



Daffodil
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An internship report on "Marketing activities of Commercial vehicle
Industries in Bangladesh :An Analysis of IFAD Motors Ltd.

Submitted to
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Submitted by
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Letter of Transmittal

10.08.2025

To

Ms. Farhana Noor

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on “*Marketing Activities of Commercial Vehicle Industries in Bangladesh: An Analysis of IFAD Motors*”

Honorable Madam,

With due respect, I am submitting my internship report titled “*Marketing Activities of Commercial Vehicle Industries in Bangladesh: An Analysis of IFAD Motors*” as part of the requirements for the BBA program. Based on practical experience and relevant data, I have made an effort to analyze the marketing activities carried out by IFAD Motors in the commercial vehicle sector.

I sincerely hope that you will find this report informative and insightful regarding the company's marketing operations.

Thank you for your kind guidance and support throughout the internship period.

Sincerely,



Yours Sincerely,

Sabekunnahar Papia

ID: 213-11-1410

Concentration: Marketing

Program: BBA

Department of Business Administration

Faculty of Business and Entrepreneurship

Acknowledgement

Alhamdulillah, all praise is due to Allah (SWT) for His countless blessings, guidance, and mercy, without which the successful completion of this internship report would not have been possible.

I would like to express my heartfelt gratitude to Ms. Farhana Noor, Assistant Professor, Department of Business Administration at Daffodil International University, for her constant guidance, encouragement, and insightful feedback throughout the internship period. Her support and academic direction have played a crucial role in shaping this report.

I am especially grateful to Mr. Zasim Uddin, my on-site supervisor at IFAD Motors Limited, for giving me the opportunity to learn and explore practical aspects of marketing activities within the commercial vehicle industry.

I would also like to thank my colleagues Mr. Maruf and Mr. Mehedi, with whom I worked collaboratively during my internship period. Their support, cooperation, and teamwork made my experience more productive and enjoyable.

During my internship as a Customer Relationship Executive (CRE) at IFAD Motors, I was able to gather valuable insights into real-world marketing operations, which greatly enriched the content and context of this report.

Finally, I would like to thank all individuals at IFAD Motors Limited and Daffodil International University who have extended their help and cooperation throughout the internship period and during the completion of this report

Certificate of Approval

I hereby acknowledge that the internship report titled “*An Internship Report on Marketing Activities of Commercial Vehicle Industries in Bangladesh: An Analysis of IFAD Motors*” has been submitted in partial fulfillment of the requirements for the Bachelor of Business Administration (BBA) degree. This internship report has been submitted to the Department of Business Administration at Daffodil International University by Sabekunnahar Papia, ID: 213-11-1410.

This report is a copy of the candidate's own work that was prepared according to my instructions and carried out during the IFAD Motors Limited internship time frame. I am satisfied that the report is a creditable piece of academic work and endorse it for submission.



Ms. Farhana Noor

Assistant Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Declaration

I, Sabekunnahar Papia, a student at the Department of Business Administration, hereby declare that the report titled “*Marketing Activities of Commercial Vehicle Industries in Bangladesh: An Analysis of IFAD Motors*” has been prepared by me as a requirement for my internship under the supervision of Ms. Farhana Noor, Assistant Professor, Department of Business Administration, Daffodil International University.

This study is presented mainly for academic purposes and provides an analysis of the marketing activities carried out by IFAD Motors Limited, based on my experiences and observations during the internship. All the information, thoughts, and proposals in this report originated from my tenure at the organization and the research I conducted.

I also confirm that this study has not been previously submitted for any degree or title recognition.



Yours Sincerely,

Sabekunnahar Papia

ID: 213-11-1410

Concentration: Marketing

Program: BBA

Department of Business Administration

Faculty of Business and Entrepreneurship

Executive Summary

The report is based on internships on the marketing strategy and operation procedure on IFAD MOTORS LTD one of the leading companies in the commercial vehicle and motorcycle manufacturer, importer and distributor under the automobile industry in Bangladesh. It does not just take into account the company's status as the sole distributor of Royal Enfield motorcycles even as they distribute Ashok Leyland commercial vehicles, Apollo Tyres and Gulf Engine Oil.

12 weeks of Internship (Customer Relation Management) from IFAD Motors Ltd, head office in which the intern got the practical experience in customer service, Showroom operation, CRM software DMS, pre-booking handling, event management and marketing coordination. During our daily work and participation in international events like the ICCB Moto Show, we learnt how those marketing, brand positioning and customer relationship strategies are actually applied in practice.

The report further examines the company's marketing mix, highlighting the product offerings, premium pricing strategies, distribution channels and the promotional efforts, both traditional and digital. It also has a SWOT analysis and competitor benchmark to help frame IFAD market presence.

The internship combined theoretical concepts learned through BBA courses with practical experience in customer behaviour, service marketing and brand management. The report ends with considerations of learnt experiences, career impact and suggestions to improve marketing effectiveness & CRM performance in IFAD Motors Ltd..

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Chapter-1

Introduction



1. Introduction of IFAD Motors Ltd.

“Apollo Tyres” is being sold in Bangladesh by IFAD Motors Limited since 2001 with 160 Dealers as a retail network. Apollo Tyres are made in India as well as Europe; and are sold throughout the world in over 118 countries. Products, such as the CV range, agriculture tires & the dual purpose (on & off road) motorcycle tires are few examples.

IFAD Motors Limited is the sole distributor & manufacturer of “Royal Enfield” in Bangladesh. The oldest global motorcycle brand in continuous production, Royal Enfield made its first motorcycle in 1901. Today, Royal Enfield markets its motorcycles in over 50 countries.

