

Adil Oyun and Imran Nazir

EXPANDING MARKET AREA TO FINLAND

Case study of Rahimafrooz

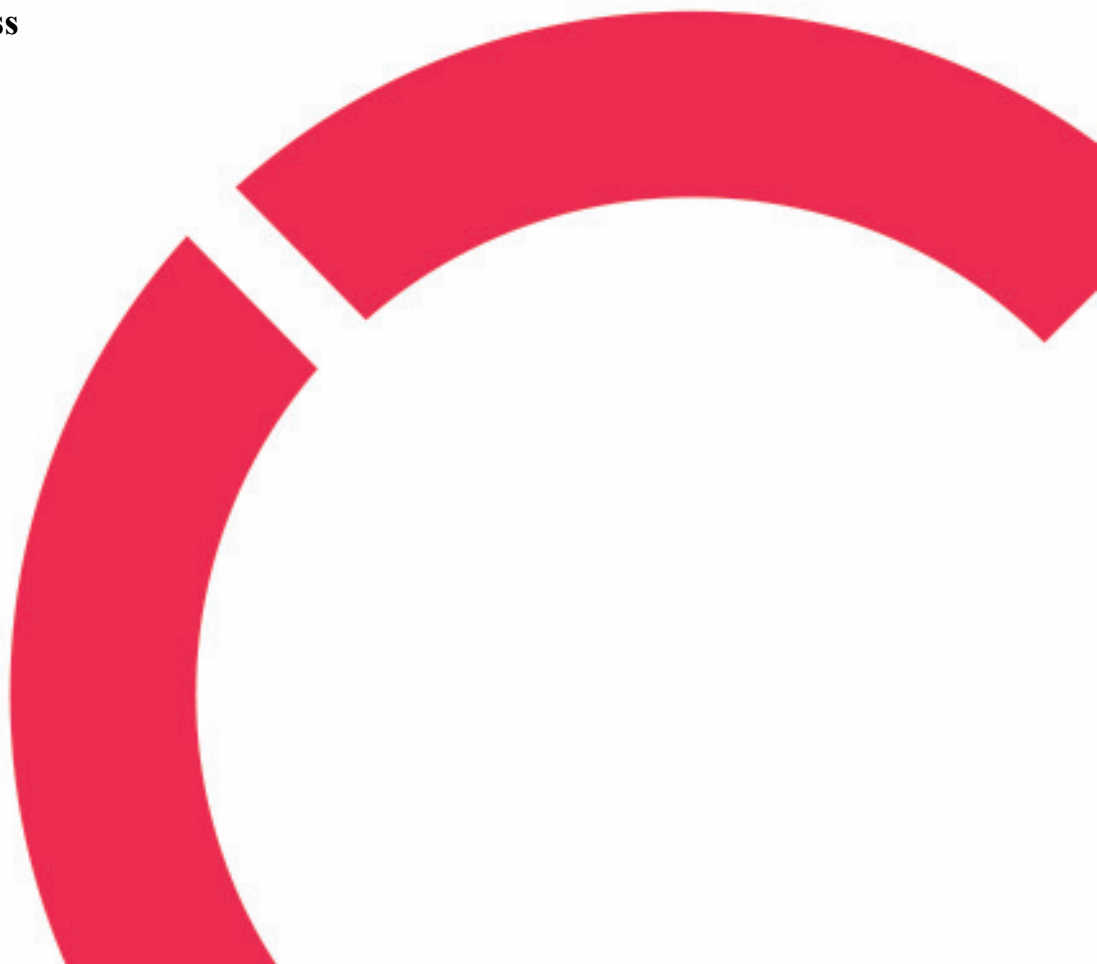
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ABSTRACT

Centria University of Applied Sciences	Date December 2023	Author Adil Oyun and Imran Nazir
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Instructor representing commissioning institution or company ZIAUL KABIR. Head Of Sales, RSPB		
<p>The thesis delved into the dynamics of the international trade relationship between Bangladesh and Finland in the context of battery importation, using Rahimafrooz as a case study. Thesis identified key factors influencing success, offering insights and recommendations for effective international market expansion. The thesis contextualized the global battery market and the specific trade dynamics between Bangladesh, a notable battery producer, and Finland, a potential consumer market. The rationale behind selecting Rahimafrooz for the case study, is emphasizing the company's significance as a major player in the Bangladeshi battery industry.</p> <p>The review of pertinent literature on international trade, battery manufacturing, and sustainability were examined in the thesis. Through examination of this case, this thesis contributes significantly to the understanding of international trade dynamics and the mounting importance of sustainability in the rapidly evolving battery industry. The thesis explored the logistical and regulatory aspects of importing batteries from Bangladesh to Finland. This included an examination of the supply chain, shipping processes, and any trade barriers or regulatory requirements that Rahimafrooz encounters in reaching the Finnish market. Additionally, it delved upon the economic considerations, such as pricing strategies, that Rahimafrooz adopts in the competitive Finnish market. The methodologies employed in the research were quantitative method that involved survey and qualitative method that involved interviews with key stakeholders in data collection analysis of the data. The results of the survey and interview were analysed and conclusion were drawn.</p>		
Key words Bangladesh, battery, Finland, Finnish, industry, import, market, Rahimafrooz, study		

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1 INTRODUCTION

The global trade landscape is experiencing rapid transformations, with businesses constantly seeking new avenues for growth and expansion beyond their home borders. One industry at the forefront of this global trade evolution is battery manufacturing and distribution. This thesis engages in a journey to unravel the intricate dynamics of importing batteries from Bangladesh to Finland, explicitly focusing on the case of Rahimafrooz, a distinguished battery manufacturer in Bangladesh.

A twofold rationale drives this thesis has emerged as a significant player in the battery market domestically and internationally. The company's venture into the Finnish market is a captivating illustration of a business hailing from an emerging market, making its mark in the highly competitive and technologically advanced Finnish economy. The battery industry stands at the crossroads of global sustainability and clean energy initiatives. Batteries are integral components in diverse applications, encompassing renewable energy storage, electric vehicles, and an array of electronic devices.

The thesis provides a comprehensive exploration of the importation process, examining the challenges and successes encountered by Rahimafrooz as it navigates the Finnish market. It places a particular emphasis on the broader implications for the battery industry and international trade. The thesis explores the legal, logistical, and operational intricacies of importing batteries and elucidates the strategies employed by Rahimafrooz to surmount potential obstacles. The importation of batteries across international borders involves a complex web of logistical and supply chain challenges. These include transportation, customs regulations, warehousing, and distribution (Frazelle 2002). Investigating how Rahimafrooz navigates these challenges and the strategies employed to ensure a smooth flow of batteries from production in Bangladesh to distribution in Finland is a critical aspect of the research problem.

The thesis delves into the intricate regulatory and trade frameworks governing international battery imports. This includes an examination of import/export regulations, trade agreements between Bangladesh and Finland, and compliance with international trade standards (Hossain & Badr 2007). Understanding the legal dimensions of this importation process is integral to comprehending the broader challenges of international trade.

Market entry into Finland, known for its competitive battery market, presents unique challenges. The

research involves investigating how Rahimafrooz developed its market entry strategies and competed with established players in the Finnish battery market. Understanding the tactics employed to gain market share is essential. Sustainability and eco-friendliness are becoming increasingly important in the battery industry. Rahimafrooz integrates sustainability practices and green initiatives into its operations. This encompasses corporate social responsibility efforts, environmentally responsible products, and eco-friendly production processes, which reflect the global shift toward greener technology.

The thesis extends to the broader impact of Rahimafrooz's case on the global battery industry. The insights from this case study may offer valuable lessons and strategies for other battery manufacturers aiming to expand their international presence. By addressing these diverse dimensions of the research, the thesis results in understanding the challenges and opportunities involved in importing batteries from Bangladesh to Finland, explicitly focusing on the Rahimafrooz case study. This investigation offers insights into the complexities of international trade in the battery industry and the evolving landscape of sustainability in global commerce.

As the world increasingly transitions towards sustainable energy solutions and environmentally responsible practices, the battery industry plays a pivotal role in this transformation. Understanding the dynamics of importing batteries, the challenges faced, and the strategies employed by Rahimafrooz gives valuable insights for businesses seeking to expand their global footprint. Therefore, the thesis aims to contribute to understanding global trade dynamics and sustainability in the battery industry through the case of Rahimafrooz's entry into the Finnish market.

The research methodology adopted for this thesis encompasses qualitative approach where interviews are administered and quantitative approach where survey was administered. The review of pertinent literature on international trade, battery manufacturing, and sustainability were key subject in this thesis. Rahimafrooz's venture into importing batteries from Bangladesh to Finland offers a case study that mirrors the complex tapestry of challenges, strategies, and sustainability considerations businesses face in today's global marketplace. Through examination of this case, this thesis aims to contribute significantly to the understanding of international trade dynamics and the mounting importance of sustainability in the rapidly evolving battery industry.

2 MARKET AND TRADE ANALYSIS: BATTERY INDUSTRY IN BANGLADESH AND FINLAND

The global battery industry is a dynamic and rapidly evolving sector that is pivotal in powering various applications worldwide. Batteries are essential in today's modern economy, serving as energy storage devices for various products, ranging from consumer electronics and electric vehicles to renewable energy systems. The market size of the global battery industry has witnessed substantial growth in recent years. According to various industry reports and market analyses, the global battery market was valued at approximately \$100 billion in 2021. This market size is expected to continue its upward trajectory, with an estimated compound annual growth rate (CAGR) of around 6% over the next few years. This growth is fuelled by the increasing demand for batteries in various sectors, including the automotive industry, renewable energy storage, and portable electronics. (Lowe & Drummond 2022, 153.)

Several major players dominate the global battery industry, each contributing to the industry's growth and innovation. These key players manufacture various battery types, including lithium-ion, lead-acid, nickel-metal hydride, and others. Some prominent names in the global battery industry include Panasonic, a renowned multinational corporation known for its lithium-ion batteries, widely used in electronic devices and electric vehicles (Lowe, Tokuoka, Trigg, & Gereffi 2010). Samsung SDI Co., Ltd.: A subsidiary of Samsung Group, this company is a significant player in the lithium-ion battery market, producing batteries for smartphones, laptops, and electric vehicles. LG Chem is a leading global chemical company and a key player in the lithium-ion battery sector, particularly in the electric vehicle market (Goldman, Rotondo & Swallow 2019, 302). Rahimafrooz, which is smaller in scale compared to the global giants, a Bangladesh-based company, has established itself as a significant regional player in the battery industry.

The global battery industry's overview provides crucial context for understanding the dynamics of battery production, trade, and international market positioning. Importing batteries from a regional player like Rahimafrooz to Finland, a European country with specific market requirements, presents an intriguing case study. While the major global players often set industry standards and influence the competitive landscape, regional players like Rahimafrooz may offer unique advantages, such as niche products, cost competitiveness, and localized expertise. Understanding how Rahimafrooz navigates the global battery industry and successfully exports to Finland will likely involve strategic insights, market adaptation, and considerations for the changing landscape of battery technologies.

