



Daffodil
International
University

Internship Report On:

“ An Analysis of Marketing Strategies of ‘REAZ MOTORS’ ”



Supervised By:

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Program: BBA (Major in Marketing)

Department of Business Administration

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Letter of Transmittal

Sharmin Jahan

Assistant Professor

Faculty of Business & Entrepreneurship

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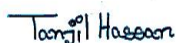
Subject: Submission of Internship report about “An Analysis of Marketing Strategies of ‘REAZ MOTORS’”.

Dear Ma’am,

With respect, I would like to inform you that I have finished my internship report on marketing strategies of “REAZ MOTORS”. I have tried my best to focus on “REAZ MOTORS” uses marketing strategies to conduct marketing activities there, & I have tried to prepare an internship report for your quality direction with consistent quality. I have tried my best to include all applicable data and clarifications to illuminate and delineate the report.

So, I therefore pray and hope that, you would be kind enough to judge that how much effort I have yielded. Please consider any unwilled errors.

Yours Sincerely,



MD. Tanjil Hassan

ID: 201-11-6465

Section: DSC-B

Batch: 55

Program: BBA

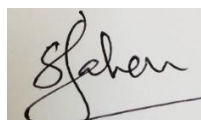
Department of Business Administration

Daffodil International University

Certificate of Approval

This is to certify that, the internship report titled “An Analysis of Marketing Strategies of ‘REAZ MOTORS’” was prepared by MD. Tanjil Hassan (ID: 201-11-6465), Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, has been recommended for submission & presentation.

MD. Tanjil Hassan carries moral & ethical character and is a very pleasing, as well as student. It has indeed been a great pleasure working with him. I wish him all success in life.



Sharmin Jahan

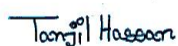
Assistant Professor

Faculty of Business & Entrepreneurship

Daffodil International University

Declaration

I declare that, the internship report on- “An Analysis of Marketing Strategies of ‘REAZ MOTORS’” reveals the results of my own research work. All the information in this internship report, I collected while doing internship in my company “REAZ MOTORS”. I have collected all the information of my internship from various sites/websites of my company, employees working in the company, owner (Reaz Sir) of the company and my supervisor “Newaz Yaseen Rahman”.



MD. Tanjil Hassan

ID: 201-11-6465

Section: DSC-B

Batch: 55

Program: BBA

Department of Business Administration

Daffodil International University

Acknowledgement

I want to acknowledge and demonstrate my appreciation to everyone who made it possible for me to end this report.

I want to express my deepest gratitude to my respected teacher, Ms. Sharmin Jahan, for her commitment, valuable guidance, and encouragement throughout all the processes and when I was composing my report. I also want to express my admiration to her for making an effort to evaluate and rectify all of my errors.

I would also like to thank my trainer Newaz Yaseen Rahman and my company members MD. Mainul Hassan, MD. Salauddin, MD. Sumon Mia, MD. Azizul, Akash Das respectively for giving me information, teaching me and helping me in my work.

Executive Summary

From this internship report, one will be able to get a clear idea about “REAZ MOTORS” company and its marketing strategies. This internship report is divided into five chapters in total. The first chapter deals with the introduction, background of the study, scopes of the study, objectives of the study, methodology of the study & limitations. The next chapter (Chapter 2) is about the organizational profile, where the organization “REAZ MOTORS”’s introduction, their mission-vision, founder, employees, brands, sister concern groups, bankers, stock-list & business operation process are described. Then, the next chapter (Chapter 3) is completely about marketing strategy analysis of “REAZ MOTORS”. Here, “REAZ MOTORS” company’s segmentation, targeting, positioning methods & their products, pricing strategies, placement methods & promotional methods are discussed. And this is the most important & main part of this report. The next chapter (Chapter 4) is about findings. Here, reviewing the marketing strategy of “REAZ MOTORS” company, describes what changes should be made. And lastly in chapter 5, this internship report contains recommendations for “REAZ MOTORS” and give a brief conclusion.

Table of Contents

CHAPTERS	TITLE	PAGE
	Letter of Transmittal	i
	Certificate of Approval	ii
	Declaration	iii
	Acknowledgement	iv
	Executive Summary	v
INTRODUCTION		
CHAPTER 1	1.1 Introduction	2
	1.2 Background of the Study	3
	1.3 Scope of the Study	3
	1.4 Objectives of the Study	3
	1.5 Methodology of the Study	4
	1.6 Limitations of the Study	4
ORGANIZATIONAL PROFILE		
CHAPTER 2	2.1 Introduction	6
	2.2 Mission & Vision of “REAZ MOTORS”	7
	2.3 Company at a Glance	7
	2.4 Hierarchy Chart/Organizational Profile of “REAZ MOTORS”	8
	2.5 Business Operation of “REAZ MOTORS”	9
	2.6 Stock-List of “REAZ MOTORS”	10
	2.7 Sister Concerns of “REAZ MOTORS”	12
ANALYSIS OF MARKETING STRATEGIES OF “REAZ MOTORS”		
CHAPTER 3	3.1 What is Marketing Strategies	15
	3.2 Marketing STP of “REAZ MOTORS”	15
	3.3 Marketing Mix / 4ps of “REAZ MOTORS”	18

FINDINGS, RECOMMENDATIONS & CONCLUSION		
CHAPTER 4	4.1 Findings	25
	4.2 Recommendations	26
	4.3 Conclusion	26
	References	27

Chapter: 1

Introduction



1.1 Introduction

Located in Dhaka, Bangladesh, REAZ MOTORS is a wholesaler and importer of Japanese reconditioned vehicles. REAZ MOTORS engages in a variety of marketing initiatives to assist them grow and advertise to consumers their Japanese Reconditioned Vehicles or other goods. They are professionals in providing Bangladeshi customers with affordable, trustworthy, high-quality Japanese automobiles. With a commitment to satisfying their clients' demands, they provide a wide range of automobiles, including sedans, SUVs, and minivans, as well as comprehensive after-sales services including maintenance, repair, and spare parts. The devoted team of seasoned professionals at REAZ MOTORS has established a strong reputation in the industry for dependability, transparency, and high-quality products. Some of the services offered by REAZ MOTORS include delivery in showroom condition, BRTA registration, a one-year free service warranty, a legitimate auction sheet, bank finance options, test drive options, and guaranteed original Japanese manufacturer parts. In addition, REAZ MOTORS offers all of your favorite Japanese brands, first-rate customer service, reasonable rates, and the greatest quality and lowest prices on the market. The vehicles of REAZ MOTORS are of great quality, and their pricing are very fair. Every employee at REAZ MOTORS is always courteous and kind. Their vehicles are of the best caliber, and their pricing are incomparable. In the industry, REAZ MOTORS is simply unmatched. Their employees are polite, knowledgeable, and always willing to go above and beyond to meet the needs of customers. They provide the best quality autos at very affordable pricing. REAZ MOTORS has always kept the long term in mind by understanding client demands and creating a distinctive, durable competitive edge. In Dhaka, REAZ MOTORS is a reputable importer and wholesaler of Japanese reconditioned vehicles. And REAZ MOTORS is one of the best car dealers in Bangladesh.

