

Practices of Retailing Marketing in Bangladesh: A Study on Rangpur City

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Abstract

Retailing is a practice of providing final value to customers for their personal and family use. The study emphasizes the retailing practices of Bangladesh. The main objective of the study is to show a current picture of retailing practices in Bangladesh at the Rangpur city based. Beside this the study will try to find out the problems and opportunities of retailing in Bangladesh. For accompanying the research better various related works were given emphasized. The collection of data of the study mostly was based on primary sources. Some secondary data also will be used to prepare the report. A questionnaire has also been plumbed to selected respondents. Some statistical tools like mean, median, mode, simple and multiple correlations, regression analysis, ratio analysis have been used in analyzing data. The various data presentation tools have been used to make more understandable. Retailing practices of the Rangpur city featuring from different and make some recommendation to make it more perceivable matter of marketing.

Keywords: Practices, Retailing Rangpur, Customer Satisfaction, Branding issues.

1. Introduction:

Retailing in Bangladesh is one of the pillars of its economy which provides largest employment opportunities in the country. Comprising of organized or unorganized sectors, retail industry is one of the fastest growing industries. Retail is a group or set of business activities that add value for personal or family use for products or services. Retailing is a commercial transaction in which a buyer intends to consume the goods or service through personal, family or household use. Retail shops in Bangladesh range from open-air temporary shops to well-equipped modern supermarkets. Retail shops may be different types such as, open-air temporary shops, roadside shops, municipal corporation markets, convenience stores, supermarkets etc. Retailing has advantages both for customers as well as wholesalers and manufacturers. It provides bulk breaking, assorting, storing and informing facilities to customers. Besides it helps wholesalers and manufacturers to distribute goods to the customers, collect information from customers and absorb risk. Moreover retailing provides economic utility by creating form utility, time utility, place utility and possession utility. Retailing is a part of everyday lives. Customers often are not aware of the sophisticated business decisions retail managers make and the technologies they use to provide goods and services. Retail managers must be concentrated on selecting target markets and retail locations. Considerable skills and knowledge are required to make retail decision effectively. The study is conducted to overview a present situation of retail practices in Bangladesh especially in Rangpur city. There are both store based and non store based in retailer in Rangpur city. According to Rangpur Chambers of Commerce (RCC) there are 752 members involved in wholesaling and retailing. Most of the businesses are retail businesses. So the study will be so much effective to represent the retailing practices of Bangladesh.

2. Background of the Study:

Retailing is an important field to study because of its impact on the economy, its function in distribution, and its relationship with firms selling goods and services to retailers for resale or use. Effective retail marketing is vitally important for today's manufacturers. Without a presence in retail stores, business rarely achieves the high level of exposure or widespread product distribution that retail stores offer. Retailer can help small businesses by performing a wide range of marketing services from promoting products directly to customers to giving customers a chance to view and test products. Many research studies related with retailing have been conducted in different times but overall study on marketing practice of retailing has not been conducted. So if a study can be conducted in Rangpur city then a real picture of retailing can be shown that will be helpful for showing the situation of retailing practices of Bangladesh.

3. Objectives of the Study

Objectives are:

- To identify retail practices of some selected product categories in Rangpur city.
- To find out the challenges those impact the retail sector in Rangpur city.
- To find out the opportunities to expand the retail sector in Rangpur city.

4. Limitations of the Study

Due to time constraint Small sample size has been taken and analyzed. Most of the retailers were so much busy that it was tough to collect data from them. Responses may vary because most of respondents were not be interested to express the real answer. Study area was only in Rangpur so the result may not generalize for other areas of Bangladesh. Quality of information highly depends on knowledge of respondent so research may have some errors.

5. Literature Review

Number of fundamental, applied and empirical research works has been done nationally and internationally. Some of them are given-

Rana, Sohel, Osman, Aminul (2014), Focus on different dimensions of customer satisfaction. Many other factors Involved in practices of retailing in Bangladesh that should be considered for creating customer satisfaction.¹

Shyamali and Farjana(2014) ,Retail products operations is the largest business line in the banking as well as investing, financing and leasing companies. The authors have used 10 retail activities as measurement criteria of corporate retail product performance and it's enhancement. But these cannot sufficient for evaluation of retail products.²

