



## **“An Evaluation of the Marketing Strategies and Business Operations of CEAT Tyre Bangladesh”**

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**Date of Submission: May 04, 2024**

## LETTER OF TRANSMITTAL

Date: May 04, 2024

To

**Professor Mohammed Masum Iqbal**

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

**Subject: Submission of Internship Report on “An Evaluation of the Marketing Strategies and Business Operations of CEAT Tyre Bangladesh”**

Dear Sir,

With great pleasure, I am submitting this study report on “**An Evaluation of the Marketing Strategies and Business Operations of CEAT Tyre Bangladesh**” which was assigned to me as a part of my BBA program. I have completed this report as per your instruction and the necessary information support that was given to me from time to time.

Thank you very much for your cordial guidance and consistent cooperation. I hope that the report will meet your expectations.

Yours Sincerely,



.....  
Md. Kawsar Ahmed

ID: 132-11-3325

Major in Marketing

Program: BBA

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Faculty of Business & Entrepreneurship

Daffodil International University

## STUDENT'S DECLARATION

I am **Md. Kawsar Ahmed**, ID: 132-11-3325 student of the BBA program, at Daffodil International University, declares that the presented internship report entitled “**An Evaluation of the Marketing Strategies and Business Operations of CEAT Tyre Bangladesh**” is uniquely prepared by my own efforts and supervisor guidelines, after three months of internship completion at CEAT Tyre Bangladesh.

I also confirmed that the report entitled “**An Evaluation of the Marketing Strategies and Business Operations of CEAT Tyre Bangladesh**” is only prepared for my academic (Daffodil International University) requirement, not for any other purpose. It might not be used in other universities and corporations for others and the same interests.



.....  
Md. Kawsar Ahmed

ID: 132-11-3325

Major in Marketing

Program: BBA

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

## LETTER OF ACCEPTANCE

This is to certify that the internship report entitled **An Evaluation of the Marketing Strategies and Business Operations of CEAT Tyre Bangladesh** is prepared by **Md. Kawsar Ahmed**, ID No: **132-11-3325**, as a requirement of the BBA program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.



.....  
**Professor Mohammed Masum Iqbal**

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

## ACKNOWLEDGEMENT

Above all else, I'm thankful to the all-powerful Allah for empowering me to complete my internship report. The fundamental reason for this report is to break down work learning with work fulfilment. The powerful accomplishment of this report is the consequence of the responsibility of various people, especially the people who gave individual time shared their thoughts, and gave suggestions to set up this report.

An exceptional thanks to my supervisor **Professor Mohammed Masum Iqbal**, Faculty of Business & Entrepreneurship DIU who has given me consistent constructive insight and direction for finishing my report.

Special gratitude to another deep helpful power of my efforts gave me environmental and practical employment feel during my learning, **Mr. Ahmed Zaheer**, Head - Supply Chain & Procurement, Distribution & Commercial at CEAT Tyre Bangladesh.

Finally, would like to take the opportunity to take my career to a different height with all my helping hands and blessings. Also, would like to express my gratitude to everyone who has offered me advice, support, and suggestions. Without all of these, would not have been able to complete this report.

## EXECUTIVE SUMMARY

The study provides an analysis of CEAT Tyre Bangladesh's marketing strategies and business operations also evaluation according to the main objective. What kind of marketing strategies following in the Bangladeshi tyre market of CEAT Tyre Bangladesh and how to operate their business operation in Bangladesh. Also which marketing Strategies plan to take in the future, and what business operation plan. For the analysis purpose, here use descriptive research and quantitative research methodology, and also for sampling use random sampling techniques under the probability sampling method.

CEAT Tyre Bangladesh focuses on the segmenting, targeting, and positioning (STP) marketing strategies. The best quality product segment is the main Strategies strength of CEAT Tyre Bangladesh. CEAT Tyre Bangladesh always maintains their tyre tracking and customer relationship. They have a strong customer database, CEAT Tyre Bangladesh follows 30-day rolling sales strategies using a security deposit for dealership business. For the business operation of CEAT Tyre Bangladesh always up-to-date in market potential and competitor gaps. Available for all category tyre stock in every region and strong distribution and supply channel. Focusing on customer demand and supporting dealer and customer problem solutions. After-sales service is the best way for the sustainable business of CEAT Tyre Bangladesh.

Hard business policy is the main barrier for the dealer to continue business with CEAT Tyre Bangladesh. For the multinational company CEAT Tyre Bangladesh, policy practice is not perfect for our country's perspective. As we know high-value product sales growth is up and down based on dealer influence and quality products. Competitive CEAT Tyre prices are dragged down from customer preference. Conditional warranty policy makes the customer demotivated to buy the Tyre. For business growth need to make the policy dealer-friendly, with some modifications based on Bangladeshi customers and dealer behavior. A reasonable price can motivate to the customer to buy CEAT Tyre. After-sales service needs more improvement like tyre claim warranty without condition.

## MAJOR ABBREVIATION

That's casually used in tire market and inner reports.

| Abbreviation | Full Form                      |
|--------------|--------------------------------|
| CEAT         | Cavi Elettrici e Affini Torino |
| CTB          | CEAT Tyre Bangladesh           |
| TBB          | Truck Bus Bias                 |
| TBR          | Truck Bus Radial               |
| LCV          | Light Commercial Vehicle       |
| LM           | Last Mile (CNG)                |
| MC           | Motor Cycle / Scooter          |
| PCR          | Passenger Car                  |
| OTR          | Off The Road                   |
| TF           | Tractor Front                  |
| TR           | Tractor Rear                   |
| PR           | Ply Rating                     |
| TTF          | Tyre, Tube, Flap               |

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## **CHAPTER: 01**

### **Introduction**

## 1.1 Introduction of the Study

CEAT Tyre Bangladesh is a joint venture company in Bangladesh. The study's purpose is to how to start the business and An Evaluation of the Marketing Strategies and Business Operations of CEAT Tyre Bangladesh. From the organization, there are lots of opportunities to learn. My objective as much as can gain knowledge to develop a new venture. How to market research and implement also evaluate business Strategies with the operation will be my lifelong learning.

For the beginning of CEAT in Bangladesh started their business with a joint venture with A.K. Khan in 2012. All over the world, this is one of the leading tyre manufacturing and a multination group of companies. CEAT Tyre Bangladesh started the business with a joint venture that name call is CEAT AKKHAN LTD. As we know CEAT is a sister concern of RPG giant Group of companies in India. They want to establish a match tyre production factory in Bhaluka, Mymensingh, Bangladesh. CTB went to build the factory for a production plan of more than 110 metric tons per day and the expected cost will be \$67 million. Directly and indirectly, more than 1,000 people getting their employment with CEAT Tyre.

## 1.2 Background of the Study

The study is based on my three-month internship period to the requirement of an academic BBA program major in marketing. The study topic on An Evaluation of the Marketing Strategies and Business Operations of CEAT Tyre Bangladesh. During my learning period massive help from my supervisor, **Professor Mohammed Mausm Iqbal**, Sir, who advised me to achieve the target goal, and every time gave me an extreme level of motivation. Other parts of CEAT Tyre Bangladesh's respective employees give me important and confidential data to complete the study and collaborate with my BBA program academic requirement. Happily, internship and matched the multination organizational activity with my academic knowledge. For better learning attended many seminars, workshops, customer meetings, and other activities to collect the required knowledge.

### **1.3 Objectives of the Study**

The objectives of the study are the following:

1. To identify the marketing strategies of CEAT Tyre Bangladesh;
2. To explain the business operations of CEAT Tyre Bangladesh;
3. To identify the problems related to the marketing strategies and business operations of CEAT Tyre Bangladesh;
4. To make recommendations to solve the problems;

### **1.4 Scope of the Study**

CEAT Tyre Bangladesh provides high-quality and high-value vehicle tyres with two years warranty. More than 2200 core market share in Bangladesh and high-standard business operations. There are lots of opportunities to learn and develop my knowledge. Net and clean government role-oriented SOP is the biggest strength to go ahead with their business. In Bangladesh's 500\$ core tire market, CEAT already gained a strong position to continue Tyre business. They already used high-standard IBM ERP software SAP (Systems Application Software). For the base on data, they can forecast and make decisions very frequently and accurately. Well organized marketing Strategies and business operations motivated to me study on CEAT Tyre Bangladesh.

