



**Daffodil**  
*International*  
**University**

## Internship Report

On

### Examining the Marketing Strategies of “Dongjin Electric Bike Ltd”



NO : 0003

# Dongjin Electric Bike

TEL: 01907016666





**Submitted By:**

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**Submitted To:**

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Professor

Department of Business Administration  
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Daffodil International University

**Submission Date:**

**07-01-2019**

## Letter of transmittal

January 2019

To

Dr. Ahmed Fakhru Alam

Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

**Subject: Submission of the Marketing Strategies of Dongjin Electric Bike Ltd.**

Dear Sir,

It is to cordially inform you that I have prepared the internship report on Examining the Marketing Strategies of “Dongjin Electric Bike Ltd” reflecting my experience of internship in the Marketing Strategies of Dongjin Electric Bike Limited. It pleases me to inform you that I had secured my position here in the ability of an intern by exposing myself to a hard selection process for the Internship Program 2018. It has been an amazing experience for me as I was great prevailed to work at this globally multinational company. Through this report, I have tried to capture my overall work experience. I have discussed about the company overview, the Marketing Strategies of the organization, my activities as an intern and an overall observation at Dongjin Electric Bike Limited. I intently hope that the report will attain your expectations.

Yours Sincerely,

Md. Abid Hossain

Md. Abid Hossain

ID : 152-11-949

Major in Marketing

Department of Business Administration

Faculty of Business and Entrepreneurship  
Daffodil International University

## **Student Declaration**

I am Md. Abid Hossain, hereby declare that the presented report of internship entitled Marketing Strategies of Dongjin Electric Bike Ltd. is uniquely prepared by me after completion of three months works in Dongjin Electric Bike Ltd.

I also confirm that the report preparation only for my academic requirement and not for any other purpose. It might not be used with the interest of opposite party of the company.

Signature

Md. Abid Hossain

Name: Abid Hossain

ID: 152-11-949

Program: BBA

Department Of Business Administration

Daffodil International University

## **Certificate of Supervisor**

This is conformation that the Md. Abid Hossain is a student of BBA (Major in Marketing) under the Department of Business Administration, Faculty of business and Entrepreneurship and ID NO: 152-11-949 has successfully completed internship program on Marketing Strategies of Dongjin Electric Bike Ltd. On the basis of his successful completion of the internship program, this report has been prepared by him under my guidance.

He has carried out the internship under my guidance and supervision since October 1, 2018 to December 20, 2018 and that the manuscript of the report has been checked by me.

The final copy of the report is being submitted to the Daffodil International University. Bangladesh has been carefully checked by me for its future use.



**Dr. Ahmed Fakhru Alam**

Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

## **Acknowledgement**

Firstly, I am grateful to the Almighty for blessing me with this opportunity. I thank my academic supervisor, Dr. Ahmed Fakhru Alam, for giving valuable direction and advices throughout the procedure of preparing this report; without his kind assistance the report excellence and completion would have been quite the challenge. I express my utmost gratitude to: Mr Rashed , HR Manager, who thought I was worthy of this rare opportunity and offered the internship via online. Mr. Monir Hossain, my internship supervisor and sales & Marketing Manager of DJDC, who has been a guide and a great support for me during internship. He has been really appreciative which used to inspire me to perform better from a day to next. I also thank Mr Jet wang, Managing Director. Mr. Md. Nuhul Karim Product Group Manager, designated in the Brand Building function of Unilever Bangladesh Limited, who provided me with all the necessary support that I required. In every phase, from coping with the corporate culture, to landing events to preparing the report; their input has been fundamental. I also thank Mr. Will, Marketing Director, who has always made me feel welcomed and treated me as part of the organization during my time there. I am indebted to all the cross functional employees who had put up with me during the activation campaigns, for his endless world class tea servings and my fellow intern colleagues of DJDC group who have all played a crucial role in keeping the workplace lively and making my internship tenure memorable. Lastly, it is my pleasure in expressing heartfelt appreciation to my family Teacher and friends, especially Shafayet Mansoor Rana sir & Nahid Monasi, for being the constant source of support that kept me going in completing this report as a fruitful one

## **Executive summary:**

Application for opening the new energy electric bicycle market in Bangladesh, Due to the recent rapid economic development of Bangladesh, the investment environment is getting better and better. The government strongly supports foreign companies to invest and start businesses in Bangladesh. Our Chinese company has 10 business in each year, and we plan to invest 1.3 Billion TK more in Bangladesh to launch a green project - electric Bicycles. In recent years, the electric Bicycle business in countries like China and Europe has developed rapidly. With at least 30 million annual sales in China, it is the first real consumer of electric Bicycle. Fuel vehicles are harmful to human health due to the emission of harmful gases, and high energy consumption it has hampered the development of countries around the world. Last year, it proposed to fully electrify in 2030. As is known to all, like China, India is also suffering from air pollution, and oil and gas consumption is highly dependent on imports. Electric vehicles are clearly a direction of industrial upgrading and consumption transformation. The government has also given strong support in funding subsidies and policy relaxation. After China, India will be or will become the next leading electric vehicle market. The advantages of electric bicycles are mainly due to the following reasons: Electric Bicycles are very green and environment friendly. They emit non-polluting harmful gases. As long as the batteries are charged, they are free from pollution and harmless to the human body per year, as long as the total Tk is less than tk. 1,000 items. Motorcycles consume more than tk. 30,000 of gasoline a year. Electric bicycles have no engine noise and no noise pollution. The speed of electric bicycles is as high as 60 km, which is safer because of the slower speed. electric cars are cheap, most people have the ability to buy in this economic condition, riding an electric bicycle can also help ease traffic congestion. 6. The electric bicycle is flexible and convenient to ride, and it is convenient to charge. It can be filled everywhere, alleviating the current situation of queuing at the gas station and improving efficiency. Vigorously develop the electric bicycle industry can benefit the country and the people. Licenses issuing can increase fiscal revenue, and it can facilitate public travel also. In order to provide a good investment environment for Bangladesh, to return back a blue sky and a white cloud environment to the public, We urge The government & applied for strong support in the area of electric vehicles and new energy in terms of financial assistance and policy relaxation.