Fatima and Razzaque (2012,) the study focuses only on the private commercial banks ignoring all other types of retail banks operating in Bangladesh. The sample respondents used in this study are all urban based. Hence the findings of the research may not have been representative of the Bangladesh banking industry as a whole. The study has taken only one developing country as a research context (Bangladesh) but extending this work on other developing countries will definitely result in more generalizable findings and therefore leaves the scope for further research in the area.³

Huda, Zubayer and Faruq(2011) The researchers only included only grocery shops that are not optimal for taking strategies. They should extend other types of retailers of Dhaka city to find out the differences of strategies due to variation of locations.⁴

Levy (2003) told retailing is the set of business activities that adds value to the products and services sold to consumers for their personal and family use. Retailing also involves the sale of services such as hair cut etc. The functions of retailer are providing an assortment of products and services, breaking bulk, holding inventory, providing services etc.⁵

Aforementioned researchers touched the different issues of regionals concentration that very much complete issues from many angels but this here have tried to diminish some gaps from there. it has been selected Rangpur city to gain a deeper understanding of marketing practices of retailing that will contribute in the Bangladesh economy. Retail sector contributes much on Bangladesh economy to make research more concrete sense.

6. Methodology of the study

The research paper is exploratory and descriptive in nature. Most of the data and Information of the proposed research are qualitative. Some will be quantitative too. In addition to this procedure, the study followed depth and focus group of interview with customers, different retailers or intermediaries and industry experts.

6.1 Sampling method and size:

A simple random sampling method was used. For conducting the study the sample was taken from some selected areas of Rangpur zone. The sample has been selected from some specific product areas such as clothing (e.g. Janata Traders etc.), interior design (e.g. karupanna, 1 to 99 some of type.), retail banking (e.g. Prime bank some of type.), convenience stores of local areas, stationary goods, Foods etc. Sample has been taken from all types of retailing practices that are in Rangpur. Total sample size was 120 from whom 70 were customers and 50 were retailers. The sample of customers were from different categories like- Students (30), Service holders (20), Business man(10), House wife(5) And Labor(5)

The respondents have been selected from different areas of Rangpur City such as, from Begum Rokeya University, Sheikh Fajilatunnesa Mujib Hall, Park More, Shalbon, diverse businessman of different locations. And retailers as respondents have been selected from different prominent areas of Rangpur City like-Dhap, Jhahaj Companies More, Lalbaag, Park More .The sample size of retailers was selected from both male and female entrepreneur. Like-Male(44), Female(6)

6.2 Sources of Data:

The study was largely based on primary data collection through first field visit and survey of the retailers and customers. Both written questionnaire and face to face interview have been used in this study. Some data have been collected from discussion with officers of Rangpur Chamber of Commerce. And the secondary information has been collected from published official statistics, various business journals and articles, books, news papers, reports, statements, documents, periodicals, websites etc. as well as published research reports such as thesis and dissertations.

6.3 Questionnaire:

Questionnaire was open-ended, close-ended and dichotomous. Questionnaire has been provided to both retailers or industry experts and customers. In this study 150 questionnaires were provided but 120 questionnaires have been collected. The rest could not be collected for different reasons such as- unwillingness of the respondents, incompleteness of the questionnaire, busyness of the respondents. The questionnaires providing was such type-

- To consumers 140 questionnaires were provided but 120 could be collected.
- To retailers 80 questionnaires were provided but 70 could be collected.

6.4 Data Processing and Analysis:

Apt techniques have been used in processing data by using computer through SPSS-V-21. Some statistical tools like **mean, median, mode, simple and multiple correlations** have been used in analyzing data. The various data presentation tools-(charts, tables, graphs, figures etc.) used to make more understandable.

7. Interpretation and Analysis

7.1 Customers Concentrations data:

In this study data has been collected from both the customers and retailers of Rangpur City. Here data collected from customers is analyzing at first. Total sample size of customers was 70. The data that has been collected are mentioned below.

1) Respondent's Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Students	30	42.9	42.9	42.9
	2= Service	20	28.6	28.6	71.4
	3= Business	10	14.3	14.3	85.7
	4= Labor	5	7.1	7.1	92.9
	5= Housewives	5	7.1	7.1	100.0
	Total	70	100.0	100.0	

Figuer:01- Respondent's Occupation

Data has been collected from 5 categories of customers. In this study out of 70 respondents students were 30, service holders were 20, business men were 10, labors were 5 and housewives were 5.

1) Number of male and female from respondents

out of 30 students the number of male was 15 and female was 15. Among the 20 service holders the number of male was 18 whereas female was 2. Out of 10 business man the number of male was 10. Moreover 5 females who were housewives were included to collect data. Finally all labors were male.