2.1 Analysis of the battery industry in Bangladesh and Finland's battery market

The battery industry in Bangladesh has witnessed remarkable growth and transformation over the past decade. One of the prominent trends in Bangladesh's battery market is the increasing demand for batteries in the consumer electronics sector. The proliferation of smartphones, laptops, and other portable devices has resulted in a steady demand for high-performance batteries. This trend is aligned with the rising middle-class population's growing access to electronic devices. Bangladesh has been making strides in adopting renewable energy sources, particularly solar power systems. This shift towards clean energy has increased the demand for energy storage solutions, such as lead-acid and lithium-ion batteries. As more households and businesses embrace solar energy, the battery market experiences a corresponding upsurge. (Infield & Freris 2020.)

The industrial sector in Bangladesh relies on batteries as backup power sources to mitigate the effects of frequent electrical outages. This has led to a consistent demand for lead-acid batteries. Additionally, there is potential for the automotive battery market, especially if the adoption of electric vehicles gains momentum. With a growing awareness of environmental sustainability, there is a noticeable trend towards eco-friendly and green batteries.

The analysis of the battery industry in Bangladesh provides essential context for the thesis, emphasizing the significant growth and evolving dynamics within the market (Arif-Uz-Zaman, Habib, Talapatra, Lutfi & Kabir 2023). The market trends and key players highlight the multifaceted nature of the industry, ranging from consumer electronics and renewable energy to industrial and automotive applications. Furthermore, the importation of batteries from Bangladesh to Finland underscores the complex and dynamic nature of the global battery industry. It necessitates an in-depth understanding of various factors, including regulatory compliance, quality assurance, and market suitability.

Finland, a technologically advanced Nordic nation, has a diversified battery market that caters to a wide range of applications. The Finnish battery market encompasses both primary (disposable) and secondary (rechargeable) batteries, serving various sectors, including consumer electronics, automotive, renewable energy, and industrial applications (Patrício, Kalmykova, Berg, Rosado & Åberg 2015, 236-245). As Finland is committed to environmental sustainability, there is a growing emphasis on eco-friendly and energy-efficient battery solutions. Finland has seen an increasing trend in the adoption of electric vehicles. electric vehicles rely on advanced battery technologies such as lithium-ion, and this trend necessitates suitable charging infrastructure and energy storage solutions (Rautiainen

2015). Given the country's focus on renewable energy, there is a growing demand for energy storage systems, including batteries, to harness and store energy from wind and solar sources.

With Finland's tech-savvy population, the consumer electronics market drives the demand for small-sized, high-performance batteries, particularly in smartphones and wearable devices. Finland's commitment to sustainability influences consumer choices and government policies. As a result, there is a preference for environmentally responsible battery technologies. The Finnish market's characteristics, trends, and critical players provide essential insights into the reception and integration of Rahimafrooz's battery products within Finland. Importing batteries to Finland necessitates careful consideration of market fit, quality standards, and environmental compliance.

2.2 Trade relations between Bangladesh and Finland

Bangladesh and Finland maintain diplomatic and trade relations. Bangladesh, known for its ready-made garment industry and agricultural products. About 65% knitwear products, 25% woven garments and 7% other products like ceramic, handicrafts, light engineering products etc. comprise the Bangladesh export to Finland. (Trade Facts: Bangladesh and Nordic 2023.) In return, Finland, a country with a solid technological and industrial base, exports machinery, electronics, and chemicals to Bangladesh. While there may not be a specific bilateral trade agreement exclusively between Bangladesh and Finland, both countries are members of various international trade agreements and organizations, such as the World Trade Organization (WTO). These agreements establish a framework for global trade and help facilitate the exchange of goods between countries.

Several trade barriers and challenges can affect the trade relationship between Bangladesh and Finland. For example, tariffs. In the World Trade Organization (WTO), market access refers to the tariff and non-tariff measures that countries have agreed upon to allow certain commodities to enter their markets. The schedules of concessions on products for each member state the tariff commitments for goods. (Market access - the WTO and preferential trade agreements 2023.) Different customs procedures, supply chain management, geographical distance and import/export regulations may hinder the smooth flow of goods. Understanding and navigating these regulations is crucial. Language and cultural differences can create communication challenges in business negotiations and transactions. Ensuring that products meet the quality and safety standards of the importing country is essential. Non-compliance can result in rejection of products. As Finland places a strong emphasis on sustainability,

products exported to Finland may need to adhere to specific environmental standards. As the research topic delves into the importation of batteries from Bangladesh to Finland, the knowledge of trade relations and challenges between the two countries becomes invaluable. It offers insights into the regulatory and market-related hurdles that Rahimafrooz may encounter during the importation process.

Before venturing into international markets, Rahimafrooz conducts comprehensive market research to identify countries with favourable market conditions and demand for their products. This initial step is crucial in determining the feasibility of exports. The company assesses the need for product adaptations to meet the specific requirements and standards of the target markets. For instance, compliance with environmental regulations, quality standards, and product labelling is essential.

Rahimafrooz places a strong emphasis on product quality and adheres to international quality standards. This commitment to quality is a cornerstone of its export strategy, ensuring its products are competitive globally. Rahimafrooz employs various market entry modes, such as direct exports, joint ventures, and partnerships with distributors in the target countries (Hossain 2022). These entry modes are selected based on market-specific considerations.

The company establishes distribution networks in target markets, allowing efficient product distribution and after-sales services. This network includes dealers, service centres, and customer support. Rahimafrooz diligently ensures compliance with the regulatory and legal requirements of the importing countries, including import/export regulations, customs, and tariffs. Building a solid brand presence in the target markets is a critical element of Rahimafrooz's strategy. The company invests in marketing and promotional activities to create awareness and trust among customers. Rahimafrooz recognizes the growing importance of environmental sustainability and, in response, aligns its products and practices with eco-friendly and sustainable principles.

2.3 Customer preferences and behaviour in Finland

Understanding the preferences and behaviours of Finnish consumers regarding batteries is a pivotal aspect of the thesis. This review provides insights into the factors influencing consumer choices and behaviours in the Finnish battery market and their relevance to Rahimafrooz's importation venture.

Finnish consumers exhibit distinct preferences when it comes to batteries, shaped by a variety of factors. Finnish consumers prioritize the quality and reliability of batteries (Adolfsson-Tallqvist, Ek, Forstén, Heino, Holm, Jonsson, Lankiniemi, Pitkämäki, Pokela, Riikonen, Rinkkala, Ropponen & Roschier 2019). They expect batteries to deliver consistent performance and longevity.

Many Finnish consumers prefer eco-friendly and recyclable battery options. Products with lower environmental impact are often preferred (Zhao, Pohl, Bhatt, Collis, Mahon, Rütter & Hollenkamp 2021). Brand reputation plays a crucial role in consumer choices. Established and trusted brands are favoured, as they are associated with quality and reliability. Finnish consumers value battery performance, particularly in devices like smartphones, where long-lasting power is essential. Batteries with higher energy density are preferred. While quality matters, price sensitivity is also evident. Consumers may balance quality and cost, especially in competitive markets.

Consumer behaviour in Finland is influenced by various factors, including cultural, economic, and technological. Finland is highly digitalized, and consumers rely on electronic devices extensively. This reliance on technology increases the demand for batteries, especially in smartphones, laptops, and other gadgets (Karjaluoto, Karvonen, Kesti, Koivumäki, Manninen, Pakola, Ristola & Salo 2005). Finnish consumers are generally environmentally conscious, which influences their choices. Products with environmental certifications or those promoting sustainability have an edge in the market. Finnish consumers often exhibit strong brand loyalty. Once they trust a brand for battery products, they are likely to remain loyal customers. Finland's stable economy means consumers have the purchasing power to invest in high-quality batteries, but they remain price-sensitive in their choices. Finnish consumer protection laws and product regulations influence purchasing decisions (Vertinsky & Zhou 2000). Products that meet local regulations, especially regarding safety and environmental impact, are preferred (Federiko, 2022).

The focus on understanding customer preferences and behaviours in Finland recognizes that the success of an importation venture depends not only on the exporting company's strategies but also on how well its products align with the expectations and behaviours of the target market's consumers. By exploring Finnish consumer preferences and behaviours, the research topic acknowledges the importance of adapting products and strategies to the specific needs of the local market. (Wills, Samli & Jacobs 1991.)

2.4 Logistics and supply chain management

The logistics and supply chain operations involved in importing batteries are demonstrated in the case study. Importing batteries, or any product, across international borders requires a deep understanding of the complexities of supply chain management, transportation, customs compliance, and distribution (Hendrickson, Kavvada, Shah, Sathre and Scown 2015). This review explores the critical components of these logistics and supply chain operations and offers insights into their significance and challenges.

The importation process commences with sourcing and procurement. Rahimafrooz, as the exporting company, needs to identify reliable battery suppliers who can meet the quality and quantity requirements. This involves building strong relationships with manufacturers in Bangladesh. It is essential to ensure that the batteries produced meet the necessary standards and regulations of the Finnish market. Quality control mechanisms and supplier audits are critical to guarantee that the batteries are of the desired quality.

Efficient and cost-effective transportation is a pivotal component of importing batteries. Decisions regarding cargo consolidation, routing, and carriers can significantly impact transportation costs. Additionally, factors such as lead times, transit times, and scheduling are essential in ensuring a smooth flow of batteries from the source to the destination. Coordinating and optimizing these aspects is essential to prevent delays and disruptions in the supply chain. Navigating customs procedures, import/export laws, and regulatory compliance is a complex and often challenging part of the importation process. Both the exporting country (Bangladesh) and the importing country (Finland) have their own sets of rules and regulations governing the importation of batteries (Tian, Geng, Sarkis, Gao, Sun, Mircic, Hao & Wang 2021). This includes providing accurate and complete documentation, payment of import duties, and adherence to specific product and safety standards.

Warehousing and inventory management are critical to ensuring a smooth supply chain operation. Rahimafrooz must establish appropriate storage facilities in Finland to accommodate the imported batteries. Efficient warehousing includes inventory tracking, order processing, and timely restocking (Abasi 2011). Ensuring that the right number of batteries is available at the right time is essential to prevent shortages and excess inventory, which can tie up capital and lead to losses.

Maintaining consistent product quality throughout the supply chain is a significant challenge, especially when dealing with international imports. Rahimafrooz must put stringent quality control measures in place to guarantee that the batteries meet Finnish quality standards. This involves product inspections at the source and rigorous testing upon arrival in Finland. Addressing quality issues swiftly and effectively is essential to uphold the company's reputation and customer satisfaction.

Establishing an effective distribution network within the target market (Finland) is crucial for ensuring that the imported batteries reach customers efficiently and on time. This includes setting up dealerships, distribution centres, and customer support facilities. Proper distribution is not limited to the physical movement of goods but extends to customer service, warranty support, and after-sales care. Meeting customer demands, providing timely responses, and addressing any issues or returns are fundamental aspects of the distribution process.

