

“WE ANTICIPATE STRONG MARKET GROWTH in the coming years”

THE DAILY STAR (TDS): How do you differentiate your products in the increasingly competitive market?

M.H.M FAIROZ (MHMF): We differentiate our products in the competitive market through two core values: Sustainability and Quality. Recognized as a ‘Superbrand’ for the 2023-2024 session, Singer has earned the trust of consumers in Bangladesh over time, offering not just a product, but a complete lifestyle solution.

It is more than just durability or aesthetics. The real game-changer is the wide range of choices we offer our customers. Our products are thoughtfully designed to minimize their environmental footprint, featuring innovative water-

saving technologies and energy-efficient modes like Fast+ and ‘Mini.’ These cutting-edge solutions represent a significant shift in how people view household appliances and their role in building a more sustainable future.

TDS: How does your company cater to the needs of diverse customer segments, from budget-conscious to premium buyers?

MHMF: In Bangladesh, the washing machine has historically been perceived as a high-end product, primarily intended for affluent consumers. However, Singer Bangladesh caters to a wide array of customer segments by offering a broad

TDS: What kinds of smart technology and features have you incorporated in your products to make them more energy-efficient and environmentally friendly?

MHMF: Our approach to product innovation is deeply rooted in sustainability, ensuring that every feature contributes to a greener future. Standard features like Aqua Wash and Water Re-Use are designed to conserve water while maintaining high cleaning performance, making them both efficient and environmentally friendly. In addition, our Daily Express and Fast+ wash programs are tailored to optimize time, energy, and water usage based on

sets us apart is not just our cutting-edge products but also our unparalleled after-sales care. Our extensive, nationwide service network ensures that every customer, no matter where they are located, receives prompt and expert support.

Whether it is for routine maintenance, urgent repairs, or general product

and create opportunities for incremental growth. Shifting customer perception is one of our main hurdles, particularly for Washing Machine category. Although it is a necessary home appliance that greatly simplifies daily tasks, washing machine is still seen by many as a luxury product.



M.H.M FAIROZ

Managing Director & CEO, Singer Bangladesh

Prices for our products start at BDT 15,000 and go up to BDT 100,000, ensuring accessibility for different economic segments. Each washing machine, regardless of price point, is meticulously engineered for high performance and durability, featuring energy-efficient technologies.

range of washing machines specifically designed to meet the needs of both budget-conscious buyers and premium consumers alike. The rise of the middle class is expected to account for 25% of the population by 2025 and 33% by 2030, therefore, prices for our products start at BDT 15,000 and go up to BDT 100,000, ensuring accessibility for different economic segments.

Each washing machine, regardless of price point, is meticulously engineered for high performance and durability, featuring energy-efficient technologies such as water-saving functions and electricity-saving modes. This comprehensive approach allows us to cater to customers looking for cost-effective, practical solutions without sacrificing quality, as well as those who prefer advanced, premium models with enhanced features for a more luxurious home experience.

load size, allowing customers to save on utility costs while maintaining excellent results. Moreover, by integrating advanced Inverter technology, we further reduce energy consumption while delivering superior washing performance. This blend of smart, eco-conscious and energy-efficient technologies ensures our washing machines remain both environmentally friendly and cost-effective, helping users minimize their expenses without sacrificing exceptional performance.

TDS: What are your company’s policies on after-sales service, and how do you ensure customer satisfaction?

MHMF: After-sales service is a critical aspect of any successful company, as it plays a key role in fostering long-term relationships with customers and reinforcing brand loyalty. At Singer Bangladesh, what truly

inquiries, our dedicated customer service team is always available to assist via our toll-free helpline: 0800-0016482. Our commitment to customer satisfaction has earned us widespread loyalty and industry recognition, including the prestigious ‘Superbrand’ title in the washing machine category. This accolade underscores our continuous dedication to offering top-tier customer service alongside our high-quality, innovative products, ensuring a superior experience throughout the product lifecycle.

TDS: What are the biggest challenges and opportunities in the industry moving forward?

MHMF: Bangladesh is one of the fastest-growing economies in the South Asia Region. We want to improve the market perception about Singer Bangladesh

To address this misconception, we offer a 21-day free trial, allowing potential customers to experience the product firsthand. They can return the item with no questions asked if they’re not happy. Once consumers experience the convenience, it becomes a necessity in their lives.

Additionally, the washing machine sector presents significant growth opportunities. With the rapidly evolving socio-economic conditions in Bangladesh, washing machines have the potential to become the second-largest home appliance category, following refrigerators, in terms of demand and sales. As the middle class continues to expand and consumers increasingly value convenience, efficiency, and time-saving solutions, we anticipate strong market growth in the coming years.

WASHING SMART The Rising Popularity of Washing Machines in Bangladesh

Top-loading machines, being more affordable, dominate demand, while front-loading machines, which are more expensive and feature advanced capabilities, are often seen as status symbols in home decor.

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The growth of the washing machine market has slowed after a period of robust expansion before the COVID-19 pandemic and the recent surge in inflation. This slowdown is attributed to both demand and supply constraints; however, market insiders are optimistic that these issues will be resolved in the future.

“The washing machine market in Bangladesh has not reached its full potential since the COVID-19 pandemic. During and immediately after the pandemic, washing machines became a necessity, changing the perception of them from luxury items. However, post-COVID economic turbulence has negatively impacted

both demand and supply. Inflation has reduced the purchasing power of the emerging middle class, while challenges such as the foreign exchange crisis have made it difficult to open Letters of Credit, further constraining the market. Despite these challenges, we expect positive growth in the coming years,” adds a market insider.

