



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

**An Evaluation of the Marketing Activities of Walton Hi-Tech  
Industries PLC**

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## Letter of Transmittal

Date:

To

**Dr.Mohammad Shibli Shahriar**

Professor & Director MBA Program

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**Subject: Submission of Internship Report.**

Dear Sir,

With immense pleasure, I am submitting my internship report of “**An Evaluation of the Marketing Activities of Walton Hi-Tech Industries PLC**” which was assigned me as a part of my MBA Program. I have tried my level best to complete this report with the necessary information and suggested proposal that you were provide me as your best as well.

I am highly obliged for your guide and continuous cooperation and I hope that the report will be completed as your expectations.

Thank you

Sincerely yours,



**Md.Ruhul Amin**

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

“An Evaluation of the Marketing Activities of Walton Hi-Tech  
Industries Plc”



## Approval Certificate

This is to certify that, **Md.Ruhul Amin** with **ID No: 172-14-2405** a student of **MBA** program major in marketing under the Department of Business Administration at Daffodil International university has successfully completed internship report on An Evaluation of the Marketing Activities of Walton Hi-Tech Industries PLC. The report is recommended for submission.

I wish him every success in life.



**(Signature of the Supervisor)**

**Dr.Mohammad Shibli Shahriar**

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## Acknowledgement

First of all, I like to give the greatest gratitude to my almighty for making me enable to make this report. Without the support of Allah, I would not be able to complete a huge task of preparing this internship report within the scheduled time.

Internship report is an essential part of MBA program as one can gather practical knowledge within the period of Five Years by observing and doing the daily works of chosen organization. In this regard my internship has been arranged at **Walton Hi-Tech Industries PLC**.

At first, I would like to give thanks to my supervisor, **Dr. Mohammad Shibli Shahriar** Professor of Business Administration, Daffodil International University who instructed me in the right way and give me proper guidelines for preparing this Internship report.

I am also grateful to all of the officers and employs and some of my friends who are doing their internship with me in this organization.

At last, I must mention the wonderful working environment and group communication of this organization that enabled me a lot deal to do and service activities during my internship period of Five Years Service.

Finally, I convey my sincere thanks to my friends who inspire in different ways to complete the report and the course as well.

# Executive Summary

This report is prepared on the basis of my three-month practical experience at Walton Hi-Tech Industries PLC. This internship program helped me to learn about the practical scenario of an Electronics Industries. Walton Hi-Tech Industries PLC is a dynamic and leading countrywide Leading Electronics Walton Hi-Tech Industries PLC is a giant Electronics Company of Bangladesh, commenced its operation in 2008. This report has been presented based on my observation and experience gathered from the company.

The internship report has been prepared on ‘An Evaluation on Marketing Activities of Walton Hi-Tech Industries PLC’ based on both primary and secondary data. The information used in this report has been collected from various sources such as, daily reports of activities, interviews with employees, blogs, website, website backend and sales reports.

The first part of the report contains information of the organization itself, the products and services that Electronics Showroom is providing to the customer and vision for the future. The second part of the report contains the nature of job, my duties and responsibilities towards the job and some suggestions how they can improve their current marketing strategy. The third part contains the main part that I was involved in my internship. In this part I have discussed about marketing activity of Bengal Solutions Limited as like marketing mix, Segmentation, targeting and positing.

Finally, I have identified some problems regarding the performance of Walton Hi-Tech Industries PLC. Meanwhile I have included my suggestions and recommendations in order to eradicate the weaknesses of their department. Finally, I have ended my report through including references and sources that I have used to make this report.

**AN EVALUATION OF MARKETING STRATEGIES  
OF WALTON HI-TECH INDUSTRY PLC.**



## Contents

Introduction .....	3
Objectives of the study .....	3
Company overview.....	4
Evaluating customer satisfaction and engagement .....	5
Marketing activities of Walton Hi-Tech Industries Company .....	7
Problems and challenges of marketing activities of Walton Hi-Tech Industries Plc.....	10
Distribution channels and networking strategies of Walton Hi-tech Industries Plc. ....	11
Competitors positioning of Walton Hi-tech Industries PLC .....	14
Future market opportunities and challenges of Walton Hi-Tech Industries PLC. ....	16
Future opportunities of Walton Hi-Tech Industries PLC.....	16
Future challenges of Walton Hi-Tech Industries PLC .....	18
Recommendations to solve those challenges .....	19
Conclusion .....	21
References.....	22