The logistics and supply chain operations associated with importing batteries are subject to numerous challenges and considerations. Navigating the customs procedures and tariffs, which can vary between countries, is a common and complex challenge. This requires careful planning and a thorough understanding of trade regulations to ensure smooth clearance at the border. Finland places a strong emphasis on environmental regulations. Compliance with these regulations may necessitate adjustments to the supply chain operations to meet eco-friendly criteria, such as the proper disposal and recycling of batteries (Beaudet, Larouche, Amouzegar, Bouchard & Zaghbi 2020)—the geographical distance between Bangladesh and Finland results in significant transportation costs. Rahimafrooz must make strategic decisions regarding the mode of transport and route optimization to mitigate these costs.

2.5 Environmental and sustainability factors

Bangladesh has experienced growing environmental awareness and has been taking steps to address the ecological impact of various industries. Environmental regulations in Bangladesh are primarily governed by the Department of Environment (DoE) and the Ministry of Environment and Forests. Critical aspects of environmental and sustainability regulations in Bangladesh include. Bangladesh has regulations governing the recycling and disposal of batteries to minimize the environmental impact of hazardous materials. This includes proper handling and disposal methods to prevent soil and water contamination (Alam & Bahauddin 2015). Products, including batteries, may be subject to labelling

requirements to inform consumers about their environmental and safety attributes. This promotes responsible consumption. Regulations are in place to encourage eco-friendly manufacturing practices, such as reducing toxic materials and promoting energy efficiency. Bangladesh has shown interest in renewable energy sources, such as solar power. Sustainability considerations extend to energy storage solutions, where batteries play a role in storing energy from renewable sources. (Guangul & Chala 2019.)

Finland places a strong emphasis on environmental protection and sustainability, reflecting the country's commitment to eco-friendly practices. Critical aspects of environmental and sustainability regulations in Finland include. Finland has well-established regulations for the recycling and disposal of batteries. Extended Producer Responsibility (EPR) is practised, making manufacturers responsible for the end-of-life disposal of their products (Monier, Porsch, Hestin, Cavé, Laureysens, Watkins & Reisinger 2014). Products that meet specific environmental criteria can receive eco-labels in Finland, indicating their eco-friendliness. Finland promotes energy efficiency in various sectors, including using batteries in energy storage. This aligns with sustainability efforts to reduce energy consumption and greenhouse gas emissions. Finland is actively advancing the concept of a circular economy, where products, including batteries, are designed for reuse, recycling, and minimal waste (Geissdoerfer, Savaget, Bocken & Hultink 2017). This aligns with sustainability and environmental goals.

2.6 Economic and political factors

The aspect delves into the complexities of the battery import business, specifically focusing on the economic and political factors that can significantly impact the success and operation of such a venture. This literature review explores the multifaceted nature of these factors and offers insights into their importance in Rahimafrooz's importation venture. Exchange rates play a pivotal role in the profitability of international trade. Fluctuations in exchange rates can significantly impact the cost of importing batteries. The strength or weakness of the Bangladeshi Taka against the Euro, Finland's currency, can influence the pricing of batteries (Basatry & Sheela 2019, 69). Exchange rate risk management strategies, such as hedging, are crucial for importers like Rahimafrooz to mitigate potential financial losses.

The economic stability of the exporting country, Bangladesh, is crucial. Economic factors, including inflation, interest rates, and political stability, can impact the cost of production and the reliability of

the supply chain (Mohajan 2013). Any disruptions in the production or transportation process due to economic instability can have a cascading effect on the importation venture. The state of the Finnish economy and consumer demand for battery products play a vital role in determining the success of the importation venture (Adolfsson-Tallqvist et al. 2019). A strong and growing economy can result in higher consumer purchasing power and increased battery demand, whereas economic downturns can lead to reduced demand. Trade agreements and tariff structures can have a substantial impact on the cost of importing batteries. Understanding and navigating these agreements is essential to minimize import duties and ensure cost-effectiveness (Cheong & Tang 2018). Additionally, the presence or absence of preferential trade agreements between Bangladesh and Finland can influence the competitiveness of imported batteries.

2.7 Political factors

The political stability of both the exporting and importing countries is a critical factor. Political instability can lead to disruptions in the supply chain, delays in customs clearance, and regulatory uncertainties (Rahman and Rashid, 2018). These factors can pose significant challenges for the importation venture. The trade policies and regulations of both Bangladesh and Finland can have a direct impact on the battery import business (Azizuddin, Shamsuzzoha & Piya 2021, 11455). Changes in trade policies, export restrictions, or the imposition of new regulations can affect the flow of goods and may require adjustments to the importation strategy.

Diplomatic relations between countries can impact trade. Positive diplomatic relations can lead to smoother trade negotiations and reduced trade barriers, while diplomatic tensions can lead to trade disruptions. The diplomatic climate between Bangladesh and Finland may influence the importation venture. Political decisions related to environmental regulations and sustainability initiatives can influence the battery import business. Both countries may enact policies promoting environmentally responsible products and practices. Rahimafrooz needs to stay abreast of such regulations to ensure compliance and competitiveness in the Finnish market.

2.8 Quality control and standards

Quality control commences at the source, where Rahimafrooz diligently conducts supplier audits and assessments. These evaluations aim to guarantee that the batteries produced in Bangladesh meet the exacting quality standards (Jha 2008). This process involves meticulously examining the supplier's manufacturing practices, product quality, and adherence to relevant regulations. Rigorous product inspections are integral to Rahimafrooz's quality control procedures. These inspections confirm that the batteries conform to the specified quality standards. This involves scrutinising factors such as battery capacity, voltage, and durability. Any deviations from the anticipated quality are addressed with prompt and precise corrective actions.

Battery products undergo comprehensive tests to ascertain their conformity with international quality and safety standards. Rahimafrooz may seek certification from relevant organizations or authorities to validate the quality and safety of its products (Maruchek, Greis, Mena & Cai 2011). Certification can encompass adherence to standards like ISO 9001 and ISO 14001, which attest to rigorous quality management and environmental responsibility. Quality control extends to encompass the packaging and labelling of battery products. A robust packaging strategy safeguards battery during transportation and storage. Additionally, clear and accurate labelling aids consumers and regulatory authorities in identifying product specifications, safety information, and compliance with environmental standards. Quality control is a perpetual and evolving process for Rahimafrooz. The company is committed to continual improvement in its quality control measures. Feedback from the market, customer reviews, and internal assessments serve as invaluable resources to refine and enhance the existing quality control processes.

2.9 International standards

The ISO 9001 standard, as developed by the International Organization for Standardization (ISO), is globally renowned as a benchmark for quality management systems. Rahimafrooz adopts ISO 9001 to ensure its quality management processes conform to rigorous international standards (Marsden & Shahtout 2013). This standard place a strong emphasis on customer satisfaction, continuous improvement, and the unwavering consistency of product quality. ISO 14001 is a pivotal international standard for environmental management systems. It spotlights the company's environmental impact and its unwavering commitment to sustainable practices. Rahimafrooz's compliance with ISO 14001 reflects its

dedication to eco-friendly manufacturing and product quality that dovetails with environmental standards. The International Electrotechnical Commission (IEC) is the authoritative body responsible for setting international standards for electrical and electronic technologies.

2.10 Significance of quality control and standards

The significance of quality control measures and adherence to international standards in the importation of batteries is multifaceted and indispensable. Consistent product quality and compliance with international standards engender trust among customers. This trust is not only a cornerstone of success but also a bulwark for Rahimafrooz's reputation in the Finnish market. Several international markets, Finland included, are characterized by stringent quality and safety standards. It is imperative to conform to these standards to gain access to these markets and effectively compete. Importing batteries not aligning with quality and safety standards can lead to legal and regulatory complications. Rahimafrooz's commitment to compliance helps avoid legal entanglements (Mitra 2016). The adherence to environmental standards like ISO 14001 and Registration, Evaluation, Authorization, and Restriction of Chemicals (REACH) reflects Rahimafrooz's dedication to environmental responsibility. Environmental standards play a pivotal role in promoting sustainable practices across industries. ISO 14001 establishes a framework for organizations to develop and implement effective environmental management systems, fostering continuous improvement and compliance with regulatory requirements (Beal 2002). On the other hand, REACH (Registration, Evaluation, Authorization, and Restriction of Chemicals) is a European Union regulation aimed at enhancing the protection of human health and the environment from the risks associated with chemicals. Both standards contribute to a global effort in ensuring responsible corporate behavior, encouraging businesses to adopt eco-friendly processes, reduce environmental impact, and safeguard the well-being of ecosystems and communities. This mirrors the expanding global emphasis on sustainability and environmental responsibility. Quality control measures and compliance with standards are practical tools for mitigating the risk of product defects, customer complaints, and potential recalls. These measures serve to protect Rahimafrooz's brand and financial interests.

3 RESEARCH METHODOLOGY

The methodology being used in this thesis is the quantitative and qualitative methods. The choice of quantitative surveys and qualitative interviews aligns with the research's objective to delve deeply into the experiences, strategies, and challenges might face by Rahimafrooz in the battery importation business. Six individuals from Rahimafrooz were selected as interviewees to provide a diverse array of viewpoints and expertise. The interview was taken by Imran Nazir. Also, a survey with a minimum of 30 responses is administered. The survey was done by Adil Oyun through Google Forms. These individuals were chosen based on their roles and involvement in various facets of the importation venture, such as supply chain management, quality control, regulatory compliance, and market expansion. At the same time we took some responses from customers; these customers are mainly university students who have car, bike or bought batteries from Rahimafrooz some time. The reason behind choosing this group is to get both idea from employee and customer view. Also, university students are familiar with this company and they know the best answers better than regular customers as they are educated.

3.1 Interview and survey structure

The interviews were conducted via Zoom meetings, a widely used video conferencing platform. Zoom offers the advantage of facilitating remote interviews, allowing for effective data collection regardless of geographical constraints. The interviews were semi-structured, allowing for open-ended questions to elicit detailed responses. The questions were designed to explore specific topics related to the importation process.

The quantitative survey structure involves structured questions designed to gather specific data on employee and customer perspectives. The survey has comprised of closed-ended questions. For Rahimafrooz employees, questions focused on internal processes, employee satisfaction, and challenges faced during the expansion. The survey was administered online to ensure convenience and timely responses. A stratified sampling approach was used to select 10 employees and 20 customers, ensuring representation from both groups to obtain a comprehensive understanding of the expansion's impact.

3.2 Sampling strategy

The sampling strategy for qualitative data collection through interviews with six individuals from Rahimafrooz company via Zoom meetings adhered to a purposive sampling approach. Purposive sampling is a methodical and selective process that involves deliberately selecting participants based on specific criteria, expertise, and relevance to the research objectives. This approach was chosen to ensure that the selected interviewees possessed the knowledge and experience to provide in-depth insights into the battery importation venture.

