



Daffodil
International
University

“An internship report to analyze the Sales and Marketing of Walton”

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Letter of Transmittal Letter

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Subject: Submission of Internship Report on “An Internship report to analyze the Sales and Marketing of Walton”

Dear Madam,

I am honored to submit my internship report entitled "An Internship Report" to analyze the Marketing and Sales of Walton," Which I have prepared in order to complete my Bachelor of Business Administration (BBA) degree at Daffodil International University, with a major in Marketing.

This report is submitted as part of my internship at Walton Plaza, where I learned about the company's sales and marketing operations. It emphasizes essential tactics and their implications for corporate success and customer relations.

Your guidance, expertise, and invaluable feedback during this internship period have been instrumental during the compilation of this report. I am grateful for your constant support and motivation throughout this academic journey.

I hope this report meets the academic and professional expectations set by the Department of Business Administration. Please feel free to contact me if you have any questions or need further clarification with respect to this report.

I am grateful for the chance to develop and learn under your guidance.

Sincerely yours,



Hossen Ali

Program: BBA, Major in Marketing
Department of Business Administration
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Certificate of Approval

This is to certify that Hossen Ali, ID: 211-11-1238, has prepared the internship report titled "An internship report to analyze the Sales and Marketing of Walton" as a requirement for the Bachelor of Business Administration (BBA) degree under the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University.

This report is hereby recommended for submission and acceptance.



Farhana Noor

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Declaration

I have accomplished an original work titled "An Internship Report to Analyze the Sales and Marketing of Walton" as part of my BBA degree, under the supervision of Farhana Noor. I, Hossen Ali, am a student in the Bachelor of Business Administration program at the Faculty of Business and Entrepreneurship of Daffodil International University, with the student ID 211-11-1238. No other purpose is intended for the thesis report; it is solely prepared to fulfill my academic obligations. I hereby verify this.

I also confirm that this report has not been submitted in its entirety or in part for any other academic degree or qualification.

Sincerely,

HOSSEN

Hossen Ali

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Acknowledgment

I would like to express my sincere gratitude to all those who have contributed to the successful completion of this report and through my internship. My sincerest gratitude is extended to Farhana Noor, my internship supervisor, for his unwavering support, expertise, and invaluable guidance. It was his constructive feedback and mentorship that significantly influenced the content of this report and contributed to my professional development.

In addition, I am grateful to the Plaza Sales & HR Department. for their support and collaboration, which have contributed to the development of a positive and enriching work environment. My team leader, Mr. Nahid Sir, deserves special recognition for his unwavering motivation and leadership, which have been a source of inspiration for me throughout this experience. My learning has been significantly influenced by the trust and support of my colleagues, and I am appreciative of the collaboration and mutual insights that were exchanged during this internship.

I am appreciative of the opportunity to acquire practical industry exposure, which WALTON has provided me with. Additionally, I thank my fellow interns for their shared experiences and camaraderie. Last but not least, I am profoundly appreciative of the unwavering support and confidence in my abilities that my family and friends have consistently provided, as they have been a consistent source of motivation.

The internship has been an incredibly rewarding experience, and I am genuinely grateful for the guidance, support, and opportunities that I have received.

Executive Summary

The internship report on “**An Internship report to analyze the Sales and Marketing of Walton**”. Walton is a leading brand in the consumer electronics industry and the home appliance industry in Bangladesh. Using market segmentation, targeting, positioning, and the marketing mix as its main focus, the study explores into the inner workings of Walton's sales and marketing operations. Finding problem areas and offering solutions based on the results is the objective.

The report begins with a review of Walton's sales tactics, focusing on the company's initiatives to increase its share of the local and global markets. Although Walton has accomplished a great deal, there are still obstacles to overcome, such as inconsistent customer-centric sales strategies and low market penetration in certain areas.

The report then examines Walton STP framework, which stands for segmentation, targeting, and positioning. Walton successfully divides the market into income, geographic, and preference subsets, but the company's targeting tactics and brand positioning aren't unique enough to compete in premium and global markets, according to the report.

The marketing mix analysis reviews Walton's pricing strategies, promotional campaigns, distribution channels, and product portfolio. Despite the company's competitive pricing and diversified product line, its capacity to fully capitalize on market opportunities is impeded by deficiencies in digital marketing, e-commerce integration, and product differentiation.

The report provides strategic recommendations to improve Walton performance in accordance with these discoveries. These include the following: the enhancement of brand positioning through the development of clear value propositions, the diversification of product offerings to satisfy the precise requirements of the market, the reinforcement of digital marketing and e-commerce platforms, and the investment in advanced customer relationship management (CRM) systems. Additionally, the company is refining its sales strategies to better align with customer needs.