## Introduction

Digital technology industry has become one of the most dynamic industries in 21<sup>st</sup> century. There are many local and global tech-based companies are developed. Those companies offer lucrative tech-based products to the customer. Walton Hi-Tech Plc is one the them. This tech company is the leading tech company in Bangladesh. Both the sales and reputation of Walton Hi-Tech Industries Plc is increasing. Effective marketing strategies is one of the main reasons behind this. People of our country consider Walton Hi-Tech Industries Plc is our domestic company. That's why we consider its products as "Bangladeshi product". Here is the success of Walton Hi-Tech Industries Plc. In this report, the marketing strategies of Walton Hi-tech Industries Plc are shared. Its also showed how this tech-company ensure proper engagement with the customers. Different marketing activities of Walton Hi-Tech Industries Plc are also shared. It's noticed that Walton Hi-Tech Industries Plc maintains strong relationship with different distributors in the market. Distributor channels and networking strategies of Walton Hi-Tech Industries Plc are also shared in this report. Major competitors of Walton Hi-Tech Industries are analyzed here. It will help to know about the current position of this company in the local and global market. After reading this report, it will be easier to know about the whole marketing system of Walton Hi-Tech Industries Plc.

## Objectives of the study

In the age of modern technology, Walton Hi-Tech Industries Plc is one of the leading tech-based companies in Bangladesh. The main objective of this report is analyzing different marketing strategies of Walton-Hi-Tech industries Limited. In that case, several more issues such as evaluating customer satisfaction, engagement with the customers, market positioning etc. are also illustrated in here. This report also focuses different marketing and distribution channels of this company. It's noticed that the authority of Walton Hi-Tech Company gives maximum priority to satisfy the actual needs and preferences of a customer. This report highlights how this tech giant company can improve its relationship with the customers. It's noticed that most of the tech-based companies face challenges of marketing. Walton Hi-Tech Industries Limited is not different in this regard. This report tries to cover all those associated marketing challenges and future opportunities of

Walton-Hi-Tech industries Limited. Finally, some actionable recommendations are proposed which will help to take further marketing decisions of Walton-Hi-Tech Industry Limited. This report will be a good guideline to evaluate current marketing challenges of Walton-Hi-Tech Industries Limited.

## Company overview

Walton Hi-Tech Industries Plc is currently the leading tech-giant company in Bangladesh. This company was **founded in 1977** by the hand of **SM Nazrul Islam**. At that time, this was founded as a part of Walton chain of group. Walton Hi-Tech Industries Plc **manufactures** different types of electronics and home appliance such as TV, Refrigerator and Fridge, Washing Machine, Smartphones, Laptop, home appliance, kitchen appliance, elevator and electrical appliance etc.



Currently Walton Hi-Tech Plc has more than **400 outlets in Bangladesh**. Walton Hi-Tech Industries Plc started its production of electronics and home appliance from 2008. That's why the products of Walton are called "Bangladeshi Product" and this is the branding of Walton Hi-Tech Industries Plc. **Around 3000 employees** are currently working in this tech-company. Currently Walton Hi-tech Industries Plc is **exporting** its products in 40

countries in the world. **The aim of Walton Hi-Tech Industries Plc** to be a global leader in electronic products by brining and ensuring innovation, sustainability and quality of products both on local and global market. **The main objective** of Walton Hi-Tech Industries Plc is expanding its global market share. Currently this company is focusing on the market expansion on Europe, Africa and Asia. The vision of this tech company to become a globally recognized **“Made in Bangladesh”** brand so that Walton Hi-Tach Industries Plc can promote its products as the official products of Bangladesh.

## Evaluating customer satisfaction and engagement

Walton-High Tech Industries Plc has become one of the most trusted tech-brand in Bangladesh. This company excels in ensuring proper engagement with its targeted customers in the market. Proper customer satisfaction is one of the main indicators of success of this tech-giant company. Now, this is going to analyze how Walton-Hi-Tech industries Plc ensures proper satisfaction and engagement with its targeted customers-



Happy Customers of Walton Hi-Tech Industries PLC.