2) Average age of respondent

Most of the students' age was between 20-30 years. Out of 20 service holders the age of 8 persons was between 20-30 years, 10 persons was between 30-40 years and 2 persons was above 50 years. Out of 10 business men the age of 2 persons was between 20-30 years, 2 persons was between 40-50 years and 6 persons was between above 50 years. Out of 5 labors the age of 2 persons was between 20-30 years, 2 persons were 30-40 years and 1 person was 40-50 years. Finally out of 5 housewives the age of 3 women was between 20-30 years, 1 woman was between 30-40 years and 1 woman was between 40-50 years.

3) From whom respondents purchase

Out of 70 respondents 66 persons purchase from retailers and 4 persons purchase from both the retailers and wholesalers.

4) Type of retail stores from where customers purchase

Type of retail store from where customers purchase						
N	Valid					70
	Missing					0
Mean					2.3143	
Std. Error of Mean					.19890	
Median					2.0000	
Std. Deviation					1.66414	
Variance					2.769	
Skewness					1.268	
Std. Error of Skewness					.287	
Kurtosis					.377	
Std. Error of Kurtosis					.566	
Minimum					1.00	
Type of retail store from where customers purchase						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1= Convenience Store	30	42.9	42.9	42.9	
	2= Departmental Store	20	28.6	28.6	71.4	
	3= Supermarkets	6	8.6	8.6	80.0	
	4= Discount Stores	4	5.7	5.7	85.7	
	5= Discount Stores + Supermarkets	2	2.9	2.9	88.6	
	6= Convenience Store + Supermarkets	8	11.4	11.4	100.0	
	Total	70	100.0	100.0		

Figure: 02- Type of retail stores from where customers purchase

From the 70 respondents 30 persons have said that they purchase from convenience stores, 20 persons purchase from departmental stores, 6 persons purchase from supermarkets, 4 persons purchase from discount stores, 2 persons purchase from both the discount and supermarkets, and 8 persons purchase from both the convenience and supermarkets.

5) Reasons for purchasing products from the retailers and others issues

70 respondents 16 customers purchase from retailers because of availability of products, 12 customers purchase for because the stores are nearest from them, 4 customers purchase for getting low price, 26 customers purchase for quality products, 2 customers purchase both for nearest and low price, 4 customers purchase both for availability of products and quality products, 4 customers purchase both for availability and nearest of the stores and finally 2 customers purchase both for low price and nearest of the stores. And all the respondents have liked store-based retailing not non-store based retailing. Furthermore, fixed price has been preferred by 44 respondents when the study had been conducted. Rest of the respondents has liked bargaining price.

6) Opinion of customers to get superior value, Satisfaction level of customers for the retailers, Purpose of purchasing

Opinion of customers to get superior value, Satisfaction level of customers for the retailers, Purpose of purchasing					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1= Strongly agree	14	20.0	20.0	20.0
	2= Agree	22	31.4	31.4	51.4
	3= Disagree	4	5.7	5.7	57.1
	4= Neutral	30	42.9	42.9	100.0
	Total	70	100.0	100.0	

Figure: 03- Opinion of customers to get superior value, Satisfaction level of customers for the retailers, Purpose of purchasing

In this study out of 70 respondents 14 customers were strongly agree with getting superior value. Besides 22 customers were agreeing, 4 customers were disagreeing and 30 customers were neutral with the statement. Out of 70 respondents 60(85.78%) customers' satisfaction level was medium whereas 8(11.43%) customers' was high and 2(2.86%) customers' was low. In this study out of 70 respondents 24(34.29%) persons have said that they buy for their personal use, 26(37.14) persons for family use and 20(28.57%) persons both for family and personal use.

7) Purchasing frequency from the retailer

From 70 respondents 12 (17.14%) customers have said that they buy almost daily whereas 24 (34.29%) customers buy 1-2 times in a week, 6 (8.75%) customers buy 3-4 times in a week and 28 (40%) customers buy monthly because of their busyness.

8) Satisfaction level about location of the retail store

At the time of conducting the study satisfaction level about the location of retail stores has been found out where out of 70 respondents 23 (32.9%) customers were strongly agree, 39 (55.7%) customers were agree and 8 (11.4%) customers were neutral.