### **1.5 Methodology of the Study**

The methodology of the study of descriptive research method describes the population and systematic way to identify CEAT Tyre Bangladesh's marketing strategies and business operations. Also to identify strategic and business operational problems and solutions. The quantitative and qualitative methodology were applied for the study to get maximum learning accuracy to finding CEAT Tyre Bangladesh's marketing strategies and business operations. For the numerical and non-numerical questionnaire ask the dealer, customer, management, and employee team. To identify marketing strategies questionnaires were asked for dealers and customers. To identify business operations questionnaire asks for employees.

### **1.6 Nature of the Study**

The study involves with a combination of qualitative and quantitative research methods, including interviews with key stakeholders within the company, surveys of the dealer and customers and industry experts, analysis of financial and operational data, and benchmarking against competitors and industry best practices. The goal of the study would be to provide insights and recommendations for improving CEAT Tyre Bangladesh's marketing Strategies and business operations, with the aim of driving growth, profitability, and competitive advantage in the market.

### **1.7 Sources of Data**

The sources of data for an evaluating CEAT Tyre Bangladesh's marketing Strategies and business operation are company financial reports, software store reports, dealer and customer survey, interviews, online articles, and employee support. Primary and secondary both data sources have been applied for sourcing data. Competitor statements also provide study data resources.

### **1.8 Primary Data**

Study with the survey among CEAT Tyre Bangladesh dealer and customer to identify CEAT Tyre Bangladesh business operation. Managing a direct interviews with CEAT Tyre's marketing and sales team in Bangladesh to understand their marketing strategies, distribution network as a business operation, and customer engagement initiatives.

### **1.9 Secondary Data**

The CEAT Tyre annual reports, employee presentations, newsletter and press releases to gather information on their business operations, financial performance, and marketing strategies in Bangladesh. Utilize online sources of CEAT Tyre Bangladesh such as industry websites, news articles, and social media platforms to gather information on CEAT Tyre's marketing campaigns, product launches, and customer feedback in Bangladesh.

### **1.10 Target Population**

The sample size is millions of CEAT and non-CEAT dealers and millions of CEAT and non-CEAT customers all over the Bangladehi tyre market. Also, the sample is all CEAT Tyre Bangladesh employees.

### **1.11 Sample Size**

The target population of the study is 10 dealers and 10 customers from every region in the Bangladesh market, as well as 5 employees from CEAT Tyre Bangladesh Company. To used random sampling lottery method who will received the phone call for select sample population from the target population.

### **1.12 Sampling Method**

To fulfill the study following probability sampling methods. For the probability sampling method involves random selection with lottery into phone call from the tyre dealer and customer of Bangladesh.

### **1.13 Method of Data Collection**

To the study reason methods of data collection is the questionnaire, survey and direct interview methods. On the CEAT and non-CEAT dealers and customers also CEAT employee to identify marketing strategies and business operation.

1. Do you think CEAT Tyre price is more affordable from other brands tyre in Bangladesh?
2. Already speared geographically CEAT Tyre in Bangladeshi market and rural area.
3. CEAT Tyre makes costly promotional activities in Bangladesh and also makes a gift for customers.
4. Two years warranty is enough to get a claim benefit from CEAT Tyre Bangladesh.
5. Do you think the best way to reduce prices and make more benefit for CEAT Tyre Bangladesh doing import from India?
6. Do you think CEAT Tyre Bangladesh distribution is very profitable and smooth for region-wise distribution offices?
7. Competitor gap finding is the best way to increase sales in the Tyre Industry in Bangladesh.
8. CEAT Tyre Bangladesh makes a plan based on competitor movements and takes an action plan to execute and get the best result.
9. Dealership business is the best way to increase tyre business profits in Bangladesh.

### **1.14 Limitations of the Study**

During to the learning, there were some restrictions to managing the organization's business operation and marketing Strategies situation. Figured out the major point of the study limitation that given below.

- The lack of experience in the Tyre industry.
- Dealers and customers do not want to share their personal information and they are not interested.
- CEAT Financial authorities don't like to disclose any information for security purposes.
- The time is very constrained it is not enough for the three months.
- Collecting competitor information is so difficult as a part of competitor representative.
- Hard company policy makes the study complicated.

## CHAPTER: 02

### The Organization



## **2.1 The Organization Overview**

One of the biggest leading Tyre Manufacturing Multinational Company is CEAT Limited that's formerly (Cavi Elettrici e Affini Torino) which this owned by the RPG Group. CEAT was founded in Turin, Italy, in 1924. Annually more than 165 million tyres produce CEAT that's one of the biggest numbers in India. Live easier type of tyre they manufacturing such as Motorcycle, Auto Rickshaws, Light Commercial Vehicles, Earth-Movers, Trucks/Buses, Very Special Vehicles, Forklifts, Tractors, Trailers, and other types of requirement base. Per day CEAT produces more than 800 tons of tyres in the total plant.

## **2.2 Organization History**

The company was enhanced in Turin, Italy in 1924 by Virginio Bruni Tedeschi as Cavi Elettrici e Affini Torino (Turin Cables and Related Items). On Walk 10, 1958, the company was consolidated in Mumbai as the CEAT Tyre in India. The company initially collaborated with the Tata Group. In 1972, the company set up an investigation and advancement office at Bhandup. In 1981, Deccan Fiber Glass Limited was blended into the company. The firm SOFIT bought Cavi Elettrici e Affini Torino from Alberto, son of Virginio, in 1980, which drove a lessening in work. In 1981 the company had the plant, but it went void in Italy, Pirelli procured the rights to his CEAT title, and in 1983 he was vended to the RPG Group.

The Competition Commission of India raided the head office of CEAT along with other tyre companies like Apollo Tyres, MRF (Madras Rubber Factory), and Continental Tyres at multiple locations in April 2022. Ahead in February the antitrust watch doggy had released a statement about finding these tyre companies a total of Rs 1788 crores (of which CEAT fined Rs 252.16 cr.) for participating price sensitive information among themselves to manage their cartelization of tyre prices for inventories to the public transport pot of Haryana state. Few ahead the All-India Tyre Dealers Federation had complained to the Ministry of Commercial Affairs about this cartelization of these companies to increase the tyre prices. The ministry had also appertained the case to the CCI.

### **2.3 Vision**

CTB tracks their business model based on the dealer end, they try to make a partner with the given dealership. A minimum security deposit is the main policy to start a business with CTB they always guide how to grow their business with CEAT Tyre. More than 1,300 dealers or business partners collaborate with businesses like a partner. Within the four-region making their strong potential data with matching the performance end of the year.

Very unfortunately CTB is still unable to build its plant in Bangladesh now of the government permission issue. Still, CTB wants to build that, what they planned before. Now they are trying to continue the CEAT Tyre business in Bangladesh with a distribution model for holding their sustainable business process. ACI Motors taking their distribution risk from the first of February 2024.

### **2.4 Mission**

CTB strives to establish itself as a top brand and continues to grow also committed to building the manufacturing plant today or tomorrow. In Bangladesh, CTB mainly focused on the truck and bus tire segment. Currently, CEAT is present in four different regions Dhaka, Bogura, Chittagong, and Jashore. The main warehouse is located in Chittagong, from where tires are distributed to other warehouses in the region. First, determine market share through tyre fitting survey, then meet with dealers to learn more about market potential, and meet with key customers to understand brand preferences and other expectations.

