

Marketing Strategies of Walton High-Tech Limited.



"It's our product"

Marketing Strategies of Walton High-Tech Limited.

Md: Razib Hossain



Daffodil
International
University

INTERNSHIP REPORT

ON

Marketing Strategies of Walton High-Tech Limited.

A study on Walton High-Tech Limited.

Prepared for

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Letter of Transmittal

19th April, 2019

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Subject: Submission of Internship Report.

Dear Sir,

It is a great pleasure for me to submit my practicum report on the topic of “**Marketing Strategies of Walton High-Tech Limited**”. I have prepared this report, as partial requirement of fulfillment of my MBA program. To make this analytical report up to the standard I tried my best to fulfill the requirements, by implementing the knowledge I have gathered throughout the whole program of MBA.

I would be extremely obliged if you are sufficient enough for this report and to provide your valuable judgment. If you see this report an apparent perspective on the issue on the issue of effective and informative information, it will be my great pleasure.

Yours sincerely

.....

Md. Razib Hossain

ID No. 181-14-051

Program: MBA

Major: Marketing.

Letter of Authorization

15th April, 2019.

The report has been using the relevant documents related to assigned topic **“Marketing Strategies of Walton High-Tech Limited”**. Prepared by Md. Razib Hossain, ID: 181-14-051, a student of MBA (major in Marketing) program, Department of Business and Administration, Daffodil International University. It has been acknowledgement as it acceptable.

This is to certify that. **Md: Razib Hossain, ID: 181-14-051, a student of MBA (major in Marketing) program, Department of Business and Administration, Daffodil International University.** Worked under my supervision during his internship period and his topic **“Marketing Strategies of Walton High-Tech Limited”**. I am pleased to state that he work heard in preparing this report and he has been able to present a good picture of the concerned works. The information and findings presented in the report seem to be authentic.

Acknowledgement:

First of all, I wish to express my thanks to the almighty Allah for giving me the strength to perform my responsibilities as an intern and complete the report within the stipulated time. I would like to pay my gratitude to my respected supervisor & faculty “Md. Alamgir Hosan” sir who gave me the proper guideline and direction while making the analysis on “**Marketing Strategies of Walton High-Tech Limited**” My Sincere thanks goes to, Shoriful Islam, Marketing Executive. He gave me this opportunity to complete my internship in this Organization.

However, I tried very hard and worked very sincerely on this report to make an informative one. At last my sincere apology, if there is any goes to the reader for my conceptual and printing mistake, if there is any.

Declaration

I do hereby, student of Masters of Business Administration (MBA), at DIU- Daffodil International University, declare that, this practicum report on the topic of “**Marketing Strategies of Walton High-Tech Limited**”. Has only been prepared as a partial requirement of the internship as well as the requirement of the fulfillment of my post-graduate degree (MBA). This report has not been submitted earlier, either partly or wholly, to any other University or Institution for any Degree, Studentship or Prize.

.....

Md. Razib Hossain

ID No. 181-14-051

Program: MBA

Major: Marketing

Abstract:

The internship report is designed based on my theoretical knowledge and Practical experience. it is designed to have a practical knowledge while passing through the theatrical understanding. The report is the result of three months internship program with Walton High-Tech Limited, Gazipur. The report contains Introduction, overview on Walton High-Tech Limited, Marketing Strategies of Walton High-Tech Limited, project activities, and conclusion.

I have focused on the concept about the concept. Objective of the report and limitation of the report also have been discussed, the limitation have been time limit, confidentiality, knowledge and experience etc.

I discussed a brief history of Walton High-Tech Limited. Here represents an overview on Walton High-Tech Limited. This part also includes mission, Vision, Management structure, Production of the operating, Buyers information, and some basic information about their general marketing activities.

I have discussed about the Marketing strategies of Walton High-Tech Limited. This part contains basically the marketing strategy for customers.