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# **Chapter 1**

## **Introduction**

## 1.1 Introduction:

According to the global electric vehicle data, E-bike, as a kind of new energy vehicles, with no pollution, low energy consumption, low fees, convenient and easy to ride, in many European and American countries in Asia and China, Japan, South Korea and other countries to become the first selection of travel tools. The Dongjin electric bike choose to enter Bangladesh market last year, according to relevant director said, Bangladesh is the largest country in the world's population density, natural environment pollution is serious, traffic congestion is serious, new energy vehicles will be the development trend. In China, driven by policy incentives and market forces, has become the largest market for new energy in the world, and the number of E-bike has reached 300 million. Each second produces an E-bike and has become the largest new energy producer. Bangladesh has a huge demographic will be the next potential super market for E-bike. Dongjin Group has been in the Bangladesh market for 6 years. It is a company that specializes in E-bike and batteries in Bangladesh. There are 4 large-scale specialized production plants in Bangladesh. The company's competitive product-batteries occupy 60% of Bangladesh. In terms of market share, the group achieved a turnover of up to 10 billion Tk in Bangladesh in the past year, and this year it successfully signed with cricket stars. Sakib Al Hasan dividend and The reporter investigated and found that there are very few E-bike dealers on the current market in Bangladesh, and there are almost no stores. Most of the sales are due to low quality in the country, the eliminated models, no parts supply, and no after-sales service. Sales director said Tianke that Dongjin E-bike has a professional sales team and technical maintenance personnel, product quality assurance, variety of types, cost-effective, has its own image shop in Dhaka, Bangladesh, to provide professional after-sales service, , a controller with a six-month warranty, an a complete supply of E-bike". In 2016, we invested about USD30 millions to set up a factory in Bangladesh with an area of 40,000 square meters and we expect to become the largest sealed lead acid production base there. With a strong sales & marketing team, service and support in Bangladesh, our brand is strongly established with more than 90% market share.

## **1.2 Origin of the report:**

Bachelor Of Business Administration (BBA) is a specialized program. Firstly Daffodil International University arranges a four year specialized program to provide some efficient graduates in business sector of the country. The whole program design is not limited within the theoretical boundary but it also extends to the practical exposure through the Company visit and an internship program. The BBA program requires a mandatory internship program of three month attachment with an organization followed by writing a report. I have got an opportunity to do my internship program at Dongjin Electric Bike Ltd (DJDC). DJDC Company is a product, service oriented organization. The outcome of this report is the result of enormous supportive effort with a group of personnel of the organization along with the executives, managers and my respective supervisor teacher. This internship report has been prepared on the basis of my academic and practical experience in the real estate marketing activities.

## **1.3 Scope of the Study:**

The report is written based on an evaluation of the marketing strategies of Dongjin group . Here marketing strategies regarding to E-Bike business mention into the report. How targets its market and develops several marketing policies for their target customer that will be found. This report contains the information about the target market, product, pricing, offers , policy implantation and sales planning by Dongjin group. To analyze the marketing strategies of Dongjin group , adequate information has been gathered and summarize as possible. Because it is important that, to get a transparent view of Dongjin group marketing Strategies ; we need to know what wants to do and how they will do for their target customers. To know about this information from Dongjin group, this report will carry on significant part.

## **1.4 Main objective:**

The main objectives of the internship program was to analyze marketing strategies of DJDC company.

### **Specific Objectives:**

- The perceptions and expectations of potential, for alternative technologies in automobiles, such as Electric Bike.
- Why electric bike get enough consumer attraction.
- Government initiatives taken for promoting Electric/Hybrid Vehicles and subsidies provided on Electric Vehicle batteries Vehicles, this will lead to its potential for future.
- Marketing strategy of DJDC Company.
- Current threats, this is causing slow growth of Electric Bike.

## **1.5 Methodology:**

### **1.5.1 Primary Source:**

- Face to face interview with the Sales and Marketing team of Runner Automobiles Ltd.
- Insights from the consumers
- Personal discussion with employees
- Expert Opinion
- Personal Observation

### **1.5.2 Secondary Source:**

- DJDC Group Ltd. Website
- Article and journals
- Many Official Records of the organization.
- Journal and report on DJDC.
- Various internal documents of DJDC.

## **1.6 Limitations of the Study :**

- The report was based upon only Dongjin e-bike, so the report doesn't show all department' activity of Dongjin group of companies in depth.
- Although I have obtained wholehearted co-operation from employees and customers of Dongjin group but they could not manage enough time to deal with my report.
- The annual report and Web page are the main secondary sources of the information but this information was not enough to complete the report and it was not identified clear idea about this company.
- For some policies of the companies I couldn't collect the organizational hierarchy to show the organizational decisions flow.
- The main limitation for me was that relevant data and document collection was difficult because of the confidentiality of the administration.

## **Chapter 2**

# **Overview of Dongjin Electric Bike Ltd**



## **2.1 Background of The Company:**

In 1993, Dongjin Group was founded in Jiangxi, China and our main core of business is Sealed Lead Acid E-Bike manufacturing. We specialize in E-Bike research and development from plate to E-Bike and our products had 2 main brands, KINON and DONGJIN.

Electric bicycles have pushed up the sales of the local bike industry as the manufacturers are learning to live with the present-day challenge. Sales of bicycle in local and global markets have marked a significant rise thanks to new models and electric bikes, industry insiders have said. Bangladesh is currently exporting 0.7 million (7.0 lakh) bicycles against only 0.5 million two years ago, according to them . Bangladesh was the third largest exporting country in the European Union (EU) market last year, they said. Some leading local bicycle companies are manufacturing electric bicycles, targeting the export market. About 1.0 million bicycles are imported every year to meet the domestic demand, said Secretary of Bangladesh Bicycle Merchants Assembling & Importers Association Muhammad Russul. Six major and 20 small local companies are mainly dominating the local market by importing bicycles, he said."We mainly import parts of bicycles and assemble them locally. Dongjin, this service is unique in this country.