The criteria for selecting the survey were closely aligned with the research objectives and the aim to gain a comprehensive understanding of Rahimafrooz's importation venture. Individuals who played pivotal roles in the importation process, including supply chain management, quality control, regulatory compliance, and market expansion, were considered essential for their relevance to the research. Interviewees with significant expertise and experience in the battery importation business were prioritized. Their insights were crucial in shedding light on the complexities and challenges within this industry.

3.3 Data collection and analysis

The data collection process for the thesis research involved qualitative data and quantitative data collection which is a critical and meticulously executed research component. The data collection methods were thoughtfully chosen to align with the research objectives and the context-specific nature of the study. Qualitative data collection was selected as the most appropriate approach for several reasons. Interviews provided a platform for the interviewees to share their experiences, insights, and perspectives in an open-ended interview, which was well-suited to the research objectives. On the other side survey gives a summary of anonymous people thoughts, which helps a business to understand the market scenario. Conducting interviews via Zoom meetings was a practical and efficient choice. Zoom facilitated real-time conversations and allowed for flexibility in scheduling interviews overcoming geographical barriers.

The interview questions were carefully crafted to address the specific research objectives and to encourage interviewees to share their experiences and insights. The questions were open-ended, allowing for free expression and detailed responses. This approach ensured that the interviewees could provide

context-rich narratives essential to comprehending the complexities of the battery importation venture. These elements ensured that the data collected through Zoom interviews provided a rich and credible foundation for exploring Rahimafrooz's battery importation venture from Bangladesh to Finland. The interview process entailed audio and if consented, video recording to capture both spoken words and non-verbal cues, which can provide additional context and insights. The interviews were transcribed verbatim, preserving the interviewees' voices and expressions.

Thematic analysis is a systematic and widely used qualitative research approach that aims to identify, analyze, and report patterns or themes within the data. It offers a structured framework for making sense of the rich and diverse information gathered during the interviews. The initial step involved repeated review and immersion in the interview transcripts to become thoroughly familiar with the data (Braun & Clarke 2012). This step allowed research to gain an in-depth understanding of the interviewees' perspectives and experiences. Relevant data segments were systematically coded, signifying the first level of analysis. Codes are assigned to capture key concepts, phrases, or patterns within the interviews. These codes were often associated with specific responses or narratives from the interviewees.

The coded segments are then grouped and organized into preliminary themes. This process entailed recognizing recurring patterns or topics that emerged across the interviews. Themes represented the broader concepts or subjects that the data addressed. Themes are systematically reviewed and refined through constant comparison (Clarke & Braun 2019). This involved comparing and contrasting themes to ensure that they were coherent and accurately reflected the content of the interviews. Each theme is given a clear and meaningful name that encapsulates its essence.

3.4 Ethical considerations

Ethical considerations were rigorously upheld throughout the research process. Informed consent was obtained from all the personnel undertaking interview and the survey, clarifying the purpose of the interviews and survey. Anonymity and confidentiality were assured to protect the participants' identities. Before conducting the interviews and survey all participants were provided detailed information about the research, its objectives, and the interview and survey process. They were allowed to ask questions and clarify concerns before voluntarily agreeing to participate. The consent process was documented to provide a transparent record of participants' willingness to be part of the research. Protecting the confidentiality of the interviewees and survey were paramount ethical consideration. Each participant was assured that their responses would remain anonymous and that their identities would not be disclosed

in any publications or reports. Additionally, any potentially sensitive information shared during the process was handled carefully to prevent inadvertent exposure.

Ethical conduct emphasized respect for the autonomy of the personnel response. They could participate or withdraw from it without facing consequences or pressure. This respect for their autonomy contributed to a positive and trusting research environment. Every effort was made to minimize harm and discomfort to the person. The process was conducted professionally and respectfully, and participants were not subjected to undue stress or emotional burden during the process. The research process was conducted with transparency and honesty. Both the personnel undertaking the survey and interview knew the research's purpose, potential risks, and benefits. The findings and outcomes were communicated honestly and accurately, and any conflicts of interest were disclosed.

3.5 Validity and reliability

The concepts of validity and reliability are of utmost importance in research involving interviews qualitative and survey quantitative data collection through for the thesis research. The principles ensure the accuracy, consistency, and trustworthiness of the research findings. Internal validity pertains to the degree to which the research accurately reflects the phenomena under investigation. To enhance internal validity, the interview and survey questions were carefully designed to address specific research objectives and explore the importation venture comprehensively (Kimberlin & Winterstein 2008, 2276). The interview and survey process were structured and followed a consistent protocol, ensuring that each interviewee was asked similar questions. This practice helped verify and validate the findings, reducing the risk of bias or error.

3.6 Study limitations

The research involving qualitative interviews and quantitative survey data collection through exhibited certain limitations that need to be acknowledged. These limitations, while not undermining the quality of the research, are essential to understanding the scope and generalizability of the findings (Theofanidis & Fountouki 2018, 155). The research's primary limitation is its focus on a single case study – Rahimafrooz. This limits the generalizability of the findings to a broader context. While the insights

gained are valuable for understanding this case, they may not directly apply to other battery importation ventures or industries.

The sample size of six individuals from a single organization, while purposefully selected for their expertise, represents a small and specific group. This may introduce potential bias and limit the diversity of perspectives that could be obtained from a larger, more varied sample. As the battery importation business is subject to dynamic changes, the research may not capture the evolution of the venture over time. The interviewees may have been inclined to present their actions and decisions in a favourable light, potentially leading to social desirability bias. This could affect the accuracy of the data provided (Shipman 2014). It is important to acknowledge certain limitations in this qualitative interview-based research methodology. The findings are contingent on the perspectives and experiences of the selected interviewees and may not represent the entirety of Rahimafrooz's operations. Additionally, while efforts were made to ensure a diverse range of interviewees, the sample size is relatively small, which may impact the generalizability of the findings to a broader context. By exploring Finnish consumer preferences and behaviours, the research topic acknowledges the importance of adapting products and strategies to the specific needs of the local market. (Wills, Samli & Jacobs 1991.)

4 RESULT OF COLLECTED DATA

The chapter discusses the analysis conducted throughout the research process on the primary data collected where Zoom interviews and surveys were administered to Rahimafrooz representatives.

4.1 Demographic distribution

The demographic distribution of Rahimafrooz's market expansion to Finland reveals a notable gender disparity. The survey results indicate that 65.6% of respondents are male, while 34.4% are female as demonstrated in figure 1. Understanding the demographic composition is crucial for Rahimafrooz as it embarks on expanding its market area to Finland. Varied age and gender demographics influence consumer preferences, behaviors, and market dynamics. The higher representation of males suggests specific patterns in purchasing behavior or industry engagement that Rahimafrooz needs to consider in its market expansion strategy.

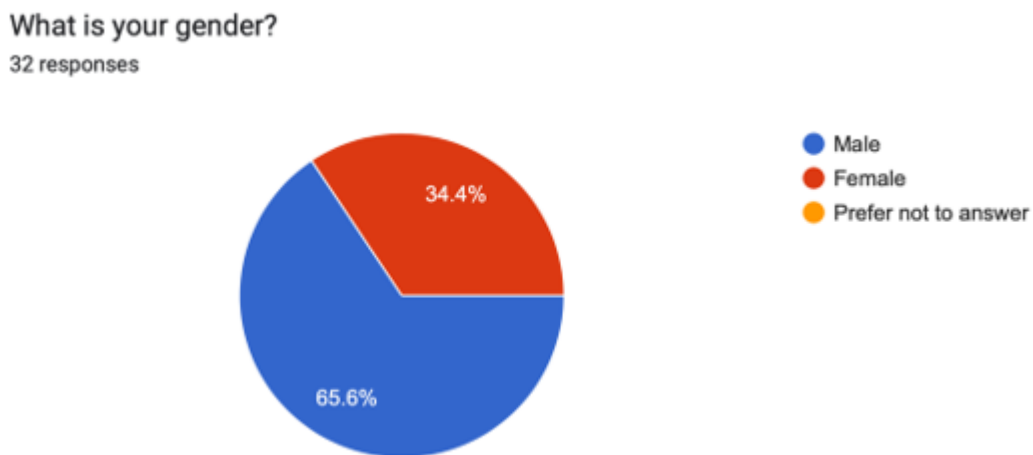


FIGURE 1. Demographic distribution-gender

The survey results on age demographics for individuals participating in the study on Rahimafrooz's expansion to Finland reveal a concentrated distribution among younger age groups. A significant 65.5% fall within the 18-24 age bracket, and an additional 31.3% are in the 25-34 age range as presented in figure 2 below.

What is your age?

32 responses

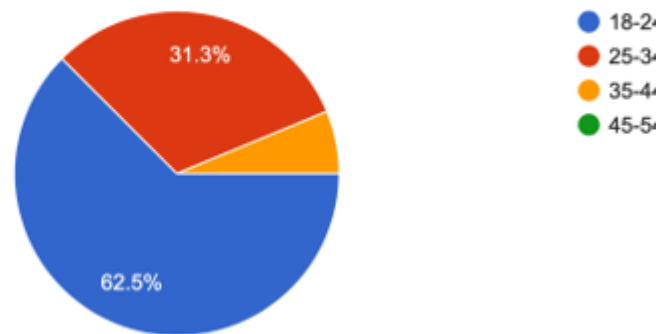


FIGURE 2. Demographic distribution-age

For Rahimafrooz, this outcome presents both opportunities and considerations. Younger consumers often seek innovative and sustainable products, value digital engagement, and are socially conscious. Rahimafrooz can leverage this insight to position its battery products as technologically advanced and environmentally friendly. Additionally, marketing campaigns emphasizing digital channels and social responsibility may effectively connect with this demographic.

4.2 Successful international partnerships of Rahimafrooz's

The survey findings regarding the aspect of Rahimafrooz's operations that most contributes to successful international partnerships provide valuable insights into the perceived strengths of the company in the context of expanding its market area to Finland. The results indicate that respondents attribute successful international partnerships with Rahimafrooz to various operational aspects. Most respondents, at 43.8%, highlight product quality as the key contributor to successful international partnerships. This underscores the significance of delivering high-quality battery products that meet or exceed industry standards. Rahimafrooz's commitment to product excellence resonates with the respondents, suggesting that the reputation for reliable and durable batteries contributes significantly to the success of international collaborations.

A substantial portion of respondents, at 34.4%, identify strong customer support as a critical factor in successful international partnerships. This emphasizes the importance of responsive and efficient customer service in building positive relationships with international partners. While a smaller percentage

highlights efficient logistics (12.5%) as a contributing factor, it remains a notable aspect. Efficient logistics are essential in international trade to ensure timely and reliable delivery of products. Rahimafrooz should assess and optimize its logistics processes, addressing potential bottlenecks and streamlining operations to enhance efficiency. Transparent communication regarding delivery timelines and logistics capabilities can further strengthen the company's position in the eyes of its international partners.

A minority of the respondents, at 9.4%, point to competitive pricing contributing to successful international partnerships as shown in figure 3. While not the primary focus, this insight suggests that, to some extent, the cost-effectiveness of Rahimafrooz's offerings plays a role in building successful collaborations. Rahimafrooz should strategically balance pricing to remain competitive while ensuring that the perceived value of its high-quality products justifies the cost. Transparent communication about the factors influencing pricing can enhance partner understanding and satisfaction.