At the end of the study, I have mentioned the finding according to the research part. In that part I have mentioned some recommendations for the Walton High-Tech Limited Ltd based on my findings. Regarding the activities they may follow. i hope they will be benefited from this recommendation and the overall conclusion is given according to my point of view.

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Chapter-1

Introduction

1.1 Introduction :

Since the late 1997s The Company has been conducting its business with a significant stature. Walton is private limited company of Bangladesh, usually known as Walton, who produce Hi-tech product. Walton is a close affiliation of R.B. Group. Walton is one of the largest electrical, automobiles, producing companies in the South- Asia. Nowadays Walton limited is considered the top ranking Electronics, motors, Machineries service provider in this region. Walton is domestic company of our country. Walton is now biggest Electronics, motors, Machineries, service Provider Company of Bangladesh. Walton is the only Bangladeshi company who operating business in this sector. The stability of Walton Company is better than any other company in Bangladesh. They produce quality durable product and service with a reasonable price for people of Bangladesh. They are gradually improving the value of product Day by day. . The availability of this product not only in also our country, but also it is found all over the world. Walton creates positive impact on the life standard on the people of Bangladesh while people found it in reasonable prices. Market share has been exceed at 30% million with 30% at the end of 2011 by Walton. There are the 120 chain shop of Walton around the country so that customers every can have Walton products.

1.2 Research Aims:

The primary goal of my internship is to get the job experience and to meet the opportunity for translation of theoretical conceptions in real life situation and to get an overall idea about the Marketing Strategies of Walton High-Tech Limited.

1.3 Objective of the Report

The principle objectives of this report is to know the marketing strategies on the side of Marketing Strategies of Walton High-Tech Limited.

➤ Broad objective

To apprise the position of market of Walton and analyze the strengths and weaknesses. Which will help R.B Group of companies Ltd to enter on useful distribution and promotional strategy that will help in sales.

➤ **Specific Objectives of The Study**

- ❖ To find out the problems Walton is facing in marketing its product.
- ❖ To identify the gratification level of dealers toward the company.
- ❖ To detect the problems faced by the respective persons of distribution.

This paper on “The Market Position and marketing strategies of Walton: A Case Study of R.B Group of Companies Ltd” try to pursue the matter areas and recognize the way of successful the promotion easily. This study will help the company near future planning and thus achieving its goals.

1.4 Scope of the study:

For measurement to distribute network and performances of its dealers of the Walton, the marketing manager of the company recommend me to study in Dhaka Zone where I was intended to work. For dealers survey I cover Dhaka zone, Mirpur, for better concentration and absorption of the research. Because these areas accommodate one of the highest bunch of dealers show rooms and are capable of representing all other region of the country.

1.5 Methodology of the study:

➤ **Source of Information**

A) Primary sources

Primary data has been collected by interviewing the Dealers and Sales Executives by questionnaire & oral conversation with the respective personnel's of distribution.

B) Secondary sources

Secondary data has been collected from the previous studies on of the company's distribution channel, different texts, article, research findings, magazines, etc.

1.6 Significance of the study:

Now a day, everyone has more luxurious life. This time it has been provided as a steadily progressing toward this time that the entertainment of the people during this time is increasing the focus of a marketing approach. That is why demand for fashionable products in the world is increasing, and many electronic companies are paying their attention to this. Vendors and parties are very important for each electronic company, because they make huge contributions to the marketing and promotion of fashionable products. So the more effective and effective dealers and parties, they can make more profit for the company. This research program was specially approved to Judge Walton's market position. Walton has long maintained its longest desire in both long-term returns and transactions, which inspires to market as well as internally high achievers in the global market. Despite his earnest efforts, excellent images and credibility, the industry is pressurized by increasing and aggressive competition. Walton realized the huge sales goal of facing growing competition in the market that there is no way to be more aggressive in marketing.