IFAD Motors Ltd maintains the exclusive distributorship for the world’s 4th largest commercial vehicle manufacturer namely Ashok Leyland in Bangladesh. IFAD has been a key player in providing a variety of vehicles including buses, trucks, tractors, tippers, and other customised transport solutions in Bangladesh as a result of this collaboration. They are heavily used for goods transportation, public commuting as well as industrial logistics and construction, and make significant contribution to the national infrastructure.

To boost its capacity and lessen the dependence on imported units, IFAD Motors recently set up the country's biggest vehicle assembly plant at Cumilla. This move not just sped up the scope of employment generation locally but it also endorsed the government’s grand vision on industrialization and automotive industry development in Bangladesh.

IFAD Motors started production of 350cc motorcycles. In order to increase production, a new motorcycle factory is being set up in Chaudhagram upazila of Cumilla. This plant will produce the highly popular Royal Enfield motorcycles with engine capacities of 350cc and above, reflecting IFAD Motors' commitment to meet the increasing demand for these world popular motorcycles as well as to introduce the company's wider range of models to the market.

In 2023, IFAD Motors moved a step further as it entered into the category of premium motorcycle with the world famous brand Royal Enfield in Bangladesh. The introduction of Royal Enfield signifies a momentous chapter for motorcycle enthusiasts who prefer a torquey, powerful, heritage breed motorcycle. IFAD has opened the first flagship showroom and Experience Center at Tejgaon in Dhaka where people will not only be able to make purchases but also get service, test ride bikes and purchase merchandise, and participate in a local biking community.

In line with its philosophy of doing everything to support the customer, IFAD Motors has placed a premium on good service, proper maintenance facilities, availability of genuine spare parts, and well-trained staff at its dealer and service networks. The company also combines with digital marketing and CRM tools to enhance customer relationships and to optimize its marketing communication work.

In more than 25 outlets including showrooms, service centres and logistics centres nationwide, IFAD Motors is expanding in rural and urban markets. Benefits -The company’s impeccable brand, technological investment, staff talent and dedication to shape the future has positioned it successfully as a reliable and innovative leader in both commercial and personal mobility.

IFAD Motors Limited is an important concern of the well-known IFAD Group, one of the most prominent business houses in Bangladesh. IFAD Motors has become one of the pioneers in the automotive industry looking into import, assembly, distribution and marketing of vehicles in Bangladesh, specifically of commercial vehicles and motorcycles. It is synonymous with Ashok Leyland and Royal Enfield in giant ditchers and has grown as a trusted designing and machining partner with multiple other global automotive & utility brands that demand tough and reliable vehicles meeting both commercial and personal land transportation markets.

IFAD Motors Limited was launched with the mission of changing the automotive industry of Bangladesh with the Cumilla's first and the most modern vehicle assembly plant. This localised manufacturing of vehicles gives the industry an advantage in the reduction of imports and economic growth from employment that the manufacture of vehicles would create.

IFAD Motors Limited IFAD motors Limited is among the various business harmonics of the IFAD group, where each one working for different sectors under seven particular core concerns:

IFAD Autos PLC

The concern is engaged in import and marketing of commercial vehicles predominantly of Ashok Leyland in Bangladesh. IFAD Autos PLC is a company traded on Dhaka Stock exchange which aims to increase its footprint in the commercial vehicle industry in the country.

IFAD Multi Products Ltd.

Engaged in the production and marketing of many consumer products that support the local growing industrial and fast moving consumer goods (FMCG) sectors in Bangladesh.

IFAD Home Care Ltd.

Specializes in manufacturing and selling home care products including detergents, cleaning products, and other household goods, providing daily necessities for the Bangladeshi people.

IFAD Motors Ltd.

The automobile arm of the group which is engaged in import, assembly and marketing of commercial vehicles and motorcycles such as Royal Enfield. Given its supply of high quality vehicles/engine among others, IFAD Motors is the backbone of the country's effort to modernise its transport system by offering after sales services.

IFAD Auto Services Ltd.

Offers extensive post sales services, maintenance, as well as the distribution of 100% original spare parts of the vehicles sold within the IFAD Group - by which customer satisfaction and for a long-lasting usage of the vehicles is guaranteed.

IFAD Enterprises Ltd.

Active in various business activities such as trade, distribution, and other business interests to facilitate the group's overall business goals.

IFAD Information & Technology Ltd.

Focused on IT solutions, digital activities, and technologybased projects in the IFAD Group. This challenge is driving the group's digital transformation initiatives, such as CRM, marketing automation and operational efficiencies.

1.1 Background of the Study

"Knowledge is of no value unless you put it into practice."

— Anton Chekhov

As a student who has done BBA I could so deeply relate to this quote. While at college I focused on learning about the different areas of business, from marketing to finance and management. But just reading about them didn't cut it—I wanted to see how they work in business.

An internship is the crucial link between the theories learned at school and the actual implementation. It lets students launch and test their ideas, practice in a real company and understand the practice of how businesses work on a daily basis. Also, internships develop crucial soft skills, such as communication, team work, and critical thinking.

During internship at IFAD Motors Limited (a renowned company in Bangladesh in automobile sector) I got the opportunity to observe how different departments function and perform real office works as well. This exposure enabled me to integrate the concepts in marketing and business that I studied for my three years in my BBA program to practice.

The experience has been very enriching for me personally and professionally. It's helped me gain confidence, and the knowledge I have learned about running a business, I couldn't have asked for any better in terms of preparing me for my future. Thank you for giving me an opportunity for collecting such a treasure of knowledge.

1.2 Objectives of the Study

Broad Objective: The main objective of this study is Marketing activities of Commercial Vehicle Industries in Bangladesh of Ifad motors.

Specific Objectives

1. To identify IFAD Motors' core marketing strategies for commercial vehicles.
2. To assess the impact of promotional campaigns on customer response and sales.