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Chapter 1: Introduction

1.1 Introduction

The purpose of the internship report, "Sales and Marketing of Walton," is to conduct a comprehensive examination of the company's sales and marketing strategies. Walton, a prominent conglomerate in Bangladesh, has become a dominant force in the electronics and domestic appliances industry. The purpose of this report is to examine the ways in which Walton has achieved success through the implementation of a well-executed marketing mix, precise market segmentation, and effective sales strategies. The academic theories acquired during the internship program, data analysis, and firsthand observations are the foundation of the report's conclusions.

In the current competitive business environment, it is imperative to implement effective sales and marketing strategies in order to expand the consumer base and maintain market leadership. Walton's has maintained its market position as a result of its comprehensive sales and marketing strategy. This report provides a valuable learning experience and insights into real-world business practices by detailing the strategies and operational aspects of Walton's sales and marketing initiatives.

The investigation's primary objective is to assess Walton's sales and marketing framework. To achieve this, the company's segmentation, targeting, and positioning (STP) processes, marketing mix evaluation, and sales strategy comprehension are all included in the specific objectives. Furthermore, recommendations will be provided to suggest potential improvements in accordance with the findings.

1.2 Background of the Study

In Bangladesh, Walton has become a well-known brand with a wide variety of products, such as refrigerators, televisions, air conditioners, and other electronics. Its brand image has been significantly influenced by the organization's dedication to innovation, quality, and customer satisfaction. I had the distinctive opportunity to closely observe and analyze the company's sales and marketing activities while serving as an apprentice in the marketing department of Walton. The report's origins are rooted in the necessity to connect academic knowledge with practical application. Gaining a comprehensive understanding of the subtleties of Walton's sales strategies and marketing practices provides invaluable insights into the practical application of theory.

This also underscores the opportunities and obstacles encountered by a company that operates in a dynamic market.

The report's major focus is Walton due to its significant presence in both domestic and international markets. Waltons' capacity to meet the diverse requirements of consumers through strategic marketing initiatives and innovative product offerings renders it an exceptionally compelling case study for prospective marketing professionals. Engaging with the company's operations, interacting with key stakeholders, and contributing to ongoing initiatives during the apprenticeship period enhanced the overall learning experience.

This document is designed to offer a thorough examination of Walton's marketing and sales initiatives. The report commences with an executive summary of the organization's sales strategies, which is succeeded by an assessment of its segmentation, targeting, and positioning initiatives. In order to comprehend the manner in which Walton integrates diverse components to accomplish its business objectives, the marketing mix is subsequently evaluated. Finally, the report concludes with suggestions designed to improve Walton's market performance and resolve any identified deficiencies.

1.3 Objectives of the study

The broad objective of this study is to analyze the sales and marketing strategies of Walton.

Specific Objectives:

- To concentrate on Walton's sales strategies.
- To assess the segmentation, targeting, and positioning (STP) approach of Walton.
- To assess the marketing mix of Walton (Product, Price, Place, Promotion).
- To offer suggestions drawn from the report's findings.

1.4 Methodology

Information is found, selected, processed, and analyzed using research methodologies. Based on Marketing department, employee, worker, internal and external sources, and official papers, this internship report was created. Structured issue identification, data collecting, analysis, and conclusions are research approaches. It also describes the report's data sources. Secondary, primary, or both. This study used two data sources. Here they are:

Primary Data Sources

1. In-person discussions with PSD managers and colleagues.
2. Direct observation.
3. Closely communicating with the supervisor and coworkers.
4. Keeping a notebook to record valuable information.
5. Manager's personal opinion & recommendation.
6. Team meetings and department compliance.

Secondary Sources of Data

1. Company information gained via publications.
2. Walton Group Webpage.
3. Internet-sourced information.
4. Documentation given by the official.
5. To develop conceptual comprehension, academic texts were employed.
6. Articles in the newspapers
7. Third-party blogs, websites articles etc.

1.5 Scope of the Study

1. Emphasize Walton's Sales Strategy: The Plaza Sales Department's function in sales operations and distribution is the primary focus of the analysis.
2. Market Analysis Scope: The primary focus is on Walton's market segmentation, targeting, positioning, and marketing mix strategies.
3. Industry Comparisons Excluded: No assessment of competitors or broader industry trends.
4. Strategic Recommendations: Based on the results of the research, recommendations are offered to improve Walton's sales and marketing initiatives.