1.7 Limitations of the study:

- ❖ Due to organization's privacy and confidentiality schema, the company could not deliver me all necessary data.
- ❖ The marketing executive are all time busy, so they could not happy on me with sufficient facts and figures ,records, related to secret strategies process.
- ❖ Full marketing strategies process was tough for me since the activities of a marketing executive in this organization are not documentarily arranged.
- ❖ Own obstacle like incapacity to get on to some official terms; an office document etc. creates a few problems to me.
- ❖ Time constrain was a major fact. This study would be more acceptable unless there is any time limitation.

- ❖ Lack of availability of secondary data.

Chapter-2

Literature Review

Literature Review of Marketing Strategies on Walton High-Tech Limited:

Walton maintains 100% compliance to its established and certified ISO 14001: 2004 refrigerators and air conditioners division, ISO 9 001: 2008 refrigerators and air conditioning department and OHS 18001: 2007 certified word for successful occupational health and safety management systems. Management, reduce the risk of accidents and ensure adequate corporate reputation to ensure the quality of the product and lower the cost of production and add up.

(ISO 14001:2004& OHSAS 18001:2007)

Our strategic charity and Corporate Social Responsibility (CSR) efforts combine with our core business and especially focus on sports and culture, technology and environment, which emphasize on innovation in each of those areas. As the world leader in the consumer electronics industry, Walton is fully committed for corporate citizenship and environmental responsibility responsible for its products, its programs, its habits and its people.

(An article WALTON AT a GLANCE&CSR)

Walton has achieved some international and national awards and recognition such as some of the most prestigious and best business awards: The Golden Globe Tiger Award 2015 Excellence and Leadership Brand Division, DHL-Daily Star Bangladesh Best Enterprise 15th Business Award 2014, 2015 Asia's Best Employer Brand Aware Collections, The sixth prize for the highest VAT pair in DITF-2015, 2014, 2013, 2012, 2011 and 2010, DITF-2011, the second prize for the premier pavilion division, the best Refrigerator brand award-2014, Best Television Brand Award-2014, Best Local Brand Award 2014, premier pavilion division's first prize in DITF-2014, Bray in consumer electronics I rarely Global odds Award in 2014 for excellence,

The first prize for the category of the first pavilion of the DITF-2013, the Best Sponsor Award - 2012, the Creative Media Limited Babisas Award -2012, the Best Brand (Refrigerator) Award-2011, the second prize of the Premier Pavilion Division in DITF-21, the premier's second prize, DITF-2010 Pavilion Division, first of the premier pavilion section at DITF-2009 Awards,

The first prize of the premier pavilion division at CITF-52 (DITF-2015, 2014, 2013, 2012, 2011 and 2010 and the highest VAT pair in DITF).

Walton has achieved the goal of doubling overall market share in the next 5 years. It has successfully established itself as a customer-friendly and eco-friendly company. The sales service has contributed immensely to the customer's mind in creating this image. (Report of Walton's future prospects)

On the way, Walton has earned domestic and global recognition for proven track record in his experience and proven various electronics fields. Walton is the pioneer in the development of state-of-the-art industrial design and modern technology developing countries in multi-stored refrigerators, refrigerators, air conditioning, LED / LCD televisions, motorcycles, smart phones and home accounts. Walton has established a milestone as the largest exported Bangladeshi initiative for electronics, universal presence in more than 20 countries and the presence of Walton will be confirmed in almost every country in the world by 2020. (Based on the future planning of the report).