1.2 Background of the study

The primary objective of this internship program report study is to familiarize students with the corporate sector. I worked as an intern with "REAZ MOTORS". This internship program allows me to put my theoretical knowledge to use in a practical environment. I gained a lot of knowledge and experience from this internship program, including: sales experience, customer service, data entry and stock management, social media marketing, and a field visit to recruit "RJs" for FM 98.4 (Radio Ekattor), a sister company of "REAZ MOTORS." Additionally, people will learn about "REAZ MOTORS" marketing initiatives to support and promote their Japanese reconditioned vehicle sales to consumers through this study.

1.3 Scope of the Study

Possible areas of focus for my study include evaluating the marketing strategies of REAZ MOTORS, identifying their target market, analyzing promotional activities, evaluating traditional and digital marketing channels, analyzing the effectiveness of campaigns, and potentially offering suggestions for improvements based on my findings. To offer a thorough study of the marketing landscape of REAZ MOTORS, take into account elements such as competitor analysis, market research, and customer feedback. Personal website of Reaz Motors (<http://www.reazmotors.com>) & classified bikroy.com advertisements website of Reaz Motors (<http://bikroy.com/en/shops/reaz-motors>) created most of the scopes of my study. Besides, my supervisor Newaz Yaseen Rahman always created most of the scopes of study for me during my internship time period at "Reaz Motors" and the workers of "Reaz Motors" are also created a lot of scopes there for me.

1.4 Objectives of the Study

The objectives of this study are-

- * To present the company overview of "REAZ MOTORS".
- * To analyze the Marketing Strategies of "REAZ MOTORS".
- * To identify some problems related with the Marketing Strategies of "REAZ MOTORS".
- * To suggests some recommendations for those identified problems.

1.5 Methodology of the study

There are two types of data used to prepare this report. One of which is primary data and the other is secondary data.

Sources of Primary Data:

- * Direct communication with the employees or workers of “REAZ MOTORS”.
- * Personal discussion with the employees or workers of “REAZ MOTORS”.
- * Personal experiences gained by working with different people within organization.

Sources of Secondary Data:

- * Secondary documents.
- * Websites.
- * Books.

1.6 Limitations of the study

- * **Timing:** After all my semesters were over, I was a little late in starting my internship, hoping to get an internship in a renewed company.
- * **Lack of experience:** Lack of experience made me very difficult to get internship and adjust to the organization after getting internship.
- * **Lack of previous records:** More research is not feasible due to organizational limitations and restrictions. Insufficient written documentation in earlier reports to warrant the need for a thorough investigation. Oftentimes, current information was insufficient.
- * **Lack of adequate information:** Due to the lack of available information about the marketing strategies of “REAZ MOTORS, it is difficult to gather the key people to engage with. All the staffs were too busy to perform their duties. Besides, from the personal website of “REAZ MOTORS”, I got a little less idea than needed.

Chapter: 2

Organizational Profile

2.1 Introduction

Japanese reconditioned car importer and wholesaler REAZ MOTORS is based in Dhaka, Bangladesh. Through a variety of marketing initiatives, REAZ MOTORS spreads awareness of their Japanese Reconditioned Vehicles and other products among consumers. They are experts in offering Japanese cars that are trustworthy, affordable, and of excellent quality to consumers in Bangladesh. They provide a large selection of cars, including sedans, SUVs, and minivans, along with extensive after-sales services including maintenance, repair, and spare parts, all with a dedication to meeting the demands of its customers. In the business, REAZ MOTORS' committed group of seasoned specialists has built a solid reputation for dependability, transparency, and high-quality products. REAZ MOTORS provides a myriad of services. All of your favorite Japanese brands are available at REAZ MOTORS, along with excellent customer service, competitive pricing, and the greatest quality and lowest prices available. REAZ MOTORS offers exceptionally high-quality vehicles at very affordable costs. Every worker at REAZ MOTORS is courteous and accommodating at all times. Their pricing is unbeatable and their vehicles are of the greatest class. Simply put, REAZ MOTORS is unrivaled in the business. Their staff members are kind, informed, and constantly eager to go above and beyond to satisfy clients. They provide the best quality vehicles at very affordable prices. REAZ MOTORS is a reputable wholesaler and importer of Japanese refurbished automobiles in Dhaka. And REAZ MOTORS is one of the best car dealers in the country. REAZ MOTORS has always kept the long term in mind by understanding client demands and creating a distinctive, durable competitive edge. There are some facilities available from REAZ MOTORS, Such as-

- * Showroom condition delivery.
- * BRTA registration.
- * 1-year free service warranty.
- * Genuine auction sheet.
- * Bank loan facilities.
- * Test drive facility.
- * Guaranteed original fitted Japanese manufacture parts.

2.2 Mission & Vision of REAZ MOTORS

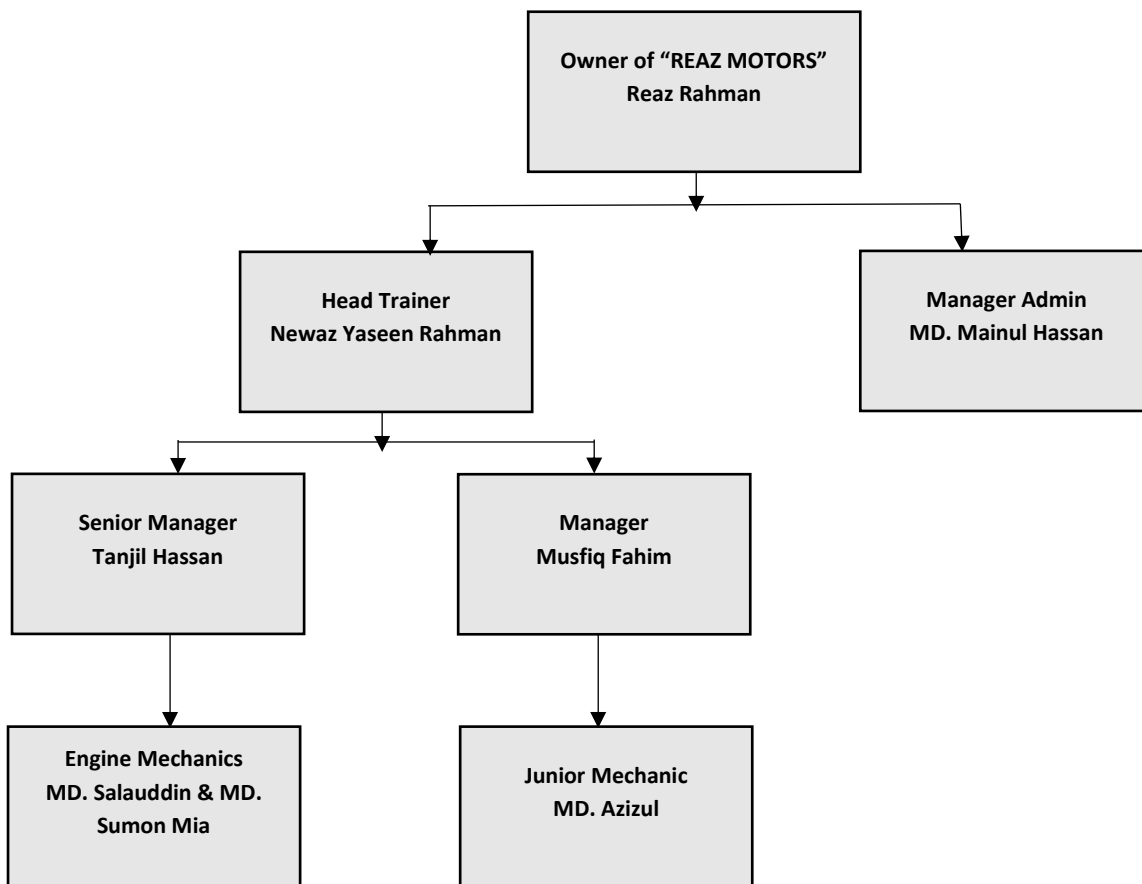
Mission: To provide best quality Japanese Reconditioned Vehicles in all over Bangladesh at very affordable prices.

