



*Consumer product related to
wedding ceremony (Retail
and Wholesale)*

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A. Industry Classification:

The lower medial income country, economy of Bangladesh has been performing well during the last decades. GDP¹ growth rate ups and down within 6% to 6.5% during this time. In 2015, per-capita income stood at \$1,314. Total GDP in 2015 is \$209 billion, 44th in world ranking, and sectoral contribution of GDP in agriculture sector 19%; industry sector 30% and services sector 51%. Although geographically, Bangladesh is small country but demographically it is not because it has more than 160 million populations from which 87.5 million are in the labour force. Occupational distribution of labour force in agriculture sector is 40%, industry sector 30% and services sector 30% and only 4.5% are unemployed. The huge amount of labour force leads to develop various industries such as textiles, food processing, steel, pulp and paper, jute, shipbuilding, pharmaceuticals, electronics, automotive parts, ceramics, fertiliser, construction materials, leather, natural gas, renewable energy etc. During the last decades, there was several changes such as new employment sectors increased; unemployment decreased; purchasing power increased due to the increase in income level; at the same time consumption also increased proportionally; also luxuries and occasional consumer products demand increased as well. So, the retail and wholesale business enlarge across the country which represents huge amount of domestic trade.

About consumer products:

By definition, consumer products or goods are any tangible products or final goods for sale that are used by a person or household for non-business purposes or direct consumption. The consumer products industry can be divided into four groups such as convenience products²; shopping products³; speciality products⁴; unsought products⁵. Whatever figure-1 represents household final consumption expenditure⁶ in different ways such as per capita growth⁷ (annual %) in Bangladesh was last measured at 1.49; annual % growth was at 3.75 and % of GDP at 76.79 in 2014.

¹ Gross Domestic Products

² Customers normally buy frequently, immediately and without great comparison or buying effort such as laundry detergents, fast food, sugar, magazines etc.

³ Customers usually compares on attributes such as quality, price and style in the process of selecting and purchasing those are furniture, clothing, used cars, airline services etc.

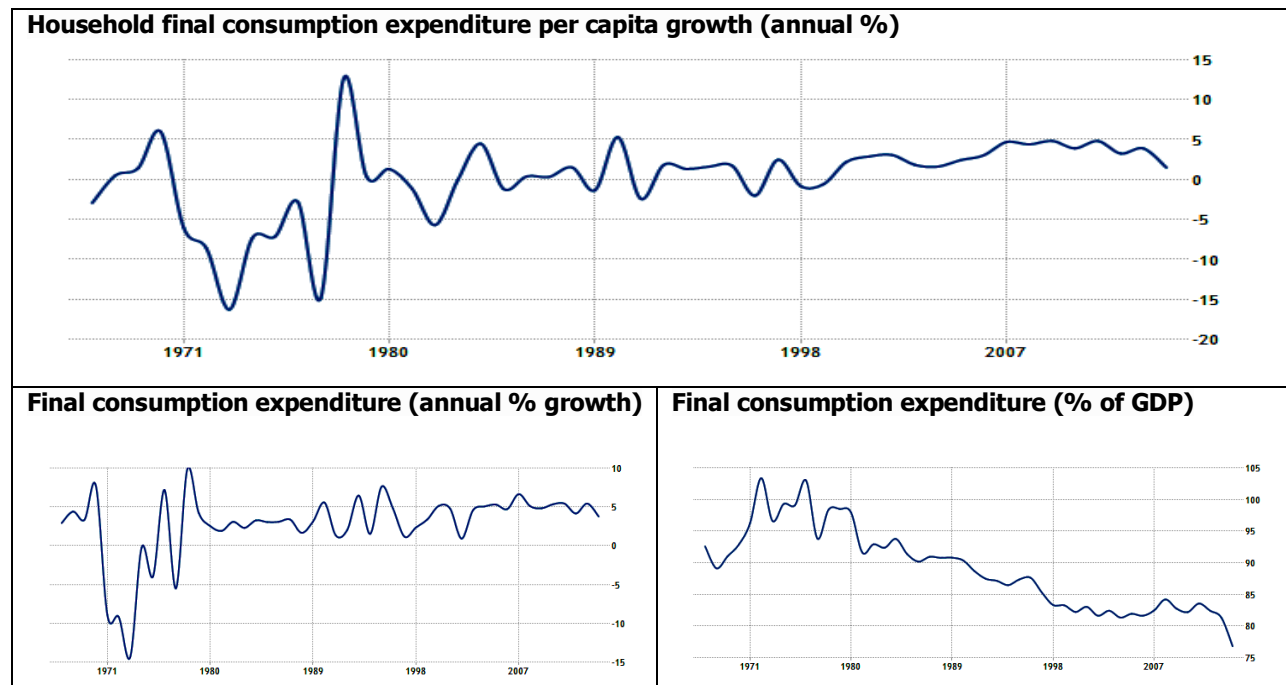
⁴ Unique characteristics or brand identification goods which a significant group of consumers is willing to make a special purchase effort. Examples include specific cars, professional and high-prices photographic equipment, designer clothes etc.

⁵ Consumer either does not know about or knows about but does not consider buying under normal conditions. For example insurance, pre-planned funeral services etc.