In your opinion, what aspect of Rahimafrooz's operations most contributes to successful international partnerships?

32 responses

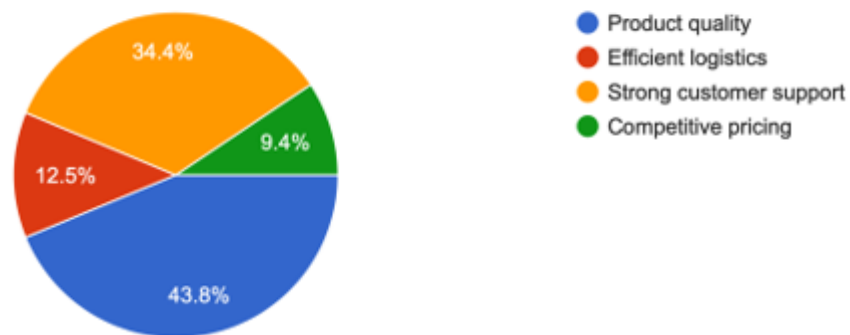


FIGURE 3. Successful international partnerships of Rahimafrooz's

4.3 Technological adaption

The response to the adoption of technology in the company by two of the employees stated,

Our company has successfully embraced technological advancements in battery manufacturing, streamlining production processes and enhancing efficiency. The company employees highlight Rahimafrooz's proactive stance toward technological adaptation, emphasising its positive impact on manufacturing processes and overall efficiency.

This company recognises the importance of technology in remaining competitive and meeting market demands. Incorporating advanced tracking and monitoring systems has significantly improved our logistics operations. Real-time data enables better decision-making and timely delivery. The interviewee underscores the benefits of technological integration in logistics. The advanced tracking and monitoring systems indicate a commitment to leveraging technology for improved decision-making and enhanced operational performance. The user-friendly digital interfaces provided by Rahimafrooz for battery purchases have made the buying process convenient. This technological adaptation enhances the overall customer experience.

Technological adaptation in the battery industry plays a crucial role in the global market, influencing not only the production processes within a specific region but also shaping international trade dynamics (Malhotra, Zhang, Beuse & Schmidt 2021). This discussion delves into the nuanced aspects of technology transfer and adaptation within the battery industry, focusing on the case study of Rahimafrooz's efforts to import batteries from Bangladesh to Finland.

Technology transfer and adaptation are integral components of the battery industry's evolution, facilitating the movement of knowledge and expertise across borders. As countries aim to enhance their industrial capabilities, the importation of technology becomes a key strategy (Gong & Hansen 2023). Technological adaptation involves not only the physical transfer of batteries but also the assimilation of advanced manufacturing processes and innovations. This intricate process is essential for maintaining competitiveness and meeting the stringent quality standards of the Finnish market.

Innovation in battery technology is a driving force behind the need for continuous adaptation. The battery industry is undergoing a paradigm shift with the development of more efficient, sustainable, and environmentally friendly technologies (Gong & Hansen 2023). Adopting lithium-ion batteries, for example, represents a significant innovation in the field, providing higher energy density and longer lifespan. Rahimafrooz's import process into Finland must align with these innovations to meet the demands of a market increasingly focused on eco-friendly and high-performance battery solutions. The impact of technological adaptation on the import process is multi-faceted. It influences the regulatory compliance requirements for imported batteries.

4.4 Quality control standards in international trade practices and customs regulations

The survey subjected to customers shows that most respondents (46.9%) believe that the research findings suggest that Rahimafrooz has extensively addressed or considered international trade practices and customs regulations in the context of expanding its market area to Finland. This could imply that the company has a robust understanding and implementation of practices that align with international trade norms and regulations.

Nearly half of the respondents (43.9%) feel that Rahimafrooz's approach to international trade practices and customs regulations in the case study is adequate. While not as strong a sentiment as "extensively," this suggests a generally positive perception that the company has taken sufficient measures to navigate the complexities of international trade in the Finnish market. A smaller percentage of respondents (9.4%) believe Rahimafrooz's consideration of international trade practices and customs regulations in the case study is minimal as presented in figure 4. This minority view suggests that there may be some concerns or gaps in how the company is addressing these aspects in the context of expanding into the Finnish market. Further investigation might be needed to understand the specific areas of concern or improvement.

To what extent are Rahimafrooz employees trained on international trade practices and customs regulations?

32 responses

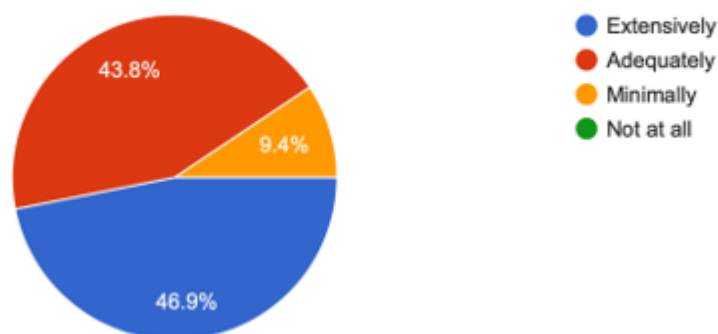


FIGURE 4. Quality control standards in international trade practices and customs regulations

In response to international quality standards, interviewee 2 of Rahimafrooz stated,

ensuring compliance with international quality standards is a top priority for our company. Our stringent quality control processes, from raw material inspection to final product testing, guarantee that our batteries meet and exceed global benchmarks.

This aspect shows the commitment to meeting international quality standards (Erriquez, Schafer, Schwedhelm & Wu 2020). The emphasis on stringent quality control processes throughout the production cycle suggests a meticulous approach to ensuring that the batteries adhere to the highest global benchmarks. This commitment not only addresses the immediate requirements for exporting to Finland but also positions Rahimafrooz as a company dedicated to maintaining excellence in product quality on a broader international scale.

Interviewee 3 stated,

Rahimafrooz has consistently demonstrated adherence to international quality regulations. The proactive engagement in obtaining necessary certifications and conducting regular audits aligns with our stringent quality expectations.

These responses reflect a positive perception of Rahimafrooz's efforts to comply with Finnish and European quality regulations (Enriquez et al. 2020). The mention of proactive engagement in obtaining certifications and conducting regular audits suggests that Rahimafrooz takes a proactive stance in aligning with the specific quality expectations of the Finnish market. This addresses regulatory requirements and fosters trust, indicating that Rahimafrooz is invested in upholding high-quality standards that resonate with the local regulatory environment.

In analysing these responses, it becomes evident that Rahimafrooz places a paramount emphasis on meeting and exceeding international quality standards. Interviewee 2 statement emphasises the company's robust internal processes, indicating a commitment to quality that spans the entire production chain. This commitment goes beyond mere compliance, positioning Rahimafrooz as a proactive leader in adhering to global benchmarks.

4.5 Market analysis

The response by interviewee 1 stated,

our market analysis in Finland revealed a strong demand for eco-friendly batteries with advanced technology. These preferences will adapt our products and marketing strategies to align with Finnish consumer expectations, ensuring that Rahimafrooz remains a preferred choice in the competitive battery market in Finland.

The market analysis of batteries in Finland reveals a promising landscape with increasing demand and evolving market trends. As part of the findings, a comprehensive examination of the Finnish battery market provides valuable insights. The demand for batteries in Finland has been on a steady rise, primarily driven by the growing adoption of electric vehicles renewable energy systems, and an increasing reliance on portable electronic devices. Finally, known for its commitment to environmental sustainability, it has witnessed a surge in the popularity of electric vehicles, leading to a higher demand for advanced and efficient battery technologies. Rahimafrooz brings a unique proposition, offering a range of batteries that cater to various applications, from automotive to industrial and consumer electronics. Their presence introduces a new dimension to the competition, potentially disrupting the market and providing consumers with additional choices.

4.6 Positive outcomes of exporting batteries to Finland

The survey results from the employees are notable 46.9% of participants rated the internal communication as "Excellent," indicating high satisfaction. An additional 43.8% rated it as "Good," reflecting a substantial majority expressing contentment with the company's communication practices. The minimal percentages in the "Fair" and "Poor" categories, at 9.4% and 2%, respectively, as shown in figure 5, suggest that a relatively small portion of respondents viewed Rahimafrooz's internal communication in a less favourable light. This positive sentiment is encouraging, indicating that the company has effectively conveyed its international clients and business strategies internally.

The positive perception is crucial for Rahimafrooz's success. Effective internal communication is vital for coordinating cross-border operations, ensuring all stakeholders understand and align with the company's strategies. The favourable ratings imply a strong foundation for collaboration and strategic implementation, fostering a conducive environment for successful international business endeavours. The response from Rahimafrooz employees reveals several key success stories and positive outcomes stemming from the company's involvement in exporting batteries to Finland. Establishing long-term partnerships with Finnish distributors suggests that Rahimafrooz has built lasting relationships, emphasising the importance of trust and reliability in international business.

Maintaining consistent quality aligns with the company's emphasis on international standards, contributing to customer satisfaction and a strengthened brand presence. The successful navigation of logisti-

cal challenges and adherence to regulatory requirements reflect the company's adeptness in overcoming operational hurdles. Finland's success is highlighted through strategic pricing and a robust financial strategy, demonstrating Rahimafrooz's ability to navigate economic uncertainties. The positive feedback from Finnish customers not only signifies market acceptance but also underscores the importance of customer-centric approaches. (Adolfsson-Tallqvist et al. 2019.)

How would you rate Rahimafrooz's internal communication regarding international clients and business strategies?

32 responses

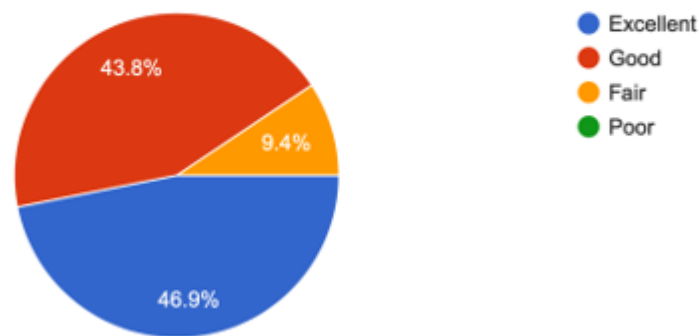


FIGURE 5. Outcomes of communication

4.7 International standards for battery manufacturing

The survey results on Rahimafrooz's compliance with international standards for battery manufacturing offer a nuanced perspective. The distribution of responses across the scale indicates a range of perceptions among the respondents. 6.3% of participants rated Rahimafrooz with a score of 2, signalling a minority who believe there is significant room for improvement in meeting international manufacturing standards. This segment of respondents could provide valuable insights into specific areas or processes where enhancements are needed. Rahimafrooz should pay attention to their feedback to identify potential gaps in compliance and take corrective actions.

