

Evaluation of Dealers' Satisfaction toward Mustafa Metal Industry Limited

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Abstract

The present study has been attempted to evaluate the dealers' perception regarding Mustafa Metal Industry in Bangladesh. Study looking at the major activities of Mustafa Metal in the light of products quality, price determination, products delivery, after sales service, future plan of the company. This study is exploratory in nature and used factor analysis through data collection to determine the level of satisfaction of dealers' on products and services of the company. The study is conducted on some selected dealers of the company. The study has been conducted both qualitative and quantitative methods and followed interview schedule for collecting the data. Semi-structured questionnaire was used for conducting interview. Study found that most of the dealers are satisfied on the company in the context of products and services but few dealers are not satisfied as per the expectation of the company, because of inconvenient services. Dealers are actually want to get high quality products with standard price with compare to the competitors, but the company try to match with cost-benefit statement of the company. Mustafa Metal always try to provide the services to satisfy the dealers, the most important partners of development of the company. Theoretical implications are drawn and discussed in this paper and providing few suggestions to keep high level of satisfaction of dealers by reducing the problems related with products, price, delivery systems and after sales service of the company.

Kew Words: Dealer, Satisfaction, Metal, PVC, Products.

1.0 Introduction

There was a time when good furniture meant door, sheet, and cabinets made of segun or teak. Over the last decade or so, though, things have changed. Wood is no longer the only material for furniture. In Bangladesh wood is used for firewood and some village houses, but the lion share of it, approximately 80%, is consumed by the door & sheet industry. So it is important to find a substitute for wood for making furniture. This concern for the rapidly vanishing timber prompted a number of western countries into undertaking research and plywood

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furniture is the results of those drives. The Bangladesh Door & Sheet Industry is one of the most promising growth sectors with export potential. According to the household income and expenditure survey of 2010, the domestic consumption growth rate is around 20%. This study determines two factors of MMIL. The findings of this study would be useful to the company's dealer control section to improve their service quality.

2.0 Literature Review

PVC doors & Sheet Industries/Companies of Bangladesh

PVC doors & sheets industries are increasing day by day. In terms of Bangladesh some renowned brand company starts to dominate accounting for over increasing percent of the market, although non brand owners are growing their share due to a combination of labor intensive country. In term of distribution, furniture independents/specialists dominate with 35%, followed by multiples, departments/variety stores, mail order or others.

Some leading furniture company's name: Partex furniture Industries Ltd., Navana Furniture, Hatil, Otobi, Akhter, Brothers, Noksha, Legacy etc.

Mustafa Industries Limited (2009) is a relatively latest wing of the conglomerate Mustafa group. Mustafa PVC doors & sheets Industries Ltd. is the sixteen overture of the ever-expanding MUSTAFA GROUP that is growing at the rate of 7% each year. The total number of dealer and agent outlets in Bangladesh is over 80 and showroom is 8. A combination of special particleboard, timber and decorative plywood offers the best quality and cost effective substitute for natural timber. This results in custom-made, innovative and stylish furniture. In the future, Partex furniture hopes to broaden the horizon of product to meet the ever growing demand of furniture for the house, office . school

Hatil Complex Ltd. (1989) Is a leading doors and furniture manufacturer in Bangladesh. Hatil has been established in 1989 following the footsteps of H.A. Timber Industries Ltd. – company running from 1966 in timber processing sector. Their vision is achieving excellence through quality of products and customer service by adding comfort, functionality, durability and innovative design to lifestyle.

Otobi (1975) started off with office furniture but now has a full range of furniture for the home. While its designs set Otobi apart, the quality of its products is also very high. Very soon Otobi made it to the international market, something few could actually imagine before Otobi actually did it. Significantly Otobi's spectacular achievement triggered a whole new generation of entrepreneurs. It has been established in 1975. Otobi is one of the familiar furniture companies in Bangladesh and it has the share 34%. Mustafa has 12%, Navana 22% and others are 15% market share.

Above these all companies have their own showroom and dealer's showroom. These dealers are the representative of all companies and are important part to increase those companies profit.

Dealer is defined as any person engaged in the business of buying and selling products for his own, through own or otherwise. Individual or firm that buys goods from a producer or distributor for wholesale and/ or retail reselling. Unlike a distributor, a dealer is a principal and not an agent.

Perception is defined as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. Sensation is an immediate and direct response of the sensory organs to stimuli. Examples of stimuli include products, brand names, advertisements and commercials. The lowest level at which an individual can experience a sensation is called the absolute threshold. The minimal difference that can be detected between two similar stimuli is called the difference threshold.