## 2.6 CTB Organizational Structure

CEAT Tyre Bangladesh is by Mr. Kumar Subbiah as the Managing Director. There are six departments with six individual Heads. Each department is followed by other sub-departments. Presently the company has the following departments at the Dhaka Head Office:

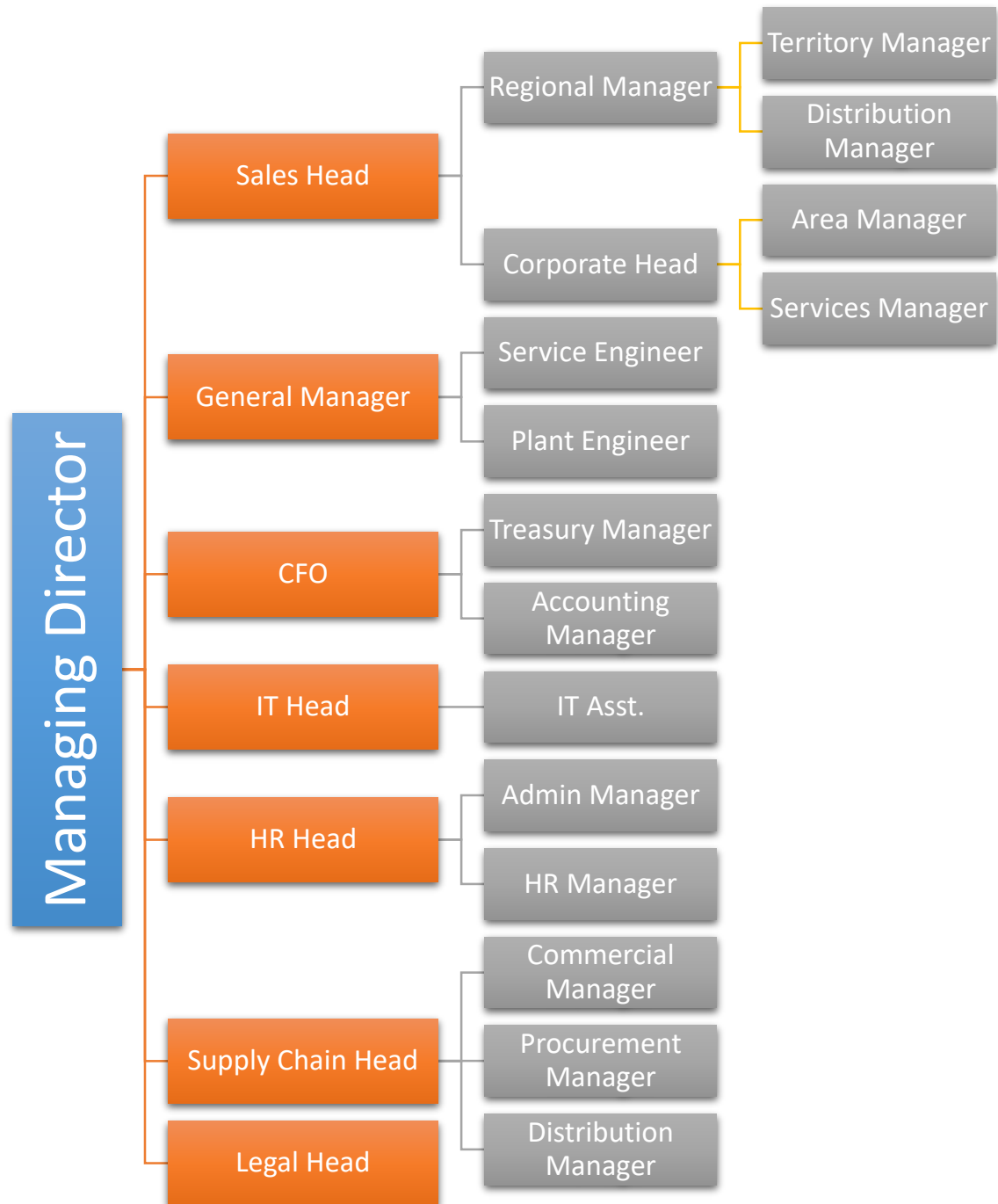


Figure: 1.1 Organizational Structure

## 2.6 CTB Product Segment

In the Bangladeshi market first moving category product is available we already explained that, such as:

- ✓ Truck Bus Bais Set
- ✓ Truck Bus Radial Set
- ✓ Commercial Vehicle Tyre Set
- ✓ PCR Tyre
- ✓ Tractor Front
- ✓ Tractor Rear
- ✓ OTR (Off the Road )
- ✓ Motorcycle & Scooter Tyre

TTF means Tyre, Tube & Flap, in the previous every part will come to Bangladesh as a separate but now it's come as a set. In the Bangladeshi market, CEAT Tyre already makes a stock segmental impression on every customer and dealer well known about CEAT Tyre. Bangladesh is an agricultural-based country which is why the farm tyre is very popular in the tyre market. In the future, CEAT Tyre will be the top brand in the Bangladeshi Tyre Market.

### Long Lasting Warranty & Tyres

Register to get 6-month free extended warranty

☐ [REGISTER NOW](#) [KNOW MORE >](#)



## CHAPTER: 03

### Marketing Strategies



### **3.1 Marketing Strategies**

CEAT Tyre Bangladesh starts their business with dealers, distributors, and customers in Bangladesh. The main Strategies is to maintain dealers and distributors for the business. Security deposit is the main objective of starting a business with CEAT Tyre Bangladesh for dealers. Apart from this marketing mix is the main Strategies of CEAT Tyre Bangladesh.

### **3.2 CEAT Tyre Segmentation in Bangladesh**

CEAT Tyre in Bangladeshi market are segmenting into various categories based on the type of vehicle presenting in the Bangladeshi road. The segment includes car tyre call PCR Tyre for all type for car. Also TBB, TBR, LCV is truck bus tyre for different type of situation for different type of tyre. Motorcycle tyre for tyre to give sale force under distributor. Off the road tyre try to involve in big corporate inside the Bangladesh.

### **3.4 CEAT Tyre Targeting in Bangladesh**

CEAT Tyres in Bangladesh targets a wide range of customers, including individuals who own a vehicles as well as the business. The main focus of dealer and customer who already connected with the dealer. CEAT Tyres in Bangladesh positions itself as a reliable and trusted brand that offers high-quality tyres at competitive prices. CEAT sponsor every IPL and other playground event for make visibility their brand. Also educated to vulcanizing store to give some tips how to durable a product for long lasting.

### **3.5 CEAT Tyre Positioning in Bangladesh**

CEAT Tyres in Bangladesh follow various position activity to reach its target customers and dealer sales. Some of the promotional activity used by CEAT Tyres include the advertising, sponsorship, dealer promotional activity, customer loyalty program, and digital marketing. Dealer promotion and customer loyalty program is the more effective from other promotional activities. Every promotional event promoted the dealer in market and give gift to customer from the principal.

### **3.6 Monitoring and Evaluation**

The CEAT Tyre Bangladesh is crucial to ensure that the company's efforts are effective in reaching its goals and objectives. Here are some key components of a monitoring and

evaluation Strategies for CEAT Tyre Bangladesh's marketing activities. Key performance indicators well establishing related to marketing objective and essential for measuring the success of the marketing Strategies. Data analytics for utilizing data by the professional tools to track and analyze market. Customer feedback and surveys report can give making change the Strategies curve.

### 3.7 CEAT Tyre Bangladesh Marketing Plan.

For the based on plan to define specific, measurable marketing objectives, such as increasing brand awareness, capturing a certain percentage of market share, or driving sales growth within a defined timeframe. Evaluation the strengths, weaknesses, opportunities, and threats (SWOT analysis) for CEAT Tyres in Bangladeshi market. CEAT Tyre Bangladesh highlight the unique features, performance benefits, and quality of CEAT Tyres to differentiate them from competitors. Planning for develop a pricing Strategies that considers the value proposition of CEAT Tyres while remaining competitive in the local market.

### 3.8 SWOT Analysis

|                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p style="text-align: center;"><b><u>Strengths</u></b></p> <ul style="list-style-type: none"> <li>• Provides premium range tyres.</li> <li>• Product quality, reliability and Longevity.</li> <li>• High brand equity.</li> <li>• Products have required Accreditations.</li> <li>• The high degree of customer Satisfaction.</li> </ul> | <p style="text-align: center;"><b><u>Weaknesses</u></b></p> <ul style="list-style-type: none"> <li>• Product awareness is very low.</li> <li>• Lack of proper human resources in delivery and customer service Section.</li> <li>• Lack of advertisement and Promotional activities.</li> <li>• Lack of coordination to provide Direction.</li> </ul> |
| <p style="text-align: center;"><b><u>Opportunities</u></b></p> <ul style="list-style-type: none"> <li>• Prospect to increase market share.</li> <li>• Factory role will be active to Export.</li> <li>• Chance to get more corporate deals.</li> <li>• Chance to become a lower-product Price for factory production.</li> </ul>         | <p style="text-align: center;"><b><u>Threats</u></b></p> <ul style="list-style-type: none"> <li>• Vulnerable to reactive attack by Major competitors.</li> <li>• The lack of infrastructure in rural areas could constrain investment.</li> <li>• High volume/low-cost market is Intensely competitive.</li> </ul>                                    |

### **3.9 Competitor Scenario**

The market is consolidated with the top five (Apollo, MRF, Maxxis, and CEAT) companies having 80% of the total market. They have a well-diversified product mix with a presence in all three major segments - Replacement market, Original Equipment Manufacturers and exports. The companies mainly concentrate on the manufacture & marketing of small tyres and tubes & flaps for the replacement markets. The tyre industry has always been open to innovation and changes in technology; classic examples are radials and more recently Tubeless radials. Drivers normally prefer to retread their tyres after their life is almost over. This is far cheaper than replacing them. This cats into the market for replacements. With improvements in the techniques for retreading, many drivers are using it to increase the life of their tyres.

