

An Evaluation of Marketing Activities of Smart Solar Energy Limited

Internship Report On

An Evaluation of Marketing Activities of Smart Solar Energy Limited



Daffodil International University

An Evaluation of Marketing Activities of Smart Solar Energy Limited



An Evaluation of Marketing Activities of Smart Solar Energy Limited

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An Evaluation of Marketing Activities of Smart Solar Energy Limited

Letter of Transmittal

Date of Submission: 04 December, 2018

To

Professor Dr. Masudur Rahman

Department of Business Administration

Daffodil International University

Subject: Submission of the Internship Report for MBA program on “An Evaluation of Marketing Activities of Smart Solar Energy Limited”.

Dear Sir,

This is a great honor for me to submit the internship report on the topic titled “An Evaluation of Marketing Activities of Smart Solar Energy Limited”. This has given me great opportunity to enrich my knowledge about renewable energy business sector in Bangladesh.

Now, I have placed before you this report for your kind approval. I hope that my report will satisfy you and the learned members of the examination committee.

Yours Faithfully,

.....

Md. Asikur Rahman

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DECLARATION

I hereby declare that this internship report has been prepared by myself under the supervision of Professor Dr. Masudur Rahman, Department of Business Administration, Daffodil International University.

Submitted by:

.....

Md. Asikur Rahman

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Letter of Acceptance

This is to certify that Md. Asikur Rahman (ID: 143-14-1604), Program: MBA, Major in Marketing, is a regular student of Masters of Business Administration, Daffodil International University. He has successfully completed his internship program at Smart Solar Energy Ltd, Rozi villa (2nd floor), Jamgora, Ashulia, Savar, Dhaka-1349. He has prepared this internship report under my direct supervision. His internship topic is: An Evaluation of Marketing Activities of Smart Solar Energy Limited.

This report is recommended for submission.

I wish his every success in life.

.....
Professor Dr. Masudur Rahman
Department of Business Administration
Daffodil International University

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Acknowledgement

At first, I would like to express my gratitude to the almighty Allah for enabling me with strength and providing the opportunity to complete the report successfully.

This internship program is a part of the Masters of Business Administration (MBA) program that provides me with on-the-job experience. In the company, Smart Solar Energy Limited, I got the chance to work closely with the people of that organization. This internship program enabled me to develop my analytical skills and scholastic aptitudes and had real-life orientation of the academic knowledge. Thus, I want to express my gratitude the concerned people of the organization, without whom it was next to impossible to complete my internship program. I am thankful to Mr. Nurul Huda Remon, Senior Manager, Smart Solar Energy Limited, for his great co-operation, valuable guidance, and generous support with necessary information, without which my efforts would have been hardly possible.

I would also like to thank from the core of my heart to my internship Supervisor, Professor Dr. Masudur Rahman, Department of Business Administration, Daffodil International University, who helped me in every steps of my internship.

Finally, I must acknowledge with due respect the constant support and patients of my parents and my family members.

.....

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Executive Summary

Every organization is made up of people, acquiring their skills, motivating them to high levels of performance, and ensuring that they continue to maintain their commitment to the organization are essential to achieving organizational objective. Those organizations that are able to acquire, develop, stimulate, and keep outstanding workers will both effective and efficient.

The reason behind joining there is promising growth of renewable energy companies in the country and also a very good opportunity for career development, Bangladesh is in the process of development around this sectors related part where the basis of the professional people and upcoming professional were gone into field work for the development of the sector.

In this particular report, the access to have finding of the aspects of this arena. Before gone into the depth of the report have experienced to work with the related people who were working for such a long period of time and really made impact in this field.

Work with Smart Solar Energy Ltd, also trying to find out both the facility and problem regarding its brand elements and gathered information from websites, newspaper and most importantly collected information from consumer, own company and competitors also. They have a brand name with communicative meaning and attractive features to attract the customers. The only reason behind it is for its less promotional effort to make communicative to the potential customer. Smart Solar energy Ltd. is that both customers and competitors have a positive complement on the company?

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Chapter- 01: Introduction

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1.1 Introduction

Energy is an essential part of our everyday life ranging from large organizations to household uses. Its requirement is increasing at a greater pace with the increase of population in the world with the passage of time. The life of people in the world is becoming more complicated day by day with the advancement of technology, which requires more and more energy. However, the amount of energy is very limited and diminishing day by day. To meet the demand of energy, number of research is being conducted around the world to explore new sources of sustainable energy. Solar power is one of the significant sources of sustainable energy in the world and there is a lot of prospect in Bangladesh in the field of solar energy.

