

“We want to become an integral part of Bangladeshi consumers’ lives”

In conversation with Shahriar Bin Lutfor, Head of Business, Consumer Electronics, Samsung Bangladesh

The Daily Star (TDS): What is the current state of the consumer electronics market in Bangladesh?

Shahriar Bin Lutfor (SBL): The consumer electronics market in Bangladesh has been going through a golden period over the last couple of years. This momentum is forecasted to continue in the upcoming years. Over the last decade, access to electricity has increased significantly. This has enabled even more households to use consumer electronics products. Besides, rapid growth in per capita income, fast urbanisation, change in people’s lifestyles, and increased participation of women in the workforce are driving demands. Nowadays, consumers are more interested in the features and durability of these products, rather than seeing them as a luxury product. All of this has caused the market for televisions, washing machines, refrigerators and other home appliances to expand and grow in numbers. We see it as development for the consumer electronics market in Bangladesh.

TDS: In comparison to other global markets, how does Bangladesh’s consumer electronics market rank in Samsung’s opinion?

SBL: Samsung considers Bangladesh as one of the most potential consumer electronics



Shahriar Bin Lutfor

markets in the world. Bangladesh is the 8th most populated country in the world, with a very young average age of 25.6 years. Over the last couple of years, it has maintained a steady GDP growth. With rapid increase of large infrastructure and usage of mobile and internet—consumers’ demands and lifestyle are changing very fast. Rise of purchasing power along with access to easy finance through banking and non-banking channels, have resulted in an increasing demand for consumer electronics in the market.

TDS: How successful has Samsung been in the Bangladesh market and what specific strategies did Samsung implement to capture the attention of the local consumers?

SBL: Samsung Electronics has been operating in Bangladesh for the last 11 years. Since we started

our operations here, we have taken numerous initiatives and implemented several strategies to attract local customers. For example, we have set up a state-of-the-art manufacturing facility in Bangladesh through our local partners. We maintain the exclusive standard of Samsung products, while also creating affordable options for a wide range of consumers. With the aim of providing the absolute best experience for its users, Samsung has maintained its commitment to continually improve the product line.

To ensure product availability across the country, we have set up distribution channels in partnership with large and reputed local groups such as Transcom Digital, Fair Electronics, Electra International and Rangs Industries.

Additionally, to provide the best-in-class service to customers, Samsung has set up its own service network across the country, and provides free, in-home service facilities for all of its products.

TDS: What are the best performing products in the Bangladesh market from Samsung’s catalogue?

SBL: Samsung offers a wide range of consumer appliance products like televisions, refrigerators, washing machines, microwave ovens, air conditioners, vacuum cleaners, air purifiers, etc. Last

year, in the digital appliances market, we achieved remarkable growth by showcasing innovative products and unique designs. So far, Samsung televisions have performed exceptionally well in the Bangladesh market, maintaining a high level of growth in 2021. Samsung refrigerators, washing machines and microwave ovens have shown outstanding performances as well. We plan to deliver truly consumer-centric innovation with more products that will satisfy the diverse and ever-changing consumer lifestyle.

TDS: What are the different products being manufactured or assembled currently in Bangladesh?

SBL: Inspired by the Bangladesh government’s policy for local production, Samsung is one of the pioneering international brands that has set up a manufacturing facility in Bangladesh through its local partners. We have product facilities for televisions, refrigerators, air conditioners and washing machines, in Bangladesh. The products also have the brand reliability on par with Samsung’s global standards.

TDS: What is Samsung’s vision for the Bangladeshi market? Are there any products that are currently unavailable from Samsung’s catalogue which will be brought in the future?

SBL: Samsung has established itself as one of the leading global brands in Bangladesh that specialise in curating unique ideas and innovative technology. We have always tried to remain a step ahead when it comes to identifying global lifestyle trends. We have proudly maintained the number one position, globally, in the television market for over 15 years now. Furthermore, we are continuously developing and expanding other products in the consumer electronics division. With relentless technological advancement and out-of-the-box thinking, we hope to grow and expand more in the near future.

Our vision for the Bangladesh market is to become an integral part of the consumers’ lives through Samsung’s innovative consumer electronic products. We want to ensure that Samsung products are present in every household in Bangladesh. To accomplish that, we have launched a wide range of products at affordable prices for each income segment. Besides this, we are extending our reach to the remote rural areas of Bangladesh, so that every consumer can avail the latest innovations in the world and make their busy lives easier and more convenient.

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Bangladesh BRAND FORUM
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BEST BRAND AWARD
Bangladesh
2021

OVERALL TOP 15 BRANDS

1 bKash a BRAC Bank company	2 ISPAHANI MIRZAPORE	3 Radhuni	4 AFL আর এফ এল জায়েওয়াদ	5 grameenphone
6 closeup	7 sunsilk CO-CREATIONS	8 SDG	9 পানিগুটি অ্যাডভান্সড	10 Frooto
11 LUX	12 WALTON	13 daraz	14 কোকা কোলা	15 Lifebuy