Chapter-3

Company Profile



"It's our product"

<u>Company Profile:</u>	Private Limited Company
Type:	Private Limited Company
Industry:	Conglomerate
Founded:	1977; 40 years ago
Headquarters:	<u>Kaliakair, Gazipur, Bangladesh</u>
Area served:	<u>Bangladesh</u>
Key people :	S.M. Nurul Alam Rezvi (Chairman) Ilias Kanchan (Executive Director)
Products:	Consumer Electronics, Automobile, Mobile Phone, Home Appliances
Number of employees:	21,000+

3.1 Background of the Organization: Walton High-Tech Limited

Walton is one of the largest electrical, automobiles, producing companies in the South- Asia. Nowadays Walton limited is considered the top ranking Electronics, motors, Machineries service provider in this region. Walton is domestic company of our country. Walton is now biggest Electronics, motors, Machineries, service Provider Company of Bangladesh. Walton is the only Bangladeshi company who operating business in this sector. The stability of Walton Company is better than any other company in Bangladesh. They produce quality durable product and service with a reasonable price for people of Bangladesh. They are gradually improving the value of product Day by day. . The availability of this product not only in also our country, but

also it is found all over the world. Walton creates positive impact on the life standard on the people of Bangladesh while people found it in reasonable prices. Market share has been exceed at 30% million with 30% at the end of 2011 by Walton. There are the 120 chain shop of Walton around the country so that customers every can have Walton products.

Since the late 1997s The Company has been conducting its business with a significant stature. Walton is private limited company of Bangladesh, usually known as Walton, who produce Hi-tech product. Walton is a close affiliation of R.B. Group.

3.2 Organizational Structure:

Walton now has more than 1000 employees. Walton is divided into different categories such as technical, sales and marketing, administration, customer relations, human resources, IT and finance. There is a change in organizational structure needed for recent management time. The management and organization structure of Walton BD Limited has been given as follows.



3.3 Company's Vision:

The company wants to provide the latest technology based products with innovative design, excellent quality and various different models and capabilities. Concerned about this, Walton HIL management ensures their commitment to any value standard.

3.4 Mission:

Improving and enhancing quality by providing advanced technology, providing new products and services to excellent customers.

3.5 Goal:

Market leadership, profitability, good corporate citizenship and achieve a sustainable growth.

3.6 Company's Objectives:

Walton already founded to give high quality products and services at a reasonable price. Walton has two types' objectives.

- Get an financial back to his investment
- Contribute to the financial progress of our country

Technology can play an important role, Walton has developed its strategies so that it return healthful income and simultaneously contributes to the development of the country. The aim of setting up its products in every village to make significant contributions to the economic benefits of the poor. The total rebellion in electronic cases is the way it is. Perform success factors. Walton wants to newly bring in upcoming quality model products to its valuable customer.

3.7 Logo of the Company:



3.8 Competitors:

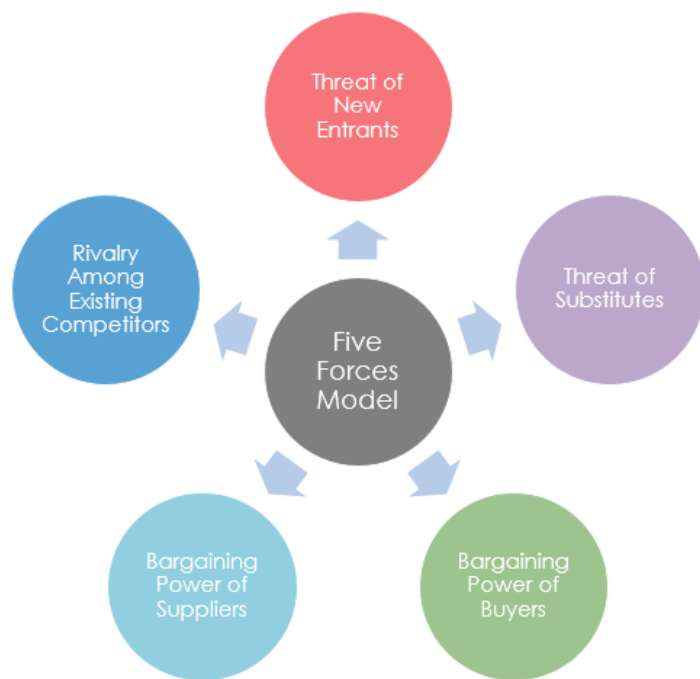
Television	Refrigerator	Air-condition
SONY		GREE
LG	WHIRPOOL	SAMSUNG
SAMSUNG		LG
PANASONIC	-	GENERAL