Vision: To create “REAZ MOTORS” company position in the list of top 10 Japanese Reconditioned Vehicles importer & wholesalers’ company in Bangladesh.

2.3 Company at a glance

Name of the company	REAZ MOTORS
Founded	2003
Founder	Reaz Rahman
Industry type	Importer & Wholesaler of Japanese New & Reconditioned Vehicles
Location	63 Pioneer Rd, Dhaka 1000
Employees	25-30
Website	http://www.reazmotors.com
Telephone no	+8801711-320757
Brands	Toyota, Honda, Nissan etc.
Sister concerns	FM98.4 (Radio 71), Maple Leaf Group, Crimson Cup
Bankers to the company (REAZ MOTORS)	* Bangladesh Commerce Bank Ltd * Bank Asia * United Commercial Bank Ltd * City Bank * Mutual Trust Bank * Southeast Bank Ltd * BRAC Bank * Agrani Bank Ltd * Jamuna Bank Ltd * Mercantile Bank Ltd * NRB Bank Ltd * First Security Islami Bank Ltd * Dhaka Bank * Dutch Bangla Bank Ltd * Pubali Bank Ltd * Premier Bank Ltd * Shahjalal Islami Bank * Uttara Bank Ltd * Standard Chartered Bank

2.4 Hierarchy Chart / Organizational structure of “REAZ MOTORS”



***Reaz Rahman (Owner of “REAZ MOTORS”)**

***Newaz Yaseen Rahman (Head Trainer)**

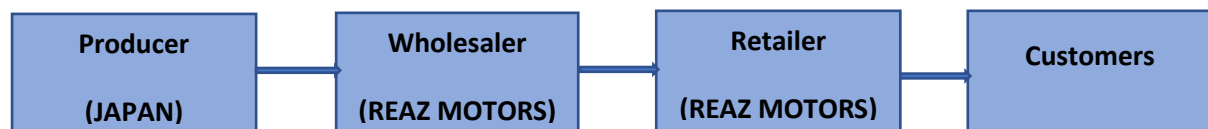
***MD. Mainul Hassan (Manager Admin of REAZ MOTORS, FM98.4 (Radio 71), Maple Leaf Group & Crimson Cup)**

***MD. Salauddin & MD. Sumon Mia (Engine Mechanic)**

***MD. Azizul (Junior Mechanic)**

2.5 Business operation of REAZ MOTORS

"REAZ MOTORS" imports Japanese vehicles that have been reconditioned. After that, they sell the imported cars that have been refurbished to various showrooms and deliver the cars to various showrooms for sale. In addition, they store imported cars in-house and offer them for sale to customers directly at a discount. Because "REAZ MOTORS" performs the functions of both a wholesaler and a retailer in this manner, it is recognized as a Japanese reconditioned vehicle wholesaler and retailer. And this is the way "REAZ MOTORS" runs their company.



As a wholesaler "REAZ MOTORS", sells their vehicles imported from Japan to different showrooms and gives them for sale. All those showrooms include- New Auto Galaxy, Faisal International, ASAD Trading, The Car House, New Bismillah Car, HAQ's Bay Automobiles, Car Palace, Hasan Automobiles and so on.

2.6 Stock-List of REAZ MOTORS

A stock-list is used in a car company to easily know what vehicles the company has in their stock and where the company's vehicles are currently located. "REAZ MOTORS" also has a personal stock-list that I personally managed during my internship period and still now. That stock-list contains the total number of vehicles of "REAZ MOTORS", vehicles name, vehicle's chassis number, vehicles details/description, location and current location.