In 2012, Dongjin invested nearly USD75 millions in a factory in Xingan, Jiangxi Province with an area of 240,000 square meters with more than 1,000 employees. For the next few years Dongjin diverge our company strategy to global market and brand awareness. Our Dongjin brand, good quality had been sold to more than 80 countries like Europe, USA, Latin America, Asia, Middle East and South Africa etc. In the Middle East, our brand, Kinon are greatly recognize in Israel, Afghanistan. In Asia and Bangladesh market, our brand Dongjin has been the leading brand for several years. With a strong sales & marketing team, service and support in Bangladesh, very fast our brand is strongly established with more than 70% market share.

## **2.2 History:**

Development history 1993: Dongjin Power was founded 2012: Dongjin set up factory in Xingan County, Jian City, Jiangxi Province with areas around 240,000 ,2016: Dongjin set up factory in Bangladesh 2018: Dongjin set up factory in Philippines, India, Brazil".

## **2.3 Mission:**

Due to the recent rapid economic development of Bangladesh, the investment environment is getting better and better. The government strongly supports foreign companies to invest and start businesses in Bangladesh. Our Chinese company has 10 Billion TK business in each year, and we plan to invest 1.3 Billion TK more in Bangladesh to launch a green project - electric Bicycles

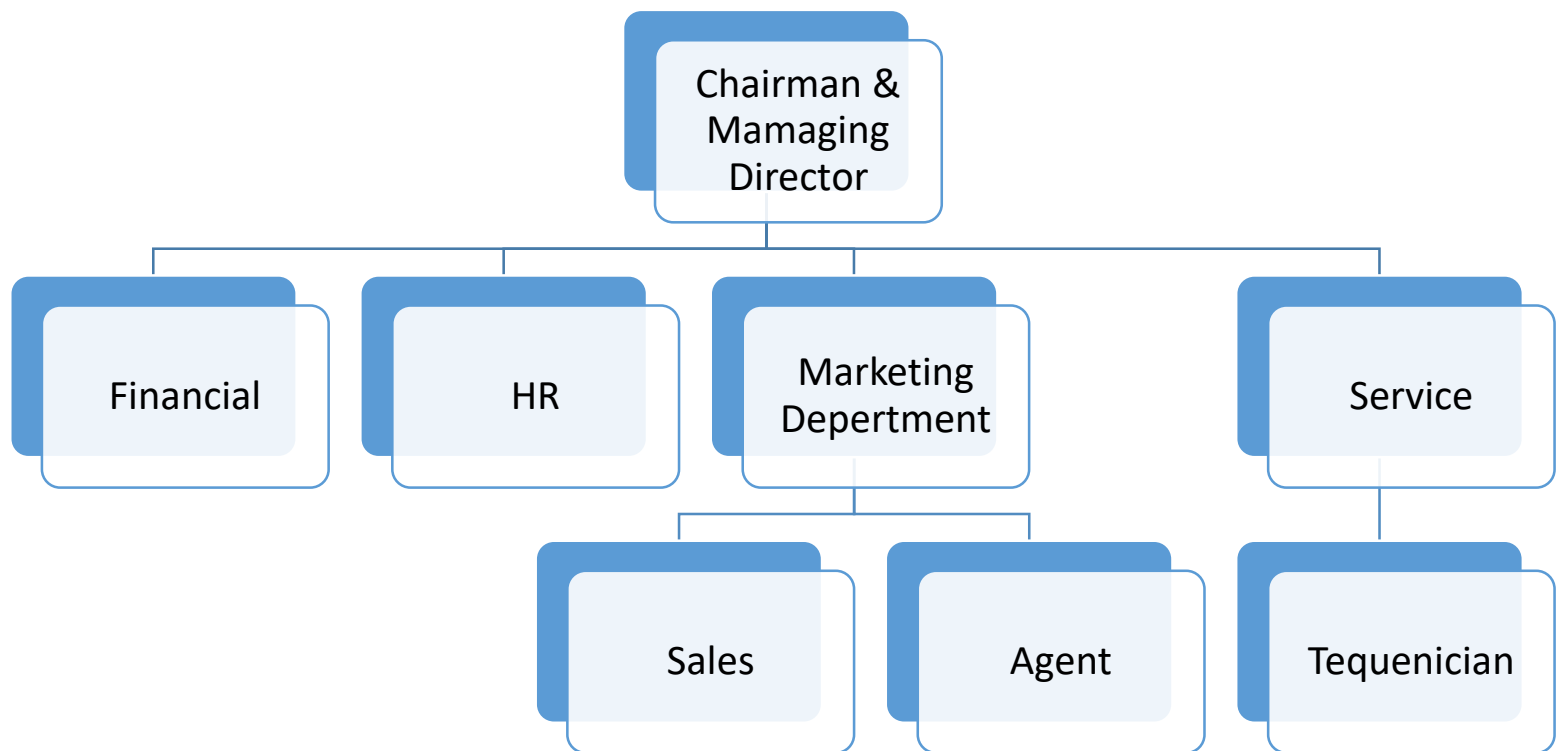
## **2.4 Vision:**

We will establish Dongjin Group E-Bike Ltd as a trusted brand through satisfying customers' need offering desired products & services at an affordable price.

## **2.5 Major Department:**

- Managing Director: Mr. Jet Wang is the managing director of the Dongjin E-Bike company.
- Marketing Department: Mr. Will
- HR Department: Mr. Rashed Khan, Mr. Eric
- Sales Department: Md. Manir Hossain, Md. Abid Hossain, Md. Nuhul Karim
- Service Department: Ms. Moni Akter,

### 2.5.1 Organization structure:



## 2.6 We offer:

Motor controller Warranty Services 6 months East Jin battery provide one year warranty service, the country only our brand. Save money: A charge can run 60 kilometers, only 1.2 kw of electricity only 10TK, about 1000 TK one year. more safer: Because the speed is only 60 km / h, electric bike accident rate is much lower than motorcycles better to use: Easy to learn, lightweight and stylish, is the preferred means of transport for Bangladeshi women. no Pollution: Electric bike is popular in many countries in the world because of low energy consumption, and very environmentally friendly means of transport. more convenient: Do not need to queue to refuel, easy to charge, you can charge everywhere. More peace of mind: We have the country's most advanced technology, the best quality after-sales service, replacement parts. Please feel free to use. More convenient: For office workers, especially women, riding electric bike to meet their needs to work and transfer children to and from school. Suitable crowd .The growth of the automobile accelerates the urban traffic jam and the public transportation is very slow. However, the electric bicycle is not easy to be blocked. It is the first choice of urban people's transportation and is suitable for male white-collar workers, fashionable women, civil servants, business owners, employees and fashion youngster.