### **3.10 Business Partner Strategies**

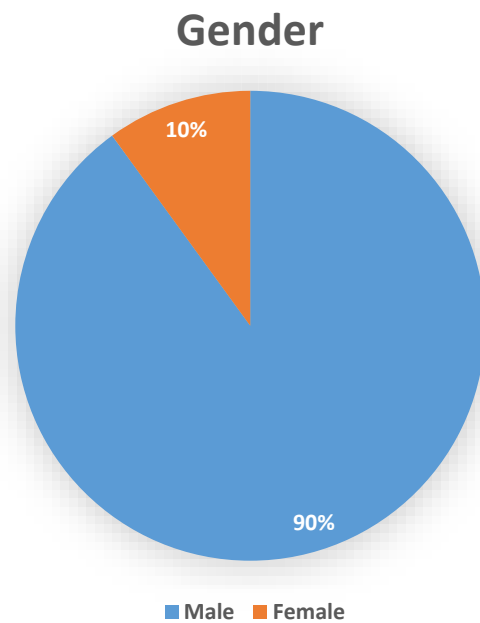
In the Bangladeshi market, CEAT Tyre started business as a joint venture with CEAT AKKHAN LTD. and every dealer as a business partner because of them give as per policy security deposit for business. They constrain and maintain the SD every month forcefully the dealer is a strong stakeholder. Dealer is getting their acknowledgement from CEAT as DEALER certificate for showing of a partner.

### **3.11 Questionnaire (Survey) Analysis**

Based on dealers and customers opinions on CEAT Tyre Bangladesh marketing Strategies-related questionnaire depends on their current status.

The following output is given below from the questionnaire:

### 3.11.1 Gender

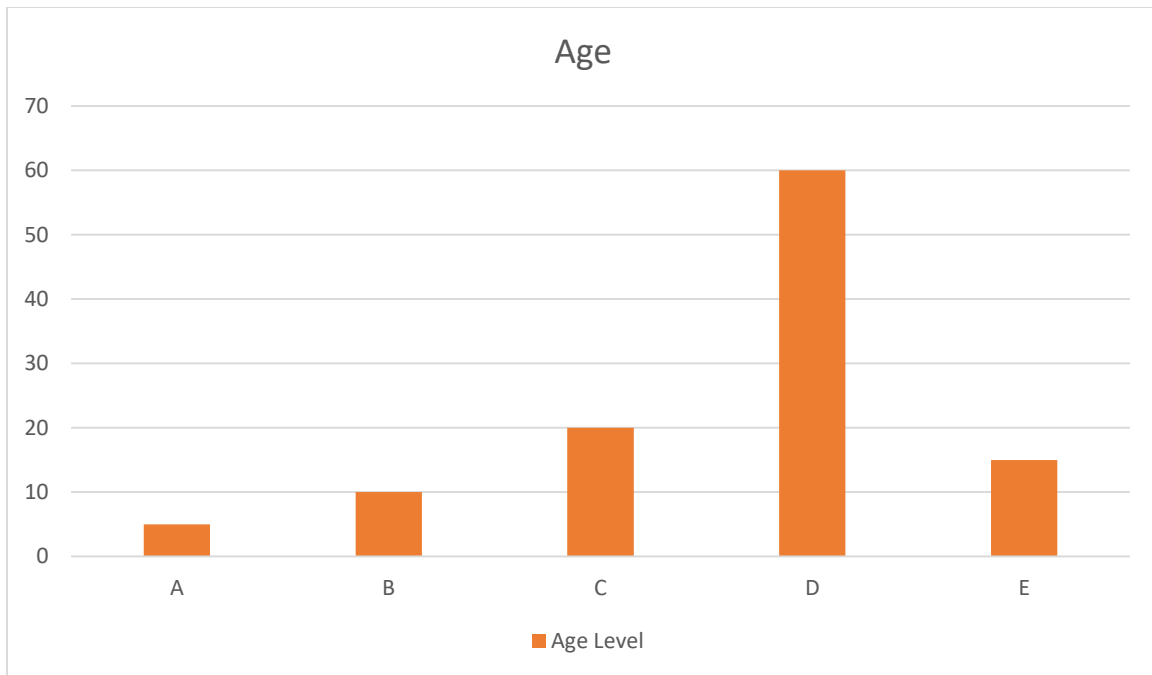


#### **Interpretation:**

The majority of people of the tyre business work for males depending on the tyre market. 90% of the market doing the tyre business a male person.

### 3.11.2 Responder Age Level

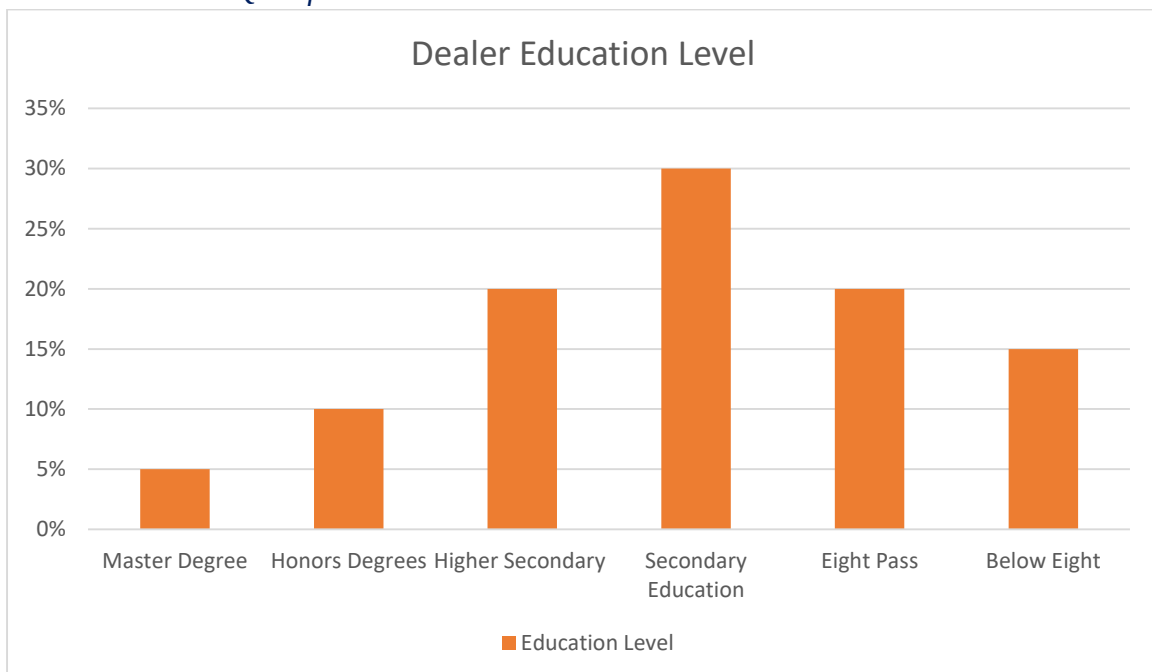
| Age | 10 to 20 | 21 to 30 | 31 to 40 | 41 to 60 | 61 to Above |
|-----|----------|----------|----------|----------|-------------|
|     | A        | B        | C        | D        | E           |



**Interpretation:**

Region-wise 41-50 age responder are bigger than other age's responder, so everyone has good knowledge about the tyre market's history. They make purchase decisions based on their previous track record history.