The economic and social development of a country depends on the consumption of energy at large. There exists a positive correlation between GDP growth rate and power consumption. Whatever we do for enhancement of economy or reduction of poverty for a country, it will not be successful if we could not be able to provide electricity to the mass people for their daily use. The source of energy in the earth in the form of fossil fuel, oil, coals, natural gas, etc. are limited in nature, which are being used and depleted day by day. We are continuously consuming the nonrenewable sources of power, diminishing the probable sources of renewable energy and endangering our permanent reserve of different sources of energy. Considering the detrimental consequences of fossil fuel combustion, the awareness has been built up globally with the interest in renewable energy over last decades. It requires immediate actions to look for all the sources of renewable energy, especially in the third world countries like Bangladesh, where a lion share of energy consumption comes from fossil fuel to meet the demand of an enormous size of population.

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If we look at the energy consumption pattern in Bangladesh, we see that fossil fuel and natural gas are the main sources of energy consumption in Bangladesh. Fuels in the form of oil are imported in different forms from different countries across the world. Though Bangladesh has its own reserve of natural gases, it is not sufficient to meet the demand for a long period of time. The current yielding capacity of gas in Bangladesh cannot meet the requirement of household gas use along with wider electricity generation for the country as well. The reserve of natural gases in Bangladesh is now at alarming condition to meet the future demand. As the natural resources of energy is depleting at a very alarming rate in Bangladesh, the government is diligently involved in managing the contingency plan for electricity and power. However, the energy policy of Bangladesh has the vision of providing with the electricity to whole country by 2020. The government welcomed individual entrepreneur and self-sufficient power suppliers to get into the energy sector in Bangladesh. Beside these, it has already been started importing electricity and LNG from India and made agreements with private organizations who are interested to generate electricity with small scale power plants to procure electricity with a higher price with Public-Private Partnership (PPP) basis. Bangladesh government is putting their efforts rigorously towards attaining their goal “Electricity for All” by 2020 combing all the efforts towards achieving this goal. Considering this, the Power Division of the Ministry of Power, Energy and Mineral resources of Bangladesh, propelled for immediate actions to be considered to enhancing the energy consumption patterns of Bangladesh. The Power Division, in 2012, took several steps including restricting supply of natural gas the power plants, which produce electricity using natural gas with a view to prioritizing the household gas use and looking for alternative sources of renewable energies.

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1.2 Background of the Study

Combination of hands-on experience with the theoretical knowledge makes a person more efficient to utilize his or her skills in practical world. From this view-point, the Marketing Department in Daffodil International University has launched the internship with a business organization in order to combine pragmatic knowledge of divergent business areas with theoretical knowledge taught in the university. Therefore, after completing the academic course works, this internship program provides us with an appreciable chance to observe the practical business activities in the globe, to obtain empirical experience and to become a smarter business executive. As I had been working in the field of solar energy for a long time and there is a huge prospect of building up one's career in this arena, I decided to do my internship program in Smart Solar Energy Limited, one of the large-scale solar energy providing private companies in Bangladesh.

1.3 Scope of the Study

This apprenticeship program is principally related to on the job training program and it is a part of my MBA program in the Daffodil International University. The duration of the internship program is two-month. It is an independent research work supervised by an individual supervisor of the university. This study covers the current marketing policy, strategy and management of Smart Solar Energy Limited, one of the large-scale solar energy providing private companies in Bangladesh. It is a kind of exploratory research. The data collected for this study is mainly from the secondary sources such as company brochure, websites, company magazines and audit reports along with short interviews with the customers, mid and top level employees of the marketing department of the organization. While conducting the study, the application of 4P's of marketing management has been taken into consideration.

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1.4 Significance of the Study

This exploratory study has the contribution in many folds. Firstly, the sources of non-renewable energy in Bangladesh is depleting rapidly day by day, which creates a huge gap in demand and supply of energy provision in Bangladesh. There are also many detrimental effects of using fossil fuel on environments including global warming. This study will contribute to awareness building among the consumers, private providers and the policy makers on importance of solar energy, a prime source of renewable energy in Bangladesh. Secondly, this study will focus on finding the current policy, strategy and marketing management practices of the company, which will try to find the gaps of the company's solar energy marketing management. The study will also offer some recommendations to how to improve their efficiency in marketing management to compete with their counterparts in Bangladesh and abroad.

1.5 Objectives of the Study

The main objectives of this study are as follows:

- i. To identify company's current marketing policy, strategy and management practices;
- ii. To analyze the marketing mix of the company ;
- iii. To identify gaps related to marketing activities of the company; and
- iv. To make some recommendations to improve their marketing efficiency.

1.6 Methodology used in the Study

In this study, qualitative methodology was used to collect and analyzed the data. Both the primary and secondary data were collected for this research. First, secondary data were obtained from company brochure, different files and documents, relevant papers and publications and official website of the company.