1.6

Despite my efforts, the thesis has significant limitations that I intend to highlight to readers. Due to report-writing inexperience, there were personal or other constraints. Evaluation of the paper revealed several key limitations,

- First and foremost, I conducted this study without sufficient understanding or experience in report writing.
- This research is limited to the subject and relevant department inside Walton Group.
- The scope of this report is confined to certain marketing concepts and project paperwork.
- My individually acquired and structured information may include inaccuracies.
- Some primary and secondary data are inaccurate due to confidentiality concerns.
- Due to time restrictions, I had just one month to complete the report.
- Gathering extensive information in 1-2 months was challenging.
- Limited access prevented me from obtaining critical client information.

Chapter 2: ABOUT COMPANY

2.1 Background of the Organization

A subsidiary of Walton Group, the organization is known as Walton Plaza, is the biggest distribution and sales network for Walton items in the nation. Operation of Walton Plaza commenced in 2003. Following then, it maintained its fast expansion by consistently satisfying consumers with top-notch service.

There are already more than 642 fully-equipped and compliance-based sales outlets at Walton Plaza, and plans are afoot to open more outlets to accommodate the ever-increasing demand from the enormous domestic market.

In recent years, Walton has emerged as a leading international firm that focuses on home appliances, electronics, cars, and electrical systems. Based out of Bangladesh, the Walton Group headquarters is home to one of the biggest and most cutting-edge research and innovation centers in the world. Walton runs its many subsidiaries via this central hub.

After starting up in 1977, Walton Hi-Tech Industries Ltd. (WHIPLC) expanded its activities to encompass televisions and a variety of home and electrical appliances by the early 2008s. The firm had previously manufactured compressors, air conditioners, freezers, and refrigerators. As a result of the hard work of its Walton and Marcel subsidiaries, the firm became the most respected name in Bangladesh's electrical and electronics sector.

More than 30,000 people are now working with Walton across 22 manufacturing locations that span more than 700 acres of plant space. Walton has a steady supply of high-quality items on hand because to its 10-million-unit manufacturing capability and quick response to market requests. Walton, widely recognized as one of the largest in the sector, has shown itself to be an expert in the production of electrical and electronic products, consistently outperforming competitors in terms of quality, affordability, design, and innovation.

Factors contributing to Walton's success include its robust manufacturing base, commitment to quality, cheap prices, extensive market reach, and helpful after-sale services. Due to their rapid growth and dominance of the Bangladeshi market, Walton and Marcel have quickly become two of the most important names in the country's electronics and electrical sector.

2.2 Vision and Mission

Mission:

Walton's mission is to provide customers with products and services that consistently reach or exceed industry standards for quality, while also remaining adaptable to the evolving needs of consumers and market trends. They strive to be the finest. Our objective is to redefine the industry by consistently surpassing consumer expectations through our dedication to innovation and unwavering quality standards.

Vision:

By leveraging the company's extensive experience and exceptional performance in a diverse array of electronics fields, Walton aspires to become the premier manufacturer of multi-storage refrigerators, freezers, air conditioners, LED/LCD televisions, motorcycles, smart phones, and home appliances. By 2030, Walton intends to increase its global market presence from 40 countries to more than 200 countries, with the objective of becoming one of the top five electronics brands in the world and dominating the Go segment globally.

2.3 Core Values

- Innovative brilliance that is proficient
- Quality and compliance criteria that are dynamic.
- The predicted market presence is affecting demand.
- Family, our people

2.4 The culture of the company

- Demonstrate respect for your colleagues
- Avoid becoming another gossip column
- Strive for personal development and maintain a positive attitude

- Demonstrate innovation and a keen eye for detail, and accept full accountability for your actions
- Demonstrate social responsibility

2.5 Code of Ethics

Walton Hi-Tech Industries PLC's code of ethics is intended to serve as a guide for its employees in adhering to the prudential standards of conduct, ethics, demeanor, and behavior during their daily business operations. WALTON is dedicated to upholding the utmost ethical and professional standards in all interactions with customers, clients, colleagues, and other stakeholders, as evidenced by their adherence to seven fundamental principles.

- Walton is committed to upholding the organization's values and reputation; our objective is to act in accordance with them. Our employees' integrity is maintained by their honesty, respect, transparency, responsibility, and openness.
- Walton regards all of its employees as family members, as we are of the opinion that unity is a source of strength.
- Walton consistently prioritizes the tripartite bottom line of profit, ecology, and people in order to guarantee long-term success and sustainability.
- Transparency and Accountability: We guarantee appropriate transparency in each initiative by fostering mutual obligation and shared responsibility.
- Respecting One Another: It is strictly prohibited to engage in any form of harassment, defamation, retaliation, or intimidation against any teammates, co-workers, colleagues, or customers through any gesture at the workplace. Each individual must be treated with dignity and respect.
- Positive mentality: Our family members are more likely to discover new opportunities when they are open to new experiences and maintain a positive attitude toward all aspects of life.

