

Hashima User Report in Bangladesh [1]

Recently, JSN went to Bangladesh together with Mr. Y. Kamezaki of Hashima (S) Pte. Ltd. and visited Hashima's 3 user companies in Dhaka. Also, JSN interviewed Mr. Tipu Sultan Bhuiyan, general manager of Zakaria Enterprises Limited, Hashima's sales agent in Bangladesh. Then, JSN held another interview with Mr. Hoque, chairman of BKMEA. In Hashima (S) Pte. Ltd., Mr. Shunsuke Yamanaka has recently been installed as new general manager. So, JSN made the first interview with Mr. Yamanaka in Singapore. This report is presented as a serial article over 3-month issues starting from this month.

Introduced in this June issue are an interview with Mr. Yoshinobu Kamezaki who accompanied JSN in the recent reporting travel, a report on the visit to Standard Group and another interview with Mr. S. Yamanaka, new general manager of Hashima (S) Pte. Ltd. for covering Hashima's sales activities in Bangladesh.

Mr. Y. Kamezaki was assigned to Bangladeshi market in 2004. Since then, he made a trip to Bangladesh from Singapore almost every month in order to visit users and provide supports for agents.

Hashima had not experienced a large dip in Bangladeshi market even in 2009 under global recession and has been carrying out constant business. Among many Hashima brand items, the following are main 3 items at present; 1) fusing press, 2) needle detector and 3) heat transfer press. In Bangladeshi market, Hashima began sales with fusing press in the latter half of 1970s.

In the category of fusing press, compact press HP-450MS and large-sized HL-900LFS are selling well. In addition, HP-1000LW can be pointed out as an item whose sales will be promoted from now on. This machine is a top-notch model having a fusing width of 1000 mm and capable of high-accuracy fusing press work due to adoption of a double pressure system. And, HP-600TL is a rotary-type top fusing machine for collar and cuff of dress shirts and optimum for fusing of high-class shirts. Furthermore, especially demanded in Bangladeshi market is the HPM-600CA which is also a rotary-type top fusing press machine for collar and cuff of dress shirts.

Hashima began sales of needle detector in Bangladeshi market 10 years ago. Since then, a total of 800 detectors have been sold. In the category of needle detector, Hashima occupies as high a market share as 30 to 40%. In this category, the Model HN-770G is selling well. Because the HN-770G carries out digital processing of detection signals, faster and exacter needle detection is ensured than with the conventional machine models. Also, the HN-700G is easier to use thanks to adoption of an LCD panel. In the category of heat transfer press, HP-4536A-10P is selling well in Bangladeshi market. In addition to the main 3 products, Hashima has succeeded to the manufacture and sales of KM brand cutting machines, and provides supports for agents also in Bangladesh, thereby expanding its market share.