SINGER	LG	-
--------	----	---

These brands are mostly in the market. But none of them have met with the development of Walton's market in the last three years. Though the LG-Butterfly country number 11 is the home appliance brand, Walton is fast catching up. Walton has started building the main part of the motorcycle rally. Now they hold about 8% of market share. Its competitors are:

- BAJAJ• HERO• HONDA• DAYUN• TVS• SINGER• BUTTERFLY• ZALLIN

3.9 The Five Forces Mode:



3.10 International market:

Walton draws attention to becoming a truly universal digital brand through innovative design of 21st century, latest technology and perfect customer satisfaction. Walton has attracted attention to taking place among the top electronics, automobile and telecommunications industries by

2015. The company's products have acquired a significant local market share and exported to different countries of the United Arab Emirates, Myanmar, Sudan, Qatar etc. We are Australia, Singapore, Poland, Romania, Ethiopia, Saudi Arabia, South Africa, Oman, Kuwait, Yemen, Bhutan, Nepal, Bahrain, Nigeria and Ghana.

3.11 International fame:

The Walton brand's products have won the hearts of millions of people, and for many countries with Japan, high quality will be exported. Japanese Ambassador to Bangladesh Shiro, Sadoshimo spoke to the reporters after visiting the Walton Hi-Tech Industries Limited, electronics and automobile factory of Kaliakair, Chandra in Gazipur. Japan has a great potential to export Walton products, and Japan and Japan have long been good friendly relations and there are plenty of opportunities for cooperation in different fields of trade; He has added If Bangladesh and Japan work together, the economic expansion of the two countries will be more progressive, he mentioned. The Japanese ambassador insisted Walton authorities to provide all technical support for the product. At the time, he was given various units, the factory is equipped with sophisticated technology, which produces refrigerators, motorcycles and air conditioners.

3.12 Awards:

3.12.1 International:

- ❖ Number 1 Value-Added Tax to provide, Dhaka International Trade Fair-2017
- ❖ Number 1 Award for PPC, Dhaka International Trade Fair-2017
- ❖ Number 1 Award Maximum Value-Added Tax to provide, Dhaka International Trade Fair-2016
- ❖ Best Award PPC, Dhaka International Trade Fair-2016
- ❖ GGTS Awards, 2015
- ❖ Number 1 reward for Maximum Value-Added Tax to provide, Dhaka International Trade Fair-2015
- ❖ GBE Awards, 2014
- ❖ Number 1 Award (PPC) Dhaka International Trade Fair-2014
- ❖ Number 1 Award up for Highest Tax Payer, Dhaka International Trade Fair 2014

- ❖ Number 1 reward (PPC), DITF-2013
- ❖ Number 1 Award Maximum Value-Added Tax to provide, Dhaka International Trade Fair 2013
- ❖ Number 1 Prize for Highest Export Order and VAT Payer, DITF-2012
- ❖ Number 1 reward (PPC), Dhaka International Trade Fair 2009
- ❖ Number 1 Award up (SPC), Dhaka International Trade Fair 2004

3.12.2 National:

- ❖ DHL- DSBRR-2014
- ❖ Number 1 company in domestic Award-2011
- ❖ 1st company (Refrigerator) Reward-2011
- ❖ 1st Award Refrigerator Brand Reward-2014

3.13 Financial Situation:

Walton tactics are continuing to practice efficient discipline on their operating expenses and capital expenditure and improve their efficiency and productivity and provide their existing capabilities. They also plan to reduce their operation and maintenance costs in other activities using lobbying, using solar power, controlling the cost of service contracts and other lobbying for tax reduction. Why are they using

- ❖ Continuous builder base increase
- ❖ High quality focused on customer
- ❖ Earn capital and operational efficiency in improving profit margins Enhanced brand cognition and product quality strong.
- ❖ growing income from new product and service
- ❖ To continue to extend their extensive distribution product.

