

SPECIAL FEATURE: DOMESTIC RETAIL MARKET

A GAME CHANGING EXPECTATION IN DOMESTIC RETAIL MARKET



1st store launched with FF concept.
The targets store in South East Asia, region 2019
2nd & 3rd store launched in 2021 in Dhaka
4th store launched in Chittagong 2023



1st store opened in 2023 July
Two stores to be opened in next 3 months of 2023
The footwear ranges from Tk5000 to Tk30,000 per pair, apparel items are available at prices ranging from Tk1500 to Tk15,000.



Adidas to open store in Gulshan by the end of 2023

DBL LIFESTYLE



WHY A FRANCHISE MODEL WORKS

Local Expertise and Market Insights

The DBL Group, as a local conglomerate deeply rooted in the Bangladeshi business landscape, possesses an intimate understanding of the market's nuances, trends, and consumer preferences. Partnering with a local entity like the DBL Group provides global brands with invaluable insights that help them tailor their offerings to resonate with the local audience. This localized approach enhances the brand's appeal and effectiveness in a new market.

Established Infrastructure

Franchising allows big brands to tap into an existing network of infrastructure, from physical store spaces to supply chains. Local group established infrastructure can expedite the process of setting up operations, saving time and resources that would otherwise be spent on building from scratch. This streamlined approach allows brands to focus on the marketing strategies - while relying on the local giants infrastructure.

Regulatory Familiarity

Navigating a new market often entails grappling with regulatory hurdles and compliance. The DBL Group's familiarity with the local regulatory environment can serve as a guiding compass for brands, ensuring that they adhere to legal requirements seamlessly. This minimizes the risk of regulatory roadblocks that can slow down or complicate the establishment of operations

Cultural Sensitivity

Culture plays a pivotal role in consumer behavior and brand perception. Collaborating with a local partner like the DBL Group helps big brands navigate cultural sensitivities and norms effectively. This, in turn, enables brands to craft marketing campaigns and store experiences that resonate with the local population, forging a deeper connection

WHERE THE LOCAL BRANDS FAIL

- 1 Local brands grapple with the challenge of balancing consumer demand and affordability, often struggling to invest in higher-quality materials and technology due to price perceptions.
- 2 Prioritizing consistent product quality has been an ongoing struggle for local brands, as cost-cutting efforts can compromise materials and craftsmanship, impacting their appeal.
- 3 Limited resources for research and development hinder local brands' ability to innovate and keep pace with technological advancements seen in global competitors.
- 4 The absence of robust development centers and adherence to international standards hampers local brands' capacity to meet changing consumer demands and global trends.
- 5 Global brands have established strong brand identities, synonymous with quality and innovation, while local brands face challenges in achieving similar levels of recognition and value perception among consumers.

THE PRICE CONUNDRUM

There's a price to pay for this sportswear extravaganza. High import taxes, customs duties, and other levies contribute to the elevated prices of these coveted brands. While sportswear enthusiasts in international markets enjoy more accessible price points, Bangladeshis often contend with inflated costs. The potential reduction of import taxes could not only level the playing field but also herald a new era of affordability and accessibility for these premium products.

While Adidas and Nike products are available in Bangladesh to some extent, their prices have been considerably high. For example, local retailers sell the Adidas Adizero Select sneaker for men at Tk18,999, even after a Tk1,000 discount. However, the same sneaker costs less than €88, which is approximately Tk9,150 or less than half the price in Bangladesh. Sneakers face a 100% import tax, while accessories and clothing are subject to a 125% import tax. Consequently, prices rise creating a significant gap compared to other markets. Neighboring country India has brought many big brands retail chain with affordable price. A strong collaboration and willingness from government to allow local manufacturing of these big brands inside country as well as reducing the import tax on these products can make the availability of these brands in Bangladesh.