STOCKLIST REAZ MOTORS PROPRIETOR: REAZ RAHMAN IMPORTER & SELER OF JAPANESE RECONDITIONED VEHICLE 63, KAKRAIL RAMNA DHAKA – 1000 CELL: 01711-320757, EMAIL: motorsreaz@gmail.com Date: 27.11.2023																																																																	
PREMIO																																																																	
SL	VEHICLE NAME	CHASSIS NO	DESCRIPTION	LOCATION	Current Location																																																												
1.	PREMIO	NZT260-3208998	F PKG WHITE 2018 BLACK Interior 71,387 KM, PT-R	DHAKA	RM																																																												
2.	PREMIO	NZT260-3217522	FL PKG SILVER 2019 BLACK Interior 50,219 KM, PT-4.5	DHAKA	New Auto Galaxy																																																												
3.	PREMIO	NZT260-3208880	F PKG SILVER 2018 BLACK Interior 72,465 KM, PT-4	DHAKA	Faisal International																																																												
4.	PREMIO	NZT260-3207119	F PKG WHITE 2018 BLACK Interior 138,570 KM, PT-3.5	DHAKA	RM																																																												
ALLION																																																																	
5.	ALLION	NZT260-3213245	A15 PKG WHITE 2018 BLACK Interior 16,493 KM, PT-3.5	DHAKA	FAISAL INTERNATIONAL																																																												
6.	ALLION	NZT260-3207327	A15 PKG MICA BLUE 2018 BLACK Interior 86,202 KM, PT-3.5	DHAKA	ASAD TRADING																																																												
7.	ALLION	NZT260-3196228	G PKG SILVER 2017 BLACK Interior 80,647 KM, PT-3.5	DHAKA	RM																																																												
8.	ALLION	NZT260-	A15 PKG SILVER 2018	DHAKA	RM																																																												
<table border="1"> <tr> <td></td><td></td><td>3207445</td><td>BLACK Interior 187,545 KM, PT-3.5</td><td></td><td></td></tr> <tr> <td>9.</td><td>ALLION</td><td>NZT260-3206895</td><td>G PKG BLACK 2018 BLACK Interior 104,380 KM, PT- 3</td><td>DHAKA</td><td>RM</td></tr> </table> OTHERS <table border="1"> <tr> <td>10.</td><td>AXIO</td><td>NKE165-7148091</td><td>2017 HYBRID, X PKG WHITE , BLACK INTERIOR 102,537 KM PT- R</td><td>DHAKA</td><td>RM</td></tr> <tr> <td>11.</td><td>AXIO</td><td>NRE161-0068408</td><td>2018 OCTANE,G PKG WHITE ,BLACK INTERIOR 48,396 KM PT- R</td><td>DHAKA</td><td>New Auto Galaxy</td></tr> <tr> <td>12.</td><td>AXIO</td><td>NKE165-7181976</td><td>2018 HYBRID, X PKG WHITE , BLACK INTERIOR 173,005 KM PT- 3.5</td><td>MONGLA</td><td></td></tr> <tr> <td>13.</td><td>FIELDER</td><td>NKE165-7173968</td><td>2018 HYBRID, X PKG PEARL , BLACK INTERIOR 176,337 KM PT- R</td><td>DHAKA</td><td>RM</td></tr> <tr> <td>14.</td><td>C-HR</td><td>ZYX10-2114795</td><td>2018 HYBRID,G LED PKG WINE , 92,749 KM PT- 4.5</td><td>DHAKA</td><td>NEW AUTO GALAXY</td></tr> <tr> <td>15.</td><td>C-HR</td><td>ZYX10-2106687</td><td>2018 HYBRID,G LED PKG BLACK , 90,488 KM PT- 4</td><td>DHAKA</td><td>New Auto Galaxy</td></tr> <tr> <td>16.</td><td>C-HR</td><td>ZYX10-2121312</td><td>2018 HYBRID,G LED PKG PEARL , 113,895 KM PT- 4</td><td>DHAKA</td><td>RM</td></tr> <tr> <td>17.</td><td>C-HR</td><td>ZYX10-2106156</td><td>2018 HYBRID,G LED PKG BLACK , 111,147 KM PT- 4</td><td>DHAKA</td><td>RM</td></tr> </table>								3207445	BLACK Interior 187,545 KM, PT-3.5			9.	ALLION	NZT260-3206895	G PKG BLACK 2018 BLACK Interior 104,380 KM, PT- 3	DHAKA	RM	10.	AXIO	NKE165-7148091	2017 HYBRID, X PKG WHITE , BLACK INTERIOR 102,537 KM PT- R	DHAKA	RM	11.	AXIO	NRE161-0068408	2018 OCTANE,G PKG WHITE ,BLACK INTERIOR 48,396 KM PT- R	DHAKA	New Auto Galaxy	12.	AXIO	NKE165-7181976	2018 HYBRID, X PKG WHITE , BLACK INTERIOR 173,005 KM PT- 3.5	MONGLA		13.	FIELDER	NKE165-7173968	2018 HYBRID, X PKG PEARL , BLACK INTERIOR 176,337 KM PT- R	DHAKA	RM	14.	C-HR	ZYX10-2114795	2018 HYBRID,G LED PKG WINE , 92,749 KM PT- 4.5	DHAKA	NEW AUTO GALAXY	15.	C-HR	ZYX10-2106687	2018 HYBRID,G LED PKG BLACK , 90,488 KM PT- 4	DHAKA	New Auto Galaxy	16.	C-HR	ZYX10-2121312	2018 HYBRID,G LED PKG PEARL , 113,895 KM PT- 4	DHAKA	RM	17.	C-HR	ZYX10-2106156	2018 HYBRID,G LED PKG BLACK , 111,147 KM PT- 4	DHAKA	RM
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12.	AXIO	NKE165-7181976	2018 HYBRID, X PKG WHITE , BLACK INTERIOR 173,005 KM PT- 3.5	MONGLA																																																													
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15.	C-HR	ZYX10-2106687	2018 HYBRID,G LED PKG BLACK , 90,488 KM PT- 4	DHAKA	New Auto Galaxy																																																												
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17.	C-HR	ZYX10-2106156	2018 HYBRID,G LED PKG BLACK , 111,147 KM PT- 4	DHAKA	RM																																																												

18.	C-HR	ZYX10-2108274	2018 HYBRID, G LED PKG BLACK, 137,555 KM PT- 4	DHAKA	RM
19.	AQUA	NHP10-6729621	2018 HYBRID, S PKG GRAY, BLACK INTERIOR 158,96 KM PT-3.5	DHAKA	RM
20.	SIENTA	NHP170-7116699	2018 HYBRID, G LED PKG BLACK, BLACK INTERIOR 127,977 KM PT- 4	DHAKA	RM
21.	PRIUS	ZVW50-6156027	2018 HYBRID, S SAFETY PLUS PKG BLACK, BLACK INTERIOR 94,124 KM PT- R	DHAKA	RM
22.	PRIUS	ZVW50-6122681	2018 HYBRID, S PKG BLACK, BLACK INTERIOR 151,337 KM PT- 3.5	DHAKA	RM
23.	PRIUS	ZVW50-6135049	2018 HYBRID S TOURING PKG BLACK, BLACK INTERIOR 132,467 KM PT- 3.5	DHAKA	RM
24.	HIACE	TRH200-0276754	DX, MODEL: 2018, WHITE, 213,773 KM, PT-3	DHAKA	RM
25.	HIACE	TRH200-0280324	DX DUAL A/C, MODEL: 2018, WHITE, 136,896 KM PT-3.5	DHAKA	RM
26.	HIACE	TRH200-0306733	SUPER GL, MODEL: 2019, PEARL, 40,810 KM PT-R	DHAKA	ASAD TRADING

27.	HIACE	TRH200-0276922	DX, MODEL: 2018, WHITE, 182,852 KM, PT-3	DHAKA	RM
28.	ESQUIRE	ZWR80-0304540	GI PKG, BLACK INTERIOR MODEL: 2018, BLACK, 77,204KM, PT-R	DHAKA	RM
29.	ESQUIRE	ZWR80-0409028	XI PKG, BLACK INTERIOR MODEL: 2019, WINE, 81,443 KM, PT- 4	DHAKA	RM
30.	X-TRAIL	HT32-154501	2018 HYBRID, EB PKG BLACK, BLACK INTERIOR 72,317 KM PT- R	DHAKA	ASAD TRADING
31.	X-TRAIL	HNT32-168440	2018 HYBRID, EB PKG BLACK, BLACK INTERIOR 92,464 KM PT- 4.5	DHAKA	ASAD TRADING
32.	FIELDER	NKE165-7190281	2018 HYBRID, G PKG SILVER, BLACK INTERIOR 148,840 KM PT-4	DHAKA	RM
33.	AXIO	NRE161-0058566	2018, X PKG WHITE OCTANE, BLACK INTERIOR 106,542 KM PT-4	DHAKA	RM
34.	AXIO	NKE165-7181976	2018, X PKG WHITE HYBRID, BLACK INTERIOR 173,005 KM PT- 3.5	DHAKA	RM
35.	GRACE	GM4-1210173	2019, EX PKG BLACK HYBRID, BLACK INTERIOR 24,911 KM	DHAKA	RM