3. To evaluate the role of dealerships and after-sales service in customer retention.

1.3 Scope of the Study

Overall Objectives The general objective of the study is to assess the marketing strategies adopted by IFAD Motors Limited for the promotion of its commercial vehicles in The Bangladesh. The research in this case concentrates on the seller's marketing activities, dealer promos, outdoor branding, online marketing (i.e., Facebook, YouTube, and website content), sales promotions, and customer interaction tools. It also discusses how such activities contribute to awareness, attention, and sales.

This report is an output of three months of internship at IFAD Motors Limited's Head Office, in the Customer Relationship Management (CRM) Department. Hence, the scope is limited to the marketing and customer engagement strategies that were directly observed and implemented during the internship time. It does not encompass the corporate marketing strategies that are large-scale, or the day-to-day activities performed in departments that are not a subset of CRM or marketing.

It is based on in-house observations, business documentation, promotion material, and secondary digital data. Primary research (surveys, interviews) was not taken. Thus, the results are interpretive and grounded in a first-hand working experience of the author with the limited data during the traineeship period.

1.4 Methodology of the study

Research Design:

The research was carried out in various phases that constituted an approach of working from whole to part (descriptive sampling design). It included subsequent phases trying to deeper into the users psyche and develop a thorough understanding of what the user looks for while buying a bike.

(Jignesh Vidani, 2019)

1.5 Methods of Data Collection

This research on the promotion activities of IFAD Motors Limited is based on the secondary data collection. Primary sources of data such as surveys, interviews or focus group discussions were not employed, primarily due to time constraints, limited access and company confidentiality.

The information was collected through close observations and by reviewing any available internal and external documentation related to the IFAD Motors marketing and interactions with customers. When I was an intern in the Customer Relationship Management (CRM) team in the HQ, I had to answer calls where customers had feedback or problems etc. These contacts in addition to observation of marketing efforts and examination of digital content and company documents, provided real-world data for the study.

1.6 Secondary Sources

The following data sources were used for gathering secondary data.

- Official Website of IFAD Motors Ltd..
- Impersonated pages on social media (Facebook, YouTube and so on).
- Company brochures, catalogs.
- Web articles, news, business portals related IFAD Motors and commercial vehicle industry of Bangladesh
- Content from digital marketing (including campaigns and advertisements) and observed customer interactions

1.7 Limitations of the Study

My three-month internship at IFAD Motors Limited, the downside was the duration of the internship. This short time period was not long enough to get a feel for how the business marketed our services overall or in the different departments. My internship was also specifically in the Customer Relationship Management (CRM) Department at the Head Office, and therefore I was only exposed predominantly to phone operations on how to handle customers and also to some marketing-related verticles.

It was a difficult task to analyse in details all the systems, strategies and campaigns in such a short period mainly because of the dynamic work environment and inclusiveness in IFAD Motors. Consequently, I was only able to concentrate on some parts of the responsibility and had to exclude many aspects— in particular major campaigns and field-level campaigning- from the study. Also, certain internal proceeding and access constraints constrained receiving more detailed internal data which limited the transparency of the analysis.

Chapter 2

Company overview

2. IFAD Motors Limited

“IFAD Motors Limited” is selling “Apollo Tyres” in Bangladesh at dealers of 160 strung-out from 2021. About Apollo Tyres Apollo Tyres is one of the leading tire manufacturers of India and Europe having 4 manufacturing units of its own- two in India and two in Europe that manufactures of all types of tires from passenger-vehicle to farm as well as commercial vehicle tyres. IFAD Motors Limited is the sole distributor & manufacturer “Royal Enfield” in Bangladesh. The Royal Enfield brand of motorcycles, and its British heritage, is the oldest Motorcycle brand in existence, that is still in production. Royal Enfield now sells motorcycles in over 50 countries.



Figure 2.2: Logo of IFAD Motors Ltd

2.1 Overview of IFAD Motors Limited

IFAD Motors Limited is one of the finest and most experienced automobile companies in Bangladesh, specializing in the sale, distribution, and after-sale service of motorcycles, commercial vehicles (vans, pickups, and trucks), and automotive parts.

It is a part of the IFAD group, a large and diversified Bangladesh conglomerate with businesses ranging from agriculture to consumer goods, automobiles, and logistics.

IFAD Motors is a distributor and service provider of some of the world’s leading motorcycle and commercial vehicle brands, including Royal Enfield.

Providing quality vehicles and customer care catering to private individuals and corporate customers.

IFAD Motors has sprawling dealership network all over Bangladesh, reaching the major urban & rural regions for the convenience of customers.

Forums The company has excellent services after sales and customer relationship management to promote loyalty and the long-term customer satisfaction.

2.2 Mission, Vision, and Values of IFAD Motors Limited

Mission:

Being committed to supply the high-quality motorcycles and the commercial vehicles to the Bangladeshi Customers and to become a significant investor in country.

To provide great customer experiences by offering the best products, excellent service, and a customer-centered emphasis and attitude.

To support the growth of Bangladesh's motor industry by offering practical, sustainable and reliable transport for all.

Vision:

To be the leading, innovative and the most trusted automobile company in Bangladesh by providing the best quality products and services to our valued customers.

To spread out the business by capturing records in sales of motorcycles and commercial vehicles and help the economy of the country.

To perpetuate value to customers, employees and stakeholders with long-term perspective via continuous enhancement and sustainable business conduct.

Core Values:

Customer Focused: Establishes and maintains customer relationships, earning their trust and preference by meeting their needs.

Ethical Principles Integrity: Being honest and fair in all business dealings.

Innovative: Adapting new technologies, experimenting with product discovery, product recommendation and service delivery.