- i) **Product quality and innovation:** As a reputed tech-based company, Walton always gives maximum priority to the quality of its products. Walton Hi-Tech Industries Plc has a big reputation for its product's diversity. Walton Hi-Tech Industries Plc manufactures different types of tech-based products for its customers. Smartphones, Refrigerator, AC, laptops, TV along with other many other home-tech products are manufactured by this company. Most of the products of Walton are energy efficiency products which easily satisfy the needs of customers. Design of every product of Walton has a touch of innovation.
- ii) **Affordable pricing:** It's the commitment of Walton Hi-Tech-Company to offer products to customers within very reasonable price. The price of a product of Walton is very reasonable if it is compared with the product of another company in the market. As a result, customers of Walton Hi-Tech Industries get the best value for money product. Walton Hi-Tech Industry Limited has introduced installment payment system which helps lower classed customers to purchase their dreamy products.
- iii) **After sales service:** From the very beginning, Walton Hi-Tech Industries Plc provides different types of after sales services to its customers. A long-term warranty of each product is a big example in here. Beside this, Walton provides free installation services to its customers. Walton Hi-Tech Industries Plc has around 100 service points in Bangladesh where the skilled technicians and representatives of Walton Company are providing maintenance support to the customers. The aim of each of the employees of Walton Hi-Tech Industries Plc is proving quick support to the customers.
- iv) **Digital engagement with customers:** Walton Hi-Tech Industries Plc is very sensitive about the demands and preferences of the customers. In that case, this company ensures proper engagement with the customers through digital platforms. Social media plays a significant role in this regard. The products of Walton Hi-Tech Industries Plc are regularly promoted through Facebook, YouTube, Instagram, Mobile Apps and the official website of Walton Hi-Tech Industries Plc. As a result, a targeted customers can easily come to know about

the current products and prices. Sometimes, Walton Hi-Tech Industries Plc arranges different campaigns and customer survey in different cities of our country to stay connected with customers.

- v) **CSR (Corporate Social Responsibilities):** Most of the reputed companies donates healthy amount of money from their profit. It increases the brand awareness of the company. Walton Hi-Tech Industries Plc is not different in this regard. This tech-giant company involves different types of CSR activities which not only increases its brand credibility but also increases its position on the market. Every year this company donates on education, health care program, betterment of autistic children and different environmental programs.

## **Marketing activities of Walton Hi-Tech Industries Company**

Different types of marketing and promotional marketing strategies of Walton Hi-Tech Industries Plc are shared below-

### **i) Product-centric Marketing**

Walton Hi-Tech Industries Plc manufactures and sells diversified tech-based products to the market based on the demands and preferences of customers. Marketing department of Walton Hi-Tech industries Plc mainly promote its based based on the features and durability of each product. The main motto of Walton's product is "**Made in Bangladesh**".



This the branding of Walton's products in the market. This motto has already created an emotional attachment with the customers. Customers strongly believe that they are promoting Bangladeshi products and increasing our local pride by purchasing those from Walton Hi-Tech Industries Plc.

ii) **Promotional strategies**

As a tech-giant company, Walton Hi-Tech industries Plc uses different types of promotional activities to promotes its products on the market. In that case, Walton Hi-Tech industries Plc follows both traditional and online platforms. Promotional strategies of Walton Hi-tech industries are shared in below-

- iii) **Advertising:** Advertising is one of the effective marketing strategies of Walton Hi-Tech Industries Plc to promote its products. Normally this company advertises its products to TV, newspapers, ads etc. As a result, people can easily come to know about the current products and offers of Walton Hi-Tech Industries Plc. TV add is another big advertising option of Walton Hi-Tech industries Plc. Different eye-catching TV add are developed by the marketing department of Walton. This types of add mainly made based on the features of products of Walton.

- iv) **Digital marketing:** Since everyone is connected with digital platform, marketing department of Walton Company is currently giving high priority in this regard. Different social media platforms such as Facebook, YouTube and Instagram are used by Walton Hi-Tech industries Plc to get engaged with the customers. Online ads are another digital promoting strategy of this company. Walton Company regularly makes digital contents based on their current product. Besides this, different lucrative photos and videos of Walton's products are captured and posted on its official website. As a result, interested customers can easily come to know about their necessary products from Walton's official website.
- v) **Sponsorship and seasonal campaign:** It's noticed that Walton sponsors on different issues which not only promotes its brand value but also increases its position on the local market. Walton sponsors on cricket tournaments since cricket is the most watched sport in Bangladesh.