## 2.7 Product profile:

### **ZAIZHONGWANG TECHNICAL PARAMETERS**

**Battery 48/60V20A**  
**Wheelbase:1260mm**  
**Max Speed:60-70kmt**  
**Max Range:60-70km**  
**Power 800w**

### **XUNYING TECHNICAL PARAMETERS**

**Battery 48/60V20A**  
**Wheelbase:1220mm**  
**Max Speed:55-60kmt**  
**Max Range:60-70km**  
**Power 600**

### **JINGUIWANG**



**TECHNICAL PARAMETERS**

**Battery 48/60V20A**  
**Wheelbasa:1260mm**  
**Max Speed:60-70kmt**  
**Max Range:60-70km**  
**Power 800w**

**ZHONGSHA**  
**TECHNICAL PARAMETERS**

**Battery 48/60V20A**  
**Wheelbasa:1200mm**  
**Max Speed:55-60kmt**  
**Max Range:50-60km**  
**Power 800w**

**LEITINGWANG**  
**TECHNICAL PARAMETERS**

**Battery 60V20A**  
**Wheelbasa:1250mm**  
**Max Speed:50-70kmt**  
**Max Range:60-80km**  
**Power 1000w**

**WANDAO**  
**TECHNICAL PARAMETERS**

**Battery 48/60V20A**  
**Wheelbasa:1250mm**  
**Max Speed:60-70kmt**  
**Max Range:60-80km**  
**Power 1000w**

**M5**  
**TECHNICAL PARAMETERS**

**Battery 48/60V20A**  
**Wheelbasa:1250mm**  
**Max Speed:65-75kmt**  
**Max Range:50-70km**  
**Power 1500w**

 <p><b>ZAIZHONGWANG</b></p> <p><b>TECHNICAL PARAMETERS</b>                  L*W*H:1680*710*1260mm                  Wheelbase:1260                  Power:800W</p> <p><b>Battery:48/60V20A</b>                  Max Speed:60-70km/h                  Max Range:60-70km</p> <p><b>COLOR</b>                  [White] [Grey] [Black] [Blue] [Red]</p>	 <p><b>XUNYING</b></p> <p><b>TECHNICAL PARAMETERS</b>                  L*W*H:1780*660*1100mm                  Wheelbase:1220mm                  Power:600w</p> <p><b>Battery:48/60V20A</b>                  Max Speed:55-60km/h                  Max Range:</p> <p><b>COLOR</b>                  [White] [Grey] [Blue] [Red]</p>
 <p><b>JINGUIWANG</b></p> <p><b>TECHNICAL PARAMETERS</b>                  L*W*H:1680*710*1260mm                  Wheelbase:1260                  Power:800W</p> <p><b>Battery:48/60V20A</b>                  Max Speed:60-70km/h                  Max Range:60-70km</p> <p><b>COLOR</b>                  [White] [Grey] [Green] [Purple]</p>	 <p><b>ZHONGSHA</b></p> <p><b>TECHNICAL PARAMETERS</b>                  L*W*H:1670*400*1030mm                  Wheelbase:1200mm                  Power:800w</p> <p><b>Battery:60V20A</b>                  Max Speed:55-60km/h                  Max Range:50-60km</p> <p><b>COLOR</b>                  [White] [Grey] [Blue] [Red]</p>
 <p><b>LINGDONG</b></p> <p><b>TECHNICAL PARAMETERS</b>                  L*W*H:1900*670*1260                  Wheelbase:1260mm                  Power:800w</p> <p><b>Battery:48V20A</b>                  Max Speed:45km/h                  Max Range:45-55km</p> <p><b>COLOR</b>                  [White] [Grey] [Green] [Blue] [Red]</p>	 <p><b>JINSHOU</b></p> <p><b>TECHNICAL PARAMETERS</b>                  L*W*H:1480*330*940                  Wheelbase:1150mm                  Power:350w</p> <p><b>Battery:48V12A/20A</b>                  Max Speed:32km/h                  Max Range:40-50km</p> <p><b>COLOR</b>                  [White] [Red] [Green]</p>

Factory number:01907016666      Factory address:House 726 Road 13B Sector 10

**东劲集团**  
**Dongjin Electric Bike**

THIS WILL BE YOU BEST CHOICE

**HIGH QUALITY & EXQUISITE TECHNOLOGY**

**LEITINGWANG**

**TECHNICAL PARAMETERS**  
 L\*W\*H:1850\*700\*1280  
 Wheelbase:1250mm  
 Power:2000w  
 Battery:72V20A/32A  
 Max Speed:65-75km/h  
 Max Range:45-65km