A more significant portion, 34.4%, rated Rahimafrooz between 1 and 3 on the scale, indicating a notable fraction of respondents who perceive room for improvement but also suggesting that a substantial number view the company's compliance as satisfactory. This mid-range response highlights the importance of addressing identified shortcomings to bridge the gap and move towards a more unanimous positive perception.

Conversely, 28.1% rated Rahimafrooz with a score of 4, indicating a substantial number of respondents who perceive the company's compliance as high but imperfect. This group likely acknowledges Rahimafrooz's efforts in adhering to international standards but suggests room for fine-tuning and optimization. 25% of respondents rated Rahimafrooz with the highest score of 5, expressing a strong belief that the company excels in complying with international manufacturing standards as demonstrated in figure 6. This is a positive indicator, suggesting that a quarter of the participants are confident in Rahimafrooz's commitment to quality and adherence to global benchmarks.

On a scale of 1 to 5, how well do you believe Rahimafrooz complies with international standards for battery manufacturing?

32 responses

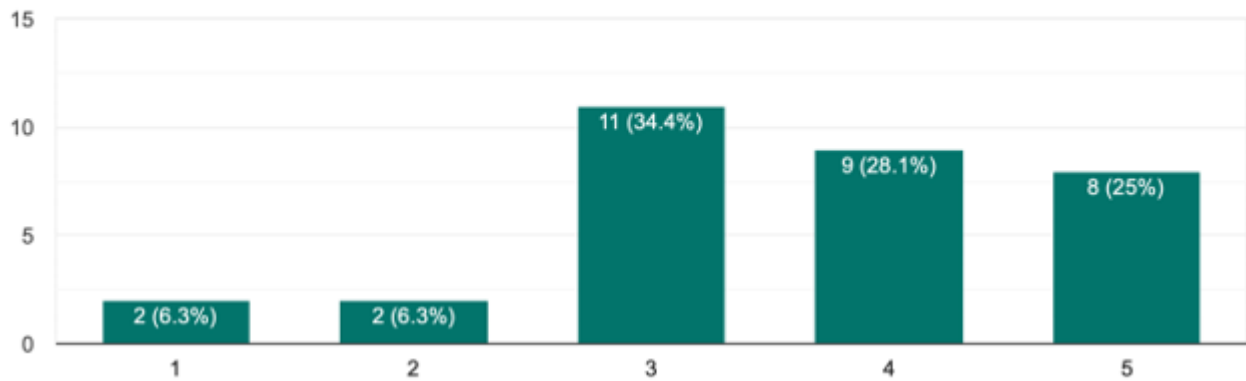


FIGURE 6. International standards for battery manufacturing

4.8 Collaboration between departments in Rahimafrooz

The survey results on the level of collaboration between different departments within Rahimafrooz in the context of international business showcase a commendable degree of teamwork and synergy.

68.8% of respondents perceive the collaboration as "Highly collaborative," indicating a strong alignment and coordination among various departments. This result indicates a positive organizational culture where information flows seamlessly, fostering collective efforts toward shared international business objectives.

The 18.8% of the respondents who view the collaboration as "Somewhat collaborative" suggest that there might be areas for improvement. While the majority recognizes a high level of cooperation, this segment implies that there could be opportunities to enhance communication or streamline processes to strengthen interdepartmental collaboration further. Identifying specific pain points and addressing

them could contribute to even more effective cross-functional collaboration. A minority, 12.5%, perceives "Limited collaboration" between departments as shown in figure 7. This finding is significant, emphasizing the importance of examining potential barriers to collaboration and implementing strategies to overcome them. Barriers may include siloed communication, lack of shared goals, or insufficient cross-functional initiatives. Addressing these issues will be crucial for Rahimafrooz to capitalize fully on the benefits of collaborative efforts in international business.

How would you rate the level of collaboration between different departments within Rahimafrooz in the context of international business?

32 responses

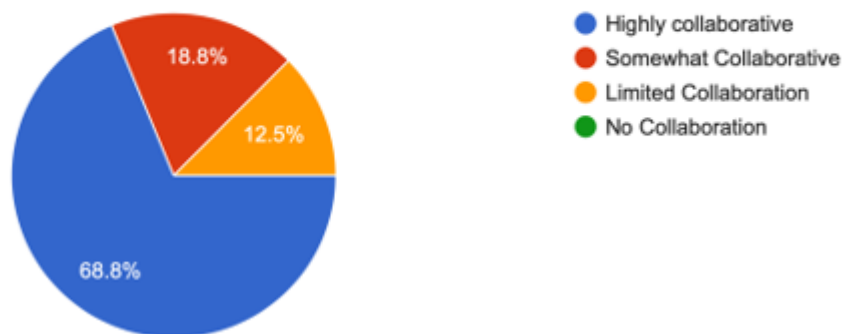


FIGURE 7. Collaboration between departments in Rahimafrooz

4.9 Consumer preference

Interviewee 4 response stated,

the reference for technologically advanced batteries with longer lifespans, leading us to invest in research and development to enhance our product offerings.

The survey response reflects a strategic and responsive approach to market dynamics in Finland, acknowledging a solid inclination towards eco-friendly and sustainable products, indicating the company's commitment to aligning with environmental values, a critical aspect of contemporary consumer behaviour (Ayerbe, Berecibar, Clark, Franco & Ruhland 2022). The decision to prioritise green initiatives in battery manufacturing underlines Rahimafrooz's responsiveness to societal and environmental concerns, positioning them as a forward-thinking and conscientious player in the market.

The survey's revelation of a preference for technologically advanced batteries aligns with the modern consumer's demand for high-performance products. Rahimafrooz's decision to invest in research and development underscores the company's dedication to innovation and staying at the forefront of battery technology. This strategic move meets current consumer preferences and positions Rahimafrooz for

future market trends (Asif & Singh 2017). The emphasis on transparent and informative product labeling based on the survey results reflects Rahimafrooz's commitment to transparency and meeting consumer expectations for clear and honest communication. By revamping packaging strategies, the company aims to build trust and ensure consumers can access essential information when purchasing.

The shift in marketing campaigns to highlight the reliability and longevity of batteries is a direct response to consumer feedback. By igniting marketing messages with consumer priorities, Rahimafrooz creates a strong brand narrative that resonates with the target audience in Finland. Recognizing a growing interest in online purchasing channels indicates Rahimafrooz's adaptability to evolving consumer habits. The decision to enhance e-commerce platforms demonstrates a commitment to providing convenient and accessible avenues for consumers to engage with and purchase Rahimafrooz products.

4.10 Environmental impact

The survey outcomes on prioritising environmentally sustainable practices in selecting battery suppliers reveal a significant preference divergence among respondents. A predominant 15.6% indicated that environmentally sustainable practices are "Not a priority at all" in their selection criteria. This suggests that, for the minority, factors such as cost, reliability, and product performance may take precedence over environmental considerations in the context of battery supplier selection.

Conversely, 84.4% expressed that environmentally sustainable practices are of an "Extremely high priority" as shown in figure 8. This majority segment significantly emphasises the environmental impact of battery manufacturing and supply chain practices. This result highlights a growing awareness and commitment to sustainability within a portion of the respondent base.

For Rahimafrooz, these findings signify the importance of recognizing the evolving landscape of consumer preferences. While the majority may not currently prioritize environmental sustainability, the upward trend in awareness suggests that sustainability considerations could become more significant in the future. Rahimafrooz must monitor this trend, align its practices with sustainable principles, and communicate these efforts to meet the changing expectations of environmentally conscious customers.

The concise response from Rahimafrooz customers highlights a positive sentiment towards the company's commitment to eco-friendly practices. This aspect suggests a strong endorsement of Rahimafrooz's efforts, indicating that customers perceive the company as going above and beyond in their sustainability initiatives. The mention of alignment with personal values signifies a meaningful connection between the brand's values and those of the surveyed customers.

To what extent do you prioritize environmentally sustainable practices in the selection of battery suppliers?
32 responses

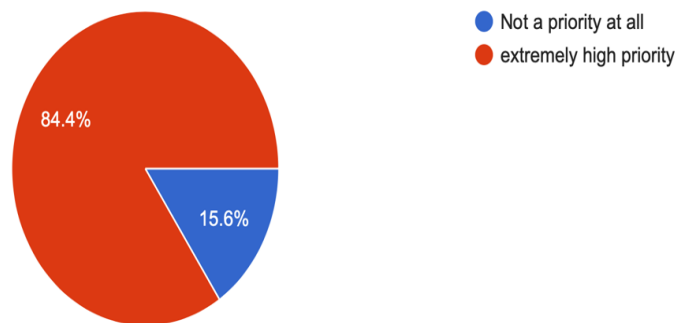


FIGURE 8. Outcomes on prioritising environmentally sustainable practices

4.11 Customer satisfaction

The survey results on customer satisfaction with Rahimafrooz's responsiveness regarding international battery orders reflect a predominantly positive sentiment. A significant 87.5% of respondents fall within the "Very satisfied" and "Satisfied" categories, with 40.6% expressing being "Very satisfied" and 46.9% indicating they are "Satisfied" as presented in figure 9. This robust satisfaction level indicates that most customers are content with the responsiveness of Rahimafrooz's customer service representatives, highlighting the effectiveness of the company's customer service strategies.

The 12.5% of respondents who feel "Neutral" may represent a segment that has not encountered significant issues but has not experienced standout service. For Rahimafrooz, this group presents an opportunity for proactive engagement to identify potential areas for improvement or to convert neutral sentiments into positive ones through enhanced customer interactions. A minimal 1% expressing dissatisfaction suggests that Rahimafrooz has successfully maintained a high standard of service, but even a

small dissatisfied fraction warrants attention. Investigating their dissatisfaction and implementing corrective measures can help prevent any negative experiences from escalating and protect the overall positive perception of Rahimafrooz's customer service.

Customers associate Rahimafrooz batteries with consistent and trustworthy functionality. Reliability is a crucial factor in the battery industry, and the positive perception of Rahimafrooz in this regard contributes to overall customer satisfaction. The transparency in Rahimafrooz's open and honest communication about their products is valued by customers. Positive reviews, mentioned as influencing factors, indicate that word-of-mouth and the experiences of others play a role in customer decision-making (Martin 2014). The response from Rahimafrooz customers in the survey highlights an intensely positive sentiment regarding the overall business relationship with the company, transcending mere product quality. The phrase "extremely satisfied" denotes contentment beyond meeting basic expectations, suggesting that customers have experienced a superior and fulfilling engagement with Rahimafrooz. The service serves as a crucial testament to the pivotal role of service excellence in shaping the overall business relationship (Martin 2014). The customers perceive Rahimafrooz's service as standing out significantly, offering support and engagement that surpasses conventional standards.

How satisfied are you with the responsiveness of Rahimafrooz customer service representatives regarding your international battery orders?

