company
- ✓ Healthcare Business Company
- ✓ Motor Company
- ✓ Lighting Company

4.5.11 Principal Domestic Subsidiaries

- ✓ Panasonic Communications Co., Ltd.
- ✓ Panasonic Electronic Devices Co., Ltd.
- ✓ Panasonic Mobile Communications Co., Ltd.
- ✓ Matsushita Ecology Systems Co., Ltd.
- ✓ Matsushita Refrigeration Company

- ✓ Matsushita Battery Industrial Co., Ltd.
- ✓ Panasonic Shikoku Electronics Co., Ltd.
- ✓ Matsushita Welding Systems Co.,Ltd.
- ✓ Matsushita Electric Works, Ltd.
- ✓ Victor Company of Japan, Ltd.
- ✓ PanaHome Corporation

4.5.12 Principal Overseas Subsidiaries Matsushita Electric Corporation of America

- ✓ Matsushita Electric Europe (Headquarters) Ltd.
- ✓ Panasonic Mobile & Automotive Systems Czech s.r.o
- ✓ Matsushita Electric Asia Pte. Ltd.
- ✓ Panasonic AVC Networks Kuala Lumpur Malaysia Sdn. Bhd.
- ✓ Matsushita Electric (Taiwan) Co., Ltd.
- ✓ Matsushita Electric (China) Co., Ltd.
- ✓ Guangzhou Matsushita Air-Conditioner Co., Ltd.

4.5.13 Panasonic History

Table No: 8

YEAR	WORLD HISTORY	OPERATIONS	LEADERS	INNOVATIVE PRODUCTS	SOCIAL ACTIVITIES
1918		Matsushita Electric Devices Manufacturing Works established		Improved attachment plug	
1920				Double Cluster Socket	

1923				Bullet-shaped battery-powered bicycle light	
1927				Super electric iron	
1931				3-tube radio	
1932		Export Trading Dept. established True Mission of the company announced			
1933		Divisional System established			
1934				1/2-horsepower, 3-phase induction motor	
1935		Matsushita Electric Trading Co. established Incorporated as Matsushita Electric Industrial Co., Ltd			
1936		First business mission to the West			
1938		Import Dept. established			
1939	World War II breaks out	First overseas factory opens (Matsushita Battery's Shanghai factory)			
1940					Matsushita Hospital established
1941	Pacific War breaks out				
1945	World War II	Overseas activities			

	ends, United Nations established	start from scratch			
1946					PHP Institute established
1951			President Konosuke Matsushita makes first visit to the U.S.	Agitator-type washing machine	
1952		Technical and capital cooperation agreement with Philips		Monochrome TV	
1953				Electric refrigerator	
1954		Alliance with Victor Company of Japan		5-tube personal radio 4 -tube 1 -band portable radio	
1956		Five-Year Plan announced		Automatic rice cooker	
1958				Tape recorder Home air-conditioner	
1959		First postwar overseas sales company established (Matsushita Electric Corporation of America)			Japan-Netherlands Society of the Kansai established
1960				Color TV	Begin support for Japanese Traditional Arts and Crafts

1961	Vietnam War breaks out	The first postwar overseas manufacturing company established (National Thai Co.)	Masaharu Matsushita becomes President		
1962		First sales company in Europe established (National Panasonic G.m.b.H.)		Facsimile for office use (SD/LD series)	
1965		Reorganization of Sales and Distribution Five-Day Work Week begun			
1966				Home Microwave Oven	
1967				Radio cassette recorder	
1968				Zinc oxide varistor ZNR	Matsushita Electric House of History opens Ryozen Museum of History (The Meiji Restoration Research Center) established
1969				Fully-automated component insertion machine	

				"Panasert"	
1970				Direct-drive turntable	EXPO '70 Time Capsule buried
1971	Nixon Dollar Shock	Matsushita Electric shares traded on NYSE			Asuka Preservation Foundation established
1972		Matsushita Electric Singapore established (export site)			
1973	First Oil Crisis		Konosuke Matsushita becomes Executive Adviser		Matsushita Audio-Visual Education Foundation established
1974		Motorola TV Division acquired, Quasar Company established			
1975					Matsushita Professorship established at Massachusetts Institute of Technology
1976		First R&D company in the U.S. established (Microelectronics Technology Corporation)			
1977			Toshihiko Yamashita becomes President	VHS video tape recorder with up to 4 - hour recording capability Thin radio	

1979				Paper-thin battery	
1980	Iran-Iraq War breaks out				Matsushita Institute of Government and Management opens Factory for the disabled established (Kibi Matsushita, Okayama)
1981					Endowment for chair in leadership at Harvard Business School Factory for the disabled established (Katano Matsushita, Osaka)
1982				CD player	
1983					The Science and Technology Foundation of Japan established
1984					Official sponsor of the Olympic Games
1985		Panasonic Finance Inc.(U.S.A.) established		VHS camcorder	Matsushita Professorship established at Stanford Business School
1986	Chernobyl		Akio Tanii		

	Atomic Power Generation Plant accident		becomes President		
1987		Beijing Matsushita form joint-venture (first company in China after World War II)			
1988		Matsushita Electric Trading Co. merges with Matsushita Electric Industrial			The Matsushita International Foundation established K. Matsushita Foundation for EXPO '90 established
1989	Tianammon incident		Konosuke Matsushita passes away		
1990	Unification of Germany	Matsushita acquires MCA		Notebook personal computer	Matsushita Professorship established at Keio Business School
1991	Collapse of the U.S.S.R and creation of the Commonwealth of Independent States	Matsushita Environmental Charter set forth		1/2-inch broadcasting digital VTR "D-3" Cellular phone "Mova P" Rewritable optical disc recorder	Support of Pacific Music Festival begun Matsushita Professorship established at Warton School, Pennsylvania University
1993	EC market integration		Yoichi Morishita becomes President	Bulb-type fluorescent lights "Palook Ball"	
1994				Lithium ion	Panasonic Fund

				rechargeable battery	for the Disabled established
1996				DVD player Plasma display	Matsushita Lecture Series at Fudan University (Shanghai) begins
1997	Hong Kong returned to China Asia Currency Crisis leads to global depreciation of stock market	Internal division company system adopted		DVD car navigation system	
1998				DVCPRO series video system Portable DVD player Digital TV	Panasonic Scholarship Program established Love the Earth Citizens' Campaign starts Financial Support System for Employee Volunteer Activities starts
1999		221 facilities worldwide attain ISO14001 certification			
2000			Kunio Nakamura becomes President		
2001		Value Creation 21 plan starts			Matsushita Electric

					sponsors the Toyota F1 team Children Supporters Matching Fund established Panasonic donation to disaster fund to directly assist people affected by September 11 terrorist attacks
2002					Environment Supporters Matching Fund established

4.60 Marketing in Bangladesh

4.6.1 About Nicole Electronic

NICOLE ELECTRONICS LTD. first launched PANASONIC in Bangladesh at 1987.

Panasonic is much more than a well-known brand name. It stands for the depth and diversity of our research capabilities, manufacturing expertise and product selection. It stands for the advanced technology of products, from easy-to-use consumer goods to sophisticated medical, broadcast, business and industrial systems.

Panasonic's vision of the digital future is driven by the needs and aspirations of our business customers and millions of consumers around the Bangladesh who use our products every day. We share their dream to live a fuller life by providing ways of working smarter and enjoying the rewards of technological advances.

The name Panasonic is synonymous with innovation, quality, performance and ease of use. We look forward to a bright and shining technological future, and to playing a

leading role in the digitally networked society, propelled by the creativity and dedication of our employees here and around the world.

4.6.2 Vision

In Bangladesh their vision is to introduce the latest technology to the customer at reasonable price

4.6.3 Nature of business

The company purchases and sells various consumer products especially relating to audio/ video products, domestic appliances, refrigerators, digital camera, handy camera and professional camera etc.

4.6.4 Product Origin

In Bangladesh Nicole sells Panasonic Television produce by Matsushita Electric Industrial Co., Ltd. In Japan.

4.6.5 Assemble

Panasonic televisions assemble in Malaysia, Singapore and Thailand with the strict supervision of Matsushita Electric Industrial Co.

4.6.6 Sales outlets and service center

Nicole Electronics LTD does not have a wide range of sales showrooms, Service center and dealers in Bangladesh. It has only few number of showrooms and Service center Dhaka and Chittagong. In Dhaka they have four showrooms that include Service center, Chittagong they have two showrooms that include Service center and rest Bangladesh they have almost 53 dealers, which makes Panasonic Television available to consumer.

4.6.7 After sales service

Nicole Electronics LTD provide five-year exclusive service warranty in their Television that's mean if within that period if any parts and picture tube damage they replace or

repair it free of cost. After expire of the warranty period they on payment service to their Television customer.

4.6.8 Product models and price

Nicole Electronics LTD. Sales different types of Television in Bangladesh specially CRT, Flat, Flat Panel, High definition Television normally Nicole bring latest Television which ever introduce in world market; among them which they are currently offer in Bangladesh are given below:

Panasonic Model and Its Price

Table No: 9

Models	Size	Retail price
TC-14Z88	14	12300
TC-15PM30R	15	15500
TC-15MP50R	15	15500
TX20LA2M (VIERA)	20	105000
TC-21FS10M	21	22000
TC-21PM50R	21	19000
TC-21Z88	21	19800
TC-21FG20M	21	23000
TX-29P800M (GIGA 100HZ)	29	79500
TC-29FG50M	29	41000
TX-29F250M (GIGA 100HZ)	29	58700
TX-32LXIM (VIERA)	32	299000
TX-34P800W (GIGA 100HZ)	34	119000
TX-34P700X (GIGA 100HZ)	34	112000
TH-37PA3OH (VIERA) Plasma	37	339000

4.6.9 Slogan

Nicole Electronics LTD use worldwide slogan to market Panasonic Television in Bangladesh that is

Panasonic
ideas for life

4.6.10 Nicole Marketing campaign

Nicole Electronics LTD uses different types of promotional activities regarding its marketing. They use the marketing activities on the basis of different festival, special days, special sports, world sports, exciting cricket & football match etc.

Nicole Electronics LTD Sales Campaign are-

- Special discount offer (During the EID Festival)
- Discount during Football & Cricket World
- Special Bonus package
- End of the budgetary month

4.6.11 Promotional Campagin

For its marketing promotion Nicole Electronics LTD uses several activities. According to their activities we can divide in two ways. The first one is Out Side advertising and the other one is Media Advertising.

Out side Advertising:

- **Billboards**
- **Neon Sings**
- **Showroom Signs**
- **Road Signs**

Media Advertisement

- **Print Media- News paper Advertising.**
- **Broadcast Media- Television Advertising.**

Nicole Electronics LTD claim that television advertising is the most effective advertising media. Their advertising activities like Brochure, Placards, Newspaper, and television advertising is not continuously run. At trade fair they use Brochure. The New day of Bengali Year that is 1st Baishakh they use Placards. When they offer any special program Newspaper and Television advertising. Billboard, Neon signs, and Showroom Signs are their continuous advertising components.

4.6.12 Promotional Activities

Pull and Push strategy of **Panasonic**:

PANASONIC uses both **Pull and Push Strategy** to increase its brand awareness.

Pull strategy:

To build consumer demand PANASONIC spends a lot of in advertising and consumer promotion. By this strategy consumer will ask their retailers for the product, the retailers will ask wholesalers and Wholesalers ask manufacturers.

For doing this successfully NICOLE uses the followings:

- Cricket Sponsorship (Last Asia Cup)
- Scratched card
- Gifts
- TV program (What Islam Say? In Channel I)

Push Strategy:

Uses the sales forces and trade promotion to push the product to channels for increasing the company's activities the producer promotes the product to wholesalers, wholesalers promote to the retailers and retailers promotes consumer.

For doing this successfully Nicole uses the followings:

- Trade Allowances,
- Dealer Premium and Contest.
- Package

4.7.1 LG As a Brand

LG Electronics, Inc. was established in 1958 as the pioneer in the Korean consumer electronics market. The company is is a global force in electronics, information and communications products with 2004 annual sales of US $38 billion (consolidated). With more than 66,000 employees working in 76 subsidiaries in 39 countries around the world, LG Electronics is comprised of four main business companies including Mobile Communications, Digital Appliance, Digital Display, and Digital Media.

4.7.2 Vision

The vision of Digital LG is to highlight the innovative digital products and services of LG Electronics to enrich your life and make it more comfortable. Also included are LG Electronics' business areas and a message from the CEO.

`Global Top 3 By 2010`

LG Electronics pursues its 21st century vision of becoming a true global digital leader who can make its customers worldwide happy through its innovative digital products and services.

LG Electronics sets its mid-term and long-term vision anew to rank among the top 3 electronics, information, and telecommunication firms in the world by 2010.

As such, we embrace the philosophy of "Great Company, Great People," whereby only great people can create a great company, and pursue two growth strategies involving "fast innovation" and "fast growth." Likewise, we seek to secure three core capabilities: product leadership, market leadership, and people-centered leadership.