9) Satisfaction level of additional services

a) Parking lot

Above figure shows that out of 70 respondents 9 (12.86%) customers were strongly agree, 21 (30%) customers were agree, 32 (45.71%) customers were neutral, 3 (4.29%) customers were disagree and 5 (7.14%) customers were strongly disagree with the satisfaction level about parking lot of the retail stores.

b) Kids zone

Out of 70 respondents 9 (12.86%) customers were strongly agree with the satisfaction level of kids zone, 20 (28.57%) customers were agree, 23 (32.86%) customers were neutral, 6 (8.57%) customers were disagree and 12 (17.14%) customers were strongly disagree.

c) Delivery of goods

In this study 22 (31.43%) customers were strongly agree that delivery of goods was satisfied whereas 28 (40%) customers were agree with the satisfaction level of delivery of goods. 11 (15.71%) customers were neutral, 3 (4.29%) customers were disagree and 6 (8.57%) customers were strongly disagree.

d) Payment facilities

Above figure shows that Out of 70 respondents 17 (24.29%) customers were strongly agree, 39 (55.71%) customers were agree, 6 (8.57%) customers were neutral, 5 (7.14%) customers were disagree and 3 (4.29%) customers were strongly disagree with the satisfaction level of payment facilities of the retail stores.

e) Entertainment

Out of 70 respondents 6 (8.57%) customers were strongly agree, 22 (31.43%) customers were agree, 8 (11.43%) customers were neutral, 22 (31.43%) customers were disagree and 12 (17.14%) customers were strongly disagree with the satisfaction level of entertainment facilities of the retail stores.

f) Security

In this study Out of 70 respondents 22 (31.43%) customers were strongly agree, 28 (40%) customers were agree, 14 (20%) customers were neutral, 2 (2.86%) customers were disagree and 4 (5.71%) customers were strongly disagree with the satisfaction level of security system of the retail stores.

g) Door to door sales

Out of 70 respondents 11 (15.71%) customers were strongly agree, 20 (28.57%) customers were agree, 6 (8.57%) customers were neutral, 10 (14.29%) customers were disagree and 23 (32.86%) customers were strongly disagree with the satisfaction level of door to door sales of the retail stores.

h) Home delivery

Above figure shows that out of 70 respondents 14 (20%) customers were strongly agree, 8 (11.43%) customers were agree, 8 (11.43%) customers were neutral, 14 (20%) customers were disagree and 26 (37.14%) customers were strongly disagree with the satisfaction level of home delivery system of the retail stores.

i) Credit facilities

Above figure shows that out of 70 respondents 8 (11.43%) customers were strongly agree, 26 (37.14%) customers were agree, 14 (20%) customers were neutral, 10 (14.29%) customers were disagree and 12 (17.14%) customers were strongly disagree with the satisfaction level of credit facilities of the retail stores.

j) Discount

In this study Out of 70 respondents 12 (17.14%) customers were strongly agree, 24 (34.29%) customers were agree, 18 (25.71%) customers were neutral, 6 (8.57%) customers were disagree, and 10 (14.28%) customers were strongly disagree with the satisfaction level of discount facilities of the retail stores.

k) Transportation/delivery facility

Total respondents were 70. From above 11 (15.71%) customers were strongly agree, 34 (48.57%) customers were agree, 13 (18.57%) customers were neutral, 8 (11.43%) customers were disagree and 4 (5.71%) customers were strongly disagree with the satisfaction level of transportation facilities.

l) Time spent for purchase

In this study Out of 70 respondents 10 (14.29%) customers were strongly agree, 24 (34.29%) customers were agree, 14 (20%) customers were neutral, 9 (12.85%) customers were disagree and 13 (18.57%) customers were strongly disagree with the satisfaction level of time spent for purchase of the products.

m) Convenience for shopping

Above figure shows that total respondents were 70. From above 4 (5.71%) customers were strongly agree,

42(60%) customers were agree, 16(22.86%) customers were neutral, 3(4.29%) customers were disagree and 5(7.14%) customers were strongly disagree with the satisfaction level of convenience for shopping from the retailers.

n) Any sales promotion other than discount

Above figure shows that total respondents were 70. From above 14(20%) customers were strongly agree, 20(28.57%) customers were agree, 12(17.14%) customers were neutral, 7 (10%) customers were disagree and 17 (24.29%) customers were strongly disagree with any sales promotion other than discount.