⁶ Final consumption expenditure is the sum of household final consumption expenditure and general government final consumption expenditure.

⁷ Annual percentage growth of household final consumption expenditure per capita calculated using household final consumption expenditure in constant 2000 prices and World Bank population estimates.

Figure-1: Household Final Consumption



About retail and wholesale:

Every consumer goods depart to the consumption of household through retail⁸ and wholesale⁹ trading. Households buy products every day according to their needs and preferences from retail and wholesale shops. So, the retail and whole sale trade has significant contribution in terms of economic added value, employment, innovation and competitiveness.

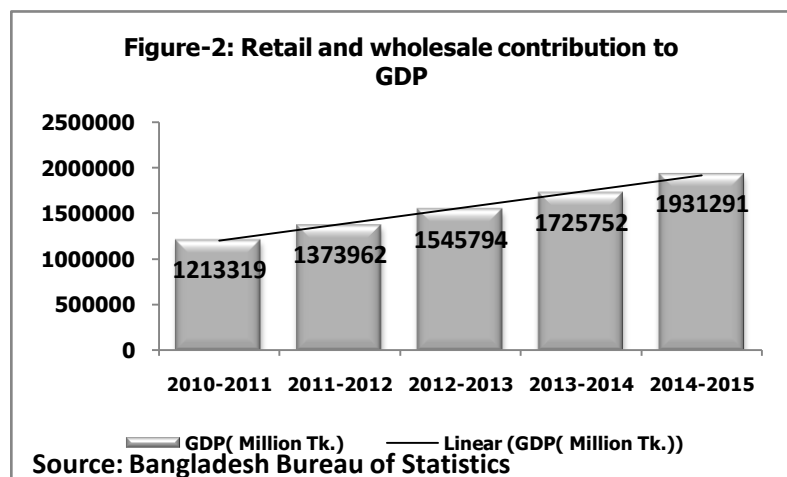


Figure-2 represents the positive contribution of retail and wholesale trade over time to the GDP. The growing trend shows the clear picture of significant improvement of income level which

⁸ Retail trade is the resale of new and used goods to the general public.

⁹ Wholesale trade is a form of trade in which goods are purchased and stored in large quantities and sold, in batches of a designated quantity, to resellers, professional users or groups, but not to final consumers.

leads to more consumption demand. Consumers move to consume basic goods to luxuries and occasional goods significantly. Wedding Ceremony is one of the major occasions in Bangladesh.

About Wedding Consumer:

In current wedding scenario of Bangladesh, wedding has become a glamorous affair with grand budgets and charming wedding venues. Everyone aspires to make their wedding a living legend. People are willing to expend money to make this event more significant and glorious. This sensitive event creates a large retail and wholesale market throughout the country.

Products that have been using in marriage ceremony are called special types of consumer product. The demand for making the wedding ceremony more colorful is now increasing day by day which creates more business sector. Increased income level induces people to invest money for luxury. As a result different kind of business arises, employment increases, young generations get involved themselves in creative activities.

A well decorated and eventful wedding ceremony is the combination of many products and services. The wedding event management cost includes wedding venues, wedding themes, stage decoration, photography & cinematography, shopping guide, jewellery, invitation card, mithai sweets and pitha, transport, decoration etc that are more demandable by their clients. Many Event Management company has arisen, different kind of shops where the product related for wedding decorations or for other necessary things is increasing day by day.

Market, Product and Price related to wedding ceremony:

Wedding products are available in particular market places or particular shop all over the country. Every district and sub-district has some wedding related retail and wholesale shops to fulfill the consumer's needs. The existing district and sub-district retail and wholesale shops collected their products domestically from Dhaka and Chittagong. But the wholesalers of Dhaka and Chittagong, they are not only collected consumer products from domestically but also collected consumer products from abroad such as India, China, Pakistan, and Thailand.

In Bangladesh sherwani, nagra, pagri, cosmetics, Gaye holud items, video recording, photography, floral ornaments, floral decoration, mehendi, dala, ribbon etc. are mainly used in organizing a wedding ceremony. The price ranges of these products are between 5 to 3,000 taka and the average profit margin around 15%. Average sale is about 2 lakh taka in peak season and around 1 lakh taka in off season at Dhaka city. On the other hand, rest of the area in Bangladesh on average perform almost same as Dhaka.

The available market places for wedding products in Dhaka city are Islampur, Elephant road, yGauchia, new-market, Mouchak, Dhanmondi. There also one or two shop of wedding product in other locality. Islampur is mostly dominated by wholesaler and the rest of the places are surrounded by retail shops. In Chittagong the whole sale market is in New-market. And different kinds of retail shops are seen in the respective areas.

Problems and Prospect:

The wedding industry has lots of opportunity with some unavoidable problems. The major problem is seasonal impact. Most of the wedding takes place from the month December to April but rest of the year sales volume decrease 40 to 50%. At the same time this industry contains lots of opportunities. Highly populated country Bangladesh provides large market of wedding ceremony, that enlighten bright future of this business. At present, young generation are mostly involved in this sector and using their creativity with innovative ideas to make the event charming and attractive. This sector has been creating new job opportunities as well as new entrepreneurship. So definitely unemployment reduces and household income increase as well.