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36.	VOXY	ZRR80-0436067	PT- R 2018, V PKG PEARL OCTANE, BLACK INTERIOR 114,569 KM PT- 4	DHAKA	RM
37.	AXIO	NRE161-0062331	2018, X PKG WHITE OCTANE, BLACK INTERIOR 62,970 KM PT- 4	CHITTOGONG	
38.	AXIO	NRE161-0062587	2018, X PKG WHITE OCTANE, BLACK INTERIOR 71,690KM PT- 4.5	CHITTOGONG	
39.	PRIUS	ZVW50-6127189	2018 HYBRID S SAFETY PLUS PKG STEEL BLONDE METALLIC, SUNROOF BLACK INTERIOR 142,286 KM PT- R	CHITTOGONG	
40.	PRIUS	ZVW50-6133553	2018 HYBRID S SAFETY PLUS PKG PEARL, SUNROOF BLACK INTERIOR 82,068 KM PT- 4	DHAKA	RM
41.	AXIO	NKE165-7185597	2018, G PKG SILVER HYBRID, BLACK INTERIOR 98,150 KM PT- 4	MONGLA	
42.	INSIGHT	ZE4-1002084	2018, EX PKG BLACK HYBRID, BLACK INTERIOR 48,038 KM PT- 3	MONGLA	
43.	AXIO	NKE165-7193373	2018, X PKG WHITE HYBRID, BLACK	MONGLA	

44.	NOAH	ZRR80-0455843	INTERIOR 56,889 KM PT- 3.5 2018, X PKG OCTANE TWO DOOR POWER, BLACK INTERIOR 7,742 KM PT- 3	MONGLA	
45.	FIELDER	NRE161-0062774	2018, X PKG SILVER OCTANE, BLACK INTERIOR 77,767 KM PT- 3.5	MONGLA	
46.	AXIO	NKE165-7193712	2018, X PKG SILVER HYBRID, BLACK INTERIOR 118,330 KM PT- 4	MONGLA	
47.	HARRIER	ZSU60-0159126	2018, M & L PKG BLACK OCTANE, LEATHER INTERIOR JBL SOUND SYSTEM 29,096 KM PT- 4.5	MONGLA	

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2.7 Sister concern of REAZ MOTORS

FM98.4 (Radio 71), Maple Leaf Group, Crimson Cup – these are sister concerns of “REAZ MOTORS”. If two or more independent businesses owned by the same owners are referred to as sister concerns. FM98.4 (Radio 71), Maple Leaf Group, Crimson Cup these all are owned by the same and one owner and the owner is Reaz Rahman. (Owner of “REAZ MOTORS”).

*** FM98.4 (Radio 71):** FM98.4 (Radio 71) is a subsidiary of "REAZ MOTORS". It is a media and broadcasting production company. In this instance, Reaz Rahman, the owner of "REAZ MOTORS," serves as the managing director and CEO. FM98.4's chairman is Ali Karam Reza, and its director is MRS. Sabrina Rahman. Radio Ekattor 98.4 FM is a Bangladeshi FM radio station. Previously, we could only listen in Dhaka City, but now that we have this website, we can use it from anywhere in the world. Today, Radio Ekattor plays a wide variety of music, including recently released songs from globally recognized artists, vintage hits, and even the newest songs from Bangladesh's most well-known musicians that are added to the playlist. FM culture has evolved, and owing to Radio Ekattor's network of friendly Radio Jockeys, ongoing text-message audience interaction, and special features that let fans to connect with their favorite musicians, listeners now have a new way to enjoy entertainment and music. FM98.4, Radio 71, focuses on the Bangladesh Liberation War. FM98.4 (Radio 71) aims to preserve Bangladeshi independence, language, and customs in order to honor the country's rich cultural legacy. Additionally, FM98.4 (Radio 71) only wants to gratify listeners by providing top-notch music across all genres.

*** Maple Leaf Group:** "REAZ MOTORS" has another subsidiary company, Maple Leaf Group. Maple Leaf Industrial Solutions is the intermediary between premier manufacturers, suppliers, and designers worldwide. Maple Leaf International School is the name of the educational facility operated by the Maple Leaf Group. The mission of Maple Leaf International School was initiated in 1972 and is nearly completed. Creating highly driven individuals who can find their places in the global spectrum and preparing students to achieve the most demanding requirements for higher study at prestigious universities across the world have been Maple Leaf's main goals since the school's foundation.

*** Crimson Cup:** Crimson cup is a sister concern of “REAZ MOTORS”. Less than a year ago, it initially showed up in the city's Banani district. The new coffee shop is located on Road 27 in the city's Dhanmondi neighborhood. As joint venture partners, Crimson Cup Bangladesh includes managing directors Mohaimin Mostafa and Rehanur Rahman, managing partners

Tareq Rafi Bhuiyan and his wife Ayesha Rawshan Bhuiyan, investors Sararaz Anwar Upol, his wife Shahana Mirza Asha, and her brothers Mirza Abdul Khaled and Mirza Abdul Khales. While studying abroad as exchange students, a number of the partners had the chance to immerse themselves in American coffee culture by visiting campus coffee shops at Ohio State University in Columbus. Returning to Bangladesh, where tea remains the most popular beverage, they saw an opportunity to capitalize on the growing demand for American-style coffee in that country. Crimson Cup Coffee House Dhanmondi serves excellent hot, iced, and frozen espresso drinks in addition to a wide assortment of hot and cold teas. At the first brew bar, baristas in this Dhaka café are hand-pouring specialty coffees that they have discovered while traveling abroad for Crimson Cup's sourcing. Ethiopian Ardi, Guatemalan Pacamara, and Mexican Colorada from Crimson Cup were among the first offers. The menu is completed with freshly baked pastries, and patrons can purchase bags of freshly roasted coffee beans to make coffee at home. Overseeing daily operations at the new Dhanmondi store are baristas who began as apprentices at the Banani coffee shop and advanced to manager status. Crimson Cup 7 Steps Trainer Steve Bayless put the managers and baristas through a demanding five days of training before its January 22 premiere. The Crimson Cup Bangladesh team has been operating two coffee shops since May 2015, and they plan to expand. Supervisors are looking for locations in the holiday towns of Sylhet and Cox Bazar, as well as in the Uttara and Mirpur regions of Dhaka.