3.14 Tagline:

"It's our product"(Amader ponno)

Chapter-4
**Theoretical Framework &
Marketing strategies of
Walton High-Tech Limited**

4.1 Marketing Mix of Walton High-Tech Limited:

Marketing 4P is a model for increasing the content of your "marketing mix" - that you accept new products or services. It helps you describe your marketing options by price, product, promotion and location so that your offer meets a specific customer needs.

4.1.1Product:



- ❖ Television
- ❖ Refrigerator
- ❖ Freezers
- ❖ Generator
- ❖ Motorcycle DVD player
- ❖ Mobile
- ❖ Microwave oven
- ❖ Washing Machine
- ❖ Iron
- ❖ Air Conditioner

4.1.2 Price:

Middle-class income people are always target of Walton. That's why Walton is very attentive set their price to product. In addition, they produce their products, it lets them determine lower prices customer than focus their competitors, forasmuch as they do not have to pay heavy assemblage duty.

4.1.3 Place:

Walton uses target distribution channel to create the product for its target customers. Walton usually uses its own transportation facilities to deliver goods to 120 Walton spaces, and about 700 dealers of Walton products want to use their own transport to transport their factories from the factory to the dealership, which reduces the cost of the dealer by 1%.

4.1.4 Promotion:

As Walton introduced manufacturing its production plants in its production plants, they take off spreading extensive publicity on its product and services. Their tagline "Amader Ponna" reflect the vanity take be being able to sell home appliance manufacturing in our country present Walton has TVCs are main target.

4.2 Marketing strategies:

Marketing techniques are used by various organizations to cooperate with their buyers. It is employed to become aware of customer awareness and features of the company's products. It is focused primarily on encouraging targeted populations to buy those specific products and services. Marketing techniques can be completely innovative or they may previously tried or tested techniques. Various marketing strategies are available. Picking a Marketing Strategy includes the analysis of your business needs, your target audience and your product specifications. There are two main types of marketing strategies:

- Business to Business (B2B) Marketing
- Business to consumer (B2C) marketing

4.3 Walton High-Tech Limited following are the different types of marketing strategies available:

- ❖ Paid advertising
- ❖ Cause marketing
- ❖ Relationship marketing
- ❖ Undercover marketing
- ❖ Word of mouth
- ❖ Internet marketing
- ❖ Transactional marketing
- ❖ Diversity marketing

4.4 Final Word:

Marketing strategies have made it much easier to promote products and services. They also limit the strategy to target audience ensuring the proper advancement of the business.

4.5 Strategy:

Walton always tried the best possible service. Moreover, it does not promise any specific quality standard of service. Walton is now trying to provide services throughout our country. Walton works very hard to provide the best service, but the quality, consistency and accessibility of the service are not ensured as it relies on various technical, physical, coordinative, individual, environment, regulatory, legal, and other factors. Before making effect, Walton has the right to change / decrease / decrease for any reason, for any reason, due to the official notification of such offers, for any reason, additional charge, value, validity time, product / service features and any other offer etc. Such as change.

4.6 Advertising:

- **Place Advertising:**

Billboard and poster billboards are the most important marketing tools for attracting potential consumers. People became aware about the brand. But unfortunately, Walton has given little attention to the placement of billboards. Walton uses several number of billboards to advertise the whole country.

➤ **Point of Purchase Advertising:**

- ❖ TV Advertisement
- ❖ Radio
- ❖ Newspaper
- ❖ Magazines
- ❖ Interactive
- ❖ Website
- ❖ Emails
- ❖ Banner and Rich media ads
- ❖ Social sites

4.7 Market Analysis:

With the growing economic and population growth of Bangladesh, there is a great demand for family products. 60% electricity available in the country show that if the electricity we will do available the demand will increase again. Our country people are mostly price sensitive, as Walton is very interested in meeting the main demand of this provide to reasonable prices market prices as the sole manufacturer of refrigerators, and motorcycles. Domestic market is the main target of Walton. Right now there is a subscriber to extend Myanmar, Bhutan and their market to Africa.