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Then primary data were collected through face-to-face semi-structured interviews with the customers, mid-level marketing executives and a top-level manager of marketing department of the company. Each interview had the duration of 30-40 minutes. 30 customers and 04mid-level marketing executives and a marketing manager were considered for this study. The company officials asked to answer the company policy, strategy and management plan about their products. The customers were asked to answer how and why they were convinced by the marketing department of the company to use their products. Convenience sampling technique was used to select the respondents.

1.7 Limitations of the Study

Duration of the internship period to diagnose the problem and analysis the data is one of the major limitations for this study. Identifying the genuine issues and rendering suggestions were few of the limitations faced conducting this study like many other studies. Because of the time constraint, small number of sample size was considered for this study. Obtaining a meaningful output with the small number of samples was one of the obstacles for this work. Moreover, it was noticed that the respondents had the inclination not to express their views candidly while conducting the survey and taking the interviews. They tried to keep the information secret to them without any reason. While conducting interviews, it was also noticed that a few of the interviewers did not pay full concentration to respond to the questions. For example, the marketing manager was not pleased to provide the information and was showing celerity due to his defined assignments. Within this limitations and constraints of my study, I tried my level best to get a good result by collecting and analyzing the data.

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Chapter Two: Organizational profile of Smart Solar Limited

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2.1 Company History

Smart Solar Energy Limited has become a trusted name in the Solar Business sector in Bangladesh. It is one of the market leaders and manufacturers of solar panels in Bangladesh. The organization was established in 2001 at four different locations at Mamunnagor, Sarabo, Kashimpur and Gazipur near Dhaka city. The main principles of the organization are to enrich the technical know-how, a way of continually developing and evolving, and a determined technique of rendering the quality and service to its valued customers. From the social adherence to the mass people of Bangladesh, some dynamic, talented, self-encouraged and diligent entrepreneurs initiated this solar panel business first time in Bangladesh. Smart Solar Energy Limited is endeavoring to providing some facilities to the mass people of Bangladesh and also playing an outstanding role to secure the globe from the Green House Gas and the result of global warming with their small capabilities. The Company has become a trusted name in the solar business sector in Bangladesh. From its very inception, the company has owned confidence and goodwill from its clients. Within a short span of time, Smart Solar has grown into a renowned and dependable organization.

2.2. Vision and Mission of the company

2.2.1 Vision of the company

More than an industrial venture, Smart Solar Limited has a vision as: “A challenge and a commitment to contribute to change Bangladesh into a country self-reliant on sustainable clean energy”.

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2.2.2 Missions of Smart Solar Limited

The missions of Smart Solar are:

- Initiative with effective leadership development
- Providing unconventional planning and innovative design.
- Securing efficient business practice.
- Commitment to protecting environment and assuring corporate social responsibility.

2.3 Objectives of Smart Solar Energy LTD



The main mission of Smart Solar Energy Limited is to become the business premium in solar business sector of Bangladesh. The organization sets a complete set of objectives, which will help obtain its main business mission, which is efficient contribution in economic and social development. To attain the goals the organization sets two major objectives, which are:

Business Objectives:

- Contribution to reducing unemployment problems.
- Providing diversification in its business.
- Motivating consumers of the product to obtain quality products.

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- Increasing profit margin to have greater leverage in their business.
- Considering each and every unit of the organization as a family.
- Increasing the market share of their business.

Marketing Objectives:

- Increasing the number of sales.
- Rendering optimum sales services and after sales service to the consumers.
- Keeping up-to-date record of their business competitors and their sales activities.
- Reducing the expenses with a view to increasing profit margin.
- Nurturing the new customers.

2.4 Commitments of Smart Solar Energy Limited

The commitments of the company to its customers are: Discipline, Honesty & Integrity, Sincerity, Creativity, Loyalty, Total commitment and dedication, Excellence through teamwork, Customer-first, Quality-focus and Credibility & secrecy.

2.5 Corporate Information

i. Principal Bankers

1. Initially the company had the financial support from Investment Corporation of Bangladesh (ICB): till September, 2010.
2. From September, 2010 to till now we have a complete package of financial support by Mercantile Bank Ltd., Nayabazaar Branch, Dhaka.

ii. Key Information

An Evaluation of Marketing Activities of Smart Solar Energy Limited

- | | |
|--------------------------------------|----------------------------|
| 1. Type of Business | : Solar Panel Business. |
| 2. Type of the Organization | : Private Ltd. |
| 3. Company Incorporation Certificate | : C-69384 (1895)/07 |
| 4. Import Registration Certificate | : Ba-0206797 |
| 5. TIN Certificate | : 003-202-1471/Co-3, Dhaka |
| 6. VAT No. | : 5171015800 |
| 7. No of skilled Manpower | : 500 nos. |
| 8. Total No. of Manpower | : 600 nos. |
| 9. No of Executed Project | : 09 nos. |

iii. Registered Office Address:

Corporate Office & Factory:

