

Electronic Goods and Home Appliances



Towards Convenience in Households

by Madan Shahu

SINCE the beginning of civilization man's effort has been to find ways and means of adding comfort to life and living. Today's home appliances and electronics thereof are all achievements of that continuous endeavour. There has been, of course, a process of evolution, and that is ongoing. The future thus looks even brighter. The thrust in modern appliances actually began soon after the World War II when the devastated Europe took up the massive job of reconstruction. By then technology was already advancing from earlier steam to nuclear fusion and electrical to electronic in the realm of energy and drive. The decade of fifties was marked by an array of innovations and transfer of technologies. Life style and quality of life experienced enormous changes across the globe. Meanwhile, in the east, Japan was recovering from the ruins of atomic destruction. She took full advantage of technology-transfer utilising her own genius and offered the world exactly

what it was looking for: items affordable cost wise and compatible quality wise. Even some Japanese utility items excelled in superiority. By seventies Japanese products made inroads in the western market. Thus through transfer of technology, competition, and of late market economy the consumers across the world have been given access to the things of their desire in a range of choice and affordability. Once it was the jurisdiction of only the most affluent in the society to be blessed with such utility item as a fridge or washing machine at home. Mainly because the price was simply prohibitive for many belonging even to the upper middle class. Such necessities as even a telephone or a radio was looked upon as a status symbol. Thanks to innovations and competition many households in cities and towns, even in a

comparatively poor country of developing world like Bangladesh, now possess fridges and televisions, radio-recorders and tele-phones. And many in the realm of upper-middle income group have access to even room air-conditioner and washing machine. Electronic home appliances are no more looked upon as luxury items. They are gradually becoming a necessity. Now you just cannot imagine a modern urban household sans these. Yet they relate to affluence. A limited income family which exhausts almost all its earnings in meeting expenses for the bare necessities of food, housing, clothing, medicare, education etc. just cannot think of laying its hand on such comparatively costly items however much the desire for and necessity of is felt. But, hopefully, of late many of the manufacturers, assemblers and agents of such utility

appliances here have come up with the novel idea of implementing hire-purchase system as elsewhere to the relief of many from the agony of not having. Many belonging to middle income, even lower-middle income group nurture the habit of saving. Now a little saving a month transferred as payment of instalment can turn them into owners of such utilities and appliances as fridge and TV, oven and music system, and so on and so forth. But they have to pay, even if in easy instalments spread over a convenient period of time, a price that is high in their perception. Although it is not higher in comparison to that prevailing in many other countries, but it is so compared to the rate of income prevailing in our country. Are the producers, despite the fact that manpower is cheaper in our country, maintaining a higher price level with a higher profit motive? When asked they overruled the suspicion citing higher price of imported components

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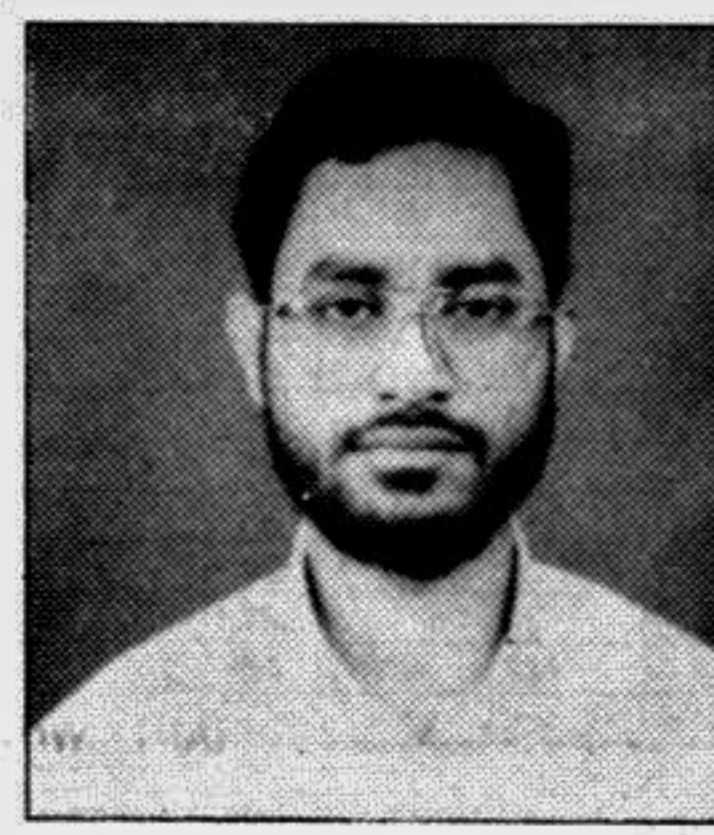
The Daily Star placed the following set of questions for kind perusal of the esteemed entrepreneur realm of electronic goods and home appliances.

