

A ROADMAP FOR THE REFRIGERATOR INDUSTRY IN BANGLADESH

The top leaders of the refrigerator industry in Bangladesh have provided valuable insights to The Daily Star regarding the key challenges that require attention, areas for improvement, and strategic initiatives aimed at propelling the industry to greater heights.

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<ul style="list-style-type: none">Government should formulate supportive policies and provide infrastructure facilities to incentivize local manufacturing.NBR should withdraw indirect taxes on raw material imports and production for the next few years.Collaboration between universities and industry players is crucial.	<ul style="list-style-type: none">The government should expand and continue providing all beneficial facilities for this sector for at least the next 7-10 years.Maintain a single-digit interest cap. Ensure uninterrupted availability of electricity, gas, and other energy facilities at a consistent and affordable price rate.Foster extensive research and implement robust quality control measures supported by state-of-the-art technology.	<ul style="list-style-type: none">Match the product with the customer's expectations based on geographical needs and offer it at the best price point.Introduce new technology and innovations in product design, allowing consumers to customize according to their specific needs.Efficiently manage the supply chain and logistics to ensure cost-effective and timely delivery to customers.	<ul style="list-style-type: none">Continuously invest in research and development to introduce innovative and differentiated products in the market.Enhance distribution and retail networks to ensure wider availability of refrigerators across the country.Prioritize after-sales service and customer support to foster customer loyalty and generate positive word-of-mouth referrals.	<ul style="list-style-type: none">Implement favorable tax incentives or subsidies for refrigerator manufacturers and manufacturers of refrigeration equipment, components, and parts.Allocate funds for research and development (R&D) projects focused on developing energy-efficient and environmentally friendly refrigeration technologies suitable for the local context.Conduct public awareness campaigns to educate consumers about the importance of using energy-efficient refrigeration appliances and the benefits of proper food storage.





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