

Bata



www.batabd.com

Bata is a trusted name in shoe market all around the world. Bata Shoe Company (Bangladesh) Ltd. is one of the leading shoe retailers in our country. Today the Bata Shoe Organization is a sprawling geo-centric company encompassing operations in more than 70 countries around the world and is managed by 4 Meaningful Business Units (MBU) across 5 continents. It serves more than 1 million customers per day, employs more than 42,000 people, operates more than 5,500 retail outlets, manages retail presence in more than 70 countries and runs 40 production facilities across 26 countries.

Market

The major change in the Bata business policy is the segmentation of retail outlets according to profiles of different market segments and the introduction of novel concepts such as **Bata City Stores**. These selective outlets, in conjunction with other types of outlets such as **Bata Bazar** and **Bata Family Stores**, are adding a new level of consumer satisfaction. The City Stores incorporate spacious floor space allowing a comfortable shopping experience, modern interior decor enriched with novel shelving systems, fittings, fixtures and lighting that can be found in the large retail shops in the Far East and Europe. Bata has a network of 248 retail outlets located strategically in different parts of the country. These retail outlets are an integral part of its brand marketing. This extensive retail network is supplemented by an equally extensive network of depots and dealers. Bata has 13 wholesale depots covering Bangladesh. Under these depots 389 RWD (Registered Wholesale Dealers) and 548 DSP (Dealer Support Program) stores are operating. Bata Bangladesh has already developed

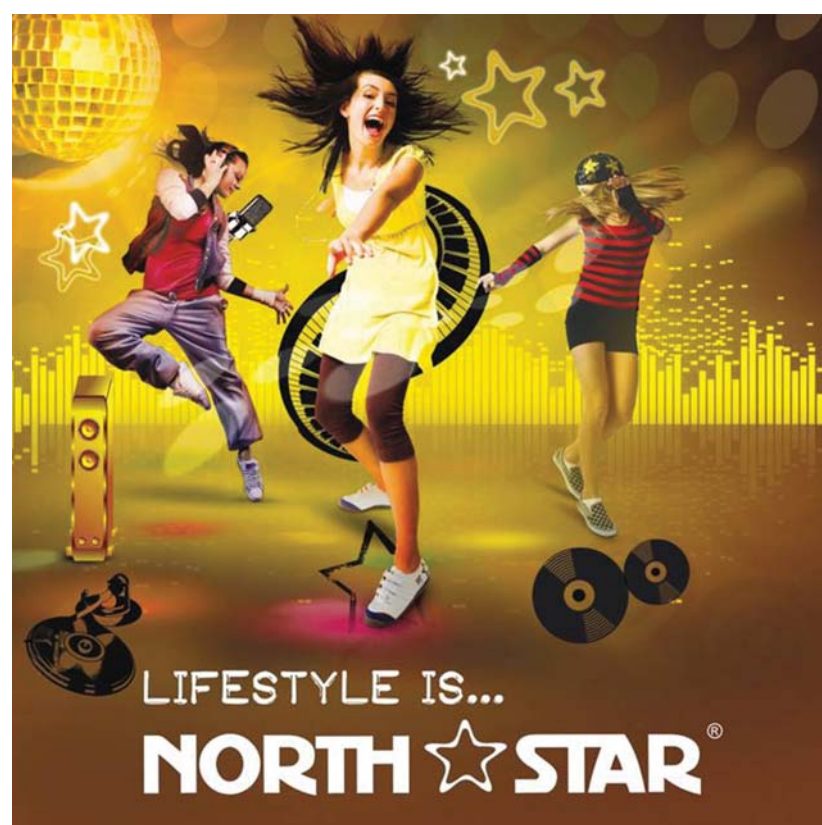
its vision up to 2013 showing significant business growth as well as increased market share.

Achievements

Since the company launched its own brand, Bata Bangladesh has received the 'Superbrands' award recently from the 'Superbrands' authority under its excellent corporate image & brand value. Among others, Bata Bangladesh received "Business Award 2007 - 2008" for 'Best Multinational Company with Highest Growth', "Bishwabiddalaya Porikroma Award" for 'Best Multinational Company', "The Best Business Award 2008" by 'Arthakantha Publication' etc.

Product

Fashion would never be complete without a well designed pair of shoes. This marketing insight has prompted Bata to introduce a number of designers' collections for men, women and children. Internationally renowned brands such as Bata, Marie Claire, Northstar, Hush Puppies, Scholl, Nike, Bubblegummers, Bata Comfit, Sandak,





Specialized shoe categories such as athletic shoes have been targeted through development of the Power brand. Uncompromising quality with striking designs have put Bata shoes in a key position to appeal to different segments of consumers.

- Working with Centre for the Rehabilitation of the Paralyzed.
- Donating shoes for the poor students through different organizations.
- Plantation in large scale.



Recent developments

Bata is playing a pivotal role in developing the leather industry of the country. Bata Shoe Company (Bangladesh) Limited operates two manufacturing facilities - one in Tongi and the other in Dhamrai. With a production capacity of 110,000 pairs of shoes daily, the company also has a modern tannery facility with an output of 5 million square feet of leather annually. Bata has a firm commitment to eco-friendly business and a state-of-the-art Effluent Treatment Plant (ETP) has been set up to provide a pollution free environment for both workers and the locality.

Promotion

Enhancing "Bata" as the 'Top of the Mind Brand' as the preferred shopping destination for shoes and accessories by bringing choice, quality, design and value to the customers and offering contemporary styles, comfortable enough to be part of daily activities from school to work. Ultimately making Bata as the best partner shoes for active lifestyles.

Throughout the year, Bata organises a number of brand & event promotional programs. Major promotional programs are - Back to School, Boishakh, Monsoon, Eid-ul-Fitre, Puja, Eid-ul-Azha, New Arrival, Special Offers, Big Sale etc.

Corporate Social Responsibility

- Bata Rural Sales Programme with Care Bangladesh.

Sports Sponsorship

- Official Clothing Sponsor of Bangladesh Cricket National Team along with 4 other cricket teams.
- Bata School Handball Tournament Sponsor for last 24 years.

Brand value

- Constant innovation in design & product development.
- Superior Customer Service.
- Excellence in operational and commercial execution.
- Entrepreneurial spirit and passion to win.
- Teamwork in an international environment.
- Trust and respect for our employees.
- Adding value to the community.
- Delivering on our commitments to shareholders.

Things you didn't know

- Largest Retail Chain of the country.
- Serving 30 million feet every year.
- Mr. W.W.Auderland, the Managing Director of Bata Bangladesh - the only foreigner who received the 'Bir Protik' award for contributing in the Liberation War of Bangladesh in 1971.

Patapata, Weinbrenner and B.first are a few names that testify to the momentous change towards branded shoe marketing in Bangladesh.

History

1894

The Bata Shoe Organization was founded by Czech businessman Tomas Bata in the city of Zlin.

1962

Bata Shoe Company started its operation in Bangladesh.

1964

Factory opened in Tongi.

1988

2nd Factory, Tannery & Effluent Treatment Plant opened in Dhamrai.

2001

Reached landmark of 200 Retail Outlets Opened.

2008

Became Official Clothing Sponsor of Bangladesh National Cricket Team.

2009

Opened the largest Shoe Store in Asia at Bashundhara Mall.