Quality - (Quality for the work done, quality of work and work performance, product stability, safety, and transparency in all aspects of its accountabilities.

Teamwork: Promote collaborative and respect among staffs, partners for mutual development.

Sustainability: Advocating environmentally-friendly operations or products.

2.3 History and Current Operations of IFAD Motors Limited

History:

IFAD Group with more than four decades of a business legacy, incorporated IFAD Motors Limited.

Then it expanded its activities to motorbike trading and distribution of commercial vehicles.

It went on to become the sole agent for such reputable marques as Royal Enfield and commercial vehicles, consolidating its position in the market.

Through continuous development the company has been able to meet the market's needs and expand its range of products to meet multiple consumer segments.

IFAD Motors has established its name by launching top-tier motorcycles and commercial vehicles which and are at par with international quality specs in Bangladesh.

Current Operations:

DISTRIBUTION NETWORK Bracket IFAD Motors Limited has spread its Sales, Spare Parts & Service support through its well equipped dealer network all over our country Bangladesh.

The company's product portfolio includes:

- Royal Enfield motorcycles: "They're old-school and heavy and I like them."

(Commercial Vehicle one of the largest manufacturers in India & trusted presence in Bangladesh, (Product of Ashok Leyland.

Apollo Tyres. (a popular tyre brand that produces tyres for motorcycles, LCV, HCV)

Gulf Engine Oil (Extended range of lubricants & engine oils for all application in motorcycle, commercial vehicle & other automotive)

The manufacturer takes great care with the training of satellite professionals, by having a warehouse full of parts and very good after sale service, as well as good sorted assistance.

Legend Renuka also threads traditional and digital marketing tools like showroom activations, roadshows, social contents and customer engagement programs in boosting IFAD Motors.

CRM (Customer Relationship Management) processes customer requests, complaints, and service consequences in the CRM department to adjust the level of customer satisfaction.

You know SqlCommand.Connection, I will always invest in brand loyalty, warranties, financing and value-added services.

The company also engages in CSR (corporate social responsibility) activities to help develop local community and ensure environmentally friendly operations.

Chapter 3

Internship Role and Responsibility

3. Internship Role and Responsibilities

Position: Customer Relationship Executive (CRE)

Organization: IFAD Motors Ltd. – IFAD Head Office

Work Experience at IFAD Motors Ltd Customer Relationship Executive Intern (CRE). My role involved Front Desk and communication. That made my position very customer-and-showroom interactive and enabled me to build close relationships with the internal team.”

Working Schedule:

Duration of Work: 8hours/day

Weekly Off: Friday and Saturday

Key Responsibilities:

Customer Enquiry Management: Took in-bound calls and walk-in requests for bike pre-booking, pricing, servicing, product information and general customer service.

Customer Relationship Management: Provided quality service by communicating in a courteous and knowledgeable manner to meet the needs of customers.

Pre-Booking Management: Organized pre-bookings of the customers, tracked revisions of pre-booking and communicated actuals of delivery.

Record Keeping: Kept precise customer interaction, booking and inquiry records in Microsoft Excel and internal databases.

DMS (Dealer Management System): Utilized the DMS software for information about the whereabouts and status of the vehicle, the customer and service history.

Participation in Digital Transformation: Participated in the meeting with the Indian foreign delegation on the advance preparation for the roll out of Microsoft Dynamics (MSD) software to learn new system functions.

Admin Support: Provided high levels of admin support to sales and service teams including documentation and appointment scheduling as well as internal team co-ordination.

Customer Feedback Gathering: Supported the collection, documentation, and reporting of customer feedback in order to improve services on an ongoing basis.

Showroom Event Attendance: Periodically participates at events covering events in the showroom, adding to professional knowledge and industry relations.

Chapter-4

Key Learnings and Experiences

4. Key Takeaways

I did my internship in IFAD Motors Limited, IFAD Head Office as a Customer Relationship Executive (CRE) which helped me to gain practice experience in operating a showroom, communicate face-to-face with a customer and phone communication experience. I got to see firsthand how customer interactions over phones or when returning for service directly impact both business and brand.

I learned about showroom management software, including Dealer Management System (DMS) and worked with tools like Microsoft Excel to enter and maintain records. I also discovered the significance of effective communication, listening skills and total professionalism in gaining customer trust and confidence. Sitting in on meetings with international delegations regarding the impending Microsoft Dynamics (MSD) system provided a great insight into the digitisation of the dealership.

In this role I learned the need for organization, and how to maintain organized records, respond efficiently to customer needs, and maintain a brand's premium image through consistent service.

4.1 Explanation of Those Roles and Responsibilities

The responsibilities I had were in direct correlation with the operations of the Royal Enfield showroom that was a part of IFAD Motors Ltd. My duties were to add value to the customer relationship and facilitate sales and Service coordination.

By taking inbound calls, responding to customer questions, overseeing pre-booking information and data entry to DMS, I was crucial in keeping daily operations organised and on track. I also assisted with pricing inquiries, follow-ups and service appointments. I was responsible for creating Excel reports that aided internal data tracking and showroom performance appraisals.

I also attended meetings with the Indian rep's who introduced/ demonstrated the new MSD software, and provided feedback based on how we work. I was also able to participate in seminars, conferences, in-house training, and other programs that helped me to develop my professional knowledge and ability to communicate.

My work was visible and affected everyday customer satisfaction, internal co-ordination or position for new software releases (crucial for management of modern day dealer)

4.2 Relationship with Academic Institutions

My BBA knowledge of subject like Consumer Behavior and Service Marketing, CRM etc got applied to real time there.