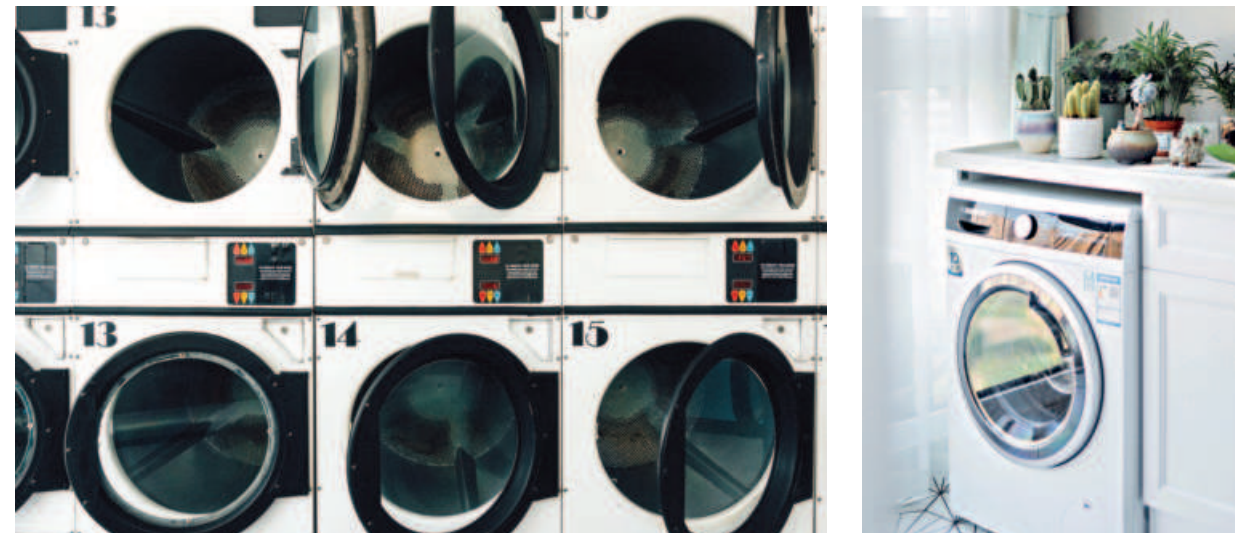
Despite difficulties in opening LCs for importing production materials, companies are strategically navigating the situation to expand market penetration and overcome the ongoing challenges.

“The country is currently facing a dollar crisis, and the cost of raw materials is soaring, which presents challenges in keeping prices affordable for buyers. However, we offer options such as EMI, seasonal promotions, and campaigns that are beneficial for consumers looking to purchase washing machines,” says Fazle Rabbi Khadem.

Walton currently holds the largest market share for washing machine sales, with the highest figures recorded between July 2023 and June 2024. Since starting production in 2017, Walton has become a key player in the market.

In addition, Walton has begun exporting its washing machines to countries like Bhutan, East Timor, India, Iraq, Nepal, Uganda, and Yemen, where the products are gaining popularity and proudly representing Bangladesh on the global stage.

To unlock the full potential of the washing machine market, companies are continuously conducting research and making innovations to enhance product value by introducing new features for consumers.



Washing well: Finding the best washing machine for your household

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The expert adds, “Durability is a key factor. Machines constructed with high-quality materials are more likely to withstand the test of time. A comprehensive warranty and reliable after-sales support can significantly influence the purchasing decision, providing peace of mind and ensuring long-term satisfaction with the product.”

Moreover, modern washing machines offer a variety of programs tailored for different types of fabrics and stains. Features like steam wash, delay start, and extra rinse cycles can provide added convenience and improve washing outcomes. Smart washers with Wi-Fi connectivity allow you to control and monitor your laundry from your smartphone.

AVOIDING COMMON PURCHASING MISTAKES

Buying the right washing machine is an important decision that impacts daily life and long-term finances. Despite the importance of this purchase, many buyers fall into common traps that can lead to dissatisfaction and unnecessary costs.

One common error is misjudging the required capacity. “One of the most common errors is choosing a washing machine that doesn’t fit the household’s laundry volume,” another industry expert points out.

Moreover, the focus should not solely be on price. “Ease of use, such as intuitive controls and programmable settings, can improve user experience. Additionally, noise levels are an important consideration, particularly for those

living in apartments or using the machine during nighttime hours,” he highlights.

Selecting a less efficient washing machine can have a long-lasting impact on utility bills and environmental footprint. Modern machines come with better energy ratings and efficient water use, which not only conserve resources but also lower ongoing expenses.

living areas.

Most importantly, focusing only on the upfront cost can be short-sighted. It’s crucial to consider the total cost of ownership, which includes operating expenses, maintenance, and potential savings from durability and energy efficiency.

So, above all, choose quality over quantity.

Choosing the right washing



Often, shoppers may choose a washing machine solely based on price, missing out on features that could enhance convenience and fabric care. Intuitive controls, programmable settings, and quiet operation can significantly improve the user experience, especially in households where the washing machine is frequently used during nighttime or in close proximity to

machine involves a thoughtful balance of various factors, including type, capacity, efficiency, and personal lifestyle needs. By understanding the different types of machines and making informed decisions based on detailed expert advice, consumers can enhance their daily lives with a choice that offers convenience, efficiency, and long-term satisfaction.