10) Satisfaction level about product quality

a) Freshness of product

In this study total respondents were 70. From above 34 (48.57%) customers were strongly agree, 22 (31.43%) customers were agree, 11(15.71%) customers were neutral and 3 (4.29%) customers were disagree with the satisfaction level of freshness of product.

b) Durability

Above figure shows that total respondents were 70. From above 19 (27.14%) customers were strongly agree, 31 (44.29%) customers were agree, 16 (22.86%) customers were neutral and 4 (5.71%) customers were disagree with the durability of the products brought from retailers.

c) Product variety

out of 70 respondents 42 (60%) customers were strongly agree, 22 (31.43%) customers were agree, 4 (5.71%) customers were neutral and 2(2.86%) customers were disagree with the product varieties of the retail stores.

11) Satisfaction level about extra facilities

a) Clean & spacious atmosphere

Out of 70 respondents 30(42.86%) customers were strongly agree, 26 (37.14%) customers were agree, 4 (5.71%) customers were neutral, 2(2.86%) customers were disagree and 8(11.43%) customers were strongly disagree with the satisfaction level of clean and spacious atmosphere of the retail stores.

b) Display/ decoration

Total respondents were 70. From above 28(40%) customers were strongly agree, 20(28.57%) customers were agree, 14(20%) customers were neutral and 8(11.43%) customers were strongly disagree with the display/ decoration of the store.

c) Music/ interior

In this study out of 70 respondents 36(51.43%) respondents were strongly disagree with the music/interior facilities of the retail stores of Rangpur City whereas 2(2.86%) customers were strongly agree, 22(31.43%) customers were agree, 6(8.57%) customers were neutral and 4(5.71%) customers were disagree.

12) Satisfaction level about reliability

a) Accuracy of bill

In the study satisfaction level of customers about accuracy of billing was measured where 16(22.86%) respondents were strongly agree, 46 (65.71%) customers were agree, 6 (8.57%) customers were neutral and 2 (2.86%) customers were disagree.

b) Correct information of price & discount

Above figure shows that out of 70 respondents 20(28.57%) respondents were strongly agree that they get correct information of price and discount. 26 (37.14%) respondents were agree, 10(14.29%) respondents were neutral, 2 (2.86%) respondents were disagree and 12 (17.14%) respondents were strongly disagree.

13) Satisfaction level about staff

a) Friendliness, helpful

Out of 70 respondents 32(45.71%) customers were strongly agree, 24 (34.29%) customers were agree, 10(14.29%) customers were neutral and 4 (5.71%) customers were disagree that staffs were friendly and helpful

b) Knowledgeable, quick performance

Above figure shows that out of 70 respondents 20(28.57%) customers were strongly agree, 30(42.86%) customers were agree, 14(20%) customers were neutral, 4(5.71%) customers were disagree and 2 (2.86%) customers were strongly disagree with the satisfaction level of knowledgeable and quick performance of staffs of the retail stores.

7.2 Analysis of the data from Retailers:

1) Respondent's profile

From survey some information had been collected from 50 retailers of different typing of retail stores of Rangpur City. Based on different types of retailing business the sample was selected. Beside the area of sample was divided by emphasizing main areas of Rangpur city. The respondents were both male and female. Out of 50 respondents 44(88%) respondents were male whereas 6 (12%) respondents were female.

2) Type of Business

Above figure shows that out of 50 respondents of the retail stores of Rangpur City 13 (26%) stores were convenience type, 9(18%) were departmental stores, 3(6%) were super market and 25(50%) were others type.

3) Distribution type

Above figure shows that most of the distribution type of the respondents were store-based. In this study out of 50 stores 47(94%) stores' distribution type was store-based whereas 3 (6%) stores' was non-store based.

4) Type of pricing strategy

Out of 50 respondents 9(18%) retailers told that they follow high pricing strategy, 18 (36%) retailers follow low pricing strategy and 23(46%) respondents follow both high & low pricing strategy.

5) Location of the store

The study shows that 12(24%) retail stores were in the shopping centre, 32(64%) were in the prominent city or town area of the Rangpur City and 6(12%) retail stores were in free standing location.

6) Member of any trade association

Above figure shows that out of 50 respondents 29 (58%)retailers told that they are member of different trade associations like Rangpur Chambers of Commerce, Owners Associations, Market' Committee etc. 21 (42%)retailers told that they are not member of any trade associations.

7) Adding new price at the time of selling

The study shows that out of 50 respondents 41(82%) retailers told they add new price at the time of selling product whereas 9(18%) retailers don't add new price.