For instance, the theories of Consumer Behavior allowed me to predict the preferences of the customers and respond in a better way during interactions. Having a background in Service Marketing, I was able to use customer satisfaction, service recovery, and quality assurance concepts—imperative for relationship management post sales. At the same time, CRM principles allowed me to work with the customer data in the DMS, to have the same follow-up and the effective work right on time in the service cycle.

Applying those theories to a real world scenario really helped me to understand fun of the customer experience management and the showroom operations, and, therefore, it was like a turning point from theory to practice.

Chapter-5

Critique and Reflections

5. Critique and Reflections

My internship at IFAD motors ltd as a Customer Relationship Executive was a landmark to my practical knowledge of customer service, sales support and showroom activities. It gave me an insight to how a well known car brand is coping with evidence of customer satisfaction and internal efficiency under the influence of digital.

5.1 Positive Experiences and Strengths

The internship was accompanied with several useful features which have also cultivated my learning:

Real-Time Customer Interaction:

I managed in-person and phone conversations with clients, who wanted service updates, bike pre-booking, pricing information and I also handled client issues. It enhanced my ability to listen, be empathetic, and communicate.

Technical Skill Development:

I worked every day on these tools:

DMS allows you to log service details and keep customer information.

Microsoft Excel: For customer inquiry logs, pre-booking status, follow ups, etc.

This improved my skill at handling operational data and also increased my focus on the details.

Professional Exposure through Meetings:

I was lucky enough to attend some of these meetings with Indian delegates of Microsoft and hear about the upcoming MYES products. It gave me some insights into how big companies approach digital transformation and software integration.

Team Collaboration:

I used to work with experienced professionals and follow them easily as well. When I encountered challenges, the more experienced staff were there to help me with real solutions.

Participation in Events:

I participated in several trainings, in-house sessions and conferences which enabled me to enhance my knowledge of the industry and customer-focused business models.

5.2 Challenges Faced

While it was amazing, it also was not without its fair share of obstacles to my learn how to adapt and be patient.

High Workload During Peak Hours:

They were competing for space, time, brain bandwidth: the phoned-in job orders, the walk-in job orders; the voicemail job orders; the follow-ups; the appointments.

Initial Struggle with Prioritization:

Side Note: Getting started it was a challenge with juggling between taking notes, reply back to phone calls, updating prebooking statuses. But as I became more experienced I got better at time management and knowing what to do first.

Technical Gaps:

Both DMS and MSD were unfamiliar concepts to me at first, and I needed to put in some extra effort to be able to grasp them. But with training and with a lot of observation I started to become more confident using them.

5.3 Key Lessons Learned

I learned many invaluable professional and personal lessons from the ordeal:

Good communication is an asset in any customer facing profession. Even problematic issues can be dissolved with a courteous and assertive approach.

Data is crucial – if there are small errors in your Excel sheets or the data entered into your DMS, it can ruin the whole process.

You need to work fast and be a master of multitasking as a showroom can be a hectic pace environment.

Willingness to learn and adapt will provide a workaround for technical gaps and/or system changes.

Etiquette and grooming is very important in premium brand environments like Royal Enfield.

5.4 Self-Reflection and Future Goals

This internship wasn't just about learning—it taught me about what I'm good at and what I need to work on. It also sealed my desire to work in:

- Customer Relationship Management
- Automotive Sales Consulting
- Showroom Operations and Branding

Going forward, I plan to:

Improve my technical ability; becoming more advanced in both understanding CRM and dealership software platforms.

Enhance my skills of learning English to help obtain benefits in communication at the corporate level.

Research: Certifications in Customer Service/Automotive Business Management to further my career.

5.5 Marketing Mix Strategy of Ifad Motors Ltd

Marketing mix strategies of Royal Enfield The company has a well defined marketing mix strategy that focuses on its legacy, craftsmanship and a very strong emotional connect that it enjoys with its riders. It focuses on retro styled, hard-wearing bikes that are as much about personality as they are about performance. Royal Enfield has managed to maintain its domination in the mid-range premium motorcycle space – something they've successfully cracked by continuously evolving and understanding its riders so well. It applies the 4Ps theory and develops a marketing plan which is evenly based on product, price, place, and promotion. It gives the brand greater customer loyalty, growth into new markets and a stronger international presence. Some of the important aspects of its marketing mix are :

- Product
- Price
- Place
- Promotion

5.5.1 Product:

Royal Enfield Bangladesh offers motorcycles, accessories and lifestyle products. Royal Enfield, the world's oldest motorcycle brand still in production, produced its first motorcycle in 1901. Made in Roads by Indian motorcycle manufacturing giant Royal Enfield a unit of Eicher Motors Limited with the mid sized motorcycle segment of Bangladesh its contemporary alternative and fabulous modern classic motorcycles.

Motorcycles

- Genuine motorcycle accessories.
- Apparels
- Spare Parts

5.5.2 Price

Premium pricing is maintained by Royal Enfield because of branding and quality of the product.

You will get motorcycles between BDT 3.75 lakh to BDT 5.8 lakh in a decent model.

Accessories & GMA: Customization options for higher price point, you get what you pay for, brand value.

Clothing & Accessories: Value and competitive pricing and of a variety of high/medium quality products for various consumers.

5.5.3 Place

Showrooms (Directly Distribution): Flagship Showroom: IFAD Motors, Dhaka – sales and service: hub. Their are other authorized dealer outles also in big cities like Chattogram, Sylhet, Khulna, Rajshahi Division.

Online Presence (Digital Sales & Information): Website & E-commerce Users can view products and book test rides, order accessories. Social Media & Online Marketplaces- You can use Facebook to assist clients with concerns or promos

Service & Maintenance Centers: We provide after sales service from authorized service centers at major locations.