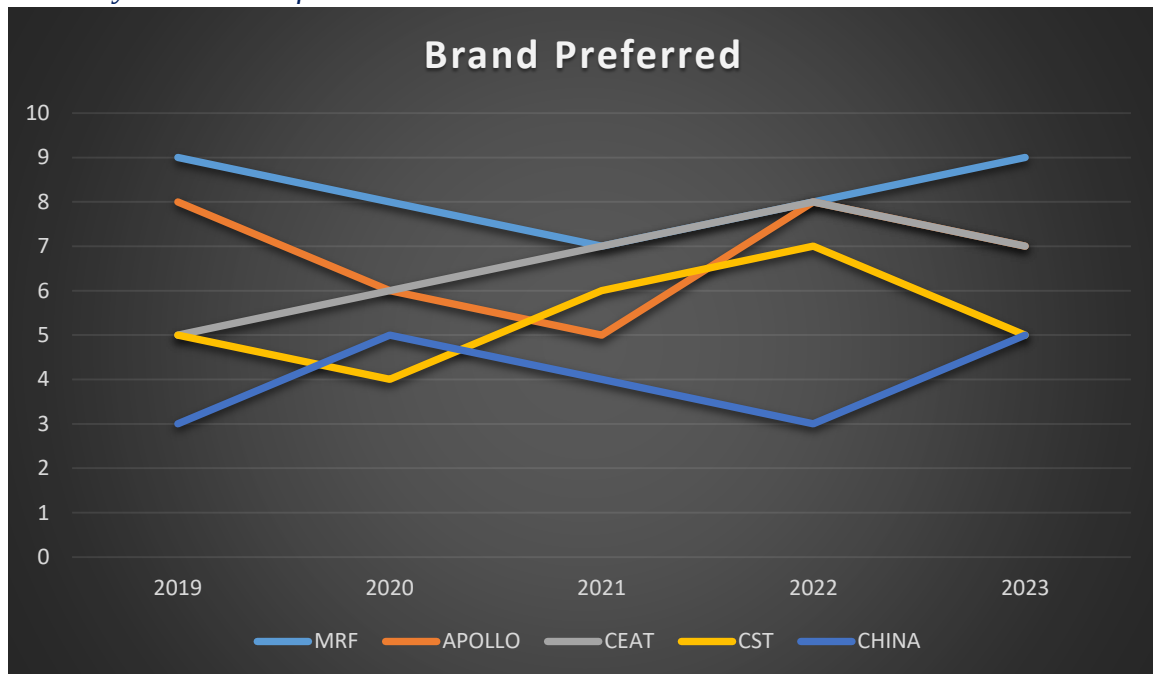
**3.11.3 Education Qualification**



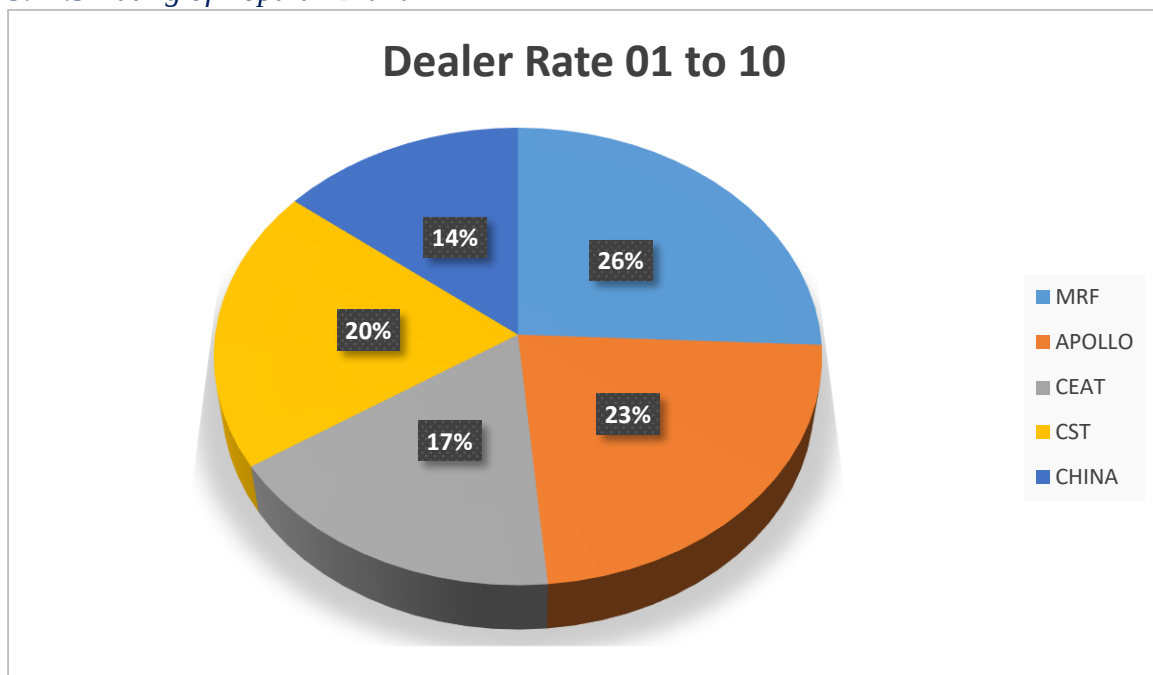
**Interpretation:** Nowadays, the majority per cent dealers are educated dealer can understand their calculations very well. They invest to get results of profit dealer always calculate their

profit with time and invested amount. The majority per cent dealers are secondary-level of educated.

#### 3.11.4 Tyre Brand Preferred



#### 3.11.5 Rating of Popular Brand



### 3.11.6 Market Position & Product Categories

CTB is one of the only companies in India catering to the needs of all the user segments -up to 17 categories. CTB also markets tubes and flaps, which are outsourced from 7-8 units. Transportation of passengers and goods CTB main brands are HCL Super and Lug-XL. Also, TBB and TBR, CEAT produce about 8 lacks tyres per annum in this category, which represents 18% market share in the truck tyre industry and 21% in the light truck tyre industry. CTB supplies all the major Original Equipment Manufacturers (OEM), like Telco, M&M, Maruti Suzuki, Eicher, Swaraj Mazda, etc. ranking it 3rd in the replacement market. The Car & utility vehicle tyres segment is divided into two parts: conventional tyres and radial tyres, which is a new and high-end technology. CTB has before introduced its Spider range of Tubeless Radials in the Indian market imported from Italian major Pirelli, the world leader in high-performance radials, to offer customers high-end products in the passenger radial segment, especially in tubeless tires.

| Questions                                                                                                                        | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|----------------------------------------------------------------------------------------------------------------------------------|----------------|-------|---------|----------|-------------------|
| Do you agree category-wise CEAT Tyre's quality and involvement are the best of other brands?                                     | 21%            | 13%   | 51%     | 9%       | 6%                |
| What is opinion on that, In the Bangladeshi tyre market, CEAT Tyre is one of the leading positions already held.                 | 11%            | 14%   | 35%     | 25%      | 15%               |
| Is it right way for TBB and TBR are the main focused and exploring areas in Bangladesh?                                          | 35%            | 15%   | 25%     | 23%      | 2%                |
| Do you agree already speared CEAT Tyre in Bangladeshi Market geographically?                                                     | 33%            | 19%   | 18%     | 20%      | 10%               |
| Do you think the dealers and customers when thinking of buying a tyre CEAT brand is in the 3 <sup>rd</sup> position for choices? | 38%            | 12%   | 15%     | 22%      | 13%               |
| Do you agree the CEAT Tyre does enough marketing activity to introduce their high-quality products?                              | 21%            | 14%   | 30%     | 25%      | 10%               |

## **Interpretation:**

In the Bangladeshi Tyre market CEAT make their Strategies based on tyre category and market positioning. In the below some of dealer and customer questionnaire data result that interpreted accordantly.

- i. Category-wise CEAT Tyre's quality and involvement are the best of other brands. Still, CEAT Tyre is not visible in the category of every sector same market demand, more than 51% are neutral about this question.
- ii. In the Bangladeshi tyre market, CEAT Tyre is one of the leading positions already held. Till now MRF is the best and leading position already held in Bangladeshi Tyre market CEAT 11% to 14% lead the position.
- iii. TBB and TBR are the main focused and exploring areas in Bangladesh. Not only TBB and TBR are the main focus in the Bangladeshi Tyre market but the majority of the value is collected from TBB & TBR. Any other sector already has to grow the market is big but CEAT is focusing mainly on 35% of that market, not others.
- iv. Already speared CEAT Tyre in Bangladeshi Market geographically. The dealer and customer thinking 33% geographically area already coved CEAT Tyre company.
- v. Dealers and customers when thinking of buying a tyre CEAT brand is in the 3<sup>rd</sup> position for choices. Sometimes it is right that the dealer and customer CEAT is the brand and before buying a Tyre they always think about it. 38% of dealers and customers think about it.
- vi. CEAT Tyre does enough marketing activity to introduce its high-quality products. The 25% of dealers and customers do not agree with the statement actually before CEAT did a good level of marketing activity but now it is not accreted.

