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Quality products can help establish country's image in global markets

Dr Syed Saad Andaleeb

Consumers in international markets have many products from which to choose...

perpetuates a poor image: increases dependence and stifles its ability to create favourable impressions in overseas markets.

that country-category effects are fairly stable across different product classes: a similar clustering of countries was found for different products.

products were rather dismal. On six bi-polar rating scales, they were rated as unreliable, cheap, unattractive, non-durable, poor quality, an unskillfully made.

specialised niches in which it can position itself as an effective and efficient producer. Jute, Leather, Garments, Ceramics, and Tea are potential sectors where significant experience exists.

play a pivotal role in this strategic perspective. Its importance is reflected in the enormous and burgeoning literature that addresses such issues as TQM (Total Quality Management), CQI (Continuous Quality Improvement) or Kaizen (in Japan) instilling quality in all products targeted by exporters for international markets.

misdirected ways. Such relationships also lead to lost opportunities in the fast-moving dynamics of the international markets. Exporters and export facilitators within the country must see themselves as a team working jointly toward establishing a credible reputation and creating marketing opportunities overseas.

sions that are held about the country-category to which it belongs. They must engage in joint efforts to enhance each other's image in international markets. Efforts such as that of ASEAN are commendable in this regard.

In this context, the image of a country can be crucial in determining how its products will fare in overseas markets. Some countries — notably Japan, USA, and Germany — command a large share of the global market.

The images that products from Bangladesh evoke relative to products from other countries was studied in the United States. The results of our study indicated that products from USA, Germany, and Japan were categorised by the respondents into one cluster while products from Bangladesh, India, Indonesia, and Thailand were categorized into another cluster.

The study also examines how products from Bangladesh were evaluated relative to products from other countries. Products from USA, Japan, and Germany were seen as highest in overall reliability, quality, and level of skills.

First, it is important for Bangladesh to select those products for export where there exists substantial experience or where the experience can be acquired quickly. The country should, thus, choose

Second, it is important to focus on a long term perspective and work toward establishing a reputation for manufacturing quality products. Since negative images are not dispelled in a short time, the long-term perspective is essential. Product quality must

Third, it is imperative for exporters to build partnerships with facilitators of exchange both within and outside the country. For example, the adversarial relationships that currently exist between exporters and the government's facilitating agencies (E.G. customs, power sector, commerce ministry, tax officials, etc.) must be addressed.

Exporters also need to develop strong partnership relationships with the international facilitating agencies (e.g. distributors, agents, buyers of retail establishments, etc.) Such partnership arrangements can lead to reduce costs and access to specific markets that can otherwise be difficult to reach.

(The author teaches Marketing and conducts research at The School of Business, Pennsylvania State University, The Behrend College. This article is based on a study that he concluded in USA.)

Singaporeans defy bid to discourage car ownership

SINGAPORE, Nov 22: Singaporeans this month defied the government's bid to discourage car ownership, spending tens of thousands of dollars just to earn the right to buy a car, reports Reuters.

Singapore one of the most expensive places in the world to buy a car. The government sets a quota and holds tender for COEs every month, with bidders submitting sealed bids.

Anybody willing to buy a new car will have to pay about Singapore 40,000 (US 25,000) or more for a Certificate of Entitlement (COE) to own a car, according to tender results published on Wednesday by the registry of vehicles.

Planners fear a flood of cars and trucks will quickly clog the tiny island's streets, causing the sort of traffic jams that paralyse many other Asian cities. But many Singaporeans have found the complex rules lead to big profits as second-hand car prices spiral along with expensive new cars.

'Aussie economic recovery starts like jumbo jet'

SYDNEY, Nov 22: Two of Australia's leading bankers cautiously backed Sunday comments by federal treasurer John Dawkins last week that economic recovery is starting to take off here "like a jumbo jet", reports AFP.

Robert Joss, chief executive of the Westpac Banking Corporation said he saw real growth up to three per cent this year as businesses rebuild. And national Australia bank Managing Director Don Argus said "there are patches where you can visibly see the recovery."

Politicking without link to economic priorities hits investment: MCCI

By Staff Correspondent

Despite an expected booming Asian economy in the future, coupled with increased flow of investments, Bangladesh seems to be left out of the vibrancy because of politicking without links to economic priorities.

Its attraction to foreign investors. In the home front, macro-economic scenario is excellent; and "signs of growth of the domestic private sector is also not bad considering inadequate rate of savings and poor capital market facilities."

This was felt by the Metropolitan Chamber of Commerce and Industry (MCCI) in its editorial write-up of the chamber news. It said the Asian success lies in vigorous export, rapid emergence of a regional market and

"But where Bangladesh is being quoted adversely is its contentious socio-political situation", the MCCI write-up said. It said analysts predict an accelerated flow of foreign investment in the region.



