

GOLDEN JUBILEE BEGINNINGS

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Branding Bangladesh, one good brand at a time

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Moving on to consumer products of more personal nature, Cute, Tibet, Keya, Meril, Kool, Jui are some of the resilient and well-loved local producers of soaps, lotions, cold and shaving creams, shampoo, hair oils, and baby items. These beloved and trusted brands are thriving despite the tough competition from much larger internal FMCG corporations.

As for a solution to a bug problem, and ACI Aerosol will probably be the first thing that comes to mind. If the smell gives you a headache, take some Napa with a bottle of Mum, both designative of paracetamol and bottled mineral water respectively, as any brand could hope to be. Or add some SMC Orsaline, if it is the heat and humidity of the summer that is your bane. Local pharmacies like Square, Incepta, Eskayef, Ibne Sina, Beximco not only make a wide range of medicines for home, but

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are also trusted exporters to many parts of the world.

If you have been enticed by the smell of freshly baked biscuits while randomly commuting in the Tejgaon region of the capital, you have fallen prey to the wafting aromas from the chimneys of

Nabisco, with their wide variety of crowd-favourite biscuits. Rarely is a Bangladeshi childhood complete without Haque's Mr Twist crisps and Mr Cookie sugar-glazed biscuits, or Meridian Groups' various crackers!

In a more recent shift in tastes and of course as an effect of fast paced lifestyles, a whole new market for ready and frozen food has emerged. The delectable frozen snacks like vegetable and chicken samosas and frozen ruti/paratas from Golden Harvest and Kazi Farms have made lives much easier for a lot of young professionals and nuclear families. A few quick flips on the flame, and half of breakfast is ready! Or fry up some snacks for the guests, and actually sit with them to enjoy it.

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We could perhaps go on, but this is after all just a study in national pride with some fun, not meant to become torturous. Does it mean these loved brands are the only ones in the market at the moment? Not so, not by far! Many

other worthy competitors have arrived in each and every sector imaginable, after the pioneering brands took those first steps. They have the economy grow leaps and bounds,

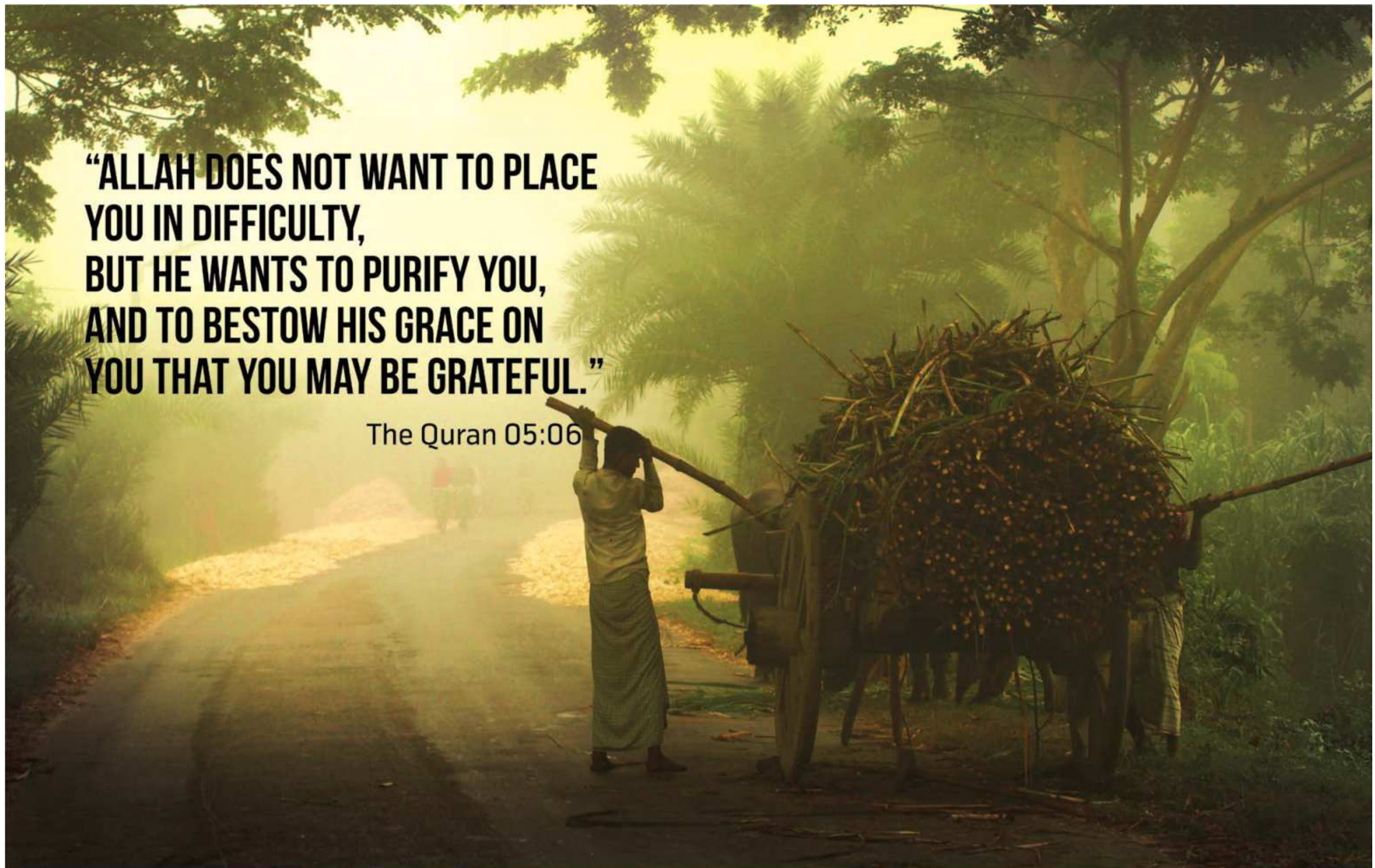
Pathao, the online grocery like Chaldal, and even ShebaXYZ, a platform to find professionals for various personal services!

For a brand to gain a solid footing in the market, it is the product that has to deliver quality consistently. Marketing gimmicks and unusual push pricing can reel in the customer the first time, but only user experience will be able to hold them.

“Since 2008, or the beginning of BBF's our annual initiative to recognise the best brands in the market, a majority, about 70-80 percent of the winners were multinational brands,” BBF's Shariful Islam said. “They did have had an advantage of having established practices that they followed here, in the local context. But in the last couple of years, the situation is almost completely reversed, as about 60-70 percent of the over top ten accolade winners were local brands,”

established practices that they followed here, in the local context. But in the last couple of years, the situation is almost completely reversed, as about 60-70 percent of the over top ten accolade winners were local brands,” he stated. “It reflects the local company's recognition of the brand building process, their connection to the customers' psyche, and ultimately to more business as well,” he added.

Bangladesh and its citizens' lives has come far in these 50 years of independence. Local manufacturers are gaining more of the local market, creating more value, helping to create more jobs, and after import substitution, even moving on to broader horizons of export. While it is definitely not all sunshine and glory in this little delta country full of people, it is neither all gloom — just look at what hard work and dedication has achieved already!



“ALLAH DOES NOT WANT TO PLACE YOU IN DIFFICULTY, BUT HE WANTS TO PURIFY YOU, AND TO BESTOW HIS GRACE ON YOU THAT YOU MAY BE GRATEFUL.”

The Quran 05:06