Chapter: 3

Analysis of Marketing Strategies of “REAZ MOTORS”

3.1 What is Marketing Strategy

A marketing strategy is an organization's overarching plan for attracting potential customers and converting them to buyers of its goods or services. A marketing plan includes high-level components such as the target customer demographics, the company's value proposition, and critical brand message.

The four Ps of marketing—product, pricing, place, and promotion—are all included in a comprehensive marketing plan.

3.2 Marketing STP (Segmentation, Targeting, Positioning) of “REAZ MOTORS”

"REAZ MOTORS" has a long-term plan for achieving its goals by figuring out what customers need and forging a strong, sustainable competitive edge. "REAZ MOTORS" has a distinctive marketing strategy to pinpoint their target market and determine the best channels for communication. For their business, "REAZ MOTORS" lays a lot of focus on client segmentation, positioning, and targeting.

*** Segmentations:** REAZ MOTORS focuses on geographic, demographic, psychographic & behavioral segmentations.

1. Geographic segmentation: In geographic segmentation, the total market is divided into a distinct group based on area, metropolitan area, region, city size, country size, density etc.

“REAZ MOTORS” as a wholesaler and retailer, sell their reconditioned vehicles imported from Japan all over Bangladesh. They consider the entire country as a market in terms of their geographical segmentation. They have focused on the “country & country size” elements in terms of geographic segmentation.

2. Demographic segmentation: In demographic segmentation, the total market is divided into a distinct group based on age, income, gender, race, lifestyle, birth era, marital status, occupation etc.

In terms of demographic segmentation, “REAZ MOTORS” focuses on customers age, income, occupation and lifestyle.

3. Psychographic segmentation: In psychographic segmentation, the total market is divided into a distinct group based on personality, values, attitudes, lifestyle, moral etc.

In terms of psychographic segmentation, “REAZ MOTORS” focuses on customers personality, values, attitudes etc. And by guessing on all these psychographic elements “REAZ MOTORS” can understand who are their real customers.

4. Behavioral segmentation: In behavioral segmentation, the total market is divided into a distinct group based on usage, user status, loyalties, buying responses etc.

In terms of behavioral segmentation, “REAZ MOTORS” focuses on occasion, user status, usage rate, buying responses etc. Through this, “REAZ MOTORS” can predict in advance that, in which occasion sales will be high and in which occasion sales will be low. Besides, based on the customers usage “REAZ MOTORS” can estimate which car has the height customer volume & based on their previous customers, they can estimate buying responses.

*** Targeting:** Targeting of “REAZ MOTORS”:

1. Based on geographic segmentation, “REAZ MOTORS” has considered car customers all over Bangladesh as their target customers.

2. Based on demographic segmentation “REAZ MOTORS” has considered their target customers as-

- * Those whose age is 25 to more than 65.
- * Monthly income is 25,000 to more than 50,000.
- * Occupationally, businessman, government or private job holder.
- * People of middle-class and upper-class life style.

3. Based on psychographic segmentation “REAZ MOTORS” has considered their target customers as-

- * The way their customers represent themselves.
- * On their attitudes (Enthuasiatis, positive, indifferent, negative, hostile).
- * People of middle-class and upper-class life style.

4. Based on behavioral segmentation “REAZ MOTORS” has considered their target customers as-

- * Leaders participating in the election on the occasion of the election time.

- * Current users, Ex-users, potential users.

- * Heavy user, medium user, light users.

*** Positioning:** Positioning means placing your product in consumer mind in that way, they can differentiate your product from other competitors. “REAZ MOTORS” products are reconditioned vehicles. “REAZ MOTORS” always try to place their products in consumers mind in that way, their customers can easily differentiate their product from other reconditioned vehicles company. For this, “REAZ MOTORS” basically focuses on two types of positioning strategies and those are describing below:

1. Positioning by product attributes and benefits: In this positioning strategy of “REAZ MOTORS”, they create a position in the minds of the customers by offering different types of attributes benefits with their vehicles, which are usually provided by very few reconditioned vehicles companies. Among their attributes and benefits are-

- * Showroom condition delivery.

- * BRTA registration.

- * 1-year free service warranty.

- * Genuine auction sheet.

- * Bank loan facilities.

- * Test drive facility.

- * Guaranteed original fitted Japanese manufacture parts etc.

2. Positioning by price and quality: “REAZ MOTORS” focuses on the quality or value offered by them at a very competitive price. Auto Museum Ltd, Rangs Motors, Car Collection, DHS Motors these all are competitors of “REAZ MOTORS”. “REAZ MOTORS” sets prices their own company’s cars by considering these competitors pricing strategy. “REAZ MOTORS” always tries to provide reconditioned vehicles in the same condition at a lower price with more convenience than the prices at which these competitors of “REAZ MOTORS” provide reconditioned vehicles. Through this, although the profit of “REAZ MOTORS” is a little less, but they able to create a position in the minds of the customers through this positioning strategy.

3.3 Marketing Mix / 4ps of REAZ MOTORS

Marketing mix the combination of product, price, promotion and place. The marketing mix is made up of the several areas of emphasis included in a comprehensive marketing plan. The four Ps: placement, pricing, promotion, and product are the initials of a classical classification system that is occasionally used in the title of this article.

If we talk about the marketing mix / 4ps of “REAZ MOTORS”, then their marketing mix is given below:

1. Product: Product, the first P in the marketing mix, is defined as tangible items or services that are sold to generate revenue for the company. The products of “REAZ MOTORS” are reconditioned cars of different brands of Japan. Among those brands, the most imported brand cars of “REAZ MOTORS” include- TOYOTA, HONDA, NISSAN etc.

*** TOYOTA:** The Toyoda Spinning and Weaving Company was established in 1918 by weaver Sakichi Toyoda of Japan, who also invented the first mechanical loom in history. This was the beginning for Toyota. His design reduced faults and increased yields by preventing a loom from continuously producing defective fabric and waste thread when a problem occurred. In the Toyota Production System, the concept of "jidoka," or creating machinery that will stop on its own and immediately notify users of difficulties, is still essential. A British company called Platt Brothers was so excited about the loom that it paid £100,000 in 1929 for the production and sales rights. Sakichi gave the money to his son Kiichiro so that he might advance Toyoda's automotive technology. Consequently, the Toyota Motor Company was founded in 1937 and the Model AA, the company's first passenger car, was unveiled in 1936. Toyota currently manufactures automobiles and parts under the Lexus and Toyota brands all around the world in addition to its own facilities, manufacturing subsidiaries, and affiliates in Japan. In 1959, Toyota began producing automobiles in Brazil, marking the company's first export from Japan. Toyota is the only distributor of new Toyota cars in Bangladesh. NAVANA Limited has travelled with Toyota since 1964 in order to offer the best level of customer satisfaction. Toyota Bangladesh has a reputation for excellence, reliability, and longevity.