Questionnaire

1. What are the major electronic goods and appliances your company is manufacturing and marketing?
2. Among these electronic goods and appliances, what are imported/exported?
3. Do you find a growing market for home appliances and electronic goods in Bangladesh? How do you foresee the growth potential for the future?
4. How would you describe the market segment of your customers?
5. Does your company sell or plan to sell electronic goods and appliances on installment basis? Don't you think such schemes would spur more sales?
6. What are the popular items you sell?
7. Do you have items which can be given as gifts?
8. What specific policies you would like the government to adopt to make the availability of electronic goods and home appliances more economic to the consumers?
9. Could you please indicate the price range of your goods?

Their valued responses follow:

Electra International



by Md Sana Ullah Shahid

1. Refrigerators, Freezers, TVs, Washing Machines, Microwave Ovens, Audios, Monitors, Voltage Stabilizers, Fans, Satellite Receivers etc.
2. All imported.
3. Yes the market is growing for both Electronic Goods and Home Appliances. All the above appliances are essential in daily life all over world.
4. 50 per cent customers for Refrigerators, 50 per cent for the balance Electronic Goods.
5. No, we are not selling and do not have any plan to sell on installment basis.
6. Some of the popular items we use to sell are:

Samsung Refrigerator, TV and Microwave Oven.
Size 4.5KG-7KG
Price (Including VAT) 12,065/- — 21,472/-

D. Samsung Washing Machine:
Size 4.5KG-7KG
Price (Including VAT) 12,065/- — 21,472/-

E. Orient Ceiling Fan:
Size 48"-56"
Price (Including VAT) 1380/- — 2045/-

F. Zerowatt Deep Freezer:
Size 8.5 Cft-10.6Cft
Price (Including VAT) 19,428/- — 23,006/-

A. Samsung CTV:
Size 14"-52"
Price (Including VAT) 13,497/- — 1,78,937/-

G. AETCO (Voltage Stabilizer):
Cap 500 VA-2000VA
Price (Including VAT) 2965/- — 8998/-



India, Zerowatt — Italy; also distributor of AETCO, UAE in Bangladesh.

Very soon we shall market Samsung's Vision Plus Colour Television which reveals More Screen, More Picture than any other TV in the world.

Samsung has developed a wider TV screen and a patented chip technology. This new chip fills the extra screen with more of the original broadcast picture, which is hidden on conventional TVs. So, where conventional TVs give you a 20" or 21" picture tube, Samsung gives you 22" and where conventional TVs give you a 28" or 29" picture tube, Samsung gives you 30". Combined with many other features for outstanding picture quality and powerful highly engineered Speaker Systems for superior sound with Samsung Vision Plus, Samsung also developed Picture in Picture (PIP) in 22" TVs.

Samsung 22" TVs incorporate 1.7R FST Flatter, Squarer Tubes, whilst in the 30" range 2.5R Ultra Super-Flat screens can be found, giving no visible distortion to the human eye.

Combined with extreme dark tint Invar Mask or Hitron Black tint (22" models), colors are vibrant with purer black and brighter white.

Samsung has incorporated the highly successful BIO vision screen technology into Vision Plus.