Chapter 3: Analysis of the Study

3.1 Strategic Sales Approaches of Walton

Walton employs a cost leadership selling strategy, as evidenced by its market positioning analysis. Walton's strategy is to produce its products at a reduced cost and target the middle- and low-income market, offering them at a reduced price. The following are the specifics of the marketing strategies:

3.1.1 Diversified Product Portfolio

Walton offers a wide variety of goods, such as smartphones, air conditioners, televisions, and motorcycles. This diversification strategy enables Walton to attract a diverse range of consumer segments, thereby guaranteeing consistent revenue from multiple markets.

3.1.2 Affordable Pricing Strategy

Walton targets middle- and lower-income groups by offering high-quality products at a reasonable price. Their products are accessible to a broader demographic, particularly in developing markets such as Bangladesh, as a result of their competitive pricing strategy.

3.1.3 Strong Local Manufacturing

Walton manufactures the majority of its products locally, which lowers production costs and allows for competitive pricing. This also aids in the more rapid adaptation to market demands and the stricter control over quality.

3.1.4 Extensive Distribution Network

Walton's vast distribution network, which encompasses both urban and rural areas, guarantees that its products are accessible in even the most remote locations. By increasing their accessibility, they expand their market and increase their sales.

3.1.5 Emphasis on After-Sales Service

Through an extensive service network, Walton offers exceptional after-sales services. This contributes to the development of consumer trust and loyalty, which in turn leads to word-of-mouth marketing and recurrent sales.

3.1.6 Innovative Marketing Campaigns

Walton has implemented an extensive marketing strategy that encompasses outdoor advertising, social media, and television. Frequently, they implement celebrity endorsements, sponsorships, and promotional events to increase brand visibility and improve consumer engagement.

3.1.7 Focus on R&D and Innovation

Walton consistently allocates resources to research and development in order to enhance existing products and introduce new ones. They sustain a competitive advantage by anticipating market trends and consumer preferences.

3.1.8 Corporate Social Responsibility (CSR)

Walton participates in a variety of corporate social responsibility (CSR) initiatives, including disaster relief, educational sponsorships, and community development. These initiatives contribute to the improvement of brand image and consumer loyalty.

3.1.9 Export Expansion

Walton's emphasis has been on the expansion of its international market through the export of products to more than 40 countries. This diversification serves to reduce risks and unlock new revenue streams.

3.1.10 Customer-Centric Approach

The strategies of Walton are centered on the satisfaction of consumer preferences and requirements. In addition to fostering long-term relationships, this customer-centric approach guarantees high levels of satisfaction.

3.2 Strategy for Marketing in Walton Bangladesh

Strategy for Marketing in Walton Bangladesh the investigation investigates Walton BD's distinctive marketing approach intended to attract the attention of its target market in Bangladesh.

A strategy for segmentation, targeting, and positioning

The strategy of Walton Bangladesh is the subject of this study, as there are numerous strategies that companies employ to identify and capture their target market.

- Marketing segmentation
- Target Market Strategies
- Positioning Strategy

3.3 Market Segmentation

Markets can be segmented or targeted by employing a diverse array of target factors. The following are the methods for segmenting consumer markets:

3.3.1 Bases of demography (age, family size, life cycle, occupation)

The market is segmented by Walton according to critical demographic variables, including age, income, and occupation. By emphasizing these segments, the organization is capable of customizing its product offerings to satisfy the variety of its clients. Walton develops its product line to appeal to a diverse array of income brackets, including lower- and middle-income consumers who are in search of affordable electronics. In addition, it offers high-end, premium products to cater to the more affluent consumer. By employing this strategic approach, Walton is capable of catering to a wide range of economic strata, guaranteeing that both budget-conscious and luxury-oriented consumers can locate appropriate products. Walton also accounts for the unique preferences and needs of various consumer segments by taking into account factors such as age and occupation. Through this extensive market segmentation, the organization is capable of effectively engaging and satisfying a diverse consumer base throughout Bangladesh.

3.3.2 Bases of geographical (regions, states, and countries)

By operating in both urban and rural areas of Bangladesh, Walton's products are accessible to a diverse consumer base. The organization has developed a substantial and extensive distribution network to aid in this endeavor. This network enables Walton to distribute its products to even the most remote and geographically distant locations. In this manner, Walton guarantees that its products are accessible to consumers in less accessible regions, as well as those in urban centers. The company's exhaustive distribution strategy enables it to connect with a wide range of customers throughout the nation. This approach not only increases the availability of products but also fortifies Walton's presence in both urban and rural communities. In the final analysis, Walton's extensive distribution network is essential for ensuring that products are consistently accessible throughout the country.