3.0 Objectives of the Study

The main objective of the study is to find out the Dealers' satisfaction towards Mustafa Metal Industries Limited.

This study covered the following specific objective:

- To know the working period of dealers and their satisfaction about different types of product and services offered to the customers by Mustafa Metal.
- To identify the factors responsible to choose Mustafa Metal by the dealers.
- To identify the problems related with Dealers' satisfaction of Mustafa Metal Industries and provide necessary suggestions to solve the problems.

4.0 Methodology

4.1 Nature of the Research: In this study descriptive research is used. In telephone interviewing method has been used to conduct this study.

4.2 Sources of Data: All the marketing information comes from both internal and external sources.

During the conduction of the study,

- Primary data which is collected through questionnaire and
- Conducting different survey like observation method.

4.3 Primary Sources: From different employees in Mustafa industries I took interview.

- Face to face communication .I asked different question about their company.
- Asked different dealers by telephone interviewing.

4.4 Secondary Sources : I have also collected data and information from the sources like

- Company prospectus,
- Brochures, Profile,
- Sales reports and reports of departments like customer's relation, meeting minutes.
- Newspaper

4.5 Data Collection Procedure

- Questionnaire survey
- Observation

4.6 Population: The very basic step in research is to define the populations upon which are conducting this study. Population of the study has been identified as:

Dealers and outlets owners or top management employees who are listed with the Mustafa PVC records.

4.7 Sampling Method: The study has been conducted by using a non-probability convenience sampling method.

4.8 Sample Size: A total sample size 40 responded was taken and the study is based on the findings from this sample size.

This questionnaire surveyed in many cities of country such as- Dhaka (22), Chittagong (04), Rajshahi (10), Barishal (04).

5.0 Analysis & Findings

Demographic Profile
Table-1 : Working Period

Working Period					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-12 months	2	5.0	5.0	5.0
	1-3 years	12	30.0	30.0	35.0
	2-3 years	16	40.0	40.0	75.0
	more than 6 years	10	25.0	25.0	100.0
	Total	40	100.0	100.0	

Source: Data Analysis

It shows that, 1 (5%) respondents/dealers activities period 1-12 months, 6 (30%) dealers are between 1-3 years, 8 (40%) dealers are between 3-6 years, and 5 (25%) dealers are more than 6 years. So, it has shown that most of the respondents are continuing their activities with Mustafa PVC doors & sheets between 2 to 3 years.

Table-2: Evaluation

Evaluations					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	24	60.0	60.0	60.0
	Neutral	16	40.0	40.0	100.0
	Total	40	100.0	100.0	

It shows that, most of the respondents are 12 (60%) and said that they are properly evaluated by company and 8 (40%) dealers are neutral.

Table-3: Varieties of Products & Services

Varieties of Products & Services					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	24	60.0	60.0	60.0
	Neutral	16	40.0	40.0	100.0
	Total	40	100.0	100.0	

It shows that, 12 (60%) dealers think that company need to offer more variety of products and 8 (40%) respondents are neutral.

Table-4 : After sales service

After sales service					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	26	65.0	65.0	65.0
	Neutral	14	35.0	35.0	100.0
	Total	40	100.0	100.0	

It shows that, 13 (65%) dealers' thinks that company has to provide them after sales service and 7 (35%) dealers are neutral.

Table-5 : Future Plans

Future Plans					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	40.0	40.0	40.0
	Neutral	24	60.0	60.0	100.0
	Total	40	100.0	100.0	

It shows that, 8 (40%) dealers' thinks that they will work with company in future and 12 (60%) thinks that they are not sure about their activities with company.

Table-6: Dealers' Satisfaction Level					
	N	Minimum	Maximum	Mean	Std. Deviation
The availability of product	40	3.00	5.00	4.0000	.56195
Delivery of a product on required time	40	2.00	5.00	2.8500	.87509
Perception about quality of products	40	3.00	4.00	3.3500	.48936
Perception about product design	40	2.00	4.00	3.1500	.74516
Perception about the price	40	2.00	4.00	3.2000	.61559
Perception about the after sales service	40	2.00	4.00	2.4000	.59824
Response against any problem from company	40	4.00	5.00	4.5000	.51299
Quantity of sales	40	3.00	5.00	3.8500	.48936
Satisfaction level about the process to be a dealer	40	3.00	4.00	3.1000	.30779
Brand name	40	4.00	5.00	4.7500	.44426
Valid N (list wise)	40				