Mamunnagar(Chokroborty), Sarabo, Kashimpur, Gazipur.(30 Km away from Dhaka city besides DEPZ road)

Overseas Office:

CMAX Consulting & Computers

4629. 10th Avenue N, Lake Worth, FL-33463, USA

Tel: 1-(561)-202-6620, Fax: 1-561-202-6619

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Chapter Three: Marketing Activities of the Company

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3.1 The Target Market of Smart Solar Energy Ltd

Target markets of Smart Solar Energy Limited outline the group of customers with having similar attributes. Recognizing the group of customers having similar characteristics, prioritizing the categories to label them, comprehending their interests, behavior and actions and acknowledging them with relevant marketing policies that persuades the desires of each selected fragment are the overall goal of the Smart Solar Energy Ltd.

3.1.1 The Target Markets

Smart Solar Energy Limited has different type of target markets. But the target market is selected from different categories of people. They believe creating a successful marketing plan giving extra benefits of Smart Solar Energy Limited to get the target customers. There are different types of target customers.

i. Middle income new movers: Middle income new movers are perfect target market o Smart Solar Energy Limited. Because of middle income new movers need solar system for better living. So middle income new movers are target market of Smart Solar Energy Limited.

ii. Investors of Solar: They always want to invest in solar business sector. So investors are the target market of Smart Solar Limited.

iii. Homeowners: Homeowners are great prospects. Homeowners are target market of Smart Solar Energy Limited.

iv. High income persons from real estate sector: Somebody earns lots of money from real estate sector. And they always want to invest in solar

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system for real estate sector. So high income persons from real estate are target market of Smart Solar Limited.

- v. **Moderate income people:** For the moderate income people, Smart Solar Energy Limited has lots of advantages/discounts. Moderate income people can purchase solar panel easily. So the company has target on moderate income people. Neighborhood of the company managers is a target market of the company. Creative people, who want an urban lifestyle, frequently draw fair earnings, which can meet requirements for eligibility to purchase the products. Top level managers earn modest incomes. And they lead luxurious life. Every top level manager is target market of the company. Employees/Middle managers are target market of Smart Solar Energy Limited. The company has different type of facilities for employees/middle managers who are employees in any organization.

3.2 Marketing Activities of the Company

Usually, marketing can be defined as a means of social and managerial activities, by which individuals or segments can acquire what they require and demand through generating and trading-off the products and its values with other products. There are many individuals who consider marketing merely as a tool for promoting and selling of products. However, promotion and selling are only the tip of the iceberg of the concept of marketing management. It requires through understanding of customers' requirements, product development that renders superior value to the customers, pricing distribution and promotion of the product efficiently and effectively. Fixed-asset marketing is not as easy as marketing of other products or services because the buyers consider number of things before making the buying decision of such product. So, because of the nature of fixed-

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assets, marketing activities used in solar energy products is not like the other products marketing activities. The marketing activates are described as follows: Following marketing strategies of related products of other organizations, the Smart solar Energy Limited maintains the same marketing propositions, which consists of 4 P's: Product, Price, Place and Promotion. Each "P" is related to the promotion of their products.

3.2.1 Analysis 4 P's of Smart Solar Energy Ltd

Generally it is known that a product is anything that optimizes effectiveness of the customers. Regarding a product, marketing policy is composed of several attributes. Smart Solar Energy Limited is devoted to improving the standard of living the individuals of Bangladesh. These dedications require enormous social responsibility to ascertain standards in terms quality, number, integrity, solidity, safety, effectiveness and elegancy of the product. If we look at the life-cycle of a product, strict mechanism for quality control includes testing of raw materials, quality control at the time of work-in-progress, examining the quality of final product along with observing the stability and proper documentation is preserved with a view to ensuring the paramount quality of the products in a consistent manner. In this research work, solar panels are taken into consideration a main product, which are used for residential and commercial purposes. The main characteristics of the products are as follows:

- Diversifications of the products produced by company.
- Resilience of the products.
- Innovative design and styles of the products.
- Dimensions of the panels

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3.2.2 Pricing Activities

Price of a product is defined as the quantity of money paid for a product or service and amount of the value that consumers get in exchange of that for the satisfaction of obtaining or utilizing that products or services. Furthermore, pricing strategy of the product is the set of activities or guiding principles that assists the organization in making the pricing decisions effectively and efficiently. It also helps to guide the company achieving its business objectives. It is one of the significant components of the whole marketing policy of an organization. An organization can effortlessly control the demand pressure from the target market by manipulating its price efficiently. Now-a-days, the market is dedicatedly fragmented, principally on the basis of geographies, prices and dimensions. As a result, the company is highly concerned to provide highest quality product & service.

Profile no	Capacity	Installment period	Price per installment
1	100W	36 months	1500-2000
2	200