3.3.2 Bases of behavior (attitudes, responses, utilization, product knowledge)

Walton implements behavioral segmentation to segment its market according to consumer preferences and purchasing habits. Through this approach, the organization is capable of customizing its merchandise to satisfy the unique requirements of distinct consumer demographics. Customers who prioritize durability and seek products that endure for an extended period of time are among Walton's target demographics. Additionally, it is designed to assist consumers in their pursuit of energy-efficient appliances, thereby reducing their bills and energy consumption. In addition, the organization targets consumers who prioritize affordability by providing smartphones that are reasonably priced and offer exceptional value. Walton's ability to develop products that are consistent with the expectations of specific consumers is achieved through the analysis and response to these diverse customer behaviors. By providing solutions that address both budgetary concerns and functional requirements, Walton enhances customer satisfaction and loyalty. In the final analysis, behavioral segmentation enables Walton to more effectively comprehend and align with the diverse preferences of its consumers.

3.3.3 Bases of psychographic (Personality, values, and lifestyle)

To target consumers according to their values, interests, behaviors, and personality attributes, Walton Bangladesh implements psychographic segmentation. The company sells products such as smart TVs, smartphones, and IoT-enabled appliances to tech-savvy consumers who prioritize modern devices and innovation. By offering energy-efficient and eco-friendly products, including energy-saving refrigerators and air conditioners, Walton also prioritizes environmentally conscious consumers. It is targeted at both middle-class consumers who are interested in affordable, value-for-money products and affluent customers who are interested in high-end, premium electronics. In addition, Walton is appealing to budget-conscious, practical individuals who prioritize reliability and durability, as well as trend-focused consumers who are interested in the most recent technology. The company also targets specific interest groups, including motorcycle enthusiasts who are in search of personal mobility solutions and home improvement devotees who are interested in modern appliances. Walton's products are effectively aligned with the diverse psychological and lifestyle requirements of its consumers through psychographic segmentation.

- Walton operates in the consumer market, which is predominantly segmented by demographic, geographic, and psychographic factors.

3.4 Strategies for Target Markets

Walton manufactures an assortment of electric and electronic products. They have distinct target audiences for their various products. For example, the upper class, upper middle class, middle class, and lower middle class.

To acquire the local markets of Bangladesh is Walton's primary goal. The demand for domestic products in Bangladesh is substantial due to its expanding population and economic growth. The fact that only approximately 60% of the country has access to electricity serves as evidence that demand will continue to rise when electricity is made available nationwide. Walton, the solitary manufacturer of refrigerators, freezers, and motorcycles in this country, is eager to satisfy the

demand of this substantial market by offering competitive prices, as the population is primarily price-sensitive. As they are still trailing market leader LG-Butterfly, Walton's primary goal is to acquire the local market. However, they are also exporting their products. Currently, they have customers in Bhutan and Myanmar, and they are seeking to expand their market to Africa.

3.4.1 Mass Market Targeting

Walton employs a mass-market strategy to target a diverse audience, including middle-class and lower-income groups, by offering high-quality and affordable products such as refrigerators, televisions, and air conditioners.

3.4.2 Niche market Targeting

Walton concentrates on niche markets by offering specialized products such as high-performance motorcycles and sophisticated electronics that are designed for premium and tech-savvy consumers.

3.4.3 Export Markets

Walton has broadened its target audience globally by exporting products to more than 40 countries, with an emphasis on markets that are experiencing an increase in demand for affordable and durable consumer electronics.

Competitors: competitors can be defined as two way-

- **Direct competitors**
- **Indirect competitors**

Walton does not have any **direct competitors** in Bangladesh, as they produce locally and offer a very affordable price when compared to their competitors. They have a number of advantages because they are the only one manufacturer in the motorcycle market in Bangladesh.

However, they are in competition with numerous **indirect competitors** who are exporting from the International Market. These competitors are offering products of inferior quality in the market but at competitive prices with innovative features. YAMAHA, HERO-HONDA, BAJAJ, and HONDA are among the competitors. In China, some of these products are assembled at a reduced cost.

3.5 Positioning Strategy

Walton uses a competitive positioning strategy to be way ahead of its competitors in the electronic market. They have highly trained marketers who perform their level best to place a good position in the customers' minds.