From this table,

- **The availability of product:** It is in satisfaction level because it scored more than 3 (4.00).
- **Delivery of product:** It scored 2.85 which is less than 3.0. It means that delivery of a product on required time is not satisfactory.
- **Perception about quality:** It scored 3.35, which means that the perception about quality of products is positive that they are satisfied.
- **Design:** Perception about the product design is positive because it scored 3.15 that they are quietly satisfied.
- **Price:** Perception about the price of products is quite positive because it scored 3.20. This shows positive.
- **Commission:** It shows that the respondents are mostly satisfied about the commission because it scored 4.40 which determine the positive side.
- **Promotional campaign:** It scored 4.75, which shows that most of the respondents are satisfied about the promotional campaign.
- **Quantity of sales:** Quantity of sales of product is in satisfactory level. It scored 3.85.

- **Brand name:** This sector is in satisfactory level because dealers have no complain about brand name of this industry and they are mostly satisfied (it scored 4.75).
- **After sales service:** This sector scored 2.40, which is less than score 3 and it shows that they are not satisfied about after sales service of Mustafa metal Industries Limited (PFIL).
- **Response against any problem from company:** If they faced any problem company helps them positively and they are satisfied with the company's response because it scored 4.50.
- **The procedure to be a Dealer:** Respondents are quite satisfied about the procedure to be a dealer; it scored 3.10 which is more than the average mean score 3.0.

According to discussion, delivery of a product on required time and after sales service, these two sectors scored less than 3.0, which show that company needs to recover on these sectors to satisfy dealers. But promotional campaign and brand name of a company makes dealers highly satisfied, because it scored 4.75 which are more than 3.0.

6.0 Findings of the Study

The findings of the study are as follows:

1. Dealers' do not pay money in just time to the Mustafa Metal Industries ltd in this reason company should not pay employee bills in just time.
2. Dealers' do not collect their ordering product in just time in this reason company pay extra warehouse bills.
3. Sometimes Dealers' collect same product from the other company by low price in this reason company do not sell this product in just time.
4. Dealers' pay the insufficient check to the Mustafa Metal Industries in this reason company is going some economical crisis.
5. Dealers' do not want to collect their product by using companies own transportation in this reason company transportation sector bear loss.
6. Dealers' do not collect their ordering item when market is down in this reason company do not produce a new product available.
7. Sometimes dealers' return the fault product in this reason companies goodwill may be damage.
8. Dealers' do not collect their ordering product when company do not maintain product quality in this reason company should bearing loss.
9. Sometimes Dealers' do not collect the product when company do not maintain labor law in this reason company buyer searching another company their maintain international labor law.
10. Sometimes Dealers' do not maintain conditions of agreement with the MMIL in this reason company faced some problem.

7.0 Recommendations

The recommendations of the study are as follows:

1. Dealers' should pay money in just time to the companies so the company can pay salary in just time to their labor.
2. Dealers' should collect their ordering product in just time this will decrease companies extra warehouse bills.
3. Dealers' should collect their ordering product though the same product is available in any where.
4. Dealers' should pay the sufficient honorable check to the company as a result company can easily withdraw cash from the bank.
5. Dealers' should collect their product by the companies preconditioning transportation.
6. Dealers' should collect their ordering product when market is down by doing so companies have a chance to produce new product.
7. Company should collect their fault product from the dealer for increasing companies goodwill.
8. Company should maintain their product quality for continuous attraction of buyers toward companies products.
9. Company should maintain international labor laws in this reason foreign buyers easily invest in these companies.
10. Company should arrange some training for self-preservation in this reason increase employees skills and they know how to create safety.

8.0 Conclusion

Mustafa Metal Industries Ltd. is a still growing company, in spite of all the success it has achieved so far. It holds a high position in the doors & sheets industry. Competition is always on the lookout for new ideas, interior and exterior design. In order to maintain its high position in the market, it is imperative that Mustafa pvc doors & sheets focus on the people who matter most to the company. Now the various dealers, distributors, outlets and agents are Mustafa industry representative to the people. It is the impression that individuals create, that will influence people's impression of Mustafa pvc doors& sheets. It is thus highly important for Mustafa pvc doors to act favorably towards these individuals, give them as much as support and assistance as possible. Mustafa industry must make time to hear the feelings and views of these individuals. This research is only focused on the perception on the dealers' towards Muatafa Metal Industries Limited. So further research can be conducted on the customers' perception towards Mustafa Metal Industries Limited.

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