Besides this, Walton Hi-Tech industries give promotional offers and arrange campaigns on different festivals of our country such as Eid, Puja or other occasional days etc.

- vi) **Retail networking and international marketing:** Walton Hi-Tech Industries Plc has a large distribution network in our country. This tech-giant company

has more than 400 showrooms in Bangladesh. As a result, it becomes easier for Walton Hi-Tech Industries Plc to reach its customers quickly. Moreover, products of Walton Hi-Tech Industries Plc are exported more than 40 countries. Demand of Walton's products is increases day by day in international market. Proper marketing is one of the big reasons behind this.

## **Problems and challenges of marketing activities of Walton Hi-Tech Industries Plc.**

Walton Hi-Tech Industries Plc is a very popular hi-tech brand not only in Bangladesh but also in international market. This tech-giant company follows a wide range of marketing strategies to promote its diversified products in the market. Effective marketing is one of the main reasons of success of this company. However, Walton Hi-Tech Industries Plc also has to face some problems in marketing. The marketing challenges of Walton Hi-Tech Industries Plc are illustrated in below-

- i) **Limited brand recognition and marketing in global market:** Everyone knows that Walton is currently the leading tech-giant company in Bangladesh. However, the current market position of this company is still weaker in international market. As a Bangladeshi tech company, Walton Hi-Tech Industries Plc has to compete with some other tech-giant companies such as Samsung, LG, Singer or Apple Inc which are already recognized brands in the international market. Limited international marketing is a big reason behind this. Many people of other countries even don't know about the name and brand value of Walton Hi-Tech Industries Plc.
- ii) **Inconsistent brand positioning:** From the very beginning, Walton Hi-Tech Industries Plc manufactures and produces a wide range of tech-products for customers. Sometimes, this practice struggle with consistent brand positioning. Sometimes customers become confused about the core strength of Walton Hi-Tech Industries Plc. If one of the products of Walton don't get success, customers may carry a bad thought about the other products of Walton Hi-Tech Industries Plc.

- iii) **Insufficient digital marketing:** Walton Hi-Tech Industries focuses both on traditional and digital marketing strategies to promote its products. However, it still not enough to compete with other tech-giant companies in the world which are already established in the market. This tech-giant company does not use any advanced digital marketing tool for promoting its products digitally. That's why brand value of Walton Hi-Tech industries Plc fails to reach on international market. Marketing department of Walton Hi-tech Industries Plc should focus on AI-driven marketing strategy. Beside this, personalized digital advertising should be ensured for each of the product of Walton Hi-Tech Industries Plc.
- iv) **Pricing strategy challenge:** The aim of Walton Hi-Tech Industries Plc is providing a product to a customer within a very reasonable price. That's why price of each product of Walton Hi-tech is cheaper than other existing premium brands in the market. However, many customers carry a misperception about the products of Walton's product. They think that most of the products of Walton are low classed products if those are compared with the products of Samsung, LG, Singer, Sony or Apple. Sometimes it badly effect on the marketing of the products of Walton on the international market.
- v) **Limited focus on sustainable marketing:** Sustainable marketing is given maximum priority in the current world. Walton marketing strategies are far behind in this regard. Marketing of this tech-giant company has a big lack of environmental and socially responsible issues. As a result, many environments conscious people will not take it easily which will effect on both marketing and sales of the products of Walton Hi-Tech Industries Plc.

## **Distribution channels and networking strategies of Walton Hi-tech Industries Plc.**

Walton Hi-Tech Industries Plc maintains strong distribution channels. Those distributions channels ensure expected sales of Walton Hi-tech Industries Plc. Moreover, those distribution channels also help this tech giant company to engage with the customers. The prominent distribution networks of Walton Hi-Tech Industries Plc and their activities are illustrated in below-

- i) **Walton Plaza:** As a reputed tech Giant Company, Walton Hi-tech Industries Plc has more than 400 showrooms in different regional areas of Bangladesh.



Those are the Walton's-owned outlets. Those outlets are named "Walton Plaza". Those outlets are used to serve as sales and display centers. Customers can easily come to know about the current products and price of Walton Company from here. As a result, those plazas are used as direct sales points of Walton Hi-Tech Industries. Those plazas are also used as after service sales points. So, customers can easily get their after-sales services from their nearby Walton Plazas. That's how those Walton Plazas play significant roles on enhancing customer's satisfaction.