Figure No: 5

4.7.3 Growth Strategy

Fast Growth

Fast growth is the result of strategies designed to expand the market size and earnings quickly, in the process improving the growth rate in terms of monetary value rather than quantity.

Fast Innovation

Fast innovation involves setting extremely high innovation goals and securing a competitive edge, aiming for a target of 30% more than what our competitors can do. Fast innovation also means 30% more sales and improvement in our market share, new product development and unveiling these 30% faster, technology development and establishment of corporate value three years ahead of competitors.

4.7.4 Core Capabilities

Product Leadership

Refers to the ability to develop creative, premium products through specialized new technologies.

Market Leadership

Refers to the ability to achieve the "LG brand is No. 1" goal backed by its formidable market presence worldwide.

People Leadership

Refers to talented people who perform excellently by internalizing and practicing innovations.

4.7.5 Corporate Culture

Though a company implements perfect management strategies and boasts of outstanding and talented people, it should have an appropriate corporate culture to unleash the power of these capabilities.

No Excuses

We foster a corporate culture whereby we suggest an alternative before saying "no" and aggressively work towards fulfilling our goal.

'We' not 'I'

We pursue a corporate culture whereby we embrace a strong teamwork.

Fun Workplace

We create a workplace where individuals' creativity and freedom are respected and working is made fun.

D& D

General Overview, Research, Press Releases, and Careers in LG Electronics's R&D - an organization that is creating a new chapter in digital technology history.

Design

To introduce an interface design philosophy and add convenience to users, LG Electronics is hosting a biannual International Design Competition. LG Electronics has won numerous design awards around the world.

Promotion

Advertisement

See our print, Internet, and TV ads.

Global exhibition

Check out the cutting-edge technologies of LG Electronics introduced in global exhibitions.

Sports Marketing

Find out the worldwide sponsorship activities of LG Electronics, including our own unique brand of sports marketing and cultural marketing

4.7.7Social commitment

LG Electronics' public services address the interests of the community and contribute to the development of society

4.7.8 Innovation

Embracing the slogan of No. 1 LG, LG Electronics is continuously steering various reform initiatives to secure global competitiveness.

The company has been undertaking 'Super A' pioneering activities since 1993, seeking to strengthen its competitiveness and create profitability. The company is also practicing TL 2005, a technological management strategy aimed at building and sustaining prominence in the global market.

In addition, LG Electronics is carrying out the Six Sigma Campaign to achieve an ideal management base. LG Electronics is exerting its best efforts to respond positively to the fast-changing business environment and to shore up its global competitiveness in its core businesses

LG Electronics, Inc. was established in 1958 as the pioneer in the Korean consumer electronics market. The company is is a global force in electronics, information and communications products with 2004 annual sales of US $38 billion (consolidated). With more than 66,000 employees working in 76 subsidiaries in 39 countries around the world, LG Electronics is comprised of four main business companies including Mobile Communications, Digital Appliance, Digital Display, and Digital Media.

LG Electronics' goal is to enable the intelligent networking of digital products that will make consumers' lives better than ever.

4.7.9 The LG brand around the world

Since becoming Korea's first electronics company to export its products abroad, LG Electronics now has 80% of its operations overseas. From the Great Wall of China, to the

remote areas of Africa, LG is everywhere around the world, establishing the LG brand name as a symbol of quality and pride. LG Electronics¡¯ global management moves the world toward a better global community

4.7.10 Technologies geared toward realizing dreams and happiness

From Korea¡¯s first radio - the seed of the Korean electronics industry - to trendsetting 3rd-generation mobile phones, LG Electronics¡¯ cutting- edge technologies empower customers to make their dreams a reality

4.7.11 More challenging and pioneering spirit

LG Electronics has dared to travel a new path in the electronics industry of Korea. It has led the industry with a far more challenging and pioneering spirit than its competitors. LG Electronics has continually shaped the electronics industry, often being the first to introduce innovative technologies to Korea and the world. LG Electronics continues challenging boundaries today

4.7.12 Overview

Figure no: 6

Corporate Name	LG Electronics Inc.
Established	October 1, 1958 (As a private Company)
Corporate Office	LG Twin Towers 20,Yoido-dong, Youngdungpo-gu Seoul, Korea 150-721 Tel: 82-2-3777-1114 URL: http://www.LGE.com

Vice Chairman & CEO	S.S.Kim
Business Area and Main Product	**Mobile Communications Company** Wired -wireless handsets and network services, CDMA, GSM, 3G(WCDMA / cdma2000) **Digital Appliance Company** Air Conditioner, Refrigerator, Microwave Oven, Washing Machine, Vacuum Cleaner, Compressor for Air Conditioner, Compressor for Refrigerator **Digital Display Company** Digital TV, PDP, Monitor **Digital Media Company** CD-ROM Drives, DVD-ROM Drives, CD Rewritable Recorder, VCR, DVD Player, Audio, Security System, Recording Media, Video Phone, PC Camera, Banking Automatic System , PCB
Number of Employees	66,614(31,614 in Korea/ 35,000 overseas)

Financial Highlights (in billion won)

Domestic	2,704	4,881	6,084	6,654	4,793	5,086

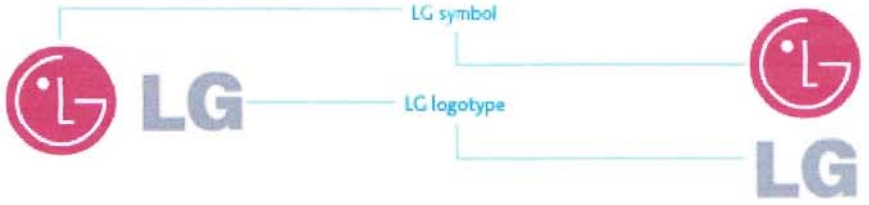
	Domestic	2,704	4,881	6,084	6,654	4,793	5,086
	Export	7,842	9,954	10,516	11,948	15,383	19,573
Ordinary Profit	Ordinary Profit	2,587	728	573	675	836	1,860

4.7.13 Symbol Mark

The letters "L" and "G" in a circle symbolize the World, Future, Youth, Humanity, and Technology. Our philosophy is based on Humanity. Also, it represents LG's efforts to keep close relationships with our customers in the world.

The logo consists of two elements; the LG letterforms in LG Grey and the face symbol in the unique LG Red color. Red, the main color, represents our friendliness, and also gives a strong impression of LG's commitment to the best. Therefore, the shape or the color of this symbol mark must never be changed.

Figure no: 7



4.7.14 Colors for Signature

Symbolmark and Logotype based on positive engraving method The reproduction of LG colors must be carefully monitored to achieve the highest fidelity to the original and any modifications could cause misunderstanding or misrepresentation of the LG identity. Therefore, it is important to use the colors that are shown here.

Red(LG Red / Pantone 207C) and gray(LG Gray / Pantone 431C) are the most recommended, but gold(LG Gold), silver(LG Silver), and black(LG Black) could be used

under certain circumstances.

Appropriate color use is essential for the accurate use of LG's signatures.

Figure No: 8

4.7.15 History

THE 1950'S

1958-GoldStar (today's LG Electronics) established

1959-Korea's first radio produced

THE 1960'S--

1962-Radio exported to the US and Hong Kong as Korea's first

1965-Korea's first refrigerator produced

1966-Korea's first black & white TV produced

1968-Korea's first air conditioner produced

1969-Korea's first washing machine produced

THE 1970'S

1974-GoldStar Communications went public

1977-Color TV produced

1978-Exports surpassed US$100 million as Korea's first in the electronics industry

THE 1980'S

1980-First EU sales subsidiary in Germany (LGEWG) established

1982-Color TV plant in Huntsville in the US established

1984-Sales surpassed US$1 trillion Won

1986-European-standard VCR plant in Germany established

1989-Sales subsidiary and a joint production subsidiary in Thailand established

THE 1990'S

1990-Ireland-based design technology center established

1993-With the establishment of Huizhou subsidiary in China(LGEHZ), marketing in China took full swing

1995-Company name changed to LG Electronics and the US-based Zenith acquired

1997-40-inch PDP TV and the world's first IC set for DTVs developed; India production subsidiary (LGEIL) established

1998-World's first 60-inch PDP TV developed

1999-LG.Philips LCD, a joint venture with Philips, established

THE 2000'S

2000-ILG Information & Communications merged

The world's first Internet-enabled refrigerator launched

Global sales of refrigerators reached the number one position

2001-Asynchronous IMT-2000 equipment commercialized; the world's first Internet- enabled washing machine, air conditioner, and microwave oven launched; LG.Philips Displays, a joint venture with Philips established

2002-Under the LG Holding Company system, the Company spun off to LG Electronics (LGE) and LG Electronics Investment (LGEI); the first home network system commercialized in the global market
2003-World's first synchronous-asynchronous IMT-2000 mobile phone developed; the world's first 76-inch PDP TV developed; CDMA mobile handsets took the largest share in the US & world CDMA market
2004-EVSB, the next-generation DTV transmission technology chosen to be the US/Canada DTV transmission standard by the US ATSC All-in-one LG 55" LCD TV, the world¡¯s first and largest among LCD TVs, commercialized
The world¡¯s largest and first LG 71" plasma TV commercialized
The world¡¯s first terrestrial DMB phone developed

4.7.16 Strategic alliances

As a response to the rapidly changing digital era, LG Electronics is aggressively pursuing global partnership in selected business and technology areas by establishing a wide ranging strategic alliances with world leading companies.

Figure no: 9

In particular, with focus of digital management moving turning toward becoming first mover in the market and leading the industry standard, LG Electronics is concentrating on strengthening strategic alliances in the digital TV industry.

LG Electronics able to enhance not only the status of the company itself, but also that of the Korean electronics industry in general through the strategic alliances and collaboration efforts with the worldly renowned electronics companies.

Thanks to the alliances and collaboration coupled with world class technologies, LG Electronics now has a solid basis for growing into a front runner of the multimedia industry.

4.80 Marketing In Bangladesh

4.8.1 About Butterfly Marketing Limited

BUTTERFLY MARKETING LIMITED established in May 1987 as a private Electronics Company. In Bangladesh it launched LG color television from 1996. They marketed

fifteen models and sizes of color television. The origin of LG color television is South Korea. LG introduced in 1958 as the pioneer in the Korean consumer electronics market.

4.8.2 Vision

In Bangladesh their vision is "cover the most of customer with LG brand"

4.8.3 Nature of business

The company purchases and sells various consumer products especially relating to audio/ video products, domestic appliances, refrigerators, freezer, air condition etc.

4.8.4 Product Origin

In Bangladesh Butterfly Marketing Limited sales LG Television produce by LG Electronic South Korea .

4.8.5 Assemble

LG Televisions assemble in Malaysia, Singapore and Thailand with the strict supervision of LG Electronic.

4.8.6 Product models and price:

Butterfly Marketing LTD. Sales different types of Television in Bangladesh specially CRT, Flat, Flat Panel, projection, Plasma, High definition Television normally Butterfly Marketing bring latest Television which ever introduce in world market; among them which they are currently offer in Bangladesh are given below:

LG color Television and Its Price

Modal	Hire Price	Cash Price
RT-14CC50E (14 inch)	12615	10990
17-FB75V (17 inch)	16750	14590
RF-20CC50E (20 inch)	16750	14590
RT-20CB4VE (20 inch)	18355	15990
RT20CA80VE (20 inch)	19275	16790
RT-216030VE (21 inch)	18355	15990
21CA21E (21 inch)	20650	17490
RT-216B40VE (21 inch)	20075	17490
Rt-21FD20VE (21 inch flat)	25240	21990
RT-21FD50VE (21 inch flat)	25750	22390
21FD50VE (21 inch flat)	25700	22390
21FD30VE (21 inch flat)	21800	18990
RF-21FC80VE (21 inch flat)	29830	25990
RT-21FE30VE (21 inch flat)	23630	20590
25020VE (25 inch flat)	40160	34990
RT-62NA31RP (62 inch projection)	218100	189990
RT-54NA21 (54 inch projection)	189395	146990
RT-29FA33RP (29 inch 100HZ HD)	58525	50990
29FC81VF (29 inch 100HZ HD)	68625	59790
RT-29FC0RB (29 inch 100HZ HD)	71150	61990
MT-42PZ41V (42 inch plasma)		310000

Table No: 10

4.8.7 Sales outlets and service center:

Butterfly Marketing Limited have a wide range of sales showrooms, Service center and dealers in Bangladesh. It has106 showrooms all over Bangladesh among them most of showrooms have service center. In Dhaka they have 31 showrooms that include Service

center, Rest Bangladesh they have almost 137 dealers, which makes LG Television available to consumer.

4.8.8 After sales service

Butterfly Marketing Limited provide one-year exclusive service warranty in their Television that's mean if within that period if any parts damage they replace or repair it free of cost. They also give five-year picture tube warranty. After expire of the warranty period they on payment service to their Television customer.