**COLOR**  
 [White] [Red] [Blue] [Black]

**WANDAO**      **M FIVE**

## 2.8 Benefit's of electric bike:

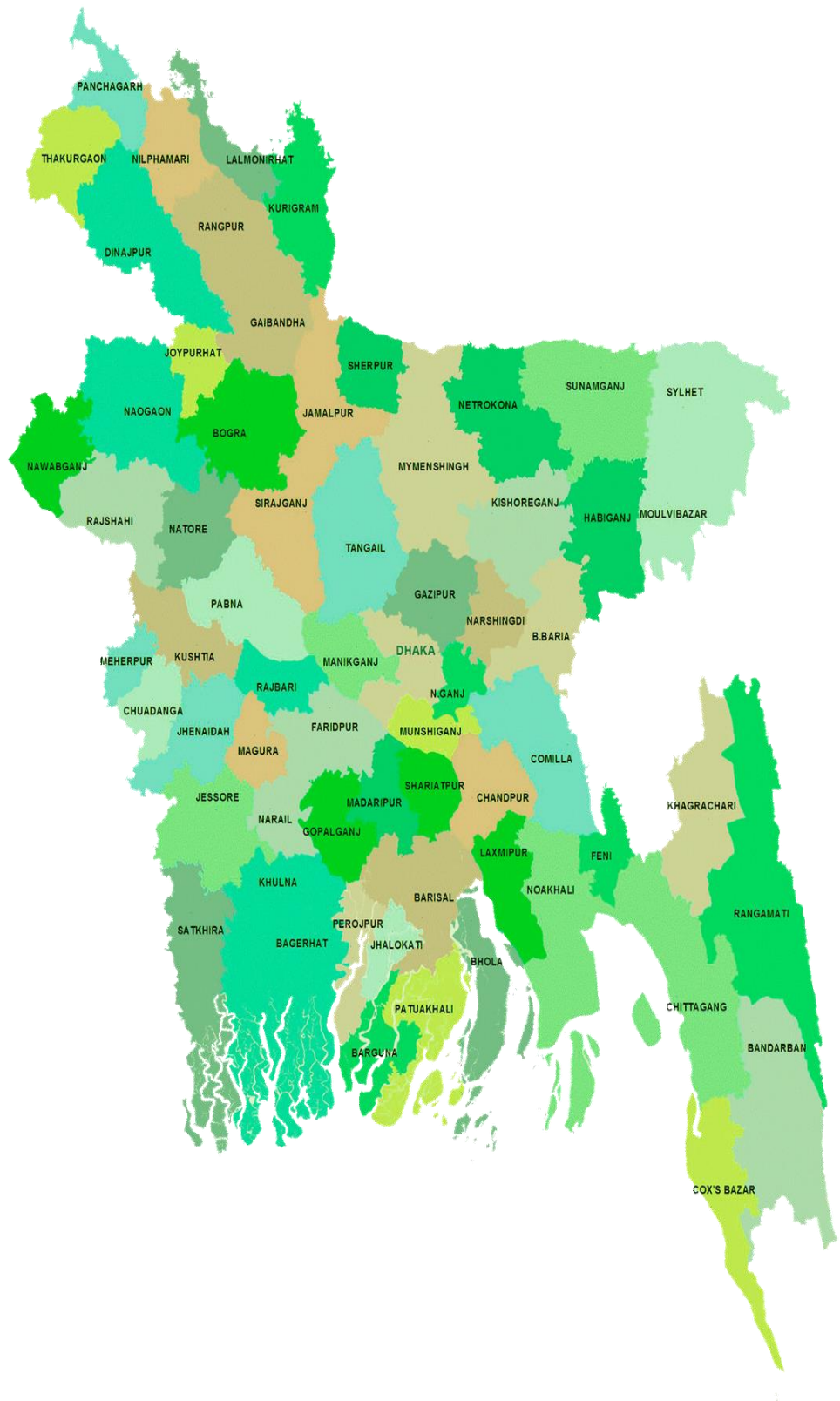
1. Electric Bicycles are very green and environment friendly. They emit non-polluting harmful gases. As long as the batteries are charged, they are free from pollution and harmless to the human body. 2. In order to reduce energy consumption, as long as the electric bicycle consumes 1.2 kwh, it can run 60 kilometers and need app. 150 kwt. per year, as long as the total tk is less than tk. 1,000 items. Motorcycles consume more than tk. 30,000 of gasoline a year. 3. Electric bicycles have no engine noise and no noise pollution. 4. The speed of electric bicycles is as high as 60 km, which is safer because of the slower speed. 5, electric cars are cheap, most people have the ability to buy in this economic condition, riding an electric bicycle can also help ease traffic congestion. 6. The electric bicycle is flexible and convenient to ride, and it is convenient to charge. It can be filled everywhere, alleviating the current situation of queuing at the gas station and improving efficiency. 7. Vigorously develop the electric bicycle industry can benefit the country and the people. Licenses issuing can increase fiscal revenue, and it can facilitate public travel also. In order to provide a good investment environment for Bangladesh, to return back a blue sky and a white cloud environment to the public ,We urge The government & applied for strong support in the area of electric vehicles and new energy in terms of financial assistance and policy relaxation. We hope & expect your cordial consideration in this regards.





**2.9 Dealers of Donjin e-bike:**

- Dhaka
- Chittagang
- Khulna
- Rajshahi
- Sirajgonj
- Bogra
- Mymenshingh
- Sylhet
- Comilla
- Jessore
- Rangpur
- Barisal



## 2.10 After sale support:

Donjin group e-bike also Provide after sale service when customer face any problem in their e-bike .but customers should follow the terms which provide by the company. Company provide warranty on parts .

## 2.11 Customer service center:

The company provide after Sales support from their Service Center and Store Mechanic. Dongjin e-bike company have three customer service center. Company have available spare parts also have skill technician.





## **Chapter:3**

# **Marketing Strategies of Dongjin Electric Bike Ltd.**

### 3.1 Marketing Strategies:

Marketing strategies is plan of a company overall objective and mission, marketing strategies is goal to create value for the customers and build profitable customer relationship. Marketers play an important role to build up a marketing strategy. Marketing strategies main concept is segmentation, targeting, positioning and differentiation. At first market segmentation, a market has different kind of customer, product and need. A marketer should aware which segment provide the best opportunity. A segment can be defined in various ways such as geographical, psychological, behavioral factor. When a marketer define a segment the target market section come, a company can enter one or more segments. A company should target segments which can be profitable to generate the greatest customer value and sustain over time. After company decided which segment they chose that the differentiation come. Differentiation determine how to differentiate its market offering for each targeted segment and what position it want to occupy in those segment. Positioning is arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the mind of the target consumers. Marketers plan positions that distinguish their products from competing brands and give them the greatest advantage in their target markets.



### 3.2 Marketing Mix:

Marketing mix is the one of the most popular term in marketing. This marketing term also part of the tactical and operational part of the marketing plan. The marketing also known as 4ps. The 4ps include product, place, price and promotion. A company use to use the tool to promote their product and brand in the market. Also a company use marketing mix to achieve their organizational goals.

#### 3.2.1 THE FOUR P'S:



### 3.2.2 Product:

Product means the goods or service combined that a company offer to a market. It is the main element of every single firm. In the textile industry every single customer's requirement is different. So the customer requirement mainly depend on to the production.