4.8 Facilities:

- ❖ They get well environment for work

- ❖ They receive well salary
- ❖ Up level officers get transport facilities
- ❖ They get medical facilities
- ❖ They get yearly bonus
- ❖ Every employee have different department.
- ❖ They also get residential facilities
- ❖ Every employee has insurance facilities

4.9 SUPPORT:

- ❖ Every customer can get high quality product.
- ❖ They can get their necessary product from any showroom.
- ❖ They get warranty and guaranty
- ❖ They can buy their product in a chip rate

4.10 Training:

- From the inception of Walton Service Management System (WSMS) in 2000, highest standard trainings, including IT and empirical, are provided each year to a large number of unskilled, semi-skilled and diploma engineers and technicians.
- The country's electronic giant 'Walton Group' has been working on making skilled and experienced engineers and technicians in the country's electronics and electrical products' manufacturing industry through rendering high-standard trainings. Walton is rendering higher training aimed at skilled workforce for the country' fast-growing electronics industry. Walton is turning the unskilled youths into skilled and experienced ones through delivering higher vocational trainings, he said adding, most of the trainees are later employed in Walton service center.

4.11 Walton Industries Job Interview Question:

Experience:

Positive: 0%

Neutral:100%

Negative:0%

Getting an Interview:

Applied Online

100%

Difficulty:

3.0

Average

Chapter -5

SWOT Analysis & Findings

5.1 SWOT analysis:

SWOT Analysis is a strategic plan strategy that helps an individual or organization identify the strengths, weaknesses, opportunities and threats of business contests or project plans. It is intended to identify the objectives of the business enterprise or project and to identify suitable and responsive internal and external factors for achieving these objectives.

Users of SWOT analysis are often useful and answer their questions and generate answers to generate meaningful information for each section to identify their competitive advantages. SWOT has been described as a trick-and-true tool for strategic analysis.

5.1.1 Strengths:

- ❖ massive electronic foundation of Bangladesh
- ❖ powerful distribution channels and customer service
- ❖ Top product development and service
- ❖ Better human resources and infrastructures installation around i the country
- ❖ First service guaranty Well-recognized brand name and reputation
- ❖ excessive Ethical Standard
- ❖ Knowledgeable management team

5.1.2 Weakness:

- ❖ Low range of items.
- ❖ Internal problem.
- ❖ Very much inside the company's thinking out.
- ❖ Variety of departments not working along.
- ❖ Usually a tendency to be overlooked.
- ❖ High employment yield

5.1.3 Opportunities:

- ❖ Many show rooms.
- ❖ No long-term Distribution /Channel technique.
- ❖ Emphasize on extra requirement.
- ❖ Developed technological systems and network coverage.
- ❖ Increased socialization.
- ❖ Needs for latest & innovative goods.
- ❖ Provide online buying opportunity.
- ❖ Increase the brand image though primary offering
- ❖ Latest and improved of distributor.
- ❖ Significant need for electronic services.
- ❖ Reasonable prices for Walton Smartphone.
- ❖ Economic progress of Bangladesh

5.1.4 Threats:

- ❖ Progressive marketing from company.
- ❖ Price war.
- ❖ Switching power of customer has been increased.
- ❖ More strict government rules and regulation.
- ❖ Increased marketing/operating expense.
- ❖ Increased bargaining power of the consumers.
- ❖ Shortage of facility of installation.