CEAT decided to expand their business and therefore they planned to enter the tire market of Bangladesh. It plans to set up a manufacturing facility at Bhaluka, Mymensingh, which will start production in January 2028 (approx.). During this time, the main task of CEAT is the need to create a strong brand image. To this end, CEAT is strongly prioritizing marketing and promotional activities that will help CEAT gradually establish a position in the tire market of Bangladesh. The main objective is to create brand awareness among the target customer group and create a good image in their minds.

## CHAPTER: 04

### Business Operation of CEAT Tyre Bangladesh

The dynamically changing world economy, representing an era of intense development and globalization, is creating new requirements both for theoretical management models and for practical discussions related to CEAT Tyre Bangladesh business operations.

#### **4.1 The Component of CEAT Tyre Bangladesh Business Operation**

CEAT Tyre is manufactured in India by five manufacturing plants and they export to more than 120 countries. CEAT Tyre Bangladesh started their business operation based on imports from India.

The study theme discussion following below:

##### *4.1.1 Product Import*

CEAT Tyre Bangladesh is a subsidiary of CEAT Limited, which is an Indian tire manufacturer. As such, CEAT Tyre Bangladesh imports tyres from its parent company in India to supply the Bangladeshi market. The company imports a wide range of tyres for various types of vehicles, including cars, motorcycles, trucks, and other commercial vehicles.

##### *4.1.2 Distribution Channel*

They are distributing tyres from the central warehouse to four regional offices Dhaka, Bogura, Jashore, and Sylhet. For smooth customer service, they distribute regional offices to dealers and customer points.

##### *4.1.3 Competitor Research*

The major popular brands Bridgestone, Goodyear and Dunlop Tyres, Continental, Yokohama, Michelin, Hankook, Toyo, MRF Tyres, JK Tyres, Apollo Tyres and CEAT. Local companies, together with foreign companies, have switched to the production of long-distance bus and truck tyres, which are dominated by imports. Gazi Tyre, part of the Gazi Group, is the first to produce large tires for the rapidly growing transport industry. For the planning and taking any decision CEAT Tyre Bangladesh always researches competitor movement.

#### 4.1.4 Planning and Action

In the Bangladeshi Tyre market many brands already exist and grab the market share. The most popular brands is MRF and Apollo but there are some opportunities to graph maximum share in the Bangladeshi tyre industry. CEAT Tyre Bangladesh action plan given below flow:

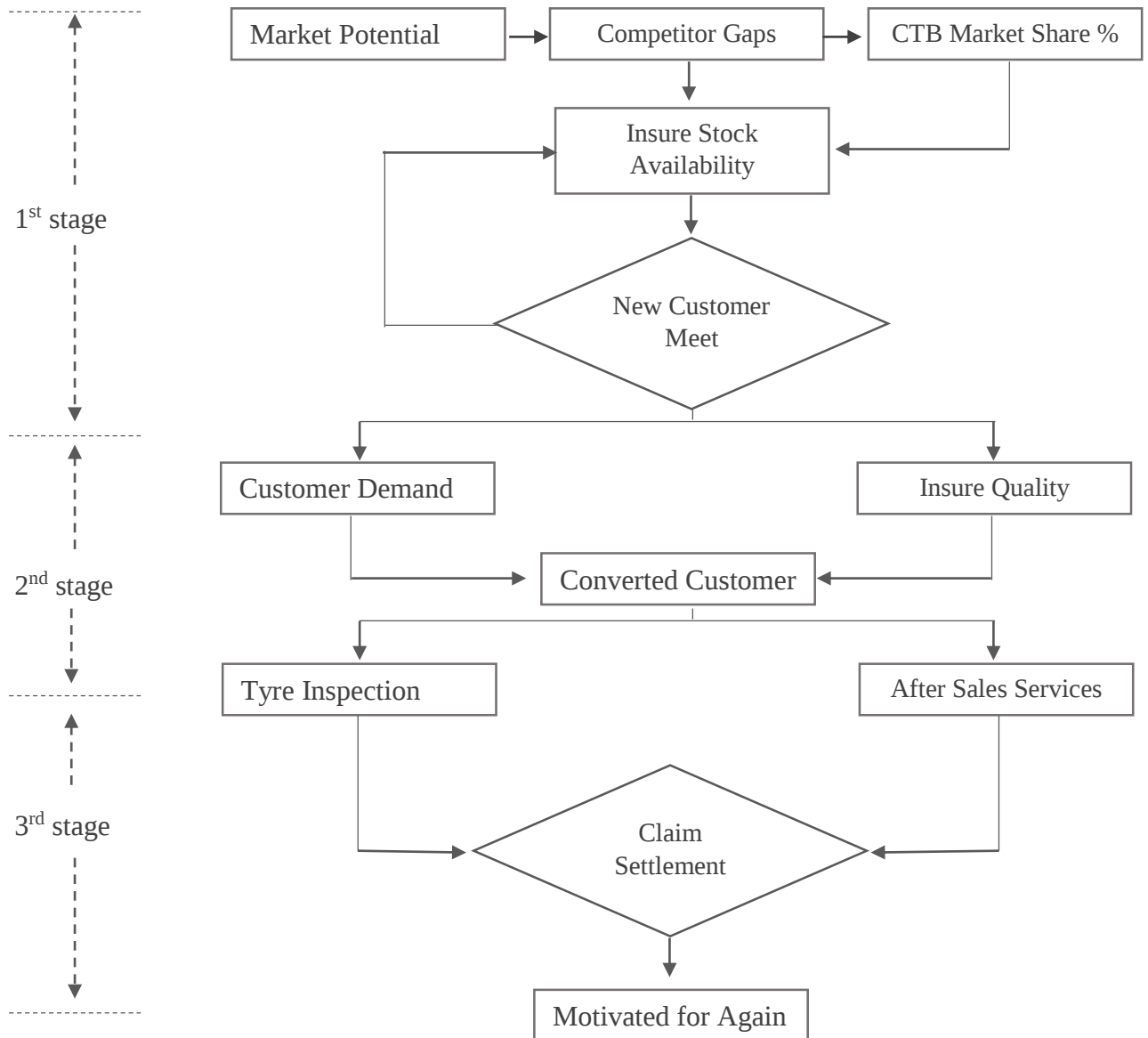


Figure: 4.1.5 Planning and Action

## **4.2 Functions of the Business Operations**

Identifying CEAT Tyre's business operations in Bangladesh requires a structured approach to gather relevant information and insights about the company's activities in the country. Here are some steps you can take to organize your efforts effectively:

### **4.2.1 Planning**

Start by researching CEAT Tyre as a company, including its history, product range, target markets, and global operations. Understand the company's values, mission, and strategic objectives to gain insights into its business operations.

### **4.2.2 Organizing**

Determine what specific information you are seeking, such as market presence, distribution network, sales channels, and competitive positioning. Develop a research plan outlining the key areas you need to investigate, such as company background, product portfolio, market share, distribution channels, and customer base. Identify the sources of information you will utilize, such as online resources, industry reports, and direct inquiries.

### **4.2.3 Staffing**

Professionals experienced in conducting market research, including data collection, surveys, and analysis. They can help gather information about CEAT Tyre's market positioning and customer perception in Bangladesh. Individuals are skilled in organizing and analyzing data. They can help make sense of the information gathered and identify key trends and patterns related to CEAT Tyre's business operations.

### **4.2.4 Directing**

Delegated tasks and responsibilities to team members based on their skills and expertise. Clearly communicate roles, expectations, and deadlines to ensure that everyone is aligned on the project's objectives. Clearly define the objectives of the working effort, including what specific information to fixed aim for CEAT Tyre business operations in Bangladesh. This could include market share, distribution channels, product portfolio, competitive positioning, and customer perception.

### **4.2.5 Controlling**

Controlling CEAT Tyres business operations in Bangladesh involves monitoring, evaluating, and adjusting the company's activities to ensure that they align with its strategic goals and objectives. Define specific KPIs that align with CEAT Tyre's objectives in Bangladesh, such

as sales targets, market share, customer satisfaction levels, and operational efficiency metrics. These KPIs will serve as benchmarks for measuring the company's performance in the market.