- ii) **Exclusive distributors and dealers:** Walton Hi-tech Industries Plc has around 1200 authorized dealers in Bangladesh. Those dealers are recruited in different regional area of Bangladesh. Moreover, Walton Hi-Tech Industries Plc has around 12000 sub-dealers who are working under the supervision of authorized dealers. Those distributors mainly purchase or collect products from Walton's main points. After purchasing, those distributors sell the products of Walton Company to sub dealer. Then the sub dealers sell those products to direct customers. That's how Walton Hi-tech Industries Plc maintain sales of network over the country.



- iii) **E-Plaza:** Walton Hi-Tech Industries Plc not only focus on traditional and physical sales. This tech giant company also focuses on online platforms to sell its products and services on the market. E-Plaza is a good option in this regard. E-Plaza or electronic plaza is an online platform which is used to purchase products of Walton Hi-Tech Industries Plc. Currently Walton Hi-Tech Industries Plc has 5 E-Plaza Outlets. Those E-Plazas becomes very popular for online shoppers. Those E-Plaza ensures digital storefront. As a result, targeted customers can easily browse current products of Walton. It helps them to make their purchase decision very quickly.

**WALTON E-Plaza**

- iv) **Corporate sales:** Walton has recruited many corporate sales clients. Beside this, many businesses and institutions are also working as sales representatives of Walton Hi-Tech Industries Plc. Those representatives are working to fill the

customize need of a particular customer. Beside this, they ensure proper flow of bulk orders. If a customer of Walton faces any problem, those corporate representative work to solve customer's problem.

- v) **International business unit (IBU):** Walton Hi-Tech Industries Plc has become an international brand day by day. This Bangladeshi tech-giant company not only sells its product to Bangladeshi market but also sells in international market. Walton Hi-Tech Industries Plc exports its product in 40 different countries. In that case, this company uses international business unit (IBU) system. In this system, Walton Hi-Tech Industries establishes partnership with other international distributors in the market. That's how Walton Hi-tech Industries Plc jointly work with other established distributor in global market.

## Competitors positioning of Walton Hi-tech Industries PLC

In spite of being a Bangladeshi brand, Walton is currently exporting its products in around 40 countries in the world with high reputation. However, Walton Hi-Tech company also has to face higher competition in the market since there are some tech-giant companies are also working. The current competitors positioning of Walton Hi Tech Industries are illustrated in below-



- i) **Samsung:** Samsung Company has ensured a significant growth in Bangladesh from the very beginning. Samsung company also manufactures

different types of technological devices such as smartphones, TV, Computer, AC etc. This company has strong global and local presence. Samsung offers mostly premium products to the market. This company develops products for all types of customers especially for the high-end market segment. The main strengths of Samsung are its global brand value, innovative technologies and unique qualities of product. High pricing is one of the big draws back of this company. Many customers can't purchase a product of Samsung because of its high price.

- ii) **LG:** LG is another big competitor of Walton High-Tech industries Plc which also has strong position in local and international market. LG main manufactures different types of home appliances and electronic sector. LG has good reputation for its energy efficient products. This price of LG's product is cheaper than Samsung but higher than Walton's products. One of the big drawbacks of LG is this tech-based company doesn't have to many outlets. As a result, only urban customers are the actual customers of LG.
- iii) **Singer:** Singer is another popular tech-brand company which mainly manufactures different home applications and consumer electronics. Singer company offers products within a very reasonable price. This company manufactures products for all types of customers in the market. Moreover, this company has a high reputation for its extensive rural penetration. So, the main strengths of Singer Company are its rural presence and its affordable products. The main weakness of Singer Company is its limited product innovation. In that case, Singer is far behind if this is compared with Walton Hi-tech Industries Plc.
- iv) **Vision Electronics:** The popularity of Vision Electronics is increasing day by day. Vision Electronics is a sub-brand of PRAN-RFL group. This company was launched in Bangladesh in 2013. This tech company offers different types of affordable home appliance such as TV, Refrigerators, Washing machine, Ovens etc. Currently this company has around 270 outlets in different regions of Bangladesh. One of the big drawbacks of this company is that most of the customers think the products of Vision Electronics as lower brand.