#### Various kinds of products :

#### Dongjin Electric Bike Ltd number of Products:

<b><u>ZAIZHONGWANG</u></b> <b>TECHNICAL</b> <b>PARAMETERS</b> Battery 48/60V20A Wheelbasa:1260mm Max Speed:60-70kmt Max Range:60-70km Power 800w	<b><u>XUNYING</u></b> <b>TECHNICAL</b> <b>PARAMETERS</b> Battery 48/60V20A Wheelbasa:1220mm Max Speed:55-60kmt Max Range:60-70km Power 600w	<b><u>JINGUIWANG</u></b> <b>TECHNICAL PARAMETERS</b> Battery 48/60V20A Wheelbasa:1260mm Max Speed:60-70kmt Max Range:60-70km Power 800w
<b><u>ZHONGSHA</u></b> <b>TECHNICAL</b> <b>PARAMETERS</b> Battery 48/60V20A Wheelbasa:1200mm Max Speed:55-60kmt Max Range:50-60km Power 800w	<b><u>WANDAO</u></b> <b>TECHNICAL</b> <b>PARAMETERS</b> Battery 48/60V20A Wheelbasa:1250mm Max Speed:60-70kmt Max Range:60-80km Power 1000w	<b><u>LEITINGWANG</u></b> <b>TECHNICAL PARAMETERS</b> Battery 60V20A Wheelbasa:1250mm Max Speed:50-70kmt Max Range:60-80km Power 1000w
<b><u>LINGDONG</u></b> <b>TECHNICAL</b> <b>PARAMETERS</b> Battery 48v/20A Wheelbasa:1280mm Max Speed:45kmt Max Range:45-55km Power 800w		

### **Ensure the Quality of the Products:**

This company main priority is, to produce better quality product. This company believes that quality is the last word in the business. This company export their product in various countries so it's very important to ensure the products quality. This company use better quality equipment to produce the products.

### **3.2.3 Price:**

Price is another factor in the marketing mix. Sometime price play an essential role in a market. Such as a firm offer reasonable price to better quality products so customers like to purchase this company products. Dongjin Electric Bike Ltd Company use different kind of pricing strategies to sustain the market.

### **Reasonable price with Better Quality Products:**

Dongjin Electric Bike Ltd Company newly enter in Bangladeshi market, at first this company want to grab the market share. In the market other competitors company has so it's very hard to grab the market share. So the company sell their product in the reasonable price. In the third world countries customer looking for reasonable price with better quality. This company took this marketing strategies.

### **Product price less then competitive pricing :**

Dongjin Electric Bike Ltd understand Bangladeshi customers mind, they took few survey about customers purchasing behavior in Bangladesh. They found that pricing is a big factor in here. Less price and different features people like very much. So the company offer as much as same features match with the competitors features but pricing less than the competitor pricing.

### **3.2.4 Promotion:**

Promotion is another set of activities of communication used to inform or persuade target audiences of the relative merits of a product, service, brand or issue.

### **Advertisement:**

Advertisement is the tool to send company information to the target customers. Though Dongjin Electric Bike Ltd new company in Bangladesh so the company planning their advertisement. Already this company signed sakib Al Hassain the cricket star in Bangladesh with in a 2 mounts this advertisement will broadcast in air.

### **Promotional Tools:**

This company offer various kind of tools to promote their products, This company gift to their customers such as calendar, direly, pen so no, as well as this company arrange a party in every years. Also the company provide discount in on cash purchase (scratch card). Free after sell service to the customers.

### **3.2.5 Place:**

Placement or distribution is a very important part of the product mix definition. Every company has a different marketing plan in product placement. Which are given below. This company distribute their product all over the Bangladesh. In every big cities has this company products. To available the products this company searching new dealers house. Though this company only cover 47% of the market. Now they mainly focuses in the ruler areas.

### 3.2.6 Marketing Mix of Dongjin Electric Bike Ltd (4ps) :

<p style="text-align: center;"><b><u>Product</u></b></p> <p style="text-align: center;">1. Various kinds of products 2. Ensure the Quality of the Products</p>	<p style="text-align: center;"><b><u>Price</u></b></p> <p style="text-align: center;">1. Reasonable price with Better Quality Products 2. Product price less than competitive pricing</p>
<p style="text-align: center;"><b><u>Place</u></b></p> <p style="text-align: center;">1. product price lower than other competitors products</p>	<p style="text-align: center;"><b><u>Promotion</u></b></p> <p style="text-align: center;">1. Advertisement 2. Promotional Tools</p>

### **3.3 STP analyzing :**

#### **3.3.1 Segmentation :**

Segmentation is very important part in the marketing strategies. Every individual firm has different plan in the segmentation. Which are given below.

##### **Geographic Segmentation (Region)**

This company supply their product in various cities in Bangladesh such as Dhaka, Chittagang, Khulna, Rajshahi, Sirajgonj, Bogra, Mymenshingh, Sylhet, Comilla, Jessore, Rangpur, Barisal. Almost every big cities they supply their products. Now they are planning to supply their products in rule areas.

##### **Demographic Segmentation (Buyer Financial Condition)**

Another important part is the demographical segmentation. In this segmentation this company target customer's financial condition. This company mainly target middle income people and upper middle income people.

#### **3.3.2 Target Market:**

In the market has different customer, product and need. Dongjin Electric Bike Ltd company target segment in various ways, every company select segment market in different way. There are 3 ways of evaluating and selecting the market segments. Those are

1. Full market coverage
2. Multiple segment specialization
3. Single-segment concentration

This company do not follow the First and third number options. This company only follow the multiple segment specialization. In this way this company target different kind of segments. Those segments are given below.



### **Buyer Purchase Behavior:**

Every customer taste and preference is different than other customers. This company target some different customers. Which are the customers save money to go here and their customers are main target of the company. Also which customers to protect the environment those are to target customers.

### **3.3.3 Market Differentiation:**

Dongjin Electric Bike Ltd. differentiated the market in various kind of ways which is given below.

### **After Sales Service:**

This company not only stop to sell the product but also the company provide after sell service. This company provide 6 months service warranty and one year guaranty on the product. This thing make different from other company.