5.5.4 Promotion

Digital Marketing: Social Media Ad Campaigns: Attractive lifestyle and adventure content displayed on Facebook, Instagram and YouTube. Influencer Collaborations Work with local motorcycle influencers and vloggers.

Offline & Event Marketing: Test Ride Events: Test riding experience that increases prospect interest across the nation Test Riding Tour to meet potential customers in their own country. Rider Communities & Meet ups: Hosting RE Rides and RE Owners Club meet ups to ensure Customer retention

5.5.5 Marketing Strategies of IFAD Motors

Traditional Marketing

Billboards & Print Media: Trade journals, local dailies.

Event Marketing: Engaging in from trade shows, roadshows, and the Dhaka Motor Show.

Dealership Promotion: In-store branding including service promotions and finance offers.

Digital Marketing

Facebook & YouTube Campaigns: Features of the product, testimonies and maintenance tips.

Website Promotion: Display product line-up and dealer contact information.

Online Booking/Inquiry: Potential clients can reach you in a snap.

BTL (Below the Line) Activities

Field Promotions: Campaign test drives, mobile vans for rural reach.

Customer Seminars: Fleet operator workshops, owner-driver meets.

Mechanic & Driver Engagement Programs: Reward and Keep training.

Corporate & Fleet Sales

Focused B2B marketing leading to large logistic, construction/infrastructure companies.

After-Sales Marketing

Free service camps.

PDI (Pre-Delivery Inspection) in house to guarantee you quality.

Annual maintenance agreements and spare part warrants

Competitor Analysis		
Brand	Strengths	Weaknesses
Tata Motors	Strong network, high brand value	High price, less local engagement
Eicher Motors	Fuel-efficient models	Limited service points
Hino	Durable and trusted	Expensive after-sales service
IFAD Motors	Affordable, wide service coverage, strong local trust	Limited digital integration (improving)

5.6 SWOT Analysis of IFAD Motors

Strengths	Weaknesses	Opportunities	Threats
Exclusive partnership with Ashok Leyland Strong service network Good brand recognition	Limited innovation in tech-based sales High competition	Expanding logistics sector Govt. infrastructure projects	Rising competition Price sensitivity Import dependency

Chapter-6

Conclusion

6. Conclusion

My internship at IFAD Motors Ltd was a great eye-opener as it connected theoretical and practical learning. A position of a Customer Relationship Executive (CRE) however, helped me experience a high-energy, customer-oriented work environment, handling inquiries, Showroom operations, Service updates, DMS data management, but also entailed that I was entrusted with responsibilities like managing the Showroom operation, handling technical problem through Dealer management system (DMS) etc.

During the program, I developed communications skills in speaking and coordinating with customers, scheduling appointments and service, and I used Microsoft Excel and the company intranet system to maintain the efficiency of operations. Attending meeting with Indian delegates about the upcoming MSD (Microsoft Dynamics) software also provided me a rare opportunity to witness the digital transformation in the automobile industry.

In addition to my responsibilities, I had the opportunity to attend several workshops, conferences and showroom programmes and this improved my knowledge of customer buying patterns, premium services and customer relationships. These activities were complementing my academic education in fields like Consumer behaviour, Brand Management, or Integrated Marketing Communication and helped me to implement theoretical models in practice.

IFAD Motors Ltd have great courage on their promo to conquer millions of Royal Enfield motorcycle buyers very nice & mostly from the Indians want to buy their bike new from out of the box excellent unit in addition body parts available in your market without any hesitation. Its Power, Pick-up, Comfort, Wealthiness, the Royal Enfield is rocking in the client features its superbinary encourage. Suggesting some of the show stoppers that make this Royal Enfield owner as die hard Royal Enfield produces reportedly makes regular checks at the complaint registered by their customers to maintain its image value. (VIVEK. R, 2019)

Like all good learning journeys, this internship wasn't without its struggles — you know, such as handling customer volume during the fast-paced afternoon rush, working efficiently doing multiple tasks at the same time, and learning how to use a variety of digital tools. But these challenges turned out to be blessings in disguise as they honed me to learn the art of flexibility, professionalism and time management.

Looking back, this internship has advanced not only my technical and communication skills, but also my passion for customer service, automotive sales consulting, and brand experience management. I have learned so much now about how much difference does it make to have a CRE and promote the brand like Royal Enfield.

This experience has reinforced my commitment to work in customer-oriented function in the automotive/lifestyle sector. I wish to extend my thanks to the team at IFAD Motors Ltd for supporting me and helping me build confidence in the professional world. For the rest of my academic and professional career, the things I learned during this internship—the competencies, the principles, the real world exposure—will be things that I will draw from and aspire to.

Chapter-7

Implications

7 Recommendations

On the basis of the internship experience in the IFAD Motors Ltd, also on the analysis of their marketing functions and the Customer Relationship Management, the following recommendations would be given in the improving the overall operations of the company by increasing marketing efficiency and level of customer satisfaction: Recommendations of the Marketing Activities of IFAD Motors Ltd

Arrays Strengthen Technical Training For Interns, Frontline Staff

A lot of customer questions during events such as the ICCB Moto show demanded detailed bike models and specifications. Interns and frontline employees would feel more comfortable responding to the user with a more formalized onboarding and regular product updates.

Integrate CRM Automation Tools

DMS & SAP is already functioning but the addition of more advanced Customer Relationship Management (CRM) tools like MSD(manufacturer customer requirement) by automating features (auto reminders for follow-ups - thank you emails.AUTO leads scoring) can better the prospect nurturing and reduce manual work-load.

Strengthen Digital Marketing Strategies

IFAD Motors can further its expanding range of influence by investing in targeted digital ad campaigns, partnerships with influencers, and content marketing on Facebook, Instagram, and YouTube. By regularly sharing customer testimonials, behind the scenes vides and technical reviews you can help even more in leveling up your branding.