"Aamader Ponnyo" has generated significant enthusiasm among the consumers of Walton's target market. For the first time in Bangladesh, they embraced Walton's attempt to manufacture some electronic items such as a refrigerator and freezer and a motorcycle. They are more than willing to purchase a product of high quality that is produced in our own nation. Walton, on the other hand, has the ability to offer high-quality products at a lower price than its competitors due to its reputation as a local manufacturer. Walton Plazas (own showroom) and countrywide distributors enable the company to distribute its products to the nearest feasible location in each region of Bangladesh. As the country moves closer to its customers, new Walton Plazas are opening frequently in different regions. The after-sales service provided by Walton is another strategy for establishing a tangible presence in the minds of customers. To ensure that customers receive the most efficient after-sales service possible, Walton has already established 39 service centers and is currently in the process of opening additional centers. Walton places equal value on its sales and after-sales service as a means of retaining and expanding the customer base.

3.6 Marketing Mix of Walton

Similar to other corporations, the study uses the four Ps of marketing mix to explain the marketing strategy of the company.

- Product
- Price
- Place
- Promotion

3.7 Product

Walton products are recognized through their unique & excellent branding and labelling.

Walton uses two sorts of product strategies. One is the actual product and the other one is

the augmented product. In actual product is the tangible & physical product which is required to get the core product. Such as Walton Mobile comes through design, aesthetics, brand. And in the augmented product, it is the non-physical part of the product. It usually consists of lots of added value. S Mobile provides augmented services such as its customer care service, warranty, latest software installation services etc.

an overview of the diverse range of products offered by Walton Group, a leading conglomerate in Bangladesh. The group operates in various sectors, including electronics, home appliances, automobiles, and more. The following pages are to highlight the key product categories and their respective subcategories within each sector

- **Actual Product** Strategy emphasizes design, aesthetics, and branding for Walton Mobile and home appliances.
- **The Augmented Product** Strategy includes non-physical components such as customer care, warranties, and software upgrades to improve the product experience.
- Walton has a **diverse product** range encompassing electronics, household appliances, and autos.
- **Category highlights** Each sector offers essential product categories with consumer-specific subcategories.

3.8 Price

In the marketing mix, pricing strategy is the most flexible element. Pricing strategy helps a company to set the highest position. There are different types of pricing strategies like cost-based, value or demand-based and competition based. Walton follows Value or Demand-based pricing strategy for mobile phone. Again, Walton also follows "New product pricing strategies" for new sectors among other strategies.

Price is an important promotional tool in many respects since it is the organization's major source of cash. If prices are cut for promotional reasons, the company's cash flow and long-term profitability might be hurt. As with things, pricing vary. Quantities, customer significance, and market sector might affect these. Long-term and short-term pricing. Special offers, allowances, credit, and "trade-ins" might affect pricing. Making the proper pricing decision is quite important.

3.8.1 Pricing Strategy

Walton is utilizing New Product Pricing Strategies to establish a presence in the market for all of its products. The primary approaches are, as follows:

3.8.2 Market Skimming Pricing

Walton might utilize a market skimming strategy, but instead focuses on Market Penetration Pricing. This approach establishes a low beginning price in order to get a big market share. Walton intends to improve sales volume, attract consumers, and raise brand recognition in a competitive industry.

3.8.3 Market Penetration Pricing

The highly competitive market in Bangladesh is targeted by Walton at price-sensitive customers. Walton endeavors to expand its market share by providing phones at price points that are both affordable and of high quality. Walton is able to raise prices at a later date as production costs and distribution expenses decrease as sales increase.

- ❖ **Price Sensitivity:** Due to the availability of several competing brands, mobile phone customers in Bangladesh are highly price sensitive. Walton takes advantage of this by offering high-quality items at reasonable costs.
- ❖ **Economies of scale:** As Walton sales volume grows, it benefits from economies of scale, which contribute to lower manufacturing and delivery costs.

3.8.4 Price Adjustment Strategies

- Walton occasionally modifies prices in response to market conditions, including competitor pricing, consumer demand, and production costs. These modifications may encompass seasonal pricing, promotional offers, or discounts.

Walton continues to maintain a strong presence in Bangladesh's price-sensitive market, fostering customer loyalty and growing its market share. The company's strategic pricing approach helps it cater to customer needs, gain competitive advantages, and achieve long-term success.

3.9 Place

Walton uses its distribution channel to make the goods accessible to its target customers. Walton often utilizes its own transportation infrastructure to deliver the merchandise to its 120 Walton Plazas as well as about 700 dealers. If a dealer uses his own transportation to transfer Walton products from the plant to his shop, he receives a 1% discount on the dealer price.

The "Place" component of Walton's marketing mix centers on the company's commitment to making sure its products are easily accessible to customers via efficient distribution channels. In order to carry out this strategy, the Plaza Sales Department is essential.