#### 4.3 Distribution Process Analysis

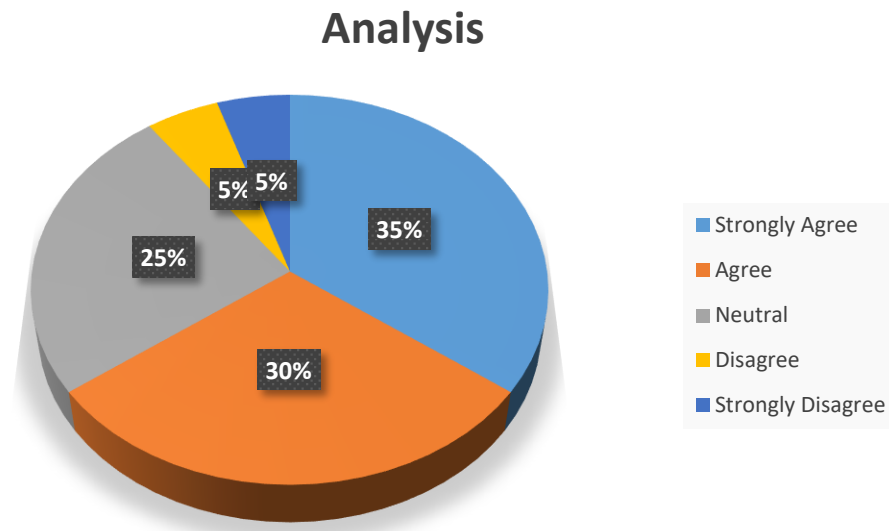
| Questions                                                                                                                         | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|-----------------------------------------------------------------------------------------------------------------------------------|----------------|-------|---------|----------|-------------------|
| Do you agree on that, on-time delivery of the billing materials warehouse to dealer point?                                        | 50%            | 30%   | 5%      | 10%      | 5%                |
| Are you suggest that, credit and advance payment systems for the billing materials take smooth business relationship?             | 35%            | 30%   | 25%     | 5%       | 5%                |
| Do you think the CEAT has no minimum billing requirement for getting materials and CEAT is always available for all SKU products? | 35%            | 25%   | 10%     | 15%      | 15%               |
| Do you agree on motivate dealers and customers to give extra care about the material dispatched?                                  | 40%            | 30%   | 10%     | 15%      | 5%                |
| Is it right way for increase sales that, CEAT delivers the billing product with its own cost and home delivery?                   | 75%            | 13%   | 10%     | 1%       | 1%                |
| Do you think is it good impact that, on CEAT always takes material receiving acknowledgment from respected dealers?               | 45%            | 35%   | 10%     | 5%       | 5%                |

The standard operational process always gives an advantage over other competitors. That's why CEAT maintains the SOP.

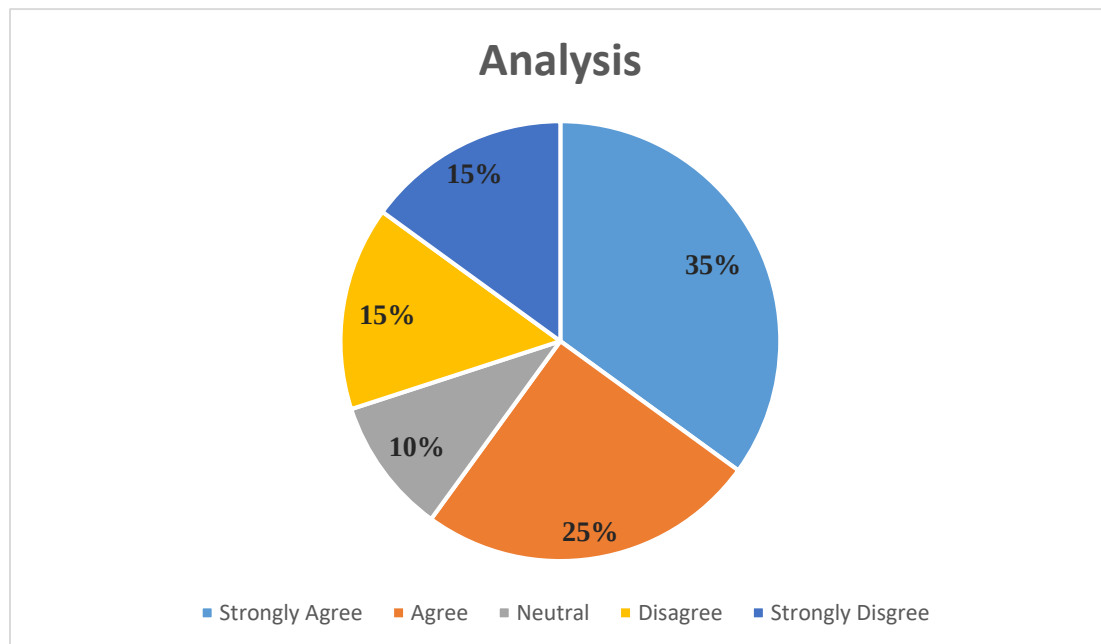
#### Interpretation:

- i. On-time delivery of the billing materials warehouse to dealer point. CEAT Tyre Bangladesh always delivers their product or materials on time. That's why dealers feel very happy about it 50% of dealers strongly agree with it.

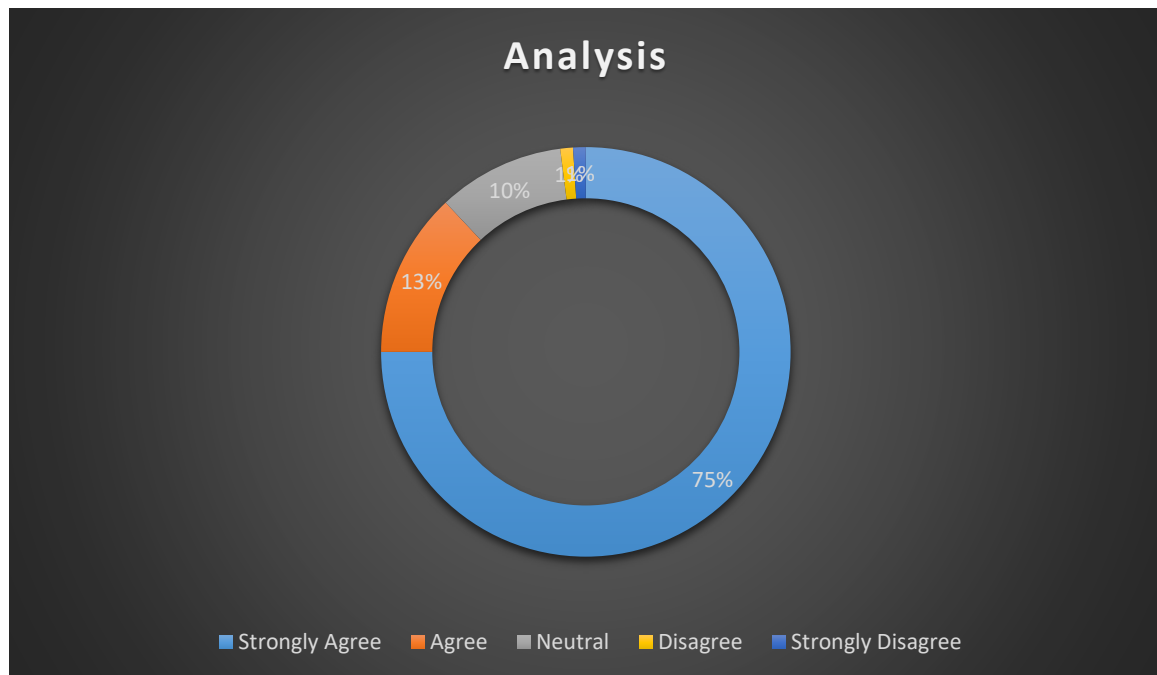
- ii. Credit and advance payment systems for the billing materials take smooth business relationship. The organization tries to reduce operation processing time by giving dealers extra facilities like credit and advance payment billing permission. That's dealers already strongly agree more than 35%.



- iii. CEAT has no minimum billing requirement for getting materials and CEAT is always available for all SKU products. A data-oriented company using the FIFO stock-keeping process. All the SKU products are always available at the CEAT delivery point. 35% of respective dealers strongly agree with it.



- iv. Motivate dealers and customers to give extra care about the material dispatched. CEAT dealers are very happy about that, new customers and dealers get extra care for their buying tires. For motivation, more than 40% of respondents strongly agree with the statements.
- v. CEAT delivers the billing product with its own cost and home delivery. The door-to-door work process makes the customer and dealer happy to deliver materials CEAT strongly maintains that. 75% of dealers give feedback that, strongly agree.