Marshall M Bouton, Executive Vice President, The Asia Society speaking at a meeting of the American Bangladesh Economic Forum (ABEF) at Dhaka Sheraton on Sunday on "South Asia and the United States after the cold war".



Smartly dressed Thai Air Hostesses conducting a raffle draw, with the kind assistance of Daily Star Editor, Mahfuz Anam, during an inaugural reception hosted by Thai Airways International on Nov, 19 to mark the opening of its new twice weekly service from Bangkok to Dubai via Dhaka.

Thai Air reception

Thai Airways International held an inaugural reception in Dhaka last Friday, says a press release.

The function was arranged at a local hotel to celebrate the launching of Thai's new twice weekly service Bangkok-Dhaka-Dubai and return effective from November 3.

Thai Airways currently operates to Dhaka daily except on Saturday while the return flights to Bangkok are also daily except on Wednesday. Diplomats, High Govt Officials, Airline Patrons and executives from travel agencies were present at the reception. Also present was Thai Air's Regional, Director for Middle-East and South Asian Sub-continent.

These investments will be maximum to the Asian countries which can have best of socio-political milieu, micro-economic stability and growth of domestic private sector.

Among the Asian countries, Bangladesh was the most significant recipient of Foreign Direct Investment (FDI). During 1986-91, Bangladesh received only 11 million US dollar which means an amount of 1.8 million US dollar per annum as against India's share of 223 million dollar and Pakistan's 189 million dollar per annum.

"Bangladesh will miss the investment train if the socio-political situation is not found to be congenial by the foreign investors", the MCCI observed. The MCCI quoted "an economist's comment" that "because of preference to bad politics, Bangladesh's economy has been reduced to shambles."

WB suggests transparency in privatisation procedures

The World Bank is pressing for completion of the off-loading process in the country's jute and textile sectors without further delay and creating confidence in the government's privatisation programme for its success, reports UNB.

WB report to have said swift action must be taken in the fiscal year (FY) '93 and FY '94 to assure private entrepreneurs that the government is determined to implement its stated policies.

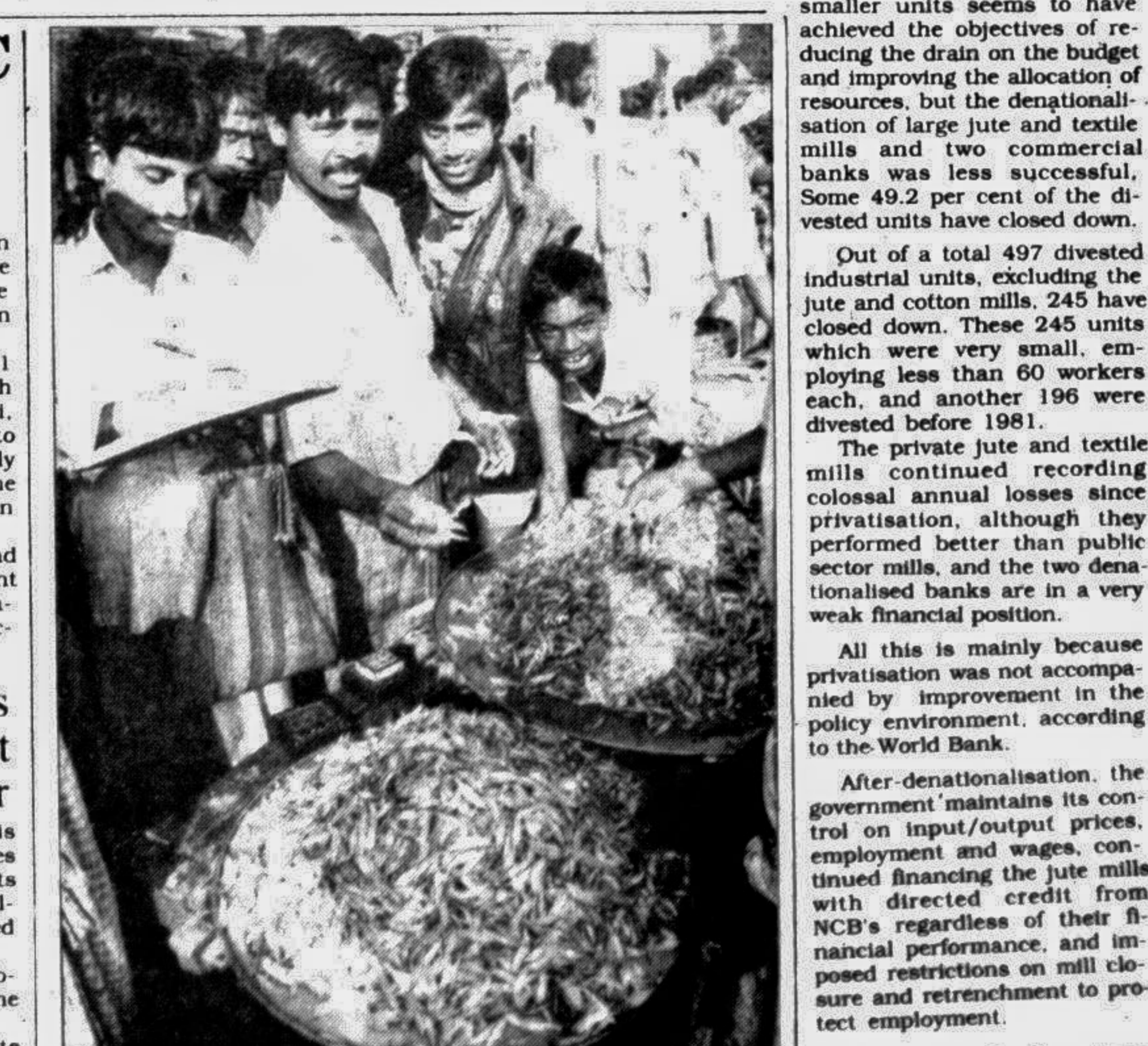
Highly placed sources said the World Bank had suggested the government to streamline the administration and institute transparency in the privatisation procedures for creating an atmosphere where the divested industrial units can find a new lease of life and run and grow freely. An official quoted a recent