5.2 Findings:

Through my internship at Marketing Strategies of Walton High-Tech Limited .I got to learn a lot about their corporate environment. This is one of the great learning and experiences I have at Marketing Strategies of Walton High-Tech Limited. In the time of working there I had a good image at their all departments. And I have found some lickings there. Those are given bellow:

- ❖ Different departments not working together.
- ❖ Limited items.
- ❖ Very much inside out thinking in the company.
- ❖ High employee covering
- ❖ Invasive marketing.

Chapter-6

Strategic Situation Analysis

6.1 Market Analysis:

With the economic and population growth of Bangladesh, there is a great demand for family products. 60% electricity available in the country show that if the electricity we will do available the demand will increase again. Our country people are mostly price sensitive. Walton is very interested in meet the demand of this big market by sending reasonable price as the sole manufacturer of refrigerators, refrigerators and motorcycles. Domestic market capture are the main target of Walton.

6.2 Market Segmentation:

Partition is one of the important reasons for marketing strategies. Market segmentation is a step that defines and target. This is the way separate a market into a separate group of separators that require different product or marketing mixes. You can segmented or be noticed using different factors in the market. The basis for the consumer market segment included:

- ❖ Demographic based
- ❖ Geographical based
- ❖ Behavior based
- ❖ Psychographic based

6.3 Geographic Segmentation:

There are major six zone Walton capture the market for achieving goal .Six then the given blew:

- ❖ Dhaka North
- ❖ Dhaka South
- ❖ Dhaka South-West
- ❖ Chittagong
- ❖ Camilla
- ❖ Barisal

6.4 Psychographic Segmentation:

Walton uses the psychological division to market its products. Walton is marketing low-middle income and relatively cheap CRT televisions for rural people and simultaneously LCDs for high middle-income people. It is designed by different lifestyles to consider people different sizes and capabilities in the fridge.

Chapter-7
**Recommendation
& Conclusion.**

7.1 Recommendation:

- ❖ Surveillance of competitive dealers Continuous monitoring measures are crucial for market monitoring. Therefore distributors of marketing executives should be quick than other competitors.
- ❖ I recommend to Walton has to raise the better relationship with all the vendors and all the sellers.
- ❖ I recommend to Walton about Price stability. Presenters are experiencing various problems due to the "under rate" process. Smooth selling as a "under rate" create product and setting price is big problem, price stability of all the product are important.
- ❖ Most competitive firms involved in a market marketing executive to capture market conditions in the current competitive market. Walton is not enough to dispute with marketing officials. So the marketing executive's availability should be ensured.
- ❖ Walton products are currently comparatively more competitive than other competitive companies. But in order to capture the market and reach their products to all types of customers, I recommend that Walton will reduce the price of their products somewhat.
- ❖ I recommend to Walton about Standard advertising. Because advertising plays an important role in running a business. But in my survey, I found that Walton's TV advertisement is not satisfactory. So the company will pay more attention to advertisements.
- ❖ Product quality should be maintain, because Middle-class income people are always target of Walton.

7.2 Conclusion:

The company has achieved good reputation since 1977. Walton HIL is a milestone of achieving the success and reputation of Walton's founding brand for the construction of refrigerators and refrigerators, air conditioning and motorcycles in Bangladesh.

Walton HIL is the first research company and the first company to provide advanced research and production technology and equipment for refrigerators and refrigerators, motorcycles and air conditioning etc. For Bangladesh, Walton became proud as an export company. Walton has actually corrected Bangladesh from being a consumer country for home appliances as a producer country.

7.3 Appendix:

	Acronyms and Abbreviations
RB	Rizvi & Brothers
HIL	Hi-Tech Industries Limited
B2B	Business to business
B2C	Business to consumer
HR	Human resource
DITF	Dhaka I international trade fair
SOWT	Strengths ,Opportunities, Weakness, Threat
WHIL	Walton Hi-Tech Industries Limited
PPC	Premier Pavilion Category
SPC	Standard Pavilion Category
GGTS	Globe Tigers Summit Awards

7.4 References:

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