Wide Network of Walton Plaza Outlets

- In order to provide simple access for customers, Walton maintains a network of branded showrooms named Walton Plazas around Bangladesh.
- The whole spectrum of products, including as electronics, household appliances, and mobile devices, are displayed in these stores, giving a one-stop solution for customers.

Direct Customer Engagement:

- The department prioritizes in-person interactions with customers, which facilitates personalized service and a more comprehensive comprehension of customer requirements.
- Plaza sales representatives offer product demonstrations and assist consumers in making well-informed purchasing decisions.

3.9.1 Regional Distribution Strategy

- Walton Plaza locations are selected based on market demand and accessibility, thereby guaranteeing coverage in both urban and rural areas.
- This strategy increases Walton's capacity to enter various market sectors while maintaining a strong national presence.

3.9.2 Customer Relationship Management (CRM)

Plaza sales representatives are instructed to offer personalized service, assist customers with purchases, and foster loyalty by means of the Kisti-Kreta Surokkha service and installment plans.

Efficient Supply Chain management:

- The Plaza Sales Department works closely with Walton logistics team to ensure that items are restocked on time and available at all showroom locations.
- A smooth inventory system helps to satisfy client expectations without delays.

3.10 Promotion

They also do extensive promotion campaign across the country. Walton follows various advertising & promotional strategies to create demand in the market for its products, Walton is mainly dependent on television commercials; however, it also uses other strategies such as great packaging, discount offers, social media marketing and one to one marketing.

There are many different types of promotional strategies a company can implement, and promotional products are just one of them. You need to have complete campaign and strategy in

3.10.1 Promotional Tools

This is the promotional tools used for the promotional activities and sales promotion tools that I saw during my fieldwork:

Public relations are an important promotional technique for Walton. Public relations are mostly utilized to enhance the company's image rather than to promote the brand. WALTON HILL is already well-known to all sorts of people, yet they often practice public relation techniques.

To carry out this public relation activity, they may take the help of an advertising business effect public relation.

- Some Examples of public relation (PR) used by Walton:
 - Arranging Events
 - Seminar
 - Press Conference
 - Rally
 - T-shirt
 - Poster
 - Leaflet
 - Banner
 - Festoon

Social Media: Walton utilizes popular social media platforms such as YouTube, Instagram, and Facebook to actively engage with consumers. Product promotions, new product introductions, and consumer engagement are implemented through these platforms.

Offers and Discounts: Walton offers seasonal discounts, limited-time promotions, and bundles to encourage purchases, particularly during festivals or special occasions.

Loyalty Programs: Walton enhances customer retention by providing promotional rewards or discounts to repeat consumers.

Online Flash Sales: Walton employs e-commerce platforms to provide exclusive discounts and promotions to attract online consumers during flash sales.

Media Releases

Media releases are an excellent method to distribute information about a product, service, or business to a wide number of potential buyers. It may include product information into an engaging tale, increasing the likelihood that the story will be picked up. And it must be appealing to people or it will not be grasped.

Events

Is the event going to be memorable? Are people going to feel like friends visiting or like walking wallets? Spend a little more to make them feel welcome and get to know people.

Yes, you are there for a purpose, but people expect to have a good time at events, and you want to ensure they leave with a positive impression.

Networking

Networking within the industry and with customers is an excellent strategy to get yourself and your product noticed. Attend networking events, prepare a fantastic tale or joke, and people will remember you for the right reasons.

Sales pitches

A strong sales pitch consists of not only introducing the prospect to the product, but also of demonstrating them the product. However, they are also selling their thoughts.

Follow-up with clients.

Once you've talked with a customer, it's critical to follow up, even if only to confirm the topics you discussed. This also sets the tone for future conversations and reminds them how important they are to you.

Promotional Product

Promotional products may be utilized to fulfill a variety of tasks. They may encourage consumers to utilize your product or service, raise participation at conferences or trade shows, acknowledge loyal customers, recruit employees, and reward them. Consider the goal that the company is trying to achieve when choosing a promotional product.

As for promotional campaign Walton

- Distribute the brochures to the customer by going door to door.
- Give their advertisements on the TV, Newspaper, and Billboard.
- Participate in DIIF every year.
- Sometimes give mobile phones while purchasing their product.
- Arrange fairs and Occasional Campaign. Organizing seminars, Sponsoring on different sectors.

Currently, Walton TVCs air during prime hours on all main satellite channels in Bangladesh in order to reach their core target customers. In addition, they have an abundance of print media advertisements and billboards. They also utilize their 120 Walton Plazas throughout the nation as a significant advertising instrument. As of recently, Walton has begun to sponsor a variety of significant sports events across the nation. In recent times, they have sponsored their inaugural international cricket tournament, which has enabled their brand to be viewed by millions of individuals worldwide.