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Free !!!
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5 Years
Full Warranty Offer
First Time in Bangladesh

Trinitron TV

MODEL	FEATURES
KV-2168 PF 1	<ul style="list-style-type: none"> • HiBlack Trinitron • Stereo Multi System • 3 Picture Mode • 80 Channel • Bangladesh Cable TV Ready
KV-2197 PF 1	<ul style="list-style-type: none"> • HiBlack Trinitron • Multi System Stereo • Big Side Speakers • 80 Channel • Bangladesh Cable TV Ready
KV-J21 MF 1/ PF 1	<ul style="list-style-type: none"> • HiBlack Trinitron • Multi System Stereo • 3 Picture Mode • Bangladesh Cable TV Ready • 80 Channel

Only we meet your highest expectation

- ✓ Natural Colour
- ✓ Undistorted & Sharp Picture from any angle
- ✓ Stereo Sound

Sony Trinitron Colour TV— the perfect choice !

আমাদের যে কোন সেলস্ ও সার্ভিস সেন্টারে আসুন
পুরস্কার ও উপহার লাভের সুযোগ নিন

প্রতিটি Trinitron TV -এর সাথে পাচ্ছেন
আকর্ষণীয় উপহার এবং ভাগ্যবানদের
জন্য আছে 1৫টি মূল্যবান পুরস্কার

পুরস্কার ও উপহার লাভের সুযোগ
স্ব-উল-আহাথ্য পর্যন্ত চলবে।

র্যাংগস-এর সব, বিপ্লবিত্ব বিবিসিও

KV-2197 PF 1

KV-2168 PF 1

KV-J21 MF 1/ PF 1

Also available in different Sizes/ Models of :
14" 21" 25" 29" 34" 28"(wide) 32"(wide) 41" 46"

র্যাংগস ইলেকট্রনিকস লিমিটেড
দেশব্যাপী আমাদের যে কোন সেলস্ ও সার্ভিস সেন্টারে আপনারা সাদরে আমন্ত্রিত

এ সুযোগ আমাদের ডিলারদের কাছেও পাবেন।

A magician's skill of making something appear from nowhere has fascinated people for centuries. And as if by magic, Samsung's Vision Plus televisions reveal more picture than any other TV in the world. How is this possible? Samsung has developed a wider TV screen and a patented chip technology. This new chip fills the extra screen with more of the original broadcast picture, which is hidden on conventional TVs. So, where conventional TVs give you a 20" or 21" picture tube, Samsung gives you 22" and where conventional TVs give you a 28" or 29" picture tube, Samsung gives you 30". Combined with many other features for outstanding picture quality and powerful highly engineered speaker systems for superior sound, with Vision Plus you won't miss a thing!

The Hidden Inch
Conventional TVs trim the original broadcast signal to fit the shape of the screen, so a portion of the picture is lost. We call this the 'Hidden Inch'. Samsung's Vision Plus TV is wider than a conventional TV, and this bigger screen area reveals the 'Hidden Inch' of broadcast signal, so you actually see more of the original picture.

Ultra Bio Vision
Samsung has incorporated the highly successful BIO vision screen technology into Vision Plus.

Picture-in-picture & Picture Gallery
With 2 built-in tuners the PIP function lets you watch one TV Channel on the main screen and scan through the other channels in the sub-screen. You can also swap the main picture with the sub-picture.

Picture Gallery is multi-picture function allowing you to view many channels at the same time. With the top of the range model CS-767AM you can view 16 channels (1 live, 15 still frames).

B. Samsung Microwave Oven:
Size 17Ltr-34Ltr
Price (Including VAT) 9,100/- — 19,223/-

Range of Products
We are the Sole Distributors of Samsung Refrigerator, Colour TV, Microwave Oven, Washing Machine, CD Player — South Korea. Orient Ceiling Fan —

C. Samsung Refrigerator:
Size 8.5 Cft-27Cft
Price (Including VAT) 20,654/- — 52,147/-

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