### **Relationship with the customers:**

This company try to make a make a strong relationship with the customers. This company know that customer relationship can provide great benefit to the company. So the company make strong relationship with the customers. Company offer different kind of offer to the customers. If any customers purchase any product by reference of any other old customers so they got discount.

### **3.3.4 Market Positioning:**

Positioning is the act of designing the companies offering and image to occupy a distinctive place in the minds of target market. Dongjin Electric Bike Ltd Company offer different thing to make a clear and positive image in the customers mind. Those different offer which make different from the competitor are given below.

**Quality of the Products:**

To sustain in the market product quality make an important role. So the day by day this company improving the product quality. In the market has various competitors and they have various kinds of products and those products and quality full. So the company produce quality of product to fulfill the customer demand.

**Pricing:**

Price is another influencing factor of the pricing strategy. This company produce quality full product within reasonable price.

### 3.3.5 Marketing Strategies of Dongjin e-bike:

<p style="text-align: center;"><b><u>Segmentation</u></b></p> <ol style="list-style-type: none"><li>1. Geographic segmentation<ul style="list-style-type: none"><li>• (Region)</li></ul></li><li>2. Demographic segmentation<ul style="list-style-type: none"><li>• Buyer financial condition</li></ul></li></ol>	<p style="text-align: center;"><b><u>Targeting</u></b></p> <ol style="list-style-type: none"><li>1. Buyer Purchase Behaviors</li><li>2. Status of the consumers</li></ol>
<p style="text-align: center;"><b><u>Differentiation</u></b></p> <ol style="list-style-type: none"><li>1. On time delivery</li><li>2. After Sales service</li></ol>	<p style="text-align: center;"><b><u>Positioning</u></b></p> <ol style="list-style-type: none"><li>1. Quality of the products</li><li>2. Pricing</li></ol>

# **Chapter: 4**

## **BCG Matrix**

## **Marketing strategy:**

### **4.1 What is a BCG matrix?**

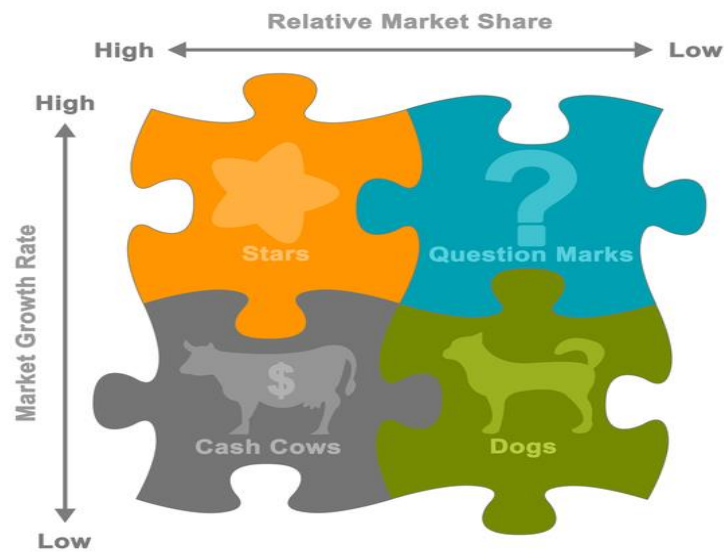
Business models depend on giving products or services that are gainful now, yet they they also attempt to identify changes in contributions that will keep the company profitable in the future. The present moneymakers are easy to recognize now, yet shouldn't something be said about what's to come?

Made by the Boston Consulting Group, the BCG matrix – otherwise called the Boston or growth share matrix – gives a system to analyzing products as according to growth and market share. The matrix has been used since 1968 to help companies gain insights on what products best help them capitalize on market share growth opportunities.

### **4.2 Creating matrix:**

The BCG matrix remains a valuable tool for helping companies understand their potential.

First, you'll need data on the market share and growth rate of your products or services. When examining market growth, we need to objectively compare yourself to your largest competitor and think in terms of growth over the next three years. If your market is extremely fragmented, however, you can use absolute market share instead. In this four-quadrant chart, market share is shown on the horizontal line (low left, high right) and growth rate along the vertical line (low bottom, high top). The four quadrants are designated Stars (upper left), Question Marks (upper right), Cash Cows (lower left) and Dogs (lower right).



Place each of your products in the appropriate box based on where they rank in market share and growth. Where you choose to set the dividing line between each quadrant depends in part on how your company compares to the competition. Here is a breakdown of each quadrant:

#### 4.2.1 Stars:

The business units or products that have the best market share and generate the most cash are considered stars. Monopolies and first-to-market products are frequently termed stars. However, because of their high growth rate, stars consume large amounts of cash. This generally results in the same amount of money coming in that is going out. Stars can eventually become cash cows if they sustain their success until a time when the market growth rate declines. Companies are advised to invest in stars.

#### 4.2.2 Cash Cows:

Cash cows are the leaders in the marketplace and generate more cash than they consume. These are business units or products that have a high market share but low growth prospects. cash cows provide the cash required to turn question marks into market leaders, cover the administrative costs of the company, fund research and development, service the corporate debt, and pay dividends to

shareholders. Companies are advised to invest in cash cows to maintain the current level of productivity, or to "milk" the gains passively.

### **4.2.3 Dogs:**

Dogs, or pets as they are sometimes referred to, are units or products that have both a low market share and a low growth rate. They frequently break even, neither earning nor consuming a great deal of cash. Dogs are generally considered cash traps because businesses have money tied up in them, even though they are bringing back basically nothing in return. These business units are prime candidates for divestiture.

### **4.2.4 Question Marks:**

These parts of a business have high growth prospects but a low market share. They consume a lot of cash but bring little in return. In the end, question marks, also known as problem children, lose money. However, since these business units are growing rapidly, they have the potential to turn into stars. Companies are advised to invest in question marks if the product has the potential for growth, or to sell if it does not.

## **4.3 Using the BCG matrix to strategize:**

Now that you know where each business unit or product stands, you can evaluate them objectively. In an article on Marketing 91, author Hitesh Bhasin outlines four potential strategies you can follow based on the results of your BCG matrix analysis:

1. **Build.** Increase investment in a product to increase its market share. For example, you can push a question mark into a star and, finally, a cash cow.
2. **Hold.** If you can't invest more into a product, hold it in the same quadrant and leave it be.
3. **Harvest.** Reduce your investment and try to take out the maximum cash flow from the product, which increases its overall profitability (best for cash cows).