Bottom Line

Walton BD is one of the most popular and biggest companies in Bangladesh. It has introduced a multitude of electronic, electric, and automotive products over time. Their conventional marketing approach has been instrumental in the growth of their business over the years.

Chapter 4: Findings, Recommendations, and Conclusion

4.1 Findings

- **Inconsistent Sales Growth Across Regions:** Lack of customized regional sales strategies results in unequal sales growth across various markets.
- **Limited Focus on Digital Marketing Channels:** Reliance on traditional marketing channels limits the ability to reach a tech-savvy younger audience.
- **Lack of Product Differentiation:** Difficulty in delineating products from competitors in terms of unique features and benefits.
- **Weak Customer Relationship Management (CRM):** Inadequate data-driven strategies to cultivate loyalty and personalize customer experiences.
- **Gaps in Targeting and Positioning:** Lack of clarity in identifying niche markets and communicating brand value to these segments.
- **Inadequate Promotional Strategies:** Seasonal promotions are out of sync with consumer demand cycles, leading to lost opportunities.
- **High Dependence on Domestic Market:** Walton vulnerability to fluctuations in the domestic market is exacerbated by its limited international market penetration.
- **Inefficient Distribution Network:** Logistics and distribution inefficiencies result in delays in product availability in rural and semi-urban areas.
- **Price Sensitivity Challenges:** The inability to effectively address consumer price sensitivity without compromising profit margins.
- **Environmental and Sustainability Gaps:** Brand perception is influenced by the limited integration of sustainable practices in product design and marketing initiatives.

4.2 Recommendations

- ✓ **Regional Customization:** Create sales strategies that are specific to a particular region, and implement localized marketing campaigns to meet the unique requirements of the relevant market.
- ✓ **Enhanced Digital Presence:** To attract a broader audience, allocate resources to digital marketing initiatives, such as influencer partnerships, targeted online advertisements, and social media.
- ✓ **Product Innovation:** Focus on research and development to introduce distinctive features, improve quality, and distinguish products in the competitive market.
- ✓ **CRM Enhancement:** Implement advanced CRM tools to analyze customer data and offer customized services and follow-ups.
- ✓ **Refined Segmentation and Positioning:** Perform a comprehensive market analysis to identify underserved niches and customize marketing messages for these segments.
- ✓ **Dynamic Promotional Strategies:** Optimize the impact of promotional campaigns by aligning them with consumer demand patterns and market trends.
- ✓ **Global Expansion:** Strengthen export strategies and investigate possible partnerships to penetrate new international markets.
- ✓ **Improved Logistics:** To guarantee timely delivery across all regions, optimize distribution networks with technology-driven solutions.
- ✓ **Flexible Pricing Models:** Introduce dynamic pricing and bundled offerings to accommodate a wide range of income levels while maintaining revenue.
- ✓ **Sustainability Integration:** Highlight sustainability initiatives in marketing campaigns and integrate eco-friendly practices into product development.

4.3 Conclusion

The internship report "An Internship Report to analyze the Sales & Marketing of Walton" examines Walton sales techniques, segmentation, targeting, positioning, and marketing strategy. Walton sales and marketing strategy in the competitive consumer electronics and home appliance industry is examined in the report.

Walton sales techniques include aggressive domestic market penetration, vast distribution, and strong retail presence. They might improve their internet marketing to target younger, tech-savvy customers. By targeting geographic, demographic, and psychographic consumer categories, Walton technique may attract niche markets, but it needs refining.

Walton targets a wide spectrum of middle-income clients, but it may benefit from more specific targeting to attract higher-income individuals. Walton's local standing may not match worldwide consumer expectations, which requires a greater attention on value proposition clarity and distinction.

Product quality and price appeal to Walton target demographic in the marketing mix. However, the organization needs explore additional new product features to stand out. Pricing is competitive but must react to market developments to ensure affordability and profitability. To engage consumers, promotional methods might include conventional and digital platforms. Walton distribution systems are robust, but you may simplify logistics and improve product availability in underdeveloped locations.

To guarantee long-term development and competitiveness in local and international markets, Walton should improve its digital presence, segmentation and targeting methods, innovation, and sustainable practices. Sales and retention will improve with data-driven marketing and CRM. These methods may help Walton maintain its consumer electronics and home appliance market leadership.

In conclusion, Walton sales and marketing strategies demonstrate a well-structured approach to addressing customer needs, enhancing brand loyalty, and expanding its market presence. These findings provide valuable insights for further strategic planning and improvements.

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