Enhance the Efficiency of Showroom Operations at Busy Times

With workloads being what they are in peak hours, you can use an algorithm that determines the CR exit just when you need the right amount of staff. Additional small tactics that could be used could be placing temporary assistants or interns on reception and pre-booking desks to ease choke points.

Expand After-Sales Service Campaigns

Further, customer retention can itself be posted with through more constant and consistent through more regular after sales marketing such as free service camps, extended warranty, loyalty program etc. They can really increase both word of mouth promotion and customer satisfaction.

Conduct Regular Customer Feedback Surveys

Informal feedback was however obtained, a formalized digital feedback system (SMS or a QR code linked form after service/delivery) might provide a broader range of actionable feedback.

This knowledge can be exploited as means to iteratively improve service quality and communication.

Internship Program Improvement

IFAD Motors should improve such a program in the following ways:

Giving short-term project ownership to interns.

Conducting weekly feedback sessions.

Offering exposure to other departments (for instance, allowing interns to see fleet sales, digital marketing or finance teams).

7.1 Implication

After the internship at IFAD Motors Ltd., I had a lot to learn on my own, a lot of career options to choose from as well as what industry I wanted to deal with. It was not only an exposure to actual customer handling and showroom management but it was also a reflection of the fact that theory and practice must go hand in hand. Here's a detailed breakdown of the impact this internship had on various aspects of my growth:

This internship provided an opportunity for me to apply the theoretical concepts that I had learned through my BBA program in the area of:

- Consumer Behavior:

Hands-on experience with different customer types also made me realize that buying decisions are the result of public image, credibility, behavior tendencies, and the product displayed to the person.

- IMC (Integrated Marketing Communication):

I understood how disciplined and regular communication — be it through follow-up calls, showroom conversations or digital platforms — enhances a company's brand.

- Brand Management:

I saw how one's image as a brand or a philosophy gets imprinted, down to its culture that's experienced and nurtured on a daily basis, its print, its DNA, all through tone, packaging and follow through. My stint with the premium customer ritual of Royal Enfield was my moment of truth.

I had the greater "proximal" experience and empirical viewpoints of marketing, branding, and service, because I could experience these values in real-life in make-sense situations.

Career and professional skills implications of this internship are significant:

- Improved Communication: You will work with a number of agencies, from day one you therefore get involved in meetings with clients and begin to establish contacts.

Everyday communication with customers enhanced my communication skills to explain the product and services details lucidly and with confidence.

- Course in Mastering the Computer Skills:

How to administrate customer/service data through DMS (dealer management system) and Microsoft Excel Ready to work with Microsoft Dynamics (MSD) future projects.

- Time Management & Multitasking:

Also helped me become more efficient, and learn how to prioritize, as I was often multitasking with walk-in customers, phone inquiries, follow up service and data entry.

- Professionalism:

I learned how important grooming, manners, being supportive and having a "can do" attitude were in a high-end showroom.

I was aid in the achievements of the objectives of IFAD Motors Ltd. through my services in the following manner:

- Customer Satisfaction and Retention:

Taking and following up on inquiries, keeping thorough service logs - in addition to being open and polite - helped to form positive customer relations and brand loyalty.

- Operational Support:

Whether from Excel flows, showroom management or DMS inputs, I made sure customer data was kept current, organized, and ready to be leveraged for analysis and decision-making purposes.

- Digital Transition Readiness:

Attending meetings discussing MSD application is an example how interns can contribute to the organizational change by (re-)learning and disseminating insights from the bottom-up.

Personally, the internship was seminal in transforming my mindset and career interests:

Clarity of Career Path:- You should look at whether the career path is well defined.

The exposure had instilled confidence in me to undertake my future career in customer relation management; sales consulting and automotive brand operations.

- Confidence Boost:

Serving customers on my own, picking up on new systems, being in a corporate showroom gave me the confidence of knowing what I could and couldn't do.

- Lifelong Learning Mentality:

That showed me that difficulty is a part of the process and if you are flexible and open to making changes and continuing to learn you will grow those weak spots into strength.

Here is my plan from what I have learned:

- Participate in advanced training or acquisition of certifications related to CRM tools, the sale of the automobile, and the operation of the digital showroom.

- Get better in English and fluency to be more confident to apply for a customer facing and corporate roles.

- Apply to jobs where technical skill, customer empathy, and a good understanding of what the brand is all about is appreciated — like customer experience roles, sales executive jobs, or service coordinator positions.

Finally, this internship will have lasting influences for my academic growth, what I am able to bring to my professional work, and the trajectory of my career. It was a good foundation for the practical side of what I learned in my BBA program, and gave me a sense of what types of roles, environments, and responsibilities were naturally aligned with my interests and strengths. The combination of communication, customer service,

practical work experience and learning, which made the placement experience valuable and useful for my future.

DAFFODIL INTERNATIONAL UNIVERSITY

Faculty of Business and Entrepreneurship (FBE)

Department of Business Administration

INTERNSHIP LOG BOOK

Student's Name:	Sabekunnahar papia	Internship Site:	IFAD Motors Ltd
Supervisor's Name and Signature (Industry):	Md Zasim Uddin	Week beginning:	March 12, 2025
Supervisor's Name and Signature (Academic):	MS. Farhana Noor		

Summary of Internship Activities (Maximum 200 words)

In my three month internship at IFAD Motors Ltd. as a Customer Relationship Executive (CRE), I have learned first-hand the skills necessary to provide excellent customer service, sales operations, and CRM management. This included direct customer query management, coordinating test rides, submitting SAP orders and completing delivery details through DMS and CRM. I have also worked through daily overviews, internal training and large events including the ICCB Moto Show, where I helped with lead capture, event organisation and rapport.