Clear objectives and a firm commitment, creating a market-friendly environment, financial restructuring and labour shedding before privatisation, are also needed, the report said. Giving a resume on the denationalisation scenario, the WB report said privatisation efforts started as early as 1973 and the privatisation

policies were articulated in the New Industrial Policy (NIP) 1982.

Up to 1981, some 389 units, mainly smaller ones run by management boards, were divested. During 1982-86, 94 industrial units were off loaded. Besides, 35 of the 66 jute mills (representing about 35 per cent of the total capacity), 27 of the 68 textile mills (representing about 40 per cent of the total capacity) and two commercial banks — Pubali and Uttara — were denationalised. During 1986-90, an additional 22 units were privatised. The privatisation of smaller units seems to have

achieved the objectives of reducing the drain on the budget and improving the allocation of resources, but the denationalisation of large jute and textile mills and two commercial banks was less successful. Some 49.2 per cent of the divested units have closed down.



Abundant supply of small fishes at Kwaran Bazar wholesale market put the sellers to utmost difficulties yesterday. Lack of storage facilities, they were compelled to sell fishes at throw away prices. —Star photo

Rafsanjani urges OPEC members to stabilise oil market

TEHRAN, Nov 22: Iranian President Ali Akbar Hashemi Rafsanjani in a meeting Sunday urged OPEC member states to coordinate action to stabilise the oil market, Tehran Radio said, reports AFP.

Rafsanjani, in the meeting with Hamad Ibn Jaseem Ibn Jaber Al-Thani, called for complete "cooperation among members of the Organisation of Petroleum Exporting Countries."

"These countries should adopt a coordinated mechanism to stabilise the market and ensure reasonable oil prices," he was quoted as saying. The president also called for strengthening of relations with the Gulf Arab states and for a better use of resources in the region.

Thani, who arrived here Saturday for a two-day visit, called for expansion of political, economic and technical links with Iran, the radio said. The minister, who is heading a high-level delegation, also called for strengthening of ties among the countries in the region on the basis of mutual interest and respect.

Iran and Qatar have maintained good political and economic relations and the two countries share a sizeable off-

shore gas field in the southern Gulf with reserves of some five trillion cubic metres on the Qatar side and three trillion cubic metres on the Iranian.

During a visit here in 1991 by the prince of Qatar, Sheikh Hamad Ben Khalifa Al-Thani, the two countries agreed to build a pipeline for the supply of drinking water to Qatar. The costs for the project have been estimated at 13 billion dollar.

Last October, Tehran and Doha decided to create a joint commission to boost cooperation in natural gas and production of oil-related products. NEW YORK, Nov 22: This year's list of top US companies that shun the stock markets includes Levi Strauss, Hallmark Cards, Mars and United Parcel Service, reports AP. It also includes some obscure firms that sell some popular products, like pizza. The largest 400 private companies have 598 billion dollar in sales, according to the annual ranking published in the December 6 issue of Forbes magazine.

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার. বিজ্ঞপ্তি নং-১৯. পুনঃ টেন্ডার বিজ্ঞপ্তি নং-১৯ তারিখঃ ১৪-১১-৯৩ইং. বিজ্ঞপ্তি নং ১৯-১১-৯৩ইং. বিজ্ঞপ্তি নং ১৯-১১-৯৩ইং. বিজ্ঞপ্তি নং ১৯-১১-৯৩ইং.