32 responses

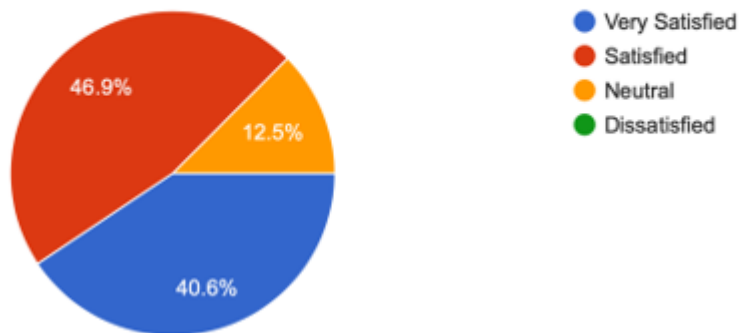


FIGURE 9. Customer satisfaction

4.12 Supply chain management in exporting batteries to Finland

Ten of the respondents reveal that Rahimafrooz employs a meticulous system, ensuring efficiency, reliability, and customer satisfaction throughout the export process. One key aspect of Rahimafrooz's supply chain management is the emphasis on transparency. The company recognises the critical role of

visibility in building trust with customers. Twenty responses from the customers highlighted the transparency which is achieved through advanced tracking and monitoring systems that provide real-time information about the shipment's progress. This not only enables Rahimafrooz to keep customers informed but also contributes to the overall reliability of the supply chain. Customers can track their shipments, and this transparency fosters confidence in the company's ability to meet delivery timelines.

Proactive communication emerges as another crucial element in Rahimafrooz's supply chain strategy. Recognising the potential challenges inherent in international logistics, the company adopts a proactive approach by communicating openly with customers about potential disruptions and implementing contingency plans. This communication demonstrates a commitment to customer service and showcases Rahimafrooz's readiness to address unforeseen circumstances. By keeping customers informed and involved in the process, Rahimafrooz establishes a partnership-oriented supply chain that prioritises collaboration and responsiveness.

According to the response it's clear that Rahimafrooz is really dedicated to make sure that they're supply chain works smoothly. Their contingency plans demonstrate their commitment to maintaining a robust supply chain even in the face of adversity. This strategic preparedness is crucial for international trade, where various factors such as customs procedures, regulatory changes, or unforeseen events can impact the smooth flow of goods. Rahimafrooz's dedication to maintaining a seamless supply chain contributes not only to the reliability of its services but also to the satisfaction of its customers, who rely on a consistent and efficient supply of batteries.

Regarding logistical considerations, Rahimafrooz's approach encompasses a thorough understanding of international trade regulations and compliance requirements. The company recognises the challenges in navigating customs and compliance, emphasising the need for constant monitoring and adaptation to logistical scenarios (Olivetti, Ceder, Gaustad & Fu 2017). This indicates a proactive stance towards regulatory adherence, ensuring all necessary documentation and approvals are secured for smooth exports to Finland. The commitment to meet Finnish regulations reflects Rahimafrooz's dedication to aligning with international standards, which is crucial for sustained success in foreign markets.

4.13 Recommendations of Rahimafrooz as a battery supplier to other business engaged in international trade

The survey results on the likelihood of recommending Rahimafrooz as a battery supplier to other businesses engaged in international trade reveal a robust positive sentiment among respondents. With 46.9% indicating they are "Highly likely" to recommend and 53.1% expressing that they are "Likely" to recommend Rahimafrooz, the combined 99% endorsement reflects a high level of satisfaction and confidence in the company's products and services as presented in figure 10 below. The "Highly likely" category signifies a substantial portion of respondents who not only appreciate Rahimafrooz's offerings but are enthusiastic advocates willing to endorse the company to their industry peers. This level of endorsement is particularly valuable in international trade, where trust and reliability are paramount considerations in supplier relationships.

The "Likely" category further reinforces the positive sentiment, capturing a majority of respondents who, while not as emphatic as the "Highly likely" group, still express a strong inclination to recommend Rahimafrooz. This broad level of positive feedback suggests a consistently positive experience across a diverse set of respondents engaged in international trade. Several factors contribute to such high recommendations. First and foremost is the perceived quality of Rahimafrooz's batteries. Whether in terms of performance, durability, or reliability, the positive reviews likely indicate that Rahimafrooz consistently delivers a product that meets or exceeds the expectations of businesses engaged in international trade. This is crucial, especially in industries where the reliability of batteries is mission critical.

Customer service also emerges as a significant contributing factor. The likelihood of recommending Rahimafrooz is not just about the products; it reflects positively on the overall customer experience. Responsive and efficient customer service, effective communication, and the ability to address concerns promptly contribute to customer satisfaction. This positive experience extends beyond the tangible product, influencing the willingness of businesses to endorse Rahimafrooz to others.

Additionally, the likelihood to recommend suggests that Rahimafrooz is not just viewed as a transactional supplier but as a strategic partner in international trade. Businesses are more likely to recommend a supplier with whom they have built a relationship, received consistent support, and experienced a collaborative approach to addressing challenges that may arise in the complex landscape of international trade.

How likely are you to recommend Rahimafrooz as a battery supplier to other businesses engaged in international trade?

32 responses

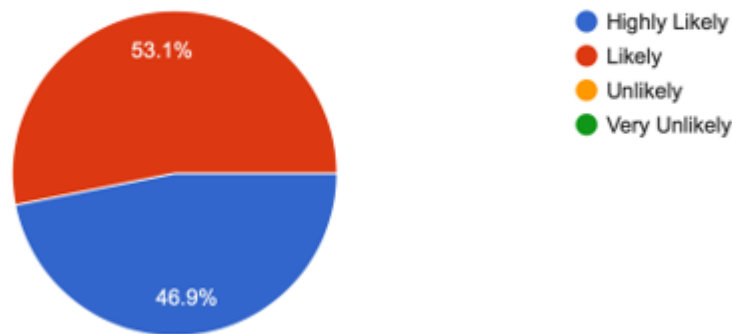


FIGURE 10. Recommendations to Rahimafrooz as a battery supplier to other business engaged in international trade

4.14 Influences of the decision to choose Rahimafrooz as a battery supplier for international imports

The survey results, with 71.9% of respondents indicating that product quality most influenced their decision to choose Rahimafrooz as a battery supplier for international imports, underscore the paramount importance of quality in the decision-making process. Additionally, 21.9% selecting competitive pricing as a significant factor suggests that while quality is the primary driver, pricing considerations also play a substantial role in the decision-making process as shown in figure 11 below.

What factor most influences your decision to choose Rahimafrooz as your battery supplier for international imports?

32 responses

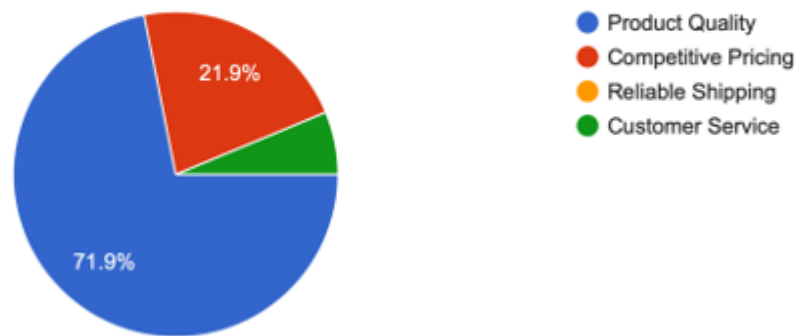


FIGURE 11. Influences of the decision to choose Rahimafrooz as a battery supplier for international imports

The overwhelming majority prioritizing product quality aligns with contemporary market trends where businesses, especially those engaged in international trade, place a premium on reliability and performance. For Rahimafrooz, this result is a testament to the perceived excellence of its battery products. The emphasis on quality suggests that respondents value batteries that meet and exceed industry standards, ensuring longevity, durability, and consistent performance. This preference for quality is crucial in sectors where battery reliability is mission-critical, such as automotive, telecommunications, and energy storage.

To capitalize on this strong emphasis on quality, Rahimafrooz should continue to invest in research and development, quality assurance processes, and certifications that validate the superior performance of its batteries. Leveraging customer testimonials and case studies highlighting the real-world impact of Rahimafrooz batteries can further reinforce the company's reputation for delivering high-quality products. While quality is the primary factor, the notable percentage (21.9%) selecting competitive pricing emphasizes the significance of cost considerations in the decision-making process. This group of respondents acknowledges that, even with a focus on quality, the economic aspect of the procurement process remains influential.

For Rahimafrooz, this insight suggests that while maintaining a commitment to product excellence, strategic pricing initiatives can enhance the company's competitive edge. This could involve optimizing production processes, negotiating favourable supplier agreements, or implementing cost-efficient

distribution strategies. Transparent communication about the value proposition offered by Rahi-mafrooz, balancing quality with competitive pricing, can resonate well with businesses seeking cost-effective yet reliable battery solutions where 56% responded that the communication is transparent as shown in figure 12.

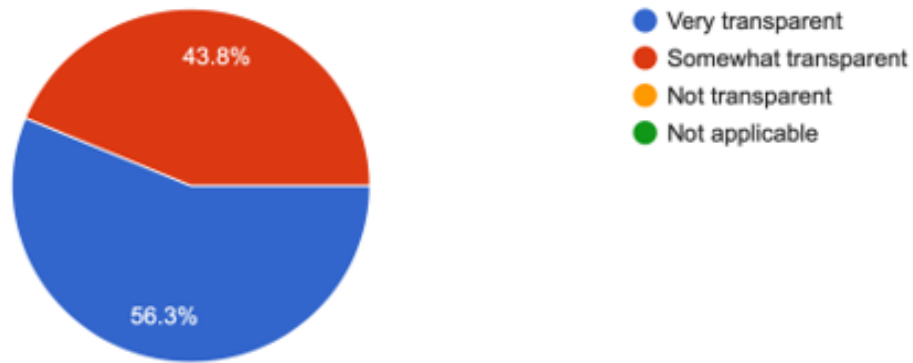


FIGURE 12. Communicating information about the products

5 DISCUSSION

After analyzing the interview results of the 6 participants from Rahimafrooz and 20 customers via survey and 10 customers from Rahimafrooz, they demonstrated the ability of Rahimafrooz to successfully adapt to new technologies is a critical factor in the company's success in supplying batteries to Finland. To satisfy the stringent requirements placed on effectiveness and dependability by the Finnish market, cutting-edge technology is required. By consistently investing in research and development, Rahimafrooz has shown a deep comprehension of this demand. Because of the company's dedication to technological innovation, it can provide batteries that are commensurate with the advanced technological landscape of Finland. Incorporating cutting-edge technology into Rahimafrooz batteries helps to ensure that these products continue to satisfy the ever-evolving requirements of the Finnish market. This, in turn, contributes to the generally favourable reception that their products receive.

Considering this, Rahimafrooz has taken the necessary precautions to install stringent quality control methods to guarantee that their products are of the highest possible standard. The case study emphasises the company's commitment to providing high-quality batteries by highlighting the company's adherence to international standards such as ISO certification (Corbett & Kirsch 2001). This commitment to quality control not only helps Rahimafrooz to fulfil the demanding standards of the Finnish market but it also develops a strong reputation for reliability, which fosters trust among consumers and partners alike. The Finnish market has stringent requirements, and Rahimafrooz can meet those needs because of its dedication to quality control.