Most of the cars imported from Japan at “REAZ MOTORS” are of the Toyota brand. These imported Toyota brand cars currently at “REAZ MOTORS” include- Toyota Allion G PKG, Toyota Hiace Super GL PKG, Toyota Fielder G PKG, Toyota C-HR, Toyota Premio, Toyota Axio, Toyota Prius, Toyota Esquire, Toyota Sienta, Toyota Voxy, Toyota Aqua, Harrier M & L pkg etc.

*** HONDA:** In 1948, Honda was founded in Hamamatsu, Japan. It was founded in 1959 in Los Angeles, California, as its first American location, what began as a quick-witted business with eight devoted partners is about to soar to previously unimaginable heights. Honda has nearly forty years of legal violations under its belt. In the 1970s, it was the first automaker to show low-emission vehicle technology and to meet Clean Air Act requirements. As a result, California passed stricter emissions laws. Creating a better, safer environment where people are free to move around has always been our goal. In the Shizuoka prefecture, Soichiro Honda was born in Hamamatsu, Japan, in 1906. Although his profession was as a blacksmith, his father also performed occasional bicycle maintenance work. In April 1922, Soichiro Honda, then fifteen years old, dropped out of elementary school and moved to Tokyo to work as an apprentice at Art Shokai. Mr. Honda worked very hard to increase his understanding of automobile engineering in this area, and his skill amazed everyone. When Soichiro Honda was going through an Imperial Army excess one day in September 1946, he came across a generator engine designed for a wireless radio. When Mr. Honda saw it, he had an idea right away. It was a moment of fate. On September 24, 1948, in Itaya-cho, Hamamatsu, Soichiro Honda established Honda Motor Co. Ltd. with determination and perseverance. Prior to launching the N360, the brand's first little passenger car and the model that would go on to become iconic, Honda accomplished a number of firsts. Establishing race labs, building race engines, and dispatching a team to the Isle of Man Races were a few of these. Soichiro Honda could not stop talking to others about his vision of mobility once the wheels began to turn. Since everything was going well, Mr. Soichiro Honda began working on a number of his own projects, showcasing his extraordinary technical and creative skills. Honda's goods saw great success overseas following their first success in Japan. Even his hand-built race vehicles won many races on the Japanese circuit. The corporation was led by Mr. Soichiro Honda until his retirement in 1973. Following that, he carried on as a Director until 1983, at which point he was given the title of "Supreme Advisor". Up to his final years, Mr. Honda maintained regular communication with the Honda Foundation.

Among the Honda brand cars imported by “REAZ MOTORS” from Japan are currently in REAZ MOTORS inside of the company are- Honda Grace EX PKG, Honda Vezel, Honda Insight EX pkg etc.

*** NISSAN:** Nissan was founded by Masujiro Hashimoto in 1911 as Kwaishinsha Motor Car Works. Three years later, the business built its first car, called the DAT, which was an acronym for the last names of the three investors. Nissan changed its name several times in the 1920s

before being officially incorporated as Nissan Motor Company in 1934. Nihon Sangyou, also referred to as Japan Industries, merged with the soon-to-be Nissan Motor Company in 1931. Nihon Sangyou's CEO, Yoshisuke Aikawa, was so excited about starting the company's automobile division that he bought out other investors and concentrated on building Nissan production facilities. The end of the Korean War and the subsequent anti-communist feeling in 1953 had a big impact on Nissan's history. Strict measures taken by the Nissan labor union resulted in the arrest of union leaders and the termination of hundreds of workers. Eventually, a new union formed, which facilitated Nissan's rapid technological advancement. Apart from the Datsuns it had been producing for years, Nissan continued to produce trucks and fighter planes for the Japanese military. Nissan worked with other automakers to build cars for them after the war. Those partnerships included the one with Austin Motor Company in the 1950s and 60s and the one with Prince Motor Company in 1966, which resulted in the addition of cars to the Nissan portfolio that are being produced to this day. When Nissan discovered the compact Datsun would fit a demand in the US and Australian vehicle markets, it began to grow abroad in the late 1950s. Nissan automobiles on show in 1958 at the Los Angeles Auto Show. The business opened a US subsidiary in 1960. Constructed in England in 1986, the mill produced over 400,000 cars a year at its peak output levels in Europe in 2007. Nissan has operations in Brazil and distributes cars all over the world. Nissan is especially well-liked in China, where it sold over 500,000 vehicles in 2009.

Among the Nissan brand cars imported by “REAZ MOTORS” from Japan are currently in REAZ MOTORS inside of the company are- Nissan X-Trail EB PKG, Nissan Juke etc.

2. Price: The amount of money that a buyer offers a seller in return for a good or service is known as the price. There are different types of pricing strategies such as- Cost-plus pricing, economy pricing, price skimming, bundle pricing, competitive pricing, value-based pricing and so on. Price range of “REAZ MOTORS” is from 18 lacs to till 40 lacs. “REAZ MOTORS” basically follows cost-plus pricing, demand pricing, competitive pricing strategies etc.

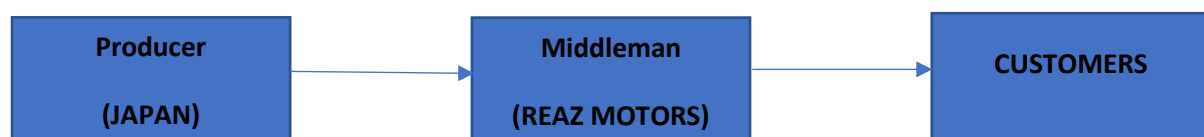
*** Cost-plus Pricing:** Cost-plus pricing is the practice of determining prices by adding a markup to the cost of products or services. “REAZ MOTORS” uses cost-plus pricing strategy. “REAZ MOTORS” usually imports reconditioned vehicles from Japan. Later, when determining the price of these imported reconditioned vehicles, they add all the accessory costs (repairing cost, car washing cost, cost of internal and external essentials of the imported vehicles) to the original imported price of the vehicles and determine the price of the vehicles.

*** Demand Pricing:** Demand-based pricing is any pricing strategy that takes into account variations in consumer demand and modifies prices to reflect the resulting shifts in perceived value. “REAZ MOTORS” also sets the car prices based on the customer demand for the different brands of cars they import. For example- currently during this election time (November ’23-January ’24), the prices of some brands of cars of “REAZ MOTORS” have increased a lot. Besides, the demand of middle-class people to buy cars has decreased during this election period. Due to which, during this election, “REAZ MOTORS” is selling their cars at a lower price than the fixed price to the car customers considering the election time. Also, the prices of the cars used for the election have increased comparatively.

*** Competitive Pricing:** When companies choose the price of their goods or services based on what their rivals in the same industry are charging, this is known as competitive pricing. “REAZ MOTORS” also follows competitive pricing strategy too. Auto Museum Ltd, Rangs Motors, Car Collection, DHS Motors these all are competitors of “REAZ MOTORS”. “REAZ MOTORS” sets prices their own company’s cars by considering these competitors pricing strategy. For example- during my internship period, “REAZ MOTORS” reduced the price of a Honda Grace 2019 model by up to 2 lacs considering the competitors pricing strategy.