4.8.9 Slogan

Butterfly Marketing Limited use worldwide slogan to market LG Television in Bangladesh that is

4.8.10 Butterfly marketing Campaign

Butterfly Marketing Limited uses different types of promotional activities regarding its marketing. They use the marketing activities on the basis of different festival, special days, special sports, world sports, exciting cricket & football match etc.

Nicole Electronics LTD Sales Campaign are-

- Special discount offer (During the EID Festival)
- Discount during Football & Cricket World
- Special Bonus package
- End of the budgetary month

4.8.11 Promotional Campaign

For its marketing promotion Butterfly Marketing Limited uses several activities. According to their activities we can divide in two ways. The first one is Out Side advertising and the other one is Media Advertising.

Out side Advertising:

- **Billboards**
- **Neon Sings**
- **Showroom Signs**
- **Road Signs**

Media Advertisement

- **Print Media- News paper Advertising.**
- **Broadcast Media- Television Advertising.**

Butterfly Marketing Limited claims that television advertising is the most effective advertising media. Their advertising activities like Brochure, Placards, Newspaper, and television advertising is not continuously run. At trade fair they use Brochure. The New day of Bengali Year that is 1st Baishakh they use Placards. When they offer any special program Newspaper and Television advertising. Billboard, Neon signs, and Showroom Signs are their continuous advertising components.

4.8.12 Promotional Activities

Pull and Push strategy of **LG**

LG uses both Pull and Push Strategy to increase its brand awareness.

Pull strategy:

To build consumer demand LG spends a lot of in advertising and consumer promotion. By this strategy consumer will ask their retailers for the product, the retailers will ask wholesalers and Wholesalers ask manufacturers.

For doing this successfully Butterfly Marketing Limited uses the followings:

- Scratched card
- Gifts

Push Strategy:

Uses the sales forces and trade promotion to push the product to channels for increasing the company's activities the producer promotes the product to wholesalers, wholesalers promote to the retailers and retailers promotes consumer.

For doing this successfully Butterfly Marketing Limited uses the followings:

- Trade Allowances,
- Dealer Premium and Contest.
- Package

4.9.1 SAMSUNG as a Brand

SAMSUNG electronics subsidiaries include SAMSUNG Electronics, SAMSUNG Electro-Mechanics, SAMSUNG SDI, SAMSUNG Corning, SAMSUNG SDS, SAMSUNG Networks and SAMSUNG Corning Precision Glass. These affiliates produce, market, and sell a wide variety of electronic parts and components such as next generation memory chips, computer and telecommunications equipment, color TV picture tubes, and glass bulbs. They also develop computer systems and produce general electronics and precision machines.

All these companies share the same goal of becoming world-class, high-tech companies at the beginning of the 21st century and are concentrating their investments into promising future fields to achieve that target. Despite being independent, systematic cooperation takes place between the companies that enables the development of state-of-the-art electronic products

4.9.2 SAMSUNG Word mark

In 1993, SAMSUNG introduced a new corporate identity program in honor of its 55th anniversary and 5th anniversary of the introduction of the "second foundation." It was aimed to strengthen competitiveness by bringing the attitudes and behavior of all employees in line with SAMSUNG's desired perception by the public. SAMSUNG's corporate logo was redefined to project SAMSUNG's firm determination to become a world leader.

The SAMSUNG name is now written in English, expanding its global presence throughout the world. The name is superimposed over a dynamic, new logo design, giving an overall image of dynamic enterprise. The elliptical logo shape symbolizes the world moving through space, conveying a distinctive image of innovation and change. The first letter, "S", and the last letter, "G," partially break out of the oval to connect the interior with the exterior, showing SAMSUNG's desire to be one with the world and to serve society as a whole.

4.9.3 SAMSUNG History

(1938-1969)

On March 1, 1938, founding chairman Byung-Chull Lee started a business in Taegu, Korea with 30,000 won. At first, Mr. Lee's little business was primarily in trade export, selling dried Korean fish, vegetables, and fruit to Manchuria and Beijing. But in just over a decade, SAMSUNG - meaning literally "three stars" in Korean - would have its own flour mills and confectionery machines, its own manufacturing and sales operations, and ultimately become the roots of the modern global corporation that still bears the same name today

Table No: 11

1938
Mar
SAMSUNG founded in Taegu, Korea
1951
Jan
SAMSUNG Moolsan established (Known today as SAMSUNG Corporation)
1953
Aug
Cheil Sugar Manufacturing Co. founded (Now an independent company and no longer affiliated with SAMSUNG)
1954
Sep
Cheil Industries Inc. founded
1958
Feb
Ankuk Fire & Marine Insurance acquired (Renamed SAMSUNG Fire & Marine Insurance in October1993)
1963
Jul
DongBang Life Insurance acquired (Renamed SAMSUNG Life Insurance in July 1989
DongHwa Department Store acquired (Known today as Shinsegae Department Store and no longer affiliated with SAMSUNG)
1965
Oct
Saehan Paper Manufacturing acquired (Renamed Chonju Paper Manufacturing in August

1968 and no longer affiliated with SAMSUNG)
Sep
SAMSUNG launched Joong-Ang Ilbo newspaper (No longer affiliated with SAMSUNG)
Apr
SAMSUNG Foundation of Culture established
1966
May
Joong-Ang Development established (Known today as SAMSUNG Everland)
1968
Nov
Koryo General Hospital opened (Renamed Kangbuk SAMSUNG Hospital in 1995)
1969
Dec
SAMSUNG-Sanyo Electronics established (Renamed SAMSUNG Electro-Mechanics in March 1975 and merged with SAMSUNG Electronics in March 1977)
Jan
SAMSUNG Electronics Manufacturing incorporated (Renamed SAMSUNG Electronics in February 1984)

(1970-1979)

Throughout the 1970s, SAMSUNG laid the strategic foundations for its future growth by investing in the heavy, chemical, and petrochemical industries. The company's second "Five-Year Management Plan," announced in August 1973, targeted these industries and also introduced SAMSUNG to the shipbuilding industry. During this time, the company also took steps to enhance its competitive position in the world's textile industry, integrating its manufacturing processes from raw materials to end products. As a result, many new companies were created including SAMSUNG Heavy Industries Company in 1974, and SAMSUNG Shipbuilding Company (created when SAMSUNG acquired Daesung Heavy Industry Company) and SAMSUNG Precision Company (now SAMSUNG Techwin) in 1977.

Another burst of growth for SAMSUNG came from the burgeoning home electronics business. SAMSUNG Electronics, already a major manufacturer in the domestic

(Korean) market, began to export its products for the first time during this period. Another significant development was SAMSUNG's 1974 acquisition of a 50 percent stake in Korea Semiconductor, further consolidating SAMSUNG Electronics' reign as a leader in semiconductor manufacturing

(1970-1979)

Table: 12

1973
Dec
SAMSUNG Corning established
Aug
SAMSUNG Sanyo Parts founded (Renamed SAMSUNG Electronics Parts in May 1977, then SAMSUNG Electro-Mechanics in February 1987)
May
Emparial opens (Known today as The Shilla Hotels and Resorts)
Jan
Cheil Communications founded
1974
Aug
SAMSUNG Heavy Industries incorporated
Jul
SAMSUNG Petrochemical established
1976
Nov
SAMSUNG Corporation awarded the US$300 billion Export Prize
1977
Aug
SAMSUNG Precision Co. established (Renamed SAMSUNG Techwin in 1987)
Apr
SAMSUNG Electronics starts to export color televisions
SAMSUNG Ship Building created (Merged with SAMSUNG Heavy Industries in January 1983)
SAMSUNG Fine Chemicals established
Feb
SAMSUNG Construction established (Merged with SAMSUNG Corporation in December 1995)

1978
Dec
SAMSUNG Electronics achieves US$100 billion in exports
The late 70s and early 80s represented a time of increasing diversification and global growth for SAMSUNG's core technology businesses.

(1980-1989)

In 1978, SAMSUNG Semiconductor and SAMSUNG Electronics became separate entities as new products were introduced to the global market. SAMSUNG only produced semiconductors for the domestic market until the successful development of a 64K DRAM (Dynamic Random Access Memory) VLSI chip in December 1983, when it became a world leader in semiconductor products.

SAMSUNG Precision Company (established in 1977) laid the foundation in another high-tech industry - aerospace. Renamed SAMSUNG Aerospace Industries in February 1987 (now known as SAMSUNG Techwin), SAMSUNG has been developing its aerospace capabilities with unprecedented speed ever since. Future plans include the development of future space stations - and even space facilities for the Moon and Mars in the early 21st century.

The mid-80s also saw SAMSUNG entering the systems development business, establishing SAMSUNG Data Systems in 1985 (now known as SAMSUNG SDS) as a leader in Information Technology services including systems integration, systems management, consulting, and networking services.

SAMSUNG's increasing focus on technology led to another key development in the mid-80s with the creation of the company's two Research & Development institutes, SAMSUNG Economic Research Institute (SERI) in 1986 and SAMSUNG Advanced Institute of Technology (SAIT) in 1987. Together, these two pioneering R&D organizations have helped SAMSUNG expand its reach even further into electronics,

semiconductors, high polymer chemicals, genetic engineering, optical telecommunications, aerospace and new fields of technology innovation from nanotechnology to advanced network architectures.

On November 19, 1987, SAMSUNG's founding Chairman Byung-Chull Lee passed away after almost fifty years at the helm of the company. His son, Kun-Hee Lee succeeded him as the new Chairman. On the 50th anniversary of SAMSUNG's founding in 1988, he announced the "Second Foundation" of the company, directing SAMSUNG's growth towards becoming a world-class 21st century corporation

(1980-1989)

Table: 13

1982
Jun
Hoam Gwan (Human Resources center) opened
Apr
Ho-Am Art Museum opened its doors
Feb
SAMSUNG Lions (professional baseball team) founded
1983
Dec
SAMSUNG Semiconductor & Telecommunications develops first Korean 64K DRAM chip
Jun
SAMSUNG Watch established (no longer exists)
1985
May
SAMSUNG Data Systems established (Renamed SAMSUNG SDS)
1986
Oct
SAMSUNG Electronics develops the world's smallest and lightest 4mm video tape recorder
Jul
SAMSUNG Economic Research Institute founded (Declared an independent corporation

April 1991)
1987
Dec
Kun-Hee Lee appointed Chairman of SAMSUNG Group
Nov
Chairman Byung-Chull Lee passed away
Oct
SAMSUNG Advanced Institute of Technology (main R&D center) opened
Jul
SAMSUNG Aerospace (Known today as SAMSUNG Techwin) produces 1,000th airplane engine
1988
Nov
SAMSUNG Electronics merged with SAMSUNG Semiconductor & Telecommunications
May
SAMSUNG General Chemicals established
Mar
Chairman Kun-Hee Lee declared the "Second Foundation" at the 50th anniversary celebration of SAMSUNG
KOCA credit card company acquired (Renamed SAMSUNG Credit Card in May 1988, then SAMSUNG Card in September 1995)
SAMSUNG celebrated its 50th Anniversary
1989
Dec
SAMSUNG Welfare Foundation established
Jul
SAMSUNG BP Chemicals founded

(1990-1993)

The early 1990s presented tremendous challenges for high-tech businesses. Mergers, coalitions, and buy-outs were common while competition and consolidation flourished. Companies were pressed to rethink their technology and services offerings. Business began to flow across borders between countries and companies. SAMSUNG's response to these opportunities was its New Management program in 1993

Table:14

1990
Aug
SAMSUNG Electronics develops world's third 16M DRAM
Jul
Cheju Shilla Hotel opened
Apr
Group management innovation campaign [Apro-S] begins
Jan
Advanced Technology Research Center opened
1991
Nov
Shinsegae Department Store, Chonju Paper Manufacturing Co., and Koryo Hospital become independent of SAMSUNG Group
Sep
SAMSUNG General Chemicals completes production facilities in Seosan
May
SAMSUNG General Chemical operates SM factory.
Mar
SAMSUNG Welfare Foundation debuts first-ever Ho-Am Prize ceremony
Jan
SAMSUNG supports installation of Korean Pavilion at the Royal Museum of England
1992
Dec
SAMSUNG Electronics adopts unified management structure
Nov
Kukje Securities Co. acquired (Known today as SAMSUNG Securities Co., Ltd.)
Oct
SAMSUNG Electronics begins manufacturing in China
SAMSUNG Life Insurance reaches15 trillion won in assets
Sep
SAMSUNG SDI acquires WF of Germany

Aug
SAMSUNG Electronics develops world's first 64M DRAM
Jul
SAMSUNG Electronics builds color TV factory in Billingham, England
May
SAMSUNG SDS opens Kwacheon Information Network Center
Mar
SAMSUNG Electronics develops 10.4-inch TFT-LCD panel
1993
Dec
SAMSUNG Recreation Center opened
Nov
SAMSUNG Construction receives contract to build KLCC in Malaysia
SAMSUNG Electronics independently develops ultra-light 100g mobile phone (SH-700)
Jul
Introduction of 7:00am to 4:00pm office hours at all SAMSUNG affiliates
Jun
Fourteen SAMSUNG affiliated companies, including Cheil Sugar (CJ), become independent
May
SAMSUNG Fashion Institute established (SAMSUNG Corporation, Cheil Industries, and Cheil Synthetic Fiber)
SAMSUNG Electronics acquires HMS of USA
Mar
Second phase of "Second Foundation" campaign introducing new unified corporate identity program
Feb
Chairman Kun-Hee Lee holds an electronics products comparison and evaluation conference in Los Angeles, USA
SAMSUNG Advanced Institute of Technology (SAIT) develops first-ever digital video

disk recorder (DVD-R)
SAMSUNG Electronics develops world's first 8mm VCR

(1994-1996)

New Management is more than a mere re-engineering of SAMSUNG but rather an entire revolution dedicated to making world-class products, providing total customer satisfaction, and being a good corporate citizen. In retrospect, New Management was a decisive turning point for SAMSUNG, the moment when the entire company was Repositioned on the basis of "Quality firs During this period, 17 different products - from semiconductors to computer monitors, TFT-LCD screens to color picture tubes - leaped into the ranks of the top five products for global market share in their respective areas. 12 others achieved top market ranking in their areas. In some areas, such as LCDs, SAMSUNG has simply been number one from the start. Ever since entering the LCD business in 1993, SAMSUNG has been the undisputed world leader. Another example is SAMSUNG Heavy Industries' drill ships that captured 60% of the world market ever since their introduction

There is no doubt that part of SAMSUNG's success in these areas is due to its rigorous enforcement of quality control at all its plants across the world.