Skills: –Communication –Problem solving –Data entry This internship helped me enhance my communication and problem-solving skills, furthermore it also helped me in learning to input data. I was able to actually use some of the things I learned in marketing communication, consumer behavior and service recovery in “real-world” situations. Mistakes in data input, insurance documentation, water dangers and misprints taught me to keep calm under pressure and the importance of teamwork and supervisor guidance.

One of the greatest things was creating relationships with customers and then hearing directly from those customers. This internship provided great exposure to two-wheeler business with a specific focus on premium motorcycles and end to end customer journey management.

Week & Date:	Description of Activity
Week 1: (Mar 12 – Mar 18)	• Acquainted with IFAD Motors Ltd and CRE duties • Worked alongside senior staff; learned structure of showroom • Acquired knowledge on SAP software log in and customer entry features • Utilized marketing communication skills from course work when greeting customers • Was nervous on the first call but requested feedback from a supervisor to better divert angry calls. • Supervisor prompted notetaking and call scripting for improved handling • 6 (Wed) Morning from 10:00 AM, HR team's orientation was in the beginning
Week 2: (Mar 19 – Mar 25)	• Contributed with the morning team briefings every day • Keyed sales orders in SAP with little help • Controlled the showroom enquiries of Royal Enfield Classic 350. • Learned how the customer wanted DMS to appear as customer delivery wanted it presented on packages. • Encountered problems with wrong SAP entry-revised procedure under supervision • Participated peer training—established nice relationships with senior executive • Participated at CRM demo on Mon, Mar 24, 2:30 PM
Week 3: (Mar 26 – Apr 01)	• Managed test ride reservation and supported during management • Developed a follow-up list of interested leads • Utilized CRM knowledge from school to maintain lead tracker • Forgot to follow up incorrectly; now uses reminders • Sought EMI process assistance from Finance team • Shared workload with team seamlessly—felt like part of the workflow • Participated in SAP issue on Mar 31 at 11:00 AM

Week 4: (Apr 02 –Apr 08)	• Provided motorcycles with documentation • Generated Showroom footfall report on daily basis • Utilized understanding of consumer behavior when engaging in up-selling discussions • Was overwhelmed with insurance forms; cleared up with mentor's help • Need further insight into what post-delivery processes and PDI (pre-delivery inspection) report formats are like • Co-workers said they noticed my late hours during rush hour. • Helped with end of day audit on 04/07 – 17:30 hrs
Week 5: (Apr 09 –Apr 15)	• Participated in “Customer Handling & Retention” Training Programme. • Controlled test ride & feedback form submission • Invoked academic research on service recovery and relative customer satisfaction • Enjoyed speaking to an army client who had nothing specific in mind though • Still inadequate knowledge of technical specification & operation of various RE models • Supervisor told to attend technical briefings every week • Seminar was held on Apr 10 (Thu), 10:30 AM – 12:30 PM
Week 6: (Apr 16 – Apr 22)	• Follow up calls via our CRM database • Developed weekly test ride and delivery schedule • Trained to create and email PDI reports • Rechecked delivery checklist mistakes and replaced inaccurate ones with correct ones • Was confident speaking to higher end customers; growth was recognized by boss • Gave service manager feedback regarding handling service issue, and requested for a brief session on this.
Week 7: (Apr 23 – Apr 29)	• Assisted in preparation for ICCB Moto Show • Lead capture form and brochure sorting designed • Interfered in the Royal Enfield stall setup • Utilized the events skills learnt in university in practice. • Acquired knowledge of working under event pressure in a team_orientation. • Preparation for set-up began on 26th April 2014 (Sat.) 09:00 under the ICCB
Week 8: (Apr 30 – May 06)	• Participated ICCB Moto Show (3 days) • Assisted the visitors, gave specs of Royal Enfield bikes • Greeted & qualified all demo ride customers and managed the demo ride waiting list. Gathered leads. • Struggled to keep up with tech questions – I posed to expert and wrote down answers

	• Excellent teamwork with campers, shared meals, and duties • Supervisor has praised perfect communication skills and energy
Week 9: (May 07 – May13)	• Imported all ICCB show leads into CRM • Followed up with thank you emails to leads • Converted to ICCB leads into showroom visit • Misinterpreted lead status definitions : -This is now resolved after a feedback session on the status criteria. • Developed curiosity in digital CRM automation and lead nurturing. • Team covered on a slow week to even the loads.
Week 10: (May 14 – May20)	• Wrote weekly delivery and customer feedback reports • Sales process training for product in house with Royal Enfield models. • Applied university learning in customer journey mapping • Accidentally sent a blank/incomplete report, resend on review. • Interested in better Excel & reporting to make things easier for data visualization • Trained intern from different department and picked up new tricks
Week 11: (May 21 – May 27)	• Led test riders and recorded responses to rides from customers • Developed lead engagement strategy for June campaigns • How to handle upset customers with ease • Witnessed a tough negotiation— observed a successful closing of a deal by a senior consultant • Need more exposure to corporate and fleet sales processes • Just as I'm developing a sense of mutual respect between myself and the senior staff members, my pants begin to tear apart at the seams.
Week 12: (May 28 – Jun 03)	• Final feedback and evaluation session attended • Certified of completion of internship • Town message to team which was also thanked for efforts and for doing the run- Team photo taken • Shared internship experience on social media • Learnt the value of being empathetic and patience with the customers

Intern Signature:		
	Name: Sabekunnahar Papia	Date:

Reference

Link:

<https://www.ifadgroup.com/about-us>

<https://www.ifadgroup.com/ifad-motors-ltd>

Articles:

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