

Success of a paint company: berger paints

[Business](#), [Company](#)



In 1971 Berger Paints Bangladesh Limited has started its journey in Bangladesh. The shareholders were Jenson & Nicholson (J & N), Duncan Macneil & Co. Limited and Dada Group. Duncan Macneil subsequently sold their shares to the majority shareholder J & N Group. The Dada Group's share ultimately vested with the Government of the People's Republic of Bangladesh after the independence of the country in 1971.

The name of the company was changed from J & N (Bangladesh) Limited to Berger Paints Bangladesh Limited on January 1, 1980. Berger Paints Bangladesh Limited (BPBL) is stated to be the market leader in Bangladesh and has a wide range of products such as Decorative Paints, Industrial Paints, Marine Paints, Color Bank, Textured Coatings, Heat Resistant Paints, Roofing Compounds, Wood Solutions, and Wood Adhesives. It gives a comprehensive and sustainable painting solution and providing the best customer service through Home Decor.

BPBL's corporate strategy is to build larger market share through providing quality and speedy service. It's primary focus is to strengthen its current position by providing value added customer service. BPBL is committed to get highest consumer satisfaction. The main objective of this report is to gain overall practical knowledge about the internal communication techniques of Berger Paint Bangladesh Ltd. and corporate success evaluation and also recommend on the basis of business communication.

Aim and Rational of the project: The objective of this project is to gain overall practical knowledge about the organization and analyze the communication

techniques developed by the company. To be more specific, this project contains the following subjects:

- Historical background of Berger Paint Bangladesh Ltd.
- Organizational structure
- BPBL's internal communication structure
- Tools used in the existing communication system
- Positive aspects of the system being used and recommendations for improvement

Significance of the Study: The significance of the study can be explained in many ways. From this project we will learn about the business communication practices followed by Berger Paint Bangladesh Ltd, the market leader in paint industry of Bangladesh. It will help us to enhance our knowledge about the relationship between different departments, how they communicate with each other and organizational environment.

Methodology: The report will be based on both primary and secondary data.

Primary Data: It is obvious that the research will require a lot of primary data. Face-to-face interviews will be conducted with the manager of the BPBL. We have planned to supply them questionnaire to be filled out as well as read them out whenever needed and explain if any clarification is required.

Secondary Data: For secondary resources, we will use the web site of BPBL, product profile, and relevant journals by Berger Paint Bangladesh Ltd. For

the organization part of the report, a lot of secondary resources will also be used.

Data Collection Method: We have decided to conduct personal interviews as data collection method. The questionnaire will be structured and includes both open and close-ended questions.

Questionnaire: For the survey purpose, we will prepare questionnaire which meet the objective of the project. It will include different issues and important factors regarding internal communication techniques. For the questionnaire we will use simple, direct and familiar words, so that the respondents understand it easily.

Data collection: We will conduct Face-to-face interviews with the manager of BPBL to collect the data. We will also collect the necessary data from company website, magazine etc.

Report Format: The report will contain mainly two parts. The organizational part shall give the idea about Berger Paint Bangladesh Ltd.'s historical background and Organizational structure. And the project part shall contain BPBL's internal communication structure, tools used in the existing communication system, positive aspects of the system being used and recommendations for improvement and conclusion.

Limitation of the Study: The collection of primary data is always a difficult thing because it is hard to ensure the authenticity of the data. Managers of the company may hide some information for the confidentiality. Time is also a limitation as we have to interview the manager, analyze the data and

prepare project at a very short time. Despite of these limitations we will try our best to collect accurate and useful data through the survey so that we can generate quality results from the data analysis and give recommendation where it is necessary.