Thanks to the "Line Stop" system, any employee can shut down the assembly line when inferior products are discovered. Production is simply halted until the problem is solved. SAMSUNG also adheres to the "Six Sigma" concept of total quality management.

Of course, New Management is not only about quality products but quality people. Wherever SAMSUNG does business around the world, its Human Resources Development Center conducts customer service training sessions for personnel who come directly in contact with customers. Even Shilla Hotels and Resorts, SAMSUNG's world-class hotel in the center of Seoul, participates by offering lessons on etiquette and customer service to SAMSUNG employees as far flung as SAMSUNG Life Insurance, SAMSUNG Securities, and SAMSUNG Card.

SAMSUNG has also streamlined its internal infrastructure to be more consumer-friendly, establishing SAMSUNG Corporation's 48-hour Home Express system and SAMSUNG Cards' service guarantee system.
Being number one also means recognizing corporate social obligations, whether the cause is social welfare, environmental conservation, cultural events, or sports.

Indeed, SAMSUNG actively participates in sports marketing, and as a result of its intensive efforts, its chairman, Kun-Hee Lee, was selected as a member of the International Olympic Committee (IOC) in July 1996, greatly
enhancing the ompany's image as a key contributor in world athle
Table No: 15

1994
Dec
SAMSUNG Electronics begins construction of Winyard Park (Production Complex) in England
SAMSUNG enters automobile industry
Oct
SAMSUNG Community Service Team founded
SAMSUNG Medical Center opened
Sep
SAMSUNG Electronics completes color television factory in Tianjin, China
SAMSUNG Electronics begins construction of Tijuana manufacturing complex in Mexico
Aug
SAMSUNG Electronics becomes world's first developer of 256-megabit DRAM chip
Jul
SAMSUNG Corporation is the first Korean company to reach the US$10 billion export record
Korea Fertilizer acquired (Renamed SAMSUNG Fine Chemicals Co., Ltd)
Jun
SAMSUNG Electro-Mechanics receives first prize of TP in Japan

SAMSUNG Electronics declares first Customer Rights
May
SAMSUNG Heavy Industries develops first Korean-built electric car (SEV-III)
Apr
SAMSUNG Aerospace develops the world's first 4-power zoom camera
Mar
SAMSUNG Corning establishes office in Germany (SCD)
Feb
SAMSUNG Electro-Mechanics develops world's smallest tuner
Jan
Japanese headquarters opens
1995
Dec
SAMSUNG Electro-Mechanics' factory in Thailand receives the best corporate award
Nov
SAMSUNG Fire & Marine Insurance's male volleyball team founded
SAMSUNG Entertainment Group started
SAMSUNG Group web site launched
1 Oct
SAMSUNG Electronics' Winyard Park (Production Complex) in England completed
SAMSUNG 3119 rescue team established
SAMSUNG South-East Asia Headquarters opens in Singapore
SAMSUNG Electronics develops 22-inch large TFT-LCD
Sep
Innovative Design lab of SAMSUNG (IDS) opened
May
SAMSUNG Hall of Fame opened
SAMSUNG Advanced Institute of Technology develops world's first real time MPEG-III technology
Apr
SAMSUNG Aerospace test flies first Korean-made F-16 produced for the Korean Air Force
Mar
SAMSUNG Art Design Institute (SADI) founded

SAMSUNG Motors established (No longer affiliated with SAMSUNG)
Feb
Blue Wings, SAMSUNG's professional soccer team, founded
SAMSUNG Finance established (Known today as SAMSUNG Capital)
SAMSUNG Aeropspace (known today as SAMSUNG Techwin) acquires German camera manufacturer, Rollei (which was subsequently sold)
Jan
SAMSUNG Aerospace (known today as SAMSUNG Techwin) acquires Union Optical
SAMSUNG headquarters in USA, Europe, and China opened
1996
Dec
SAMSUNG Corning glass plant for Braun tubes built in Mexico
SAMSUNG Electronics develops world's fastest CPU (central processing unit), the Alpha chip
Nov
SAMSUNG JP Morgan Trust Investment established (Renamed SAMSUNG Trust Invest Management in July 1997)
SAMSUNG participates in administration of Sung Kyun Kwan University foundation
Ho-Am Foundation established
SAMSUNG Electronics develops world's first 1-gigabit DRAM
Aug
SAMSUNG Commercial Vehicles established (Has been disposed)
Jul
Chairman Kun-Hee Lee appointed as a member of International Olympic Committee
SAMSUNG World Expo held in Atlanta, USA
Jun
SAMSUNG Electronics introduces Vision PLUSONE TV, first of its kind in the world
May
SAMSUNG Group declares Green Management policy
Apr

SAMSUNG Automobile technology training center opened
Mar
SAMSUNG Electronics completes construction of Tijuana manufacturing complex in Mexico
SAMSUNG Management & Technology Institute founded
Jan
SAMSUNG Electronics began mass production of 64M DRAMs
SAMSUNG Electronics constructs 3 semiconductor factories in Austin, Texas, USA

(1997-1999)

1997 was a dark year for nearly all of Korea. That year, nearly all companies in Korea shrank. SAMSUNG was no exception. The company restructured by reducing the number of its affiliated companies to 45 (The standard of affiliates number is according to Fair Trade Law), decreasing personnel by almost 50,000, and improving the soundness of its financial structure, lowering 1997's 365% debt ratio to 148% by late 1999.

The company sold 10 business units to overseas companies for 1.5 billion dollars, including SAMSUNG Heavy Industries' highly acclaimed construction equipment business unit to Volvo AB of Sweden and its forklift business to Clark.

Although the news was bleak, SAMSUNG was one of the few companies able to continue growing thanks to its leadership in digital and network technologies, and its steady concentration on electronics, finances, and related services.

Table No: 16

1997
Nov
Chairman Kun-Hee Lee's essay, "Read the world with your own thinking" published
A 10th anniversary ceremony commemorating the life of the late Chairman Byung-Chull Lee is held
SAMSUNG Corporation opens SAMSUNG Plaza Pundang and Taepyoung-ro branches
Aug

SAMSUNG Foundation of Culture opens Tok- do museum
Jun
SAMSUNG Electronics begins construction of home appliances complex in Spain
May
SAMSUNG Electronics signs up as Worldwide Olympic Partner (TOP) in the wireless communications category
Apr
SAMSUNG Engineering receives order for world's largest ethylene oxide/ethylene glycol plant, to be based in Indonesia
SAMSUNG Corporation advances into nuclear power plant construction business
Mar
SAMSUNG SDS begins satellite communication service
Feb
The largest manufacturing complex in South-east Asia in Seremban, Malaysia is completed
SAMSUNG Fire & Marine Insurance establishes joint venture in Indonesia
1998
Sep
SAMSUNG wins 1998 Award for Excellence in corporate community service from Points of Light Foundation, Washington, D.C.
Jul
SAMSUNG Electronics develops world's smallest semiconductor package
Jun
SAMSUNG Heavy Industries sells its Construction Equipment division to Volvo AB of Sweden
SAMSUNG Electronics is world's first manufacturer to develop 4-gigabit semiconductor process technologies
Mar
SAMSUNG publishes SAMSUNG Group Timeline & History book to celebrate its 60th anniversary
Feb
SAMSUNG Electronics develops world's first 128MB Synchronous DRAM and 128MB Flash memory

SAMSUNG Motors introduces its first passenger car
SAMSUNG Electronics participates in the Nagano Olympic Winter Games as a Worldwide Olympic Partner
Jan
SAMSUNG announces its plan of management revolution
1999
Oct
SAMSUNG Aerospace (Known today as SAMSUNG Techwin), Daewoo Heavy Industries, and Hyundai Space and Aircraft form a single business entity, Korea Aerospace Industries
SAMSUNG Electronics develops the world's first 1Giga Flash memory prototype
Sep
SAMSUNG Engineering receives US$1 billion order for construction of an oil refinery in Brazil SAMSUNG Electronics' Kiheung complex enters Guinness Book of World Records for world's safest workplace
Aug
SAMSUNG Electronics develops world's first mobile phone that doubles as an MP3 player
Jul
SAMSUNG Electronics commercializes world's first 1G DDR DRAM chips and introduces the world's fastest 222 MHz 32-Mbit SGRAM for 3D Graphics
SAMSUNG Heavy Industries receives US$200 million order for offshore gas production plant from the National Iran Oil Corporation
Jun
SAMSUNG Motors requests court receivership (Chairman Kun-Hee Lee paid 2.8 trillion won worth of his personal stock to cover the company's debts)
SAMSUNG Electronics introduces "Anyweb" mobile Internet service in Korea
SAMSUNG Electronics, SAMSUNG Everland, and SAMSUNG-BP Chemicals receive "Environmental Management Award"
SAMSUNG Electronics develops world's first 1GHz CPU
May
SAMSUNG Foundation of Culture opens Rodin Gallery

SAMSUNG Electronics develops world's first 24-inch wide screen TFT-LCD
Apr
SAMSUNG Electronics develops "NEXCA" folder style digital camera and "Watch Phone" wristwatch-style mobile phone
SAMSUNG Corporation creates world's first multimedia town
Mar
SAMSUNG Electronics ships first mass-produced 256M SDRAM chips
SAMSUNG Electronics develops "Wireless Internet Phone (Smartphone)," a small, multi-function wireless phone
SAMSUNG Corporation signs strategic contract with Amazon.com
Feb
SAMSUNG Electronics enters combi-chip card business
SAMSUNG Electronics develops first 128Mb SDRAM with DDR manufacturing option
Jan
SAMSUNG begins millennium preparations with new slogan "New Millennium, New SAMSUNG"
SAMSUNG Heavy Industries' world largest drill ship, Deep Water Pathfinder was selected as 1998 "Ship of the Year"
SAMSUNG SDS receives order for a US$3.12 million SI project from Vietnam

(2000-2001)

With the start of the second millennium, SAMSUNG begins its second century.

Humanity must now successfully manage the opportunities and challenges resulting from the new and quickly changing digital paradigm with equally revolutionary changes in the rules it uses to do business. Currently, SAMSUNG Group is undergoing changes in its business structure, management perspective and systems, and corporate culture to meet a global standard.

We regard the digital age as having both incalculable potential and risks. It's a time of

intense competition-fortunes can be made or lost in the blink of an eye. However, at SAMSUNG, we see challenges as opportunities. Which is one reason we believe that we are perfectly positioned to be one of the world's recognized leaders in digital technology.

Our commitment to being "World's Best" has succeeded in securing the number one global market share for thirteen of our products. Our target is nothing less than to have thirty number one "world products" by 2005, adding digital TVs, IMT 2000, and printers to our current world market leaders-semiconductors, TFT-LCDs, monitors and CDMA mobile phones. At the same time, we are making historic advances in research and development of our overall semiconductor line, including flash memory and non-memory, custom semiconductors, and DRAM and SRAM. For example, SAMSUNG Electronics, which has been among the world's top 10 in US patents for four consecutive years, has 13,000 researchers representing a US$ 1.7 billion investment in Research and Development.