- vi. CEAT always takes material receiving acknowledgment from respected dealers. For the employee KPI every time every delivery is confirmed by take receiving. 45% dealer and employee give the feedback on the statement strongly agree.

## CHAPTER: 05

### Problems and Recommendations

In the tyre industry in Bangladesh, it's essential to focus on factors such as market-friendly business policy, market demand, product quality, pricing, distribution network, and customer service. CTB have some limitations to give freedom to business partners like as a dealer.

#### **5.1 Problems:**

The distribution process for CEAT Tyre in Bangladesh may pose several challenges due to the country's unique market dynamics and infrastructure limitations. Here are some potential difficulties problems:

1. CEAT Tyre Bangladesh do not disclose detailed information about their marketing Strategies and business operations policy to the dealer, making it difficult to gather relevant data.
2. CEAT Tyre price is more than other brand tyre prices. It is not affordable for every customer. High prices to make a benefit for dealers is so difficult.
3. Bangladesh's infrastructure, including road networks and transportation systems, may not be well-developed in some regions, making it challenging to reach remote or rural areas with the distribution of CEAT Tyres.
4. Import regulations, taxation policies, and compliance requirements in Bangladesh may create barriers to the smooth distribution of CEAT Tyres, requiring careful navigation and adherence to local laws.
5. Building brand awareness and trust among consumers and retailers in Bangladesh may require significant marketing and promotional efforts to differentiate CEAT Tyres from competitors and establish a strong presence in the market.

## 5.2 Recommendations:

Recommendations for the CEAT Tyre in Bangladesh can enhance its competitiveness, meet consumer needs effectively, and contribute to the growth and development of the automotive sector in the country. When choosing a tyre company, consider your specific needs, driving habits, and the type of vehicle you own to select the best tyres for your requirements. Additionally, it's essential to regularly maintain and check your tyres to ensure optimal performance and safety on the road. It's important to consider factors such as product quality, performance, durability, customer reviews, and overall reputation. Here are some strong recommendations for the CEAT Tyre Bangladesh in Bangladesh:

1. The business partners and customers still now always have some observations regarding CEAT Tyre Bangladesh policy so it is difficult to meet every time. Dealer and customer are not happy with learning international compliance as he or she lives in Bangladesh as we know the customer is always right. In that case, my observation is the need to modify the policy to be user-friendly and government-friendly no need for an inbound strategic policy.
2. CEAT Tyre in Bangladesh should consider diversifying their product range to cater to the varying needs of consumers. Offering a wide range of tyres for different vehicles, road conditions, and budgets can help attract a larger customer base.
3. Emphasizing product quality and safety standards is crucial for building trust among consumers. CEAT Tyre companies should ensure that their products meet international quality standards and adhere to safety regulations to provide reliable and safe tyres to customers.
4. Investing in technology and innovation can help CEAT Tyre in Bangladesh improve their product offerings and manufacturing processes. Adopting advanced tyre technology can lead to the development of high-performance tyres that meet the evolving needs of consumers.
5. Implementing sustainable practices in CEAT Tyre manufacturing, such as reducing carbon emissions, recycling materials, and promoting eco-friendly initiatives, can help tyre companies contribute to environmental conservation and meet the growing demand for sustainable products.
6. Establishing a strong distribution network across Bangladesh can help CEAT Tyre companies reach a wider customer base and ensure efficient delivery of products.

Collaborating with dealers, retailers, and service centres can enhance the availability and accessibility of tyres to consumers.

7. Providing educational resources and customer support services can help consumers make informed decisions about tyre selection, maintenance, and care. Offering guidance on tyre maintenance practices can improve customer satisfaction and loyalty.
8. To gain user faith need to establish the tyre manufacturing plant that CEAT Tyre already planning to build in future. It will be cost-effective and increase customer loyalty for Made in Bangladesh. We know every import base business going to be very difficult day by day. So no need to wait for in future to do it now for the present competitive situation needs to survive in the sustainable business process.

## Conclusion

Based on the study at CEAT Tyre Bangladesh is a strong brand demand all over the country. The study indicates that consumers are highly satisfied with the quality and performance of CEAT Tyres, and there is a growing market share for the brand in Bangladesh. Additionally, the competitive analysis shows that CEAT Tyre has a strong position in the market compared to its competitors. Overall, the research suggests that CEAT Tyre has a promising future in the Bangladesh market.

The industry is experiencing steady growth and has a promising future. The research indicates that there is a growing demand for tyres in Bangladesh due to the increasing number of vehicles on the road. The market analysis also shows that there is a preference for high-quality and durable tyres among consumers. Additionally, the competitive landscape of the tyre market in Bangladesh is diverse, with both local and international brands competing for market share. CEAT Tyre Bangladesh The tyre market in Bangladesh presents opportunities for growth and innovation for companies operating in the industry.

The CEAT Tyre as a reliable and trustworthy brand known for its durability and performance. Customer feedback and satisfaction levels also suggest that CEAT Tyre's service quality meets or exceeds expectations, leading to high levels of customer loyalty. The CEAT Tyre in Bangladesh has successfully positioned itself as a top choice for consumers seeking quality tyres and reliable service. The brand's commitment to maintaining high standards in both product quality and customer service has contributed to its positive reputation in the market.

## Appendix

### **“An Evaluation of the Marketing Strategies and Business Operations of CEAT Tyre Bangladesh”**

(Questionnaire)

Dear Sir,

I am requesting please take a break for me, I am Md. Kawsar Ahmed student of Daffodil International University. To complete my study, request to please manage some moments to fill up the important questionnaire for me. It takes a maximum of 6/8 minutes to complete. This is a full free-thinking questionnaire and there is no wrong answer. Please sir coordinate with me and give an honest opinion to make the report transparent. Thank you for making me happy to give your valuable time to fill up the questionnaire. Here has Strongly Agree = A, Agree = B, Neutral = C, Disagree = D and Strongly Disagree = F.

1) Gender

|                          |      |                          |        |
|--------------------------|------|--------------------------|--------|
| <input type="checkbox"/> | Male | <input type="checkbox"/> | Female |
|--------------------------|------|--------------------------|--------|

2) Responder Age Level

| Age | 10 to 20 | 21 to 30 | 31 to 40 | 41 to 60 | 51 to Above |
|-----|----------|----------|----------|----------|-------------|
|     | A        | B        | C        | D        | E           |

3) Educational Qualification

a) Master Degree   b) Honors   c) Higher Secondary   d) Secondary   e) Eight Pass

#### 4) CEAT Tyre Bangladesh Marketing Strategies

| SL. | Questions                                                                                                  | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|-----|------------------------------------------------------------------------------------------------------------|----------------|-------|---------|----------|-------------------|
| 1   | CEAT Tyre would be the best choice if you want a high-performance tyre for highway and city in Bangladesh. | 5              | 4     | 3       | 2        | 1                 |
| 2   | Do you think CEAT Tyre price is more affordable from other brands tyre in Bangladesh?                      | 5              | 4     | 3       | 2        | 1                 |
| 3   | Already speared geographically CEAT Tyre in Bangladeshi market and rural area.                             | 5              | 4     | 3       | 2        | 1                 |
| 4   | CEAT Tyre makes costly promotional activities in Bangladesh and also makes a gift for customers.           | 5              | 4     | 3       | 2        | 1                 |
| 5   | What is your thinking about CEAT Tyre give a minimum target for dealers to get extra benefits?             | 5              | 4     | 3       | 2        | 1                 |

#### 5) CEAT Tyre Bangladesh Business Operation

| SL. | Questions                                                                                                             | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|-----|-----------------------------------------------------------------------------------------------------------------------|----------------|-------|---------|----------|-------------------|
| 1   | Do you agree that, dealership business is the best way to do tyre business in Bangladesh?                             | 5              | 4     | 3       | 2        | 1                 |
| 2   | What is your opinion for the security deposit is the perfect business policy.                                         | 5              | 4     | 3       | 2        | 1                 |
| 3   | Do you agree on that, security deposit benefits is help to grow the business?                                         | 5              | 4     | 3       | 2        | 1                 |
| 4   | Are you suggest that, credit and advance payment systems for the billing materials take smooth business relationship? | 5              | 4     | 3       | 2        | 1                 |
| 5   | Is it right way for increase sales that, CEAT delivers the billing product with its own cost and home delivery?       | 5              | 4     | 3       | 2        | 1                 |

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From the site sue some case study to learning and matching from other World Wide Web:

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