## Future market opportunities and challenges of Walton Hi-Tech Industries PLC.

### Future opportunities of Walton Hi-Tech Industries PLC.

The future opportunities and possibilities of Walton Hi-Tech industries are illustrated below-

i) **Global market expansion in future**

Day by day, Walton Hi-Tech Industries Plc has become a reputed brand not only in local area but also in global market. This tech-giant company is working on market expansion. Currently Walton Hi-Tech Industries Plc is exporting its product in 40 countries in the world. This tech-giant company will export its products in other different countries of Asia, Europe and Africa and Latin America. The brand positioning of Walton Hi-Tech industries Plc will play a significant role in this regard.

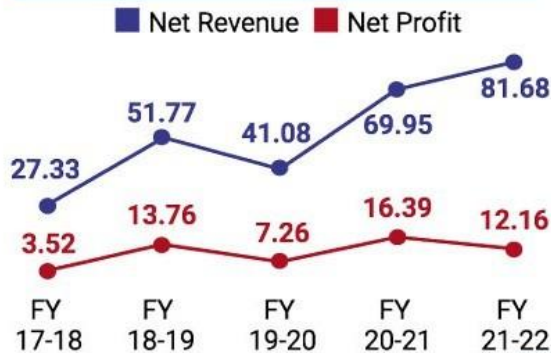
ii) **Diversification of product lines**

Walton Hi-Tech industries plc has a strong reputation for its product's diversity in the market. Currently this company manufactures different types of smart products in the market such as Smartphones, refrigerator, AC, Motor-cycle, Laptop along with other smart products. It's the commitment of Walton Hi-Tech Industries plc to bring many innovative and user-friendly smart products in the market which will satisfy the needs of customers in future. How how this tech company will haunt more loyal customers in the market. In that case, Walton Hi-Tech Industries will use green technologies and bring more eco-friendly product in the market. This practice will help this tech-company to promote sustainability in future.



## Local firm becoming global

### Business Growth y/y (in billion BDT)



**Tk 317.38b**

Market Capitalization (2nd Largest)

**75pc**

Share of local refrigerator mkt 17pc of AC mkt

**Export**

EU, US, Russia, Middle East

**0.98pc**

Share offloaded in the capital market



### 1) Innovation and R&D investment

Walton Hi-tech Industries will highly focus on artificial intelligence on its future products. This will enhance features of smart products in future. Voice recognition and automation are the big examples here. Beside this, Walton Hi-Tech Industries plc will expand electronic vehicles manufacturing. This will help this company to make a strong position on the market of green transportation.

### 2) Strategic partnership and enhancing digital presence

From the very beginning, Walton Hi-Tech Industries Plc works on the development of strategic partnership of different established companies. This practice strongly helps this company to capture global market. In future, Walton Hi-Tech Industries Plc will work to expand collaboration with other international tech-brands. This will help this company to share, co-brand and innovate many other tech-products in the market. Walton Hi-Tech Industries Plc will also work with government's organizations. In future, E-Commerce activities of Walton Hi-Tech industries Plc will enhance both

locally and domestically. Digital marketing strategies will be the main weapon of marketing of this company in future.

### 3) Expansion of after-sales services

From the very beginning, Walton Hi-Tech Industries Plc has good reputation for its After-sales service. Walton Hi-Tech Industries is very committed to its customers in this issue. In future, Walton Hi-tech industries plc will focus more on enhancing customer relationship. This company will ensure more added services to the customers. Extended warranties, maintenance, customer supports are the examples here.

## Future challenges of Walton Hi-Tech Industries PLC

In spite of being a reputed brand, Walton Hi-tech Industries Plc is facing some challenges both in local and global market. Future challenges of Walton Hi-Tech Industries Plc are illustrated in below

- i) **Intense competition on the market:** The tech industries is enhancing day by day. There are tech business companies such as Apple Inc, SAMSUNG, Singer, Butterfly etc. are competing each other in the market. Those companies have strong presence both on local and global market. In that case, it becomes very challenging for Walton-Hi-Tech Industries Plc to compete with those companies.
- ii) **Supply Chain Disruption:** Walton Hi-Tech Industries has to ensure proper supply chain issue in the global market. In that case, this company has to depend on the import of raw materials. After the pandemic and Russia vs Ukraine war, price of raw materials has been increased. As a result, Walton Hi-Tech Industries Plc has to increase its production cost of each product. It seriously effects on supply chain issue in global market.
- iii) **Environment and regulatory compliance:** Today most of the customers are environment conscious. Today customers prefer those products which consume less energy. In that case, Walton Hi-tech Industries Plc needs to invest a healthy amount of money in green technologies. Beside this, there are

many regions where environmental regulations are very high. Walton Hi-Tech Industries Plc has to adhere those international trade and environmental regulation. Sometimes it becomes very challenging and costly.