8) Package/label of products

Out of 50 respondents 26 (52%) retailers told they package and label of their products whereas 24(48%) don't.

9) Trained employees

Above figure shows that out of 50 respondents 24(48%) retailers told their employee are trained whereas 26(52%) retailers told the employee are not trained.

10) Capital of conducting business

The study shows that out of 50 respondents 24(48%) respondents told that they had collected capital of the business from own source, 5(10%) retailers from family & friends, 3(6%) from banks loan, 3(6%) from both own capital & family, 12(24%) from both own capital & bank loan and 3(6%) from all of the own capital, family and banks loan.

11) Promotional activities by the store

Above figure shows that out of 50 respondents 21(42%) retailers told that they take different promotional activities such as- discount, gift etc. whereas 29(58%) retailers told that they don't take any promotional activity.

12) Intensity of competition

Out of 50 respondents 38(76%) retailers told that the intensity of competition is high in their category, 9(18%) told the intensity of competition is medium and 3(6%) told intensity of competition is low.

13) Providing after sales services

Above figure shows that out of 50 respondents 38(76%) retailers told that they provide after sales services whereas 12 (24%) retailers told that they don't.

14) What do they mostly emphasize for product presentation

Out of 50 respondents 6(12%) retailers told that they emphasize price for product presentation, 18(36%) emphasize quality of the product, 3(6%) emphasize both style & quality, 15(30%) emphasize both style & quality, 3 (3%) emphasize both price & quality, and 5(10%) emphasize color, style & price.

15) Types of problem that they face

In this study out of 50 respondents 8 (16%) retailers told that they face with labor problem, 15(30%) with financial problem, 7 (14%)with marketing problem, 5(10%) with both labor & financial problem, 9 (18%)with both financial & marketing problem, and 6 (12%)with labor, financial and marketing problem.

16) Customer satisfaction level about the store atmosphere issue

Out of 50 respondents 25 (50%) retailers believed that customers are satisfied with their atmosphere of the store whereas 3 (6%)believed customers aren't satisfied and 22(44%) retailers told that they don't know whether customers are satisfied or not.

8. Findings ,Recommendations and Conclusion

8.1 Findings:

After conducting the study in Rangpur City some findings were found out-Though customers purchase from wholesalers most of the customers purchase from retailers. They use to purchase from convenience and departmental stores. Most of the customers purchase from a specific store because of availability and quality of products. The customers like store-based retailing mostly than non-store based. Now a day fixed price is mostly preferred by customers than bargaining price because of less time and quality product. Most of the customers purchase monthly & 1-2 in a week. In Rangpur City most of the retailers are male. But the number of female

retailers is also increasing. Most of the retailers follow both high & low pricing. They set most of the time new price at the time of selling. Suppose they purchase a product at 50/= but at the time of selling they may set the price at 52/= .As retail business is easy to start most of the retailers start their business own capital. Besides they take loan from bank. In Rangpur City normally retailers don't take promotional activities. They provide discount sometimes. Some retail businesses take promotional activities such as Karupanna give discount at the time of different occasions like Phahela Baishak, Eid. Sometimes billboard is also used by some retailers. The intensity of competition among retailers is high in Rangpur. Most of the retailers face with financial problem. Besides marketing problem, labor problem are visible.

8.2 Recommendations:

Branding products as well as quality products should be provided. Every company must increase the superior customer service by arranging best quality good environment providing discounts and placing convenient outlets for customers' home resident. Customers want more security at completing the transaction. So retailers should emphasize on security. Moreover there should not any fraud in transaction. Now a day it becomes important to improve online payment facilities. Retailers may give home delivery facilities .Retailers should be careful about their layout design. The products should be arranged in such way so that customers can see from a central point.

8.3 Conclusion

Meeting customer demands is the main target of the retailers as they gain sustainable competitive advantages through high customer satisfaction. The status of the retail industry will depend mostly on external factors like Governmental regulations and policies and real estate prices, besides the activities of retailers and demands of the customers also show impact on retail industry. As the retail market place changes shape and competition increases, the retailers should secure a distinctive position in the market place based on values relationship and experience. In Rangpur City there is huge opportunity for retail industry. If governmental and other supports can be given properly to retailers the retail business of Rangpur will be so much developed. After conducting the project work it was found out that most of the business is retail type. Now a day retailers of Rangpur City are becoming so much careful about their marketing practices. Besides as Rangpur has become a division there is huge opportunities for retailers.

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