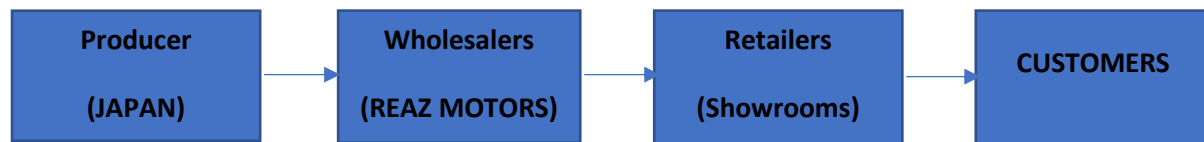
3. Place: The channels or path that products take to get from their source to the end consumer is referred to as their "place" in the marketing mix. The middlemen, distributors, wholesalers, and retailers may be in place. “REAZ MOTORS” basically uses two types of marketing channels for placing their products (Reconditioned Japanese Vehicles). The two marketing channels used for the reconditioned vehicles of “REAZ MOTORS” are 1-level & 2-level marketing channels.

1-level marketing channel: In this case, “REAZ MOTORS” imports reconditioned vehicles from Japan and sells them directly to customers at wholesale prices. Here, “REAZ MOTORS” acts as the sole middleman between the producer and wholesaler.



2-level marketing channel: In this case, "REAZ MOTORS" imports reconditioned vehicles from Japan. Then they sell those imported reconditioned vehicles to different showrooms and

give those vehicles to different showrooms for sale. Here, "REAZ MOTORS" acts as a wholesaler. They import reconditioned vehicles from Japan and sell them to different showroom at wholesale prices. Then, those showrooms sell those cars to the final end users. In this case, "REAZ MOTORS" acts as a wholesaler and those showrooms act as retailers.



4. Promotion: Promotion is the process of promoting your good or service. "REAZ MOTORS" uses both broadcast media and print media for their promotion. "REAZ MOTORS" products are Japanese reconditioned vehicles. And for those vehicles' promotion, they use different types of broadcast media and print media. Following are the broadcast media platforms & ways through which they promote:

1. Bikroy.com Platform: "REAZ MOTORS" has its own platform at bikroy.com. In that platform, they advertise their Japanese imported reconditioned vehicles. Besides, their advertisement on bikroy.com contain full details of each of their advertised vehicles with pictures. From there customers can easily know about "REAZ MOTORS" vehicles by using REAZ MOTOR's bikroy.com platform and "REAZ MOTORS" can attract them very easily.

2. Facebook Marketplace: "REAZ MOTORS" cars are regularly advertised on Facebook Marketplace. A lot of customers responses and they knock to know about cars and buy. Then the responses were answered by the employees working at "REAZ MOTORS" and communicated regularly. Besides, those advertisements are constantly renewed from "REAZ MOTORS" regularly.

3. Different Car Groups: "REAZ MOTORS" advertises its own cars in different types of car groups. Those groups are- BD CAR HUT, BANGLADESH RECONDITIONED CAR, Car Buy & Sells.BD, BD car sale, Auto Empire BD, Car Market BD, Sell your car Bangladesh, Cars-BD buy & sell, Car Hut BD, BD Car Bazar, Car Valley BD, Hybrid Car Club BD, Bangladesh Reconditioned Car Buy & Sell, Car Bangladesh, Reconditioned CAR KINI bd and so on.

4. SSD Screen: SSD is a TV device that "REAZ MOTORS" keeps at different locations and regularly plays their own make car advertisement videos.

5. Different Advertisement Platforms: "REAZ MOTORS" does its own advertisement on different types of vehicle platforms such as- Garibazar.com, Valogari.com, Car Dealer.com, second BD.com, AyyKori.com etc.

Besides, "REAZ MOTORS" also uses print media for their advertisements too. "REAZ MOTORS" uses leaflets as print media advertisements. "REAZ MOTORS" makes separate leaflets for each vehicle with complete details and images of the vehicles. Then they deliver those leaflets to different showrooms and customers.

Chapter: 4

Findings, Recommendations and Conclusion

4.1 Findings

*** Branding level is not much high enough**

The branding level of “REAZ MOTORS” is not high enough. They don’t spend much time on their branding. They are branding themselves on short ranges in bikroy.com platform, facebook marketplace, different car groups, different advertisement platforms etc. But that is not enough.

*** Need to make changes in price of their car’s advertisement**

“REAZ MOTORS” as a wholesaler & retailer of Japanese Reconditioned Vehicles company, sells reconditioned vehicles imported from Japan to customers at reasonable wholesale prices. But they advertise their cars at a price on the ad platform that is much higher than their selling price plan. As a result, even though the customers could afford the car at the price that “REAZ MOTORS” had planned to sell, the customers did not come to buy the car after seeing the higher price. In this way they lose many customers.

*** More emphasis needs to be given on content marketing**

Content Marketing is an important marketing strategy. “REAZ MOTORS” uses content marketing strategy to attract and retain customers by creating & using videos, podcasts and other media. But its amount is very less. They need to give it more time and importance.

*** New more positioning strategies need to be implemented**

“REAZ MOTORS” generally focuses the most important two types of positioning strategies to place their products in the minds of customers, those are- positioning by product attributes & benefits and positioning by price/quality. Besides, “REAZ MOTORS” should also focus on other positioning strategies such as- positioning by use and application, positioning by product user etc. In this way, they will be able to create their position more firmly in the mind of customers.

4.2 Recommendations

To make a positive impact in employees and customers mind, “REAZ MOTORS” needs some changes. “REAZ MOTORS” has already made a positive in the minds of customers and their employees. But they should make some changes in some aspects which will help them gain more reputation in future. Such as-

1. “REAZ MOTORS” should cut the price of their vehicles slightly.
2. They should devote more time and attention to their branding.
3. “REAZ MOTORS” should give more time & importance on content marketing.
4. “REAZ MOTORS” s should make changes in price setting on their online advertising.
5. They should implement new positioning strategies.

4.3 Conclusions

Since its founding, "REAZ MOTORS" has established itself as a reputable brand. This is one of the greatest car dealerships in Bangladesh. It wins customer's trust by providing them with high-quality vehicles and exceptional services. It provides more services to its customers in addition to car sales. Besides, "REAZ MOTORS" is creating employment opportunities for many unemployed people by providing jobs to job seekers in their company. "REAZ MOTORS" has created the opportunity for customers to direct purchase of Japanese reconditioned vehicles at wholesale prices. As a result, customers are able to purchase reconditioned vehicles imported from Japan from "REAZ MOTORS" at wholesale prices at much lower prices than other showrooms. In this, now Bengalis are able to purchase famous Japanese brands (Toyota, Honda, Nissan) reconditioned cars from their own country Bangladesh.

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