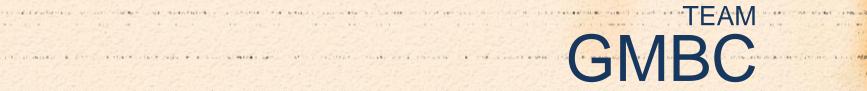
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IIBC 2014 ROUND 1



GHAZI KAMRUL ABEDIN

M.SAMIUL HAQUE

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ZEESHAN AHMED

SAYEM FARUK

TSSEUCORE PROBLEM

Lack of Direction in Marketing Strategies Leading to Hit • Partner with Retailers to produce Private Label and Miss Situations

- Focus on domestic and international
- Black tissue paper a gimmick or full fledged product

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CURRENT SCENARIO

- Highly competitive market
 - Sole customer is also a competitor
- Sluggish growth
- Low-scope for differentiation
- Low-profit margin
- Varied tastes geographically

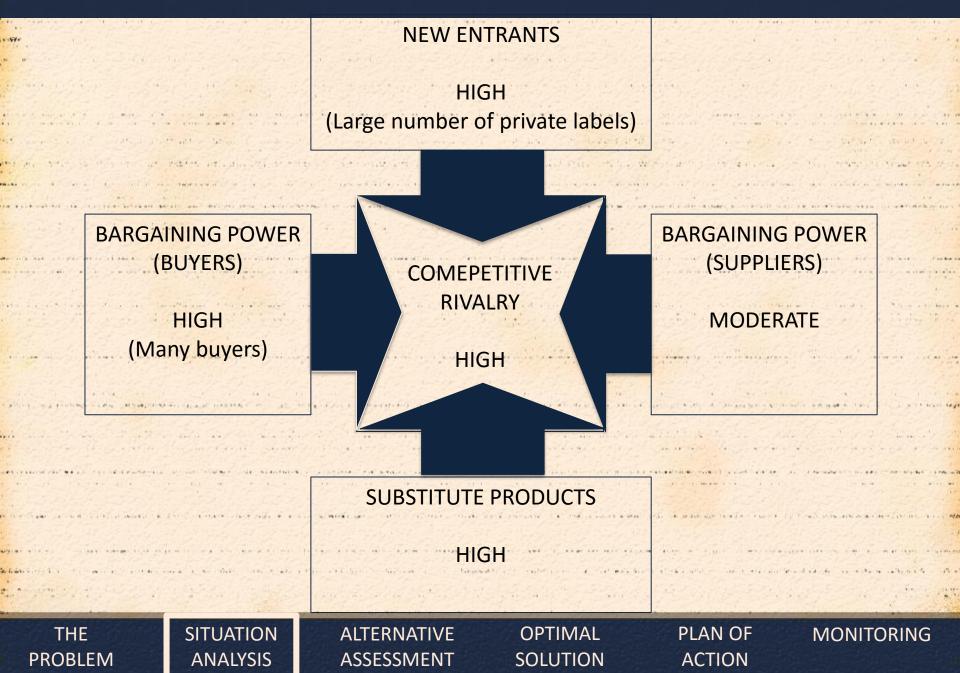
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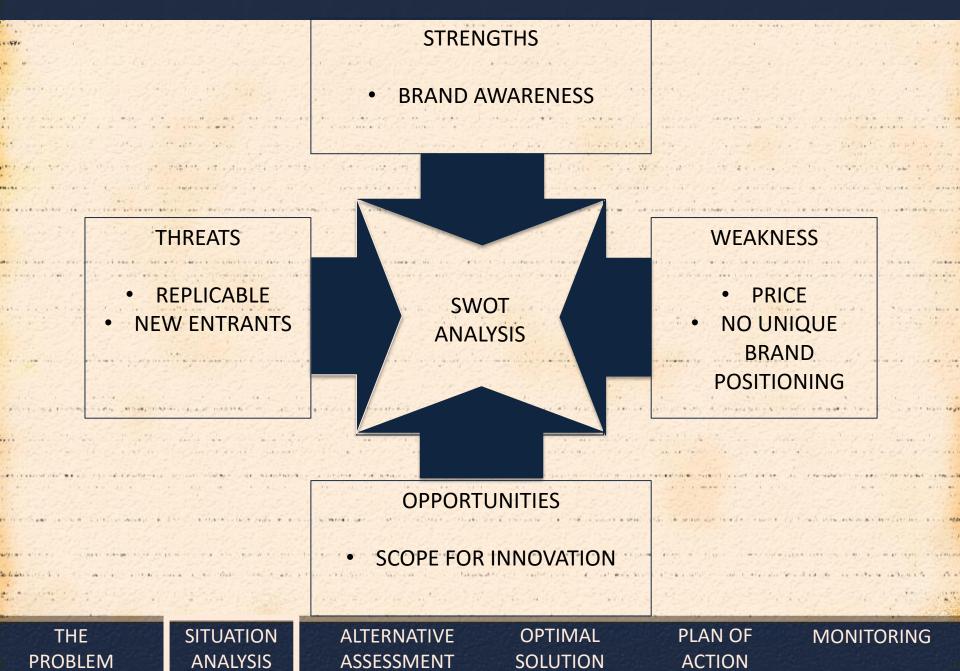
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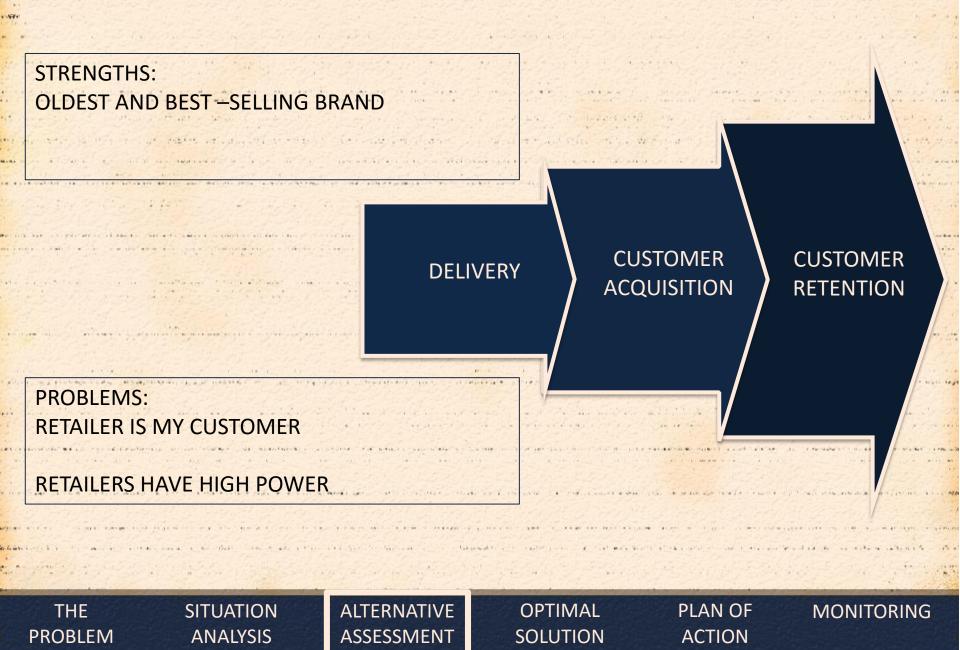
SWOT ANALYSIS



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Continuous Tracking

Periodic Market Research

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