- iv) **Geographical risks:** The condition of global market is not always supportive. There are many regional markets of Walton Hi-Tech Industries plc where potential trade barriers are highly noticed. Beside this, government instability is another big issue. After the war of Russia vs Ukraine, it becomes very challenging for tech companies like Walton Hi-Tech Industries Plc to sustain in European market.
- v) **Economical fluctuation:** A stable economy is very essential for doing business both in local and international market. The fact is economical fluctuation is highly noticed. After the pandemic and Russia vs Ukraine war, it becomes very challenging to import products from foreign countries. Beside this, higher inflation is also noticed in most of the country. That's why it becomes very difficult for the Walton Hi-Tech Industries Plc to keep its commitment to provide products within a reasonable price.
- vi) **Other external issues:** There are some other external issues which can seriously affect on the operation of Walton Hi-Tech Industries Plc. Talent aquation and retention is one of the big challenges here. Beside this, the operational cost is also increasing day by day. Digital transformation is another challenge of Walton Hi-Tech Industries. So, Walton Hi-tech Industries needs to take proper initiatives to solve challenges. Otherwise, it becomes challenging for this company to hold leading position on the market.

## Recommendations to solve those challenges

In the age of technology, it's very challenging to sustain in the tech-market. Some recommendations are shared which would be effective for Walton Hi-Tech Industries Plc to solve the problems.

- i) It would be a wise decision of Walton Hi-Tech Industries Plc develop more Research and Develop (R&D) centers. This will help to focus on edge cutting technologies and decreasing operating cost.
- ii) Walton Hi-Tech Industries Plc should maintain strong strategic partnership. It will enhance its local and global market. Along with other reputed tech-companies, Walton can collaborate with universities and research institutes.
- iii) Walton should not only focus on product diversity; this tech company should also focus on its products' quality and longevity. It will definitely increase trust of loyal customers in the market which will boost the sales of this company.
- iv) Sustainability should be focused. Walton Hi-Tech Industries Plc should invest a healthy amount of money for renewable product's project. This will give a long-term return. This company should be committed to customers about reducing carbon emission.
- v) Walton Hi-Tech Industries Plc still can't make itself as a premium brand like SAMSUNG, APPLE Inc, Singer etc. So, this tech company should focus on global marketing. This will enhance brand quality and positioning in the market.
- vi) A good employee is the best representative of a company. So, Walton Hi-Tech Plc needs to recruit talents who are passionate. Beside this, employees should be trained properly so that they can give their best for the betterment of Walton Hi-Tech Industries Plc.
- vii) Walton Hi-Tech Industries Plc should focus more on After-Sales services. Global service system should be developed for ensuring better After-Sales service to customers. Beside this, customer's feedback should be considered properly.
- viii) Walton Hi-Tech Industries should invest on proper market research. It will help this company to know about the actual preferences of customers. This tech-giant company should take proper step to stay connected with customers. Digital platform can be the best solution in this regard.

## Conclusion

Finally, it can be said that marketing plays a significant role on the sales of products. Walton Hi-Tech Industries Plc invests a healthy amount of money on the marketing of its products. Today this tech-giant company has become a market leader on the technology market in Bangladesh. Walton Hi-Tech Industries Plc is expanding its market territory day by day. Effective and successful marketing strategies of Walton Hi-Tech industries Plc are mainly responsible for this. In the age of modern technologies, all tech-based companies have many opportunities in future. Its strongly believed this industry will be the leading industry in the world. As a tech-giant of Bangladesh, Walton-Hi-Tech Industries Plc has many opportunities and possibilities in future. Since Walton Hi-Tech Plc is bringing and launching many different tech-products in market, there has a possibility of this company to be the leading tech-giant company in future not only in our country but also in global market.

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