In the financial market, SAMSUNG is also committed to being the World's Best. SAMSUNG Card has been selected as the "Best Card Company in the New Millennium" by Master Card, the result of securing more than 1 million members within one year through the release of "Aha Loan Pass," the first loan-only card in Korea. Euromoney has also selected SAMSUNG Securities as the "Best Security Company" for the 3rd consecutive year. And SAMSUNG Life Insurance has ranked as 10th largest company by Fortune's "Global 500" in the Life/Health insurance category.

We are also actively promoting our brand value, a key engine of business growth. SAMSUNG's brand value increased to US$8.31 billion in 2002 from US$6.37 billion in 2001 and was recognized by Interbrand Corporation as the fastest growing global brand. How did we make such astounding progress in such a short time?

One answer is that we are perpetually engaged in achieving global competitiveness through continually improving our financial structure and profitability and looking at the structure of our organization. Reducing production costs and working hard to maintain

our brand image have also contributed mightily to our surge. Accordingly, SAMSUNG Electronics has secured a nation's credit rating from S&P and Moody's while SAMSUNG Fire also has been recognized by S&P for its stability and growth potential and has received its second consecutive A rating.

Another clue to the quick pace of our development goes to the heart of our management philosophy "We will devote our human resources and technology to create superior products and services, thereby contributing to a better global society." Our active participation in various sports events around has helped promote community spirit as well as returning corporate profits to society. As a Worldwide Olympic partner in the wireless equipment sector for the 2000 Sydney Olympics, SAMSUNG provided 25,000 advanced digital wireless telecommunication devices including mobile phones. We also have served in that capacity at the 1999 Nagano Winter Olympics, and will be a Worldwide Olympic Partner in the 2006 Torino Olympics and 2008 Beijing Olympics. We actively participate as a contributor in the Asian Games, SAMSUNG Nations Cup Riding Competition, SAMSUNG Running Festival, SAMSUNG World Championship (a U.S. LPGA Tour), and many other sporting events around the world.
In 2000, SAMSUNG started its management program with a new twist and aimed to stay ahead of the great waves of digital changes now engulfing the world. We expect nothing less than to lead the digitalization of society with our advanced technologies, competitive products, and professional human resources.

Table No: 17

2001
Nov
SAMSUNG strategically targets China to build brand awareness through premium products
Oct
SAMSUNG Economic Research Institute opens Multimedia Service, SERICEO, for top executives.

SAMSUNG SDI develops world largest 15.1" full color Active Matrix Organic Electro Luminescece Display
SAMSUNG SDI commercializes high definition 65,000 color STN-LCD
SAMSUNG Electronics signs strategic alliance agreement with Microsoft to create digital home technologies
SAMSUNG develops enhanced cooperation with Hewlett-Packard in IT field
Sep
SAMSUNG Card's US$500 million ABS issued overseas
Cheil Industries' Fashion Division ranked number one in Korean Customer Satisfaction Index by the Korea Management Association for 2nd consecutive year
Aug
SAMSUNG Electronics commercializes 1G Flash memory
SAMSUNG Electronics develops world's largest 40 inch TFT-LCD
SAMSUNG Electronics develops 16M DDR SRAM
SAMSUNG Electronics begins mass production of 128M / 256M DDR333
SAMSUNG Electronics commercializes Home-network products
SAMSUNG Electronics begins mass production of 256 mega RAMBUS DRAM
Jul
SAMSUNG Fire & Marine Insurance establishes SAMSUNG Traffic Safety Culture Research Center
SAMSUNG Corning successfully develops world's first ultra-fine polishing technology for cathode-ray tube glass for use in digital Televisions
SAMSUNG Electronics signs strategic marketing alliance with AOL-Time Warner
SAMSUNG Electronics begins mass production of 512Mb Flash memory
SAMSUNG's global brand value increases 22% (ranked 42nd worldwide, US$6.37 billion)
Jun
SAMSUNG Advanced Institute of Technology successfully develops world's first video object extraction technology
S1 Corporation begins Smart Card business
SAMSUNG Fire & Marine Insurance signs agreement with The People's Insurance Company of China (PICC)
SAMSUNG Corning selected best contributor to the Korean economy among all foreign

companies in Korea
May
SAMSUNG Card begins integrated financial transaction management service
SAMSUNG Life Public Welfare Foundation opens Noble County
SAMSUNG Economic Research Institute (SERI)'s website selected the No. 1 think-tank site in the world by Alexa
SAMSUNG Electronics awarded the Asia Award 2001 sponsored by Investor Relations
Apr
SAMSUNG Heavy Industries acquires international certificate
SAMSUNG Fire & Marine Insurance first among domestic insurance company to open Shanghai branch in China
SAMSUNG Electronics selected "2001 Best Asian Company" by Finance Asia
SAMSUNG selected "The Most Reliable Korean Leading Company" by P&P research
CEO Kun-Hee Lee selected among "Asia's 25 movers and shakers of 2001" by ZDNet Asia
Mar
SAMSUNG Heavy Industries builds first Korean-made large passenger ship
SAMSUNG Capital issues foreign currency bond (ABCP) of US$200 million, a first among domestic financial institutions
Feb
SAMSUNG Electronics signs agreement for "2002 Busan Asian Games Sponsorship"
SAMSUNG Electronics acquires 4G DRAM technology
SAMSUNG Electronics given the first ever award to a Korean company by ISS (Institutional Shareholder Service)
Jan
SAMSUNG Life Insurance ranked 6th among Far Eastern Economic Review's "Top Ten Korean companies"
SAMSUNG Electronics ranked the world's first in TFT-LCD production for third consecutive year
SAMSUNG Electronics registers cellular phone production volume of 50 million handsets
2000
Dec
Five ships built by SAMSUNG Heavy Industries designated "Ship of the year"

Nov
SAMSUNG Everland awarded Customer Satisfaction prize for fifth consecutive year
SAMSUNG Card designated "Best Card Corporation in the New Millenium" by MasterCard
Oct
SAMSUNG Advanced Institute of Technology develops perpendicular magnetic recording technology, the world's highest recording density (60Gbits/in) technology
SAMSUNG Heavy Industries develops world's biggest large-sized jumbo container ship (9000TEU class)
SAMSUNG Corporation Otel Inox designated best enterprise in Rumania
SAMSUNG Electronics donates 600 million won in education funds to UNESCO
SAMSUNG Electronics wins award from Russia National Brand Contest's organizing committee
Sep
SAMSUNG Fire & Marine Insurance rated A (Excellent) for financial strength by A.M.Best, a credit evaluation agency specializing in U.S. insurance companies
SAMSUNG Electro-Mechanics subsidiary in Taiwan awarded Best Enterprise prize by Taiwan government
SAMSUNG Electronics signs contract for opening of Sidney Olympic public information center and next Olympic Games sponsorship
Aug
SAMSUNG Corning subsidiary in Germany designated best foreign investment company and celebrates six years since its founding
Jul
SAMSUNG SDS establishes global software Development Center in Beijing
SAMSUNG SDS ranked 44th in "Best 500 software companies" in 1991 by Software (U.S.)
SAMSUNG Electronics acquires U.S. patent for Next-generation Management Control System technology
Jun
SAMSUNG SDI develops world's 1st super slim, perfect flat cathode-ray tube
May
SAMSUNG Techwin develops digital camera with 2.1 million pixel CCD
SAMSUNG Electronics begins manufacturing 256M Flash memory

SAMSUNG Electronics participates in establishing world's biggest e-commerce company, with 11 other companies including Hewlett-Packard, NEC and COMPAQ
Asiaweek magazine selects CEO Kun-Hee Leeamong the 50 most influential people in the political & financial world for fifth consecutive year
Apr
SAMSUNG Corning localizes Wide ITO Coating Glass, core material of PDP TV
SAMSUNG Electronics starts Content Certification Business
Mar
SAMSUNG Fire & Marine Insurance creates business alliance with Kamakura Corporation, U.S.A, for financial risk management
SAMSUNG begins collaboration with Chosun Computer Center of North Korea
SAMSUNG establishes Secui.com, a global information security corporation
SAMSUNG brand value reaches US$5 billion
Feb
Cheil Industries Inc.'s ASTRA designated one of world's best 5 golf brands
SAMSUNG Heavy Industries signs contract for joint marketing of Shipping Nautical System with Raytheon Marine U.S.A.
SAMSUNG Electronics attracts US$100 million investment from Apple Computer Inc. U.S.A.
SAMSUNG Electronics launches joint corporation with Thomson CSF France
Jan
SAMSUNG Heavy Industries introduces world's first commercialized new industrial waste-water treatment technology
SAMSUNG Life Insurance signs comprehensive business alliance with 10 Korean banks
SAMSUNG Corporation receives US$550 million order to build Taiwan High-speed Railway
SAMSUNG Electronics develops first 288M RAMBUS DRAM

4.9.4 Mission and Vision

Vision of SAMSUNG Electronics is "Leading the Digital Convergence Revolution" and our mission to carry out this vision is "Digital-ε Company.

There are two parts of being a "Digital-ε Company", and the first is clearly about

being "Digital" producing not just digital products, but products that inspire digital integration across our entire company. The second part of being a "ε" is to use ε-Processes connecting R&D, production, and marketing to customers, partners, and the market-disciplined approach is the way we bring value to every part of our supply chain, including products data to and customer relationship through Enterprise Resource Planning (ERP).

SAMSUNG Electronics will network core components such as memory chips, system-LSI and LCDs as well as A/V, computers, telecommunication devices, home appliances and other stand-alone products into a total solution of digital convergence era.

Figure No: 10

For this goal, SAMSUNG Electronics restructured into 4 strategic business areas – Home Network, Mobile Network, Office Network and Core components - that support network products. Also, we have pioneering products and technology in semiconductors, telecommunication devices and home appliances field, which will make SAMSUNG Electronics a most competitive total solution provider in digital convergence era.

SAMSUNG Electronics will strengthen its already strong core components business such as memory chips and TFT-LCDs, and be focus on high valued products such as system LSI, small & mid-size LCDs, and optical components. Also in future, based on even SOC (System On a Chip) and SOP (System On a Panel) that are main parts of all machinery

industry, we will focus on three network business areas.

First of all, our Home Network business is centered on digital TV and home server and home gateway business. Secondly, Mobile Network business is based on wireless handsets and we will expand this business into PDAs and laptops as well as setting up the next generation telecommunications, IMT-2000 system. Thirdly, in Office Network business, we will focus on printers, IP Terminal, infomobile as well as existing display area.

SAMSUNG Electronics has 9 tier 1 products in the global electronics market. Addition to this tier 1 products, - memory chips, TFT-LCDs, CDMA handsets, and display devices and so on- we will expand digital TVs, IMT-2000, computer peripherals, and Home Appliances as our new tier 1 products to strengthen 4 strategic business areas and setup firm foundation for future growth. Also, we will also focus on core components such as SOC, SOP and so on that are essential for network products based on core R&D technology and ε-Process.

4.9.5 No. 1 In The World

Figure No: 11

4.9.6 Internet Based IT Infrastructure

Figure No: 12

4.9.7 Brand Value

In digital era, products will be distinguished by its brand more than by its functions or by its quality. Since 1999 SAMSUNG Electronics is practicing global brand communication strategy. Based on the research done by Interbrand INC., USA, SAMSUNG Electronics is the fastest growing brand from 6.4billion USD (2001) to 12.55 billion USD (2004) in Brand equity.

In the future, SAMSUNG Electronics will practice holistic marketing strategy instead of individual marketing plans to strengthen its market power and increase brand value with high quality products. Under the brand concept of "Wow, Simple, Inclusive", SAMSUNG Electronics is launching a worldwide brand campaign.

4.10 Marketing in Bangladesh

4.10.1 Electra International

Electra international established in May 1981 as a private Electronics Company. In Bangladesh it launched SAMSUNG color television from 1981. They marketed thirty-

one models and sizes of color television. The origin of SAMSUNG color television is South Korea. SAMSUNG is one of the pioneer color television in Bangladesh. SAMSUNG have a history of selling stylist, innovative and quality Television in Bangladesh Market.

4.10.2 Vision

In Bangladesh their vision is " Achieving a position of market leader"

4.10.3 Nature of business

The company purchases and sells various consumer products especially television, refrigerators, freezer, mobile phone, washing Machine etc.

4.10.4 Product Origin

In Bangladesh Electra International Ltd. SAMSUNG sales Television produce by SAMSUNG Electronic South Korea.

4.10.5 Assemble

SAMSUNG Televisions assemble in South Korea with a strict supervision of SAMSUNG Electronic.