A thorough examination of the market in Finland, including the preferences of consumers, legislative frameworks, and the competitive landscapes of existing businesses, is included in the strategy that the company employs. Rahimafrooz has obtained a competitive advantage by tailoring its products to fulfil specific demands since the company has a thorough understanding of the unique dynamics that govern the battery industry in Finland (Adolfsson-Tallqvist et al. 2019). This strategic market study has proven to be quite helpful in assisting the company in successfully navigating the difficulties of international trade and establishing a solid presence in Finland.

The company's strategic investments in technological adaptation and quality control have translated into increased market share and customer satisfaction. The case study highlights the positive feedback from Finnish consumers, indicating the successful integration of Rahimafrooz batteries into the local market. Additionally, the export venture has opened new avenues for collaboration and partnerships,

strengthening Rahimafrooz's position as a reliable player in the global battery industry (Heya 2017). The export of batteries from Bangladesh to Finland presents a complex interplay of several crucial themes, including consumer preferences, environmental impact, customer satisfaction, and supply chain management. A comprehensive understanding of these themes is imperative for businesses engaged in cross-border trade, as they significantly influence the success and sustainability of such ventures.

Finland is renowned for its technologically adept and environmentally sensitive customer demographic, prioritising sustainable and superior merchandise. In order to successfully export batteries to Finland, Rahimafrooz must ensure that its product offers are in line with the preferences of the Finnish market. The case study underscores the importance of conducting market research in order to ascertain precise client expectations, hence enabling the company to customise its products accordingly. Integrating attributes such as extended battery life, rapid charging capabilities, and utilising environmentally sustainable materials can augment the attractiveness of Rahimafrooz batteries within the Finnish market.

The nation prioritises the implementation of environmentally conscious practices and the utilisation of sustainable goods. When engaging in the exportation of batteries, Rahimafrooz must consider the environmental impact associated with its products. It emphasises the significance of including environmentally friendly technologies in battery production and disposal procedures (Yao, Zeng, Qi & Li 2020). Certifications, such as ISO 14001 for environmental management, have the potential to augment the reputation of a company and attract environmentally sensitive consumers. By placing a strong emphasis on the dedication to sustainability, Rahimafrooz may effectively address and alleviate possible issues associated with environmental concerns within the Finnish market.

The case study underscores the significance of after-sales services, warranty policies, and responsiveness to customer feedback. Rahimafrooz needs to establish a robust customer support system in Finland to address any issues promptly and enhance customer satisfaction. Building a positive reputation for customer service is crucial for long-term success and customer retention, especially in a competitive market like Finland. Ensuring a streamlined and efficient supply chain is essential for timely deliveries and meeting market demands. Rahimafrooz must collaborate with reliable logistics partners, adhere to international shipping regulations, and optimise inventory management to avoid stockouts or excess inventory. The study emphasised the need for a flexible and responsive supply chain to adapt to fluctuations in demand and unforeseen challenges, such as customs procedures.

The process of exporting batteries from Bangladesh to Finland, as illustrated by the case study of Rahimafrooz, encompasses various dimensions that necessitate meticulous attention to consumer preferences, environmental consequences, customer satisfaction, and supply chain management. Rahimafrooz can enhance its prospects in the very competitive Finnish market by strategically aligning its product offerings with the interests of Finnish consumers, implementing environmentally sustainable practises, placing utmost importance on customer happiness, and optimising its supply chain operations. This discourse highlights the significance of adopting a comprehensive perspective in international business, whereby comprehending, and tackling these themes are imperative for long-term expansion and establishment in the market.

6 SUMMARY AND CONCLUSION

In summary the study delves into the dynamics of importing batteries from Bangladesh to Finland, a prominent player in the battery industry. The investigation commences with exploring the global battery market, emphasising the increasing demand for sustainable energy solutions and the pivotal role batteries play in meeting this demand. The study sheds light on the specific challenges and opportunities in importing batteries, considering economic, regulatory, and logistical factors. The finding offers a comprehensive analysis of the company's market positioning, manufacturing processes, and strategic initiatives. As a leading battery manufacturer in Bangladesh, Rahimafrooz's journey into the Finnish market unfolds as a strategic response to the growing global need for reliable and eco-friendly energy storage solutions. The findings examine Rahimafrooz's market entry strategies, highlighting the company's adaptation to the Finnish regulatory environment, cultural nuances, and consumer preferences.

The regulatory landscape forms a crucial backdrop for the findings as the study navigates the compliance requirements, quality standards, and certification processes associated with importing batteries into Finland. Rahimafrooz's approach to adhering to these regulations and obtaining necessary certifications is scrutinised, providing insights into the meticulous planning and execution required for successful cross-border trade. The logistical challenges inherent in importing batteries are addressed in the findings, encompassing transportation, storage, and distribution. The study evaluates Rahimafrooz's supply chain management, exploring the company's collaborations with local distributors and the establishment of efficient warehousing facilities in Finland. Additionally, the findings examine the environmental sustainability measures implemented by Rahimafrooz throughout the supply chain, aligning with Finland's commitment to green practices.

In conclusion, the findings illuminate the intricacies and strategic considerations of importing batteries from Bangladesh to Finland, with Rahimafrooz as a noteworthy case study. The global battery market's evolution towards sustainable energy solutions underscores the significance of cross-border trade in meeting the escalating demand for advanced energy storage technologies. Rahimafrooz's foray into the Finnish market exemplifies the adaptive strategies required for successful international business expansion. The regulatory landscape poses challenges and opportunities for companies engaging in cross-border trade. Rahimafrooz's proactive approach to complying with Finnish regulations and ob-

taining requisite certifications is a valuable lesson for businesses navigating diverse regulatory environments. The meticulous attention to quality standards not only ensures market access but also enhances the company's reputation as a reliable and compliant global player.

Logistical considerations are paramount in the importation process, and Rahimafrooz's emphasis on establishing efficient supply chains and distribution networks in Finland showcases the company's commitment to meeting local market demands. The findings emphasise the importance of sustainability in the supply chain, with Rahimafrooz incorporating eco-friendly practices to align with Finland's environmental priorities (Kamal 2013). The success of this venture lies not only in overcoming challenges but also in leveraging opportunities, adapting to local nuances, and contributing to the sustainable development goals of both the exporting and importing countries. The findings provide valuable insights for businesses contemplating similar international ventures, highlighting the holistic approach necessary for triumph in the complex arena of global trade.

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Interview Questions

1. Does your company have any experience supplying batteries for export to Finland and the challenges faced during this process?
2. What strategies has Rahimafrooz implement to meet the quality standards required for batteries exported to Finland?
3. How does the company ensure compliance with international regulations and standards in producing and exporting batteries?
4. Can you share insights into the logistical considerations and supply chain management in exporting batteries to Finland?
5. How does Rahimafrooz maintain effective communication and collaboration with importers in Finland to meet their specific requirements?
6. What cultural factors or differences have you identified in dealing with customers and businesses in Finland?
7. How does Rahimafrooz approach innovation and adaptation to meet the evolving demands of the international market, specifically in Finland?
8. What role does customer feedback play in shaping the company's battery production and export processes?
9. Can you share any success stories or positive outcomes from Rahimafrooz's involvement in exporting batteries to Finland?
10. How does Rahimafrooz prioritize sustainability and environmental considerations in producing and exporting batteries?

Survey Questions

1. What is your age?
 - a) 18-24
 - b) 25-34
 - c) 35-44
 - d) 45-54
2. What is your gender?
 - a) Male
 - b) Female
3. On a scale of rating of the organization from of 1 to 10, how familiar are you with Rahimafrooz as a battery manufacturer?
 - a) 1-4
 - b) 4-7
 - c) 7-10
4. How would you rate Rahimafrooz's internal communication regarding international clients and business strategies?
 - a) Excellent
 - b) Good
 - c) Fair
 - d) Poor
5. On a scale of rating of the organization from 1 to 5, how well do you believe Rahimafrooz complies with international standards for battery manufacturing?
 - a) 1-3
 - b) 3-5
6. In your opinion, what aspect of Rahimafrooz's operations most contributes to successful international partnerships?
 - a) Product quality
 - b) Efficient logistics
 - c) Strong customer support
 - d) Competitive pricing

7. How well do you believe Rahimafrooz adapts to changing international regulations for battery manufacturing?
- a) Very well
 - b) Moderately well
 - c) Not well
 - d) Not applicable
8. To what extent are Rahimafrooz employees trained on international trade practices and customs regulations?
- a) Extensively
 - b) Adequately
 - c) Minimally
 - d) Not at all
9. How would you rate the level of collaboration between different departments within Rahimafrooz in the context of international business?
- a) Highly collaborative
 - b) Somewhat collaborative
 - c) Limited collaboration
 - d) No collaboration
10. How satisfied are you with the responsiveness of Rahimafrooz customer service representatives regarding your international battery orders?
- a) Very satisfied
 - b) Satisfied
 - c) Neutral
 - d) Dissatisfied
11. What factor most influences your decision to choose Rahimafrooz as your battery supplier for international imports?
- a) Product quality
 - b) Competitive pricing
 - c) Reliable shipping
 - d) Customer service
12. To what extent do you believe Rahimafrooz considers and adapts to the specific needs of international customers like yourself?
- a) Fully adaptable

- b) Moderately adaptable
- c) Limited adaptability
- d) Not adaptable

13. How well does Rahimafrooz address and resolve any issues or concerns you have during the battery importation process?

- a) Very effectively
- b) Effectively
- c) Ineffectively
- d) Not at all

14. How likely are you to recommend Rahimafrooz as a battery supplier to other businesses engaged in international trade?

- a) Highly likely
- b) Likely
- c) Unlikely
- d) Very unlikely

15. In your opinion, how transparent is Rahimafrooz in communicating information about their products and services to international customers?

- a) Very transparent
- b) Somewhat transparent
- c) Not transparent
- d) Not applicable

16. To what extent does Rahimafrooz's reputation in the global market influence your decision to continue importing batteries from them?

- a) Significantly
- b) Moderately
- c) Minimally
- d) Not at all

17. How satisfied are you with the variety of battery options offered by Rahimafrooz for international customers?

- a) Very satisfied
- b) Satisfied

- c) Neutral
- d) Dissatisfied

18. What challenges, if any, have you faced in the importation of batteries from Rahimafrooz, and how would you rate their resolution efforts?

- a) Very effective resolution
- b) Effective resolution
- c) Ineffective resolution
- d) No challenges faced

19. How well does Rahimafrooz align with your business's values and ethical standards when it comes to international business practices?

- a) Strong alignment
- b) Some alignment
- c) Limited alignment
- d) No alignment

20. To what extent do you prioritize environmentally sustainable practices in the selection of battery suppliers?

- a) Not a priority at all
- b) Extremely high priority