4. **Divest.** Release the amount of money already stuck in the business (best for dogs).

You need products in every quadrant in order to keep a healthy cash flow and have products that can secure your future.

#### **4.4 The role of cash flow in the matrix:**

Understanding cash flow is key to making the most of the BCG matrix. In 1968, BCG founder Bruce Henderson noted that four rules are responsible for product cash flow:

1. Margins and cash generated are a function of market share. High margins and high market share go together.
2. To grow, you need to invest in your assets. The added cash required to hold share is a function of growth rates.
3. High market share must be earned or bought. Buying market share requires an additional increment or investment.
4. No product market can grow indefinitely. You need to get your payoff from growth when the growth slows; you lose your opportunity if you hesitate. The payoff is cash that cannot be reinvested in that product.

That last point is even more important now than ever. The market moves more quickly now than it did 40 years ago, and BCG has since published recommended revisions to analyzing and acting on the matrix information.

Maintaining a healthy supply of question marks readies you to act on the next trend, while cash cows need to be milked efficiently because they may fall out of favor – and profitability – more quickly.

"With a few tweaks, the matrix can be adapted to help companies drive the strategic experimentation required for success, even in unpredictable markets," Martin said. "The matrix



needs to be applied with accelerated speed while balancing the investments between exploration in new segments and exploitation of established segments. In addition, the investments and divestments need to be managed rigorously while carefully measuring and monitoring the portfolio economics of experimentation."

Marketing is simplistically defined as 'putting the right product in the right place, at the right price, at the right time.' Though this sounds like an easy enough proposition, a lot of hard work and research needs to go into setting this simple definition up. And if even one element is off the mark, a promising product or service can fail completely and end up costing the company substantially.

The use of a marketing mix is an excellent way to help ensure that 'putting the right product in the right place,' will happen. The **marketing mix** is a **crucial tool to help understand what the product or service can offer and how to plan for a successful product offering**. The marketing mix is most commonly executed through the 4 P's of marketing: **Price, Product, Promotion, and Place**.

These have been extensively added to and expanded through additional P's and even a 4C concept. But the 4Ps serve as a great place to start planning for the product or even to evaluate an existing product offering.

# **Chapter: 5**

## **SWOT Analysis**

## 5.1 SWOT Analysis Dongjin E-bike:

A SWOT analysis was made in order to investigate the increasing market share of the E-bike. The analysis includes the internal strengths and weaknesses and the external opportunities and threats of the E-bike. Table 4 provides an overview of the SWOT analysis; it will be further addressed throughout this chapter 5.



The SWOT analysis shows the E-bike use in comparison to car use. When the E-bike would be compared to the conventional bicycle it would perform better on comfort, personal exercise and travel speed. The E-bike would perform worse on energy use, indirect emissions and price.

### **5.1.1 Strengths:**

- Strong brand image and fast growing e-bike company in Bangladesh.
- Not engaged in unfair business practice.
- Dongjin group Well-known reputed companies in Bangladesh.60% market share in battery market
- Company have highly educated and experienced employer's
- Provide good service and warranty
- Strictly complies of government rules, regulations and acts.

### **5.1.2 Opportunities:**

- Take incentives to provide high quality products and services
- Can increase the advertising campaign of the company to highlight latest products and services .
- Can adopt high technology based-depot networking system

### **5.1.3 Weakness:**

- There is no marketing team, only focus on sales
- Advertising campaign is less than other competitors.
- Dongjin e-bike company don't have website and don't focus on e- marketing

### **5.1.4 Threats:**

- Government do not give road permit to e-bike
- The number of competitors in Automobiles sectors is increasing such as electric vaical .
- Governments increasing rules and regulations are not so inspiring.
- Competitive performance is in high positive flow.
- Government tendency of imposing tax and VAT becoming strictly.

**Chapter: 6**  
**Findings, Recommendation, Conclusion**

## 6.1 Findings of the Study:

- In Bangladesh the market of Electric bike is totally new but the market is growing rapidly.
- Customers do not have enough knowledge about e-bike; they want to know about e-bike.
- Dongjin group e-bike has good opportunity to create an e-bike market and opportunity in Bangladesh to achieve fast mover advantage.
- Dongjin group have enough e-bike model (10-15) compared to other companies.
- DJDC e-bike price is lower than other competitor's e-bike ex: Akij, Green Tiger.
- DJDC Battery have 60% market share and also create a good brand image.
- DJDC e-bike not has their own distribution channel.
- The company does not have adequate number of employees and also marketing experts.
- DJDC e-bike Company have their own factory in Narayang anywhere, they assemble bike in factory.
- DJDC e-bike company have their own warehouse.

## 6.2 Recommendation:

DJDC is comparatively a large company. Here the activities of DJDC are practiced in a highly Structured. DJDC may adopt certain changes regarding the following issues.

- Most of the companies, which have many service centers but Dongjin group-bike have not sufficient service center. So, DJDC should establish more service centers.
- DJDC should focus on management and recruit some skill local managers.
- The company should increase employer's compensation and other facility's.
- Company need to increase product quality and add new model of e-bike.
- DJDC should create own distribution channel and increase dealers or agent.
- Increase employees skill by train them.
- Company has to follow marketing activities.
- Company don't have any website, they should develop website.
- DJDC is chines company so they should be more careful about Bangladesh business low.

### **6.3 Conclusion:**

As for the researcher's observation through the study researcher has found out that the DJDC is performed according to the needs of the situation policy, in some causes there are strict and confidential policies, while in some other cases there is not much structured policy, but more or less practices at Dongjin group ltd is done for the sake of the organization and the managers and employees working in it. Dongjin group ltd aims to provide efficient, consistent and cost effective service to consumers, needs to carry on its reputation in the coming years, the efficiency of the organization depends not only on the efficient employees but also on maintaining and developing their skills through training and development. Although DJDC has some limitation still the organization is running its operation successfully and that indicates that the system is adequate enough to maintain the efficiency so, we can conclude that DJDC practices at is good enough, though not a perfect one.