4.10.6 Product models and price:

Electra International Ltd. Sales different types of Television in Bangladesh specially CRT, Flat, Flat Panel, projection, Plasma, High definition Television normally Butterfly Marketing bring latest Television which ever introduce in world market; among them which they are currently offer in Bangladesh are given below:

SAMSUNG Model and Its price

Table No: 18

Model	Size	Dealer price	Retail price
CS-14V5	14	9400	9800
CS-14H2	14	9850	10200
CS-14V10	14	10000	10400
CS-14H4	14	10150	10500
15-K50MJ	15	11450	11800
CS-15K5S	15	12500	12850
CS-20V5	20	13800	12200
CS-20H2	20	14500	14900
CS-20H4	20	14600	15000
CS-21V10	20	14700	15200
CS-21H4	21	15000	15500
CS-20V10	21	15400	15900
CS21M20MH	21	17100	17500
CS21A11	21	17600	18000
CS-21T20MH	21	18100	18500
CS21K10	21	18500	19000
CS-21K3S	21	18750	19250
CS-21M16	21	15400	15800
CS-21M7	21	20000	20500
CS-21S8N	21	21400	21900
CS-29V10	29	30900	31500
CS-29M16	29	38800	39500
CS-29M6	29	45000	45800
CS-29A10	29	57700	58500
CS-34A11	34	84400	86000
CS-34A10	34	90000	92000
CS-SP43T8HF	43	135000	138000
CS-SP54T8HF	54	161000	165000
CS-SP55T8HF	55	17500	180000
CS-SP62T8HF	62	190000	195000
CS-PS42P3SX (plasma)	42	379000	385000

4.10.7 Sales outlets and service center:

Electra International Limited has a medium range of sales showrooms, Service center and dealers in Bangladesh. It has 45 showrooms all over Bangladesh among them most of showrooms have service center in Dhaka they have 14 showrooms that include Service center, Rest Bangladesh they have almost 130 dealers, which makes SAMSUNG Television available to consumer.

4.10.8 After sales service

Electra International Limited provide Three-year exclusive service warranty in their Television that's mean if within that period if any parts damage they replace or repair it free of cost. They also give five-year picture tube warranty. After expire of the warranty period they on payment service to their Television customer.

4.10.9 Slogan

Electra International Limited use worldwide slogan to market SAMSUNG Television in Bangladesh that is

SAMSUNG
Challenges for limit

4.10.10 Electra Marketing Campaign

Electra International Limited uses different types of promotional activities regarding its marketing. They use the marketing activities on the basis of different festival, special days, special sports, world sports, exciting cricket & football match etc.

Nicole Electronics LTD Sales Campaign are-

- Special discount offer (During the EID Festival)
- Discount during Football & Cricket World
- Special Bonus package
- End of the budgetary month

4.10.11 Promotional campaign

For its marketing promotion Butterfly Marketing Limited uses several activities. According to their activities we can divide in two ways. The first one is Out Side advertising and the other one is Media Advertising.

Out side Advertising:

- **Billboards**
- **Neon Sings**
- **Showroom Signs**
- **Road Signs**

Media Advertisement

- **Print Media- News paper Advertising.**
- **Broadcast Media- Television Advertising.**

Butterfly Marketing Limited claims that television advertising is the most effective advertising media. Their advertising activities like Brochure, Placards, Newspaper, and television advertising is not continuously run. At trade fair they use Brochure. The New day of Bengali Year that is 1st Baishakh they use Placards. When they offer any special program Newspaper and Television advertising. Billboard, Neon signs, and Showroom Signs are their continuous advertising components.

4.10.12 Promotional activity

Pull and Push strategy of SAMSUNG:

LG uses both Pull and Push Strategy to increase its brand awareness.

Pull strategy:

To build consumer demand LG spends a lot of in advertising and consumer promotion. By this strategy consumer will ask their retailers for the product, the retailers will ask wholesalers and Wholesalers ask manufacturers.

For doing this successfully Butterfly Marketing Limited uses the followings:

- Scratched card
- Gifts

Push Strategy:

Uses the sales forces and trade promotion to push the product to channels for increasing the company's activities the producer promotes the product to wholesalers, wholesalers promote to the retailers and retailers promotes consumer.

For doing this successfully Butterfly Marketing Limited uses the followings:

- Trade Allowances,
- Dealer Premium and Contest.
- Package

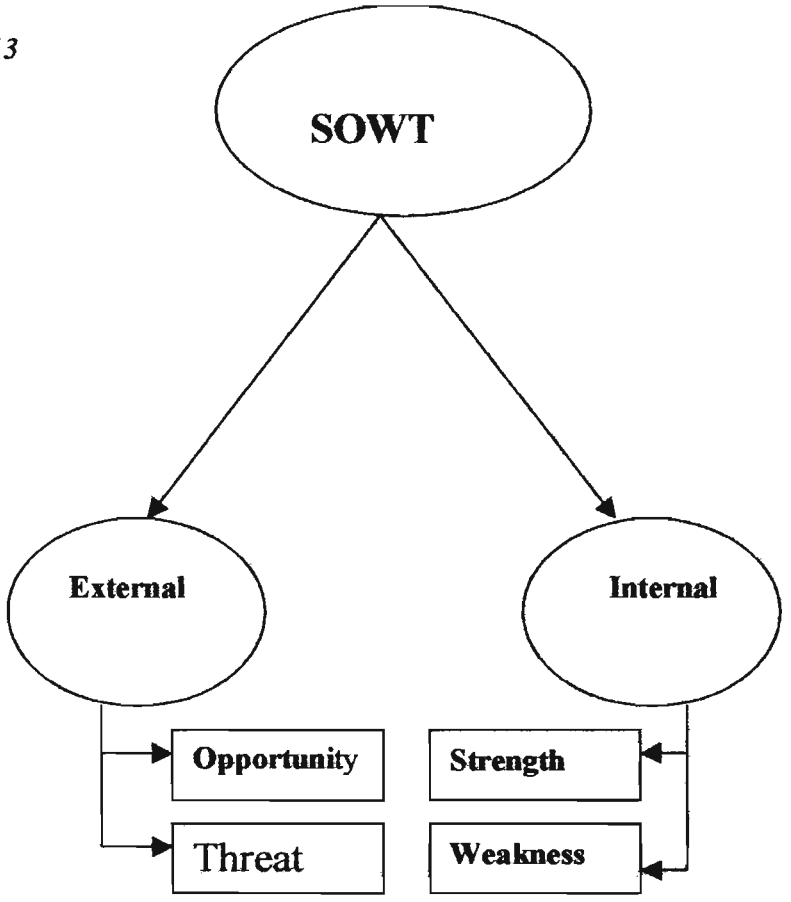
5.00 Project Part

(N.B consider only color TV information)

5.1 SONY CTV SOWT Analysis

SOWT stands for

Figure no: 13



SOWT is an evaluation technique by using that technique we can determine an organization internal Strength, weakness and external, Opportunities,Threat. Like all other organization SONY Color Television have own Strength, weakness, Opportunity and Threat, which is given below:

Strength

Table:19

Picture Tube	SONY Trinitron picture tube, a unique high tension grille that is design that is designed with a series of vertical slits, which stretch from bottom to top. This allows more electrons to pass through than conventional shadow mask TVs
Sound System	SONY color Television's Sound system is one of the competitive advantages. Its TV generally consists of high quality and demonic range of sound system all though it varies model to model.
Global Brand	SONY is a global Brand. It have a good reputation of producing quality electronic specially Television. So this global exposure help Rangs Electronics to market their SONY TV
Performance	SONY Television's performance is outstanding. If anybody use SONY television they become Brand loyal, this because their performance usually exceed expectation.
Service	SONY has 60 showrooms and each and every showroom include a service center so customer get service from anywhere they have needed.
Market leader	SONY is market leader in the Television market and as we know market leaders can charge premier price and manipulate the market.
Wide network	SONY has wide distribution network so they can easily reach each and every targeted customer.
Brand image	SONY Brand have superior image and this image influence customer to purchase their Brand
Assembly plant	SONY have own assembly plant in Bangladesh and this facilitate Rangs electronics assemble Television on demand.

Weakness

Table: 20

Decrease Market Share	SONY TV in Bangladesh is in maturity face and its began to decline their market share.
Poor Promotional Activity	SONY doesn't take significant promotional activity to promote their Brand.
Lack of information	Rangs Electronic doesn't provide proper information in time sale of SONY TV like they have no catalog in the showroom.
Product Unavailability	Unavailability of product forces not only your current and potential customer bust also Brand loyal customer.
Lack of qualified sales team	The sales team of SONY TV is not very mach qualified and self motivated to Sales their Brand.

Opportunities

Table:21

Increase Market share	As we know SONY is well recognize Brand It can take some aggressive Marketing policy in order to increase market share.
Repositioning	SONY TV marketed by targeting Upper and Upper Middle class people. They can target it also for middle class people.
Home service and hire purchase	SONY can use Home service and hire purchase facilities in order to increase their sales.

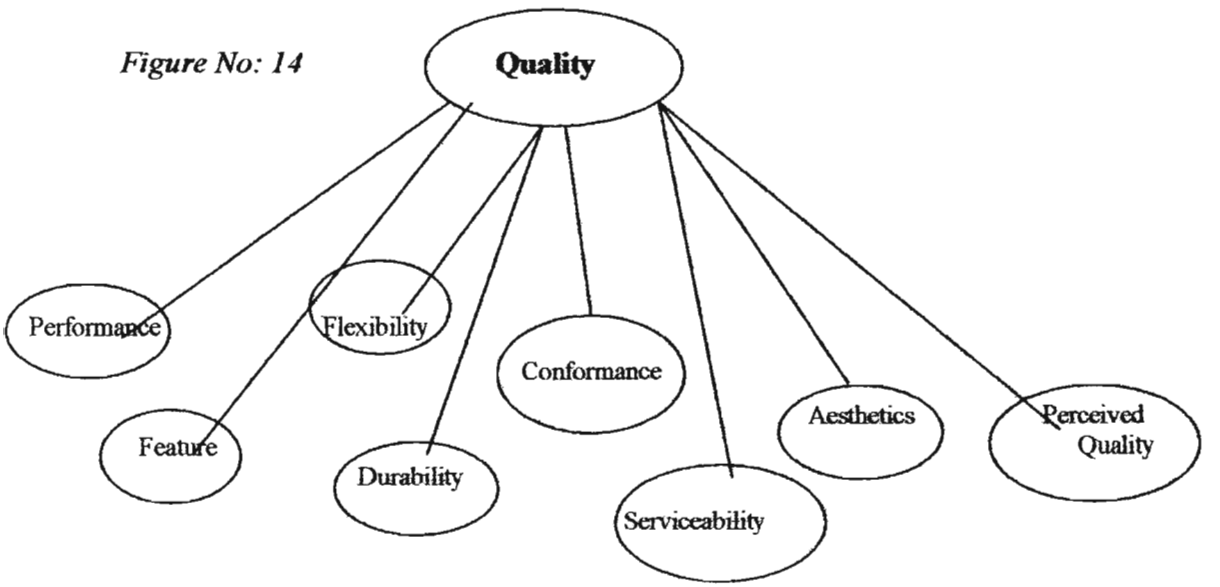
Threat

Table:22

Uneven competition	**Lower quality Chinese Brand some what influence customer and some potential and few Brand loyal customer Switch from SONY TV**
Economics factor	**The earning of the in Bangladeshi people increase but To response of Inflation money lose its purchasing power people discretionary money to purchase Television**

5.2 Determination of Quality

Figure No: 14



It is very difficult to find out a product quality. A product quality depends of many factors like:

Performance

Performance means the operating characteristic of a product

Feature

Feature means important special characteristic of a product.

Flexibility

The ability of a product to adapt the technological changes over time

Durability

Amount of use before performance deteriorates

Conformance

Match with reestablished standard

Serviceability

A product can easy to repair and normal service

Aesthetics

How a product looks like

Perceived quality

Subjective assessment of a product.

After analyzing above factor I think my selected brands have a standard quality

5.3 21 Inch flat average Price analysis

Every company has their own way of pricing their product. It differs product to product. Here in Bangladesh SONY, SAMSUNG, LG, Panasonic, PHILIPS offer different types and different model of the Television. Every brand each Television price is different from other due to their feature, size, sound quality, picture quality and technology. Price is very important now a days although price reflect quality it also reduces customer size. Due to inconvenience I can't compare the price of all model, here I just compare 21 Inch Flat Television.

Calculation of Average price of Flat Television

Table No: 15

SONY	Panasonic	SAMSUNG	LG	PHILIPS
28,490	22000	17500	21990	18500

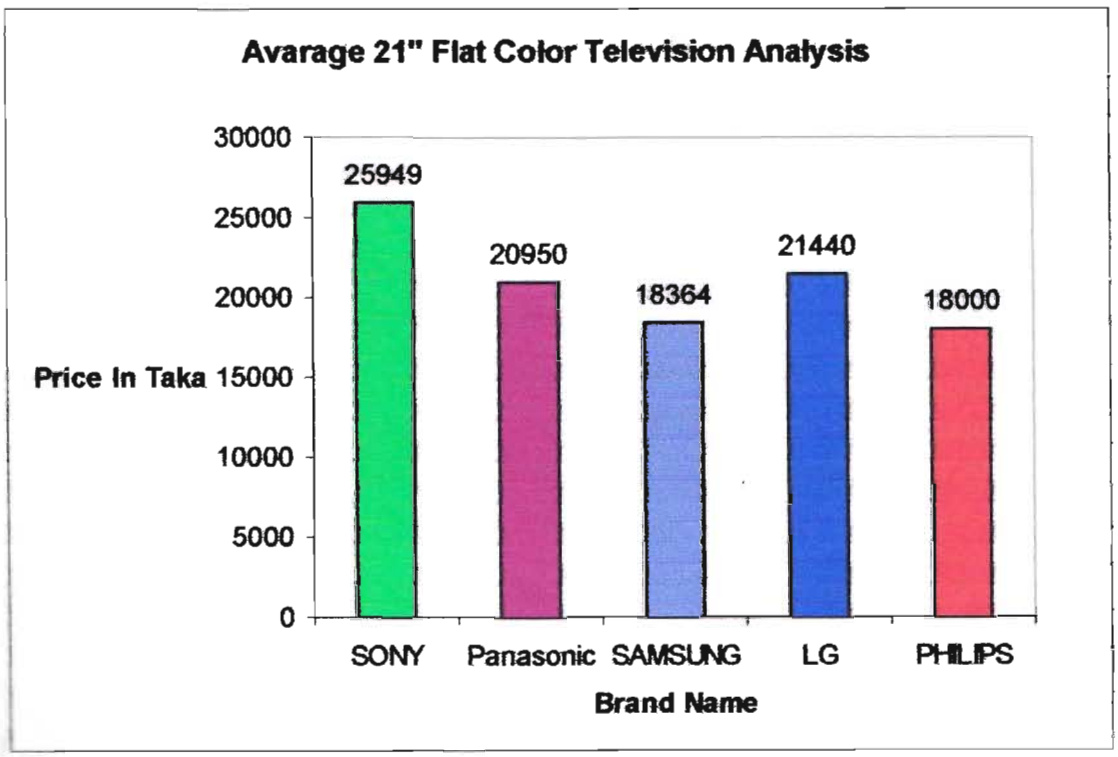
26,990	19000	18000	22390	17500
24,990	19800	18500	22390	**18000**
24,490	23000	19000	18990	
24,790	**20950**	19250	**21440**	
19,990		15800		
31,900		20500		
25,949		**18364**		

Average price of Flat television

Table No: 16

SONY	Panasonic	SAMSUNG	LG	PHILIPS
25948.57	20950	18364	21440	18000

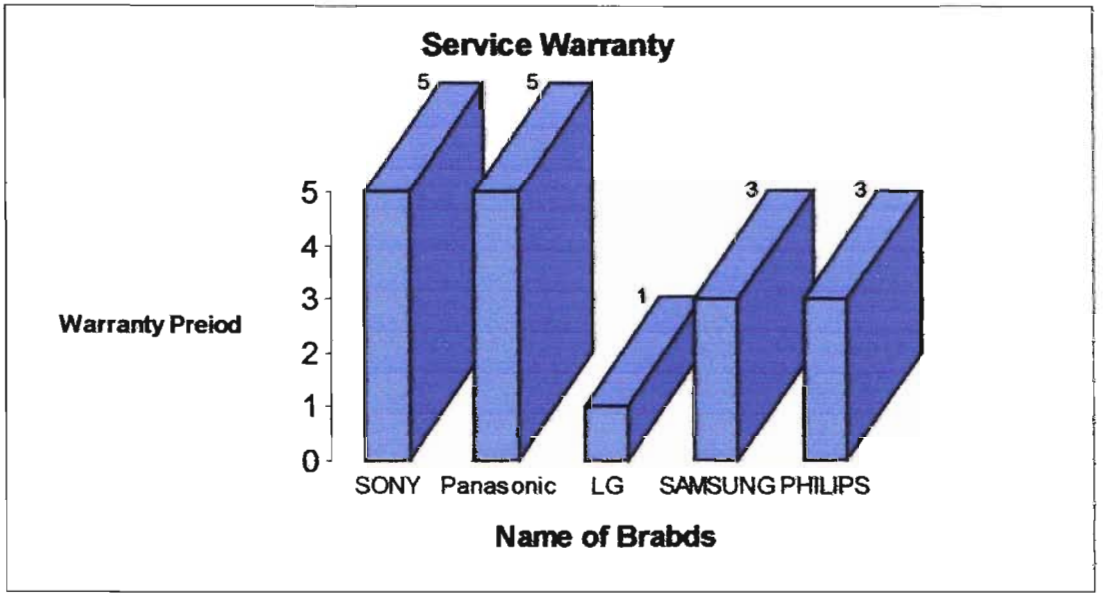
Figure No: 15



Here we clearly identify SONY Television price is higher than any other brands which reflect SONY Quality, Brand image, prestige. The higher price did not reduce their brand loyal consumer although their rate of attracting new customer decreases.

5.4 After sales service

Figure No: 14



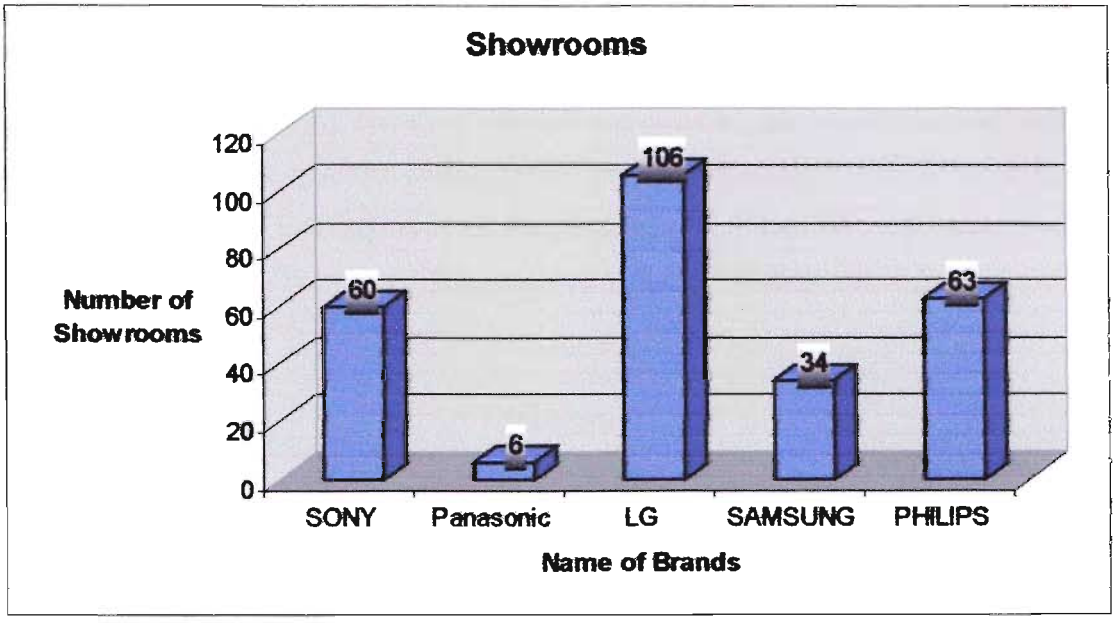
All the selected television provide five years warranty on their picture tube which do not make any differences in competing brands but in terms of service warranty which provided on parts and spear is no same for all Brands. SONY and Panasonic provide full five years warranty on parts and spare which reflect their Brands parts and spare would no damage within five year, one the other hand SAMSUNG and PHILIPS provides three years warranty on their parts and spare that is relative lower than SONY and Panasonic, which reflect SAMSUNG and PHILIPS confident on their parts and spare relative lower than SONY and Panasonic. LG provide one years warranty on their brand which is quite lower than other four.

5.5 Distribution Network

5.5.1 Showrooms

Modern marketing doesn't deal with only planning, idea generation, advertising; test marketing but distribution of product has a great impact on product sales. Properly destitution is very important because it makes product available to final consumer. In Television market Showrooms is very important because over showrooms company usually have greater control and they can decorate with modern marketing concept.

Figure No: 15



Showrooms have number of facility among them important are:

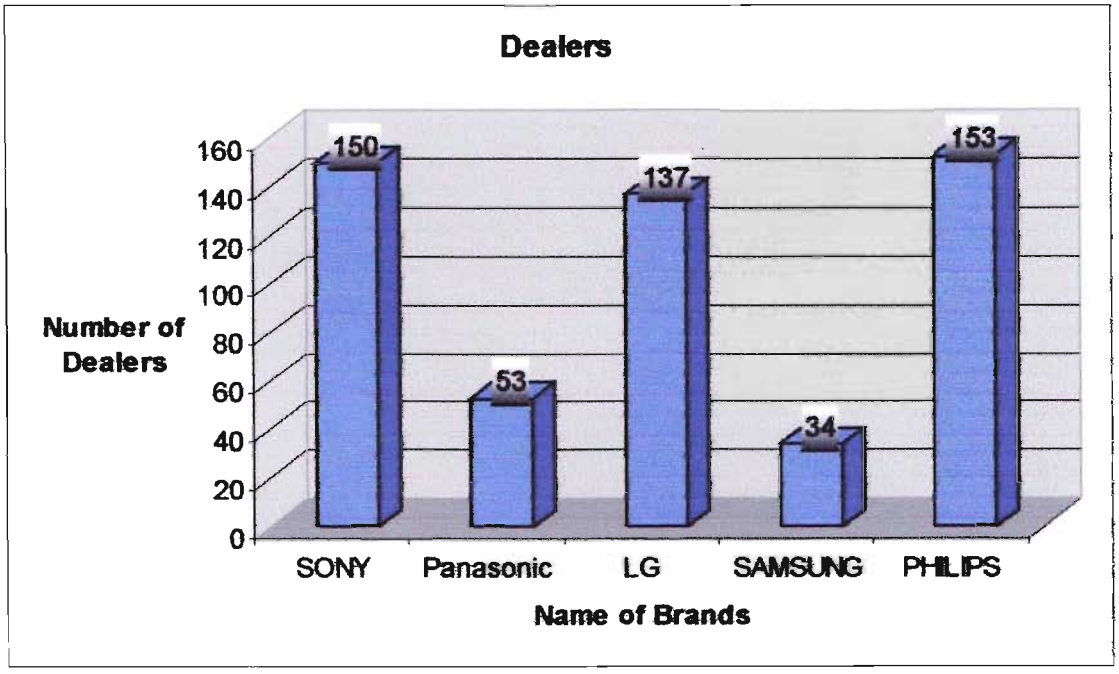
- Displaying in showrooms with modern marketing concept can influence customer
- A company have strict control over showrooms
- Showrooms is one of the easiest way of reaching customer
- Consumer can choose appropriate product from number of option.
- Company can easily record the inventory by observing showrooms.
- By observing showrooms a company easily determine their sales level and forecast demand for next year.
- Showrooms can use a tool of beautification of a product.

Here from the above figure we can see LG, SONY and PHILIPS has reasonable number of showrooms on the other hand SAMSUNG relative less number of showrooms through which they can easily reached customer. From the figure we can say Panasonic have very few showrooms and I think if they try to survive in the market they must increase immediately.

5.5.2 Dealers

Dealers is another medium through which we can reached our target consumer so dealer always important for every company. Dealers can increase and decrease specific brand sales because usually a dealer takes number brands dealership. Another thing is over dealer company have little control so it very important that dealer keep a positive role to sale our product. Finally every company must positively influence to sales their product.

Figure No: 16



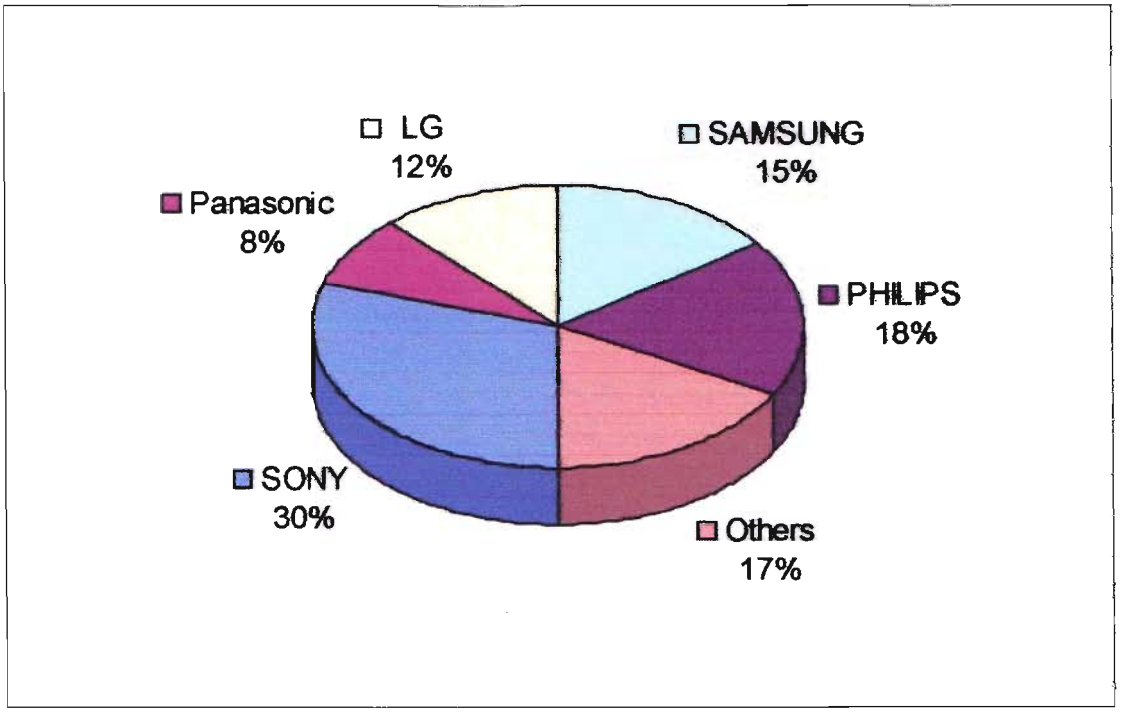
Showrooms have number of facility among them important are

- Company does not bear any cost.
- It is easy to reach remote area where showroom cannot reach.
- From authorized dealer company easily get their sale figure

From the above figure we can say SONY, PHILIPS and LG have almost same number of dealers on the other hand SAMSUNG and Panasonic have relative lower number of dealer they need to increase their dealership.

5.6 Market position

Figure No: 17

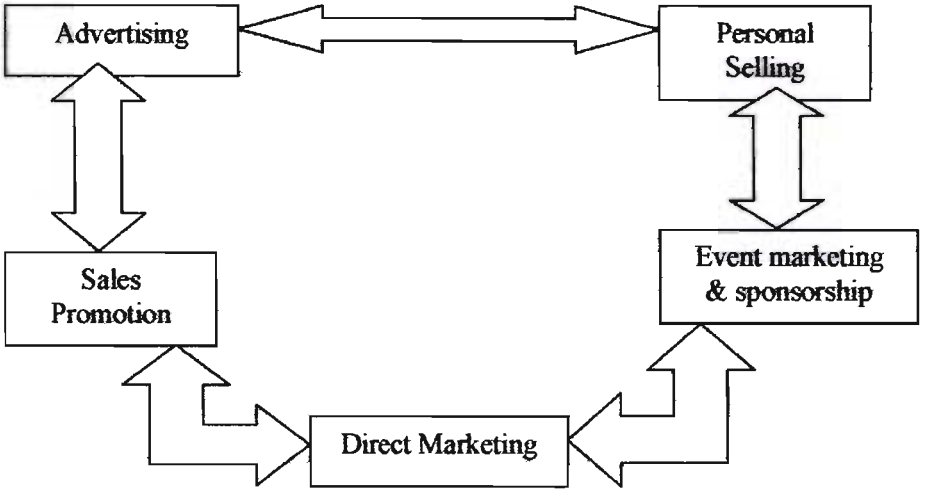


From here we clearly see SONY is market leader of Television but SONY lose its weight from previous year. LG and SAMSUNG increase its market share dramatically from previous few years. On the other hand PHILIPS Market share almost stable it reduce some share from previous few years. Panasonic in Television

market reduce its sere significantly from few years. Finally others brand especially low priced china Television increases its market position dramatically.

5.7 Intergraded Marketing Communication

Figure No: 18



Marketing communication are the means by which firms attempt to inform, persuade, and remind consumers, directly or indirectly, about the brands that they sell. In a sense, marketing communications represent the "voice" of the brand and are a means by which it can establish a dialogue and build relationships with consumers.

Sales Promotion

SONY, LG, Panasonic, SAMSUNG, and Philips and all of them use Pull and Push strategies simultaneously. To clearly understand what is Pull & Push Strategy I have to define it.

Pull Strategy:

A promotional strategy that calls for spending a lot of advertising and consumer promotion to build consumer demand. If the strategy successful consumer will ask their

retailers for the product, the retailers will ask wholesalers and Wholesalers ask manufacturers.

Push Strategy

A promotional strategy that calls for using the sales force and trade promotion to push the product to channels. The producer promotes the product to wholesalers, wholesalers promote to the retailers and retailers promotes consumer.

Pull and Push strategy of **SONY**:

Pull strategy

- Coupons
- Contest
- Scratched card
- Gifts

Push Strategy

- Trade Allowances
- Dealer Premium and Contest
- Gifts

Pull and Push strategy of **LG**:

Pull strategy

- Coupon
- Contest
- Scratched card
- Gifts

Push Strategy

- Trade Allowances
- Dealer Premium and Contest
- Gifts

Pull and Push strategy of **SAMSUNG**:

Pull strategy

- Coupon
- Contest
- Scratched card
- Gifts

Push Strategy

- Trade Allowances
- Gifts
- Special Package

Pull and Push strategy of **Philips**:

Pull strategy

- Discount
- Scratched card
- Gifts

Push Strategy

- Trade Allowances
- Dealer Premium and Contest
- Special Package.

Almost all of them use the same pull and push strategy. In comparison of pull strategy SONY, LG, and SAMSUNG mostly depend on it. On the other hand all the companies' emphasis Push strategy.

ADVERTISING:

Advertising is a good way to inform and influence consumer. In 21st century even we can think marketing a product without advertisement. In advertisement Television companies usually show their feature, what is make them differences from other, competitive advantage.

As like all electronics companies SONY, LG, Panasonic, SAMSUNG, Philips also involve in advertising. For advertising they usually use the print media, broadcasting media and the Place media.

Personal selling

In personal Selling, the representative introduces the product to the customer, convinces the customer of the product's value and completes the sale. There are two main forms of personal selling: person-to-person and group sale. In person-to-person sales, the customer and salesperson conduct a dialogue, the salesperson presenting the benefits and the customer giving his or her objections. In-group sales, an individual or group of

individual's attempts to sale with a group of customers. This may occur in a seminar, at work, or at home.

Here all the companies SONY, SAMSUNG, LG, Panasonic, PHILIPS involved in personal selling usually person-to-person sales execute by the sales man of showrooms and group's sales execute by the corporate sales department.

Direct marketing

Direct marketing is very important aspect of marketing where product directly sales to the consumer. One the other hand Marketers that use a direct sales strategy employ representatives who sell to customers directly, at home or at work, rather than through a retail establishment or some other intermediary. Direct sales is done through

- Personal selling
- Telemarketing

Personal selling

I explain it in above

Telemarketing

Television is a high involvement product so none of competing companies use this tool.

Event marketing and sponsorship:

Event marketing refers to public sponsorship of events or activities related to sports, arts, entertainment, or social causes. Companies can participate event marketing in different ways

SONY

Event marketing of SONY don't that much rich. They don't sponsorship within few years sports even and social activities that create awareness about their product, all though they participate in Dhaka International Fair and a SMS contest for Bangladesh Vs Zimbabwe

Test and one day series, like all other companies they make special offer during the Cricket and football world cup and they also have some special offer on SONY day, Before Eid and Budget.

Panasonic

Event marketing of Panasonic performance is poor. They don't sponsorship within immediate past sports even and social activities that create awareness about their product, all though they participate in Dhaka International Fair, like all other companies they make special offer during the Cricket and football world cup and they also have some special offer.

SAMSUNG

Event marketing SAMSUNG is quite better. They sponsoring a Islamic program in channel I called What Islam say to influence customer by highlighting Islam that create awareness about their product. They also sponsor of last Asia cup at Dhaka, like all other companies they make special offer during the Cricket and football world cup and they also have some special offer on SONY day, Before Eid and Budget.

PHILIPS

Event marketing of PHILIPS also not very well. They don't sponsorship within immediate past sports even and social activities that create awareness about their product, all though they participate in Dhaka International Fair, like all other companies they make special offer during the Cricket and football world cup and they also have some special offer

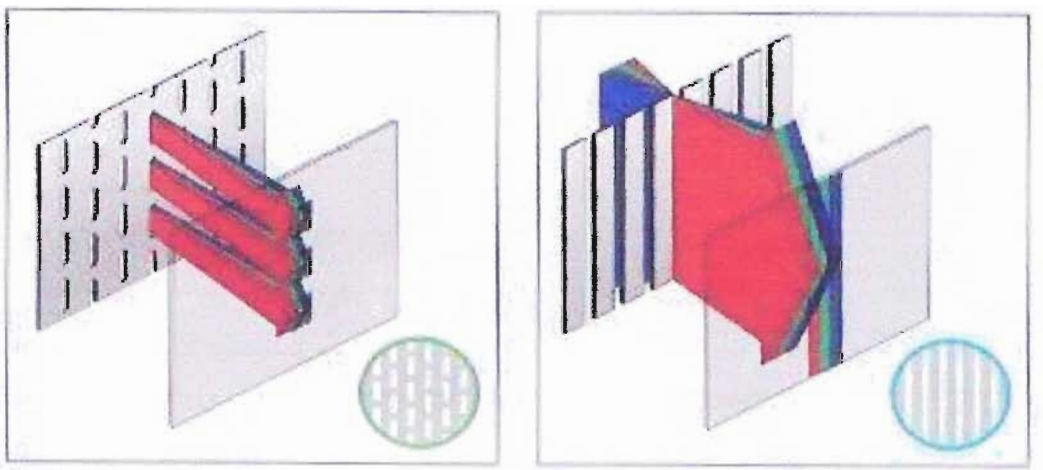
LG

Event marketing of LG is not also attractive. They don't sponsorship within immediate past sports even and social activities that create awareness about their product, all though they participate in Dhaka International Fair, like all other companies they make special offer during the Cricket and football world cup and they also have some special offer

5.8 Picture quality

In picture quality SONY is superior to any other company because they only use advance quality picture called Trinitron where others use typical Shadow mask picture tube. There are few advance tautology used in Trinitron tube which make SONY Television difference from other.

Figure No: 19



Competitor's Shadow Mask **FD Trinitron Aperture Grille**

Specification of Trinitron picture Tube

The key device is the SONY Aperture Grille, a unique high tension grille that is design that is designed with a series of vertical slits which stretch from bottom to top. This allows more electrons to pass through than conventional shadow mask TVs, and instead of being in the from of dots, the image consists of a large number of very narrow strips, producing an exceptionally bright image with greater depth and clearly.

5.9 Competitive Advantage

SONY

- Trinitron picture tube
- *Wide network coverage*
- High Quality
- Worldwide recognize Brand
- After sales service

Panasonic

- High Quality
- Worldwide recognize Brand

LG

- High Quality
- Worldwide recognize Brand
- Wide network coverage
- Efficient Marketing Team
- Efficiently use different marketing and promotional tools
- After sales service
- Hire purchase

SAMSUNG

- High Quality

- Worldwide recognize Brand
- Efficiently use different marketing and promotional tools
- Outlooks
- Efficient Marketing Team

PHLIPS

- High Quality
- Worldwide recognize Brand
- Wide network coverage

6.00 Conclusion

Television companies are ordering in hyper competitive landscape. Every company battle for their existence but my selected companies SONY, SAMSUNG, PHILIPS, LG, Panasonic is already established in market. They are not only competing for their survival but also tend to increase their market share. PHILIPS, and Panasonic are in saturation stage where their market shares are decaling on the other hand LG, and SAMSUNG are in Growth stage where their market shares increasing day by day. SONY in the maturity stage where their market shares start to decline from two or three years. SONY needs to reorganize their marketing policy in order to stop their declining market share and take aggressive marketing strategy to increase their market share.

7.00 Recommendations

After analyzing all the aspect I would like to propose Rangs Electronic a number of suggestion to over come current situation.

- Take proper action to increase their Brand awareness although it is recognize Brand in world market but continuous Brand awareness is a primary criterion of sustaining a Brand.

- Reorganize marketing policy to increase market share. Take some aggressive marketing strategy if needed.

- Recruit qualified marketing people or arrange proper training employee in such a manner so that they can capable to take this challenge because Television is a high involvement product and consumer usually people generally purchase it after proper inquire.

- Recruit qualified sales people or arrange proper training to employee in such a manner so that they can not only influence current customer but also create some potential customer. Provide catalog to the showrooms and dealers and stop giving dissimilar information in different showrooms.

- Forecast the product demand properly because unavailability of product forces not only your current and potential customer bust also Brand loyal customer.

- Ensure after sales service and stop delay that harass customer.

Bibliography

Appendix: A Source of Information

Web Sites:

- www.Sony.com
- www. LG.com
- www.Pansonic.com
- www.Philips.com
- www.samsung.com

In-depth Interview of deferent companies marketing officer

- Rangs Electronics Limited
- Electra International
- Nicole International
- Butterfly marketing limited
- Tanscom Electronics Limited

Previews Term paper

Different Books

- Introduction to marketing
- Strategic brand Management
- Consumer Behavior
- Strategic Management

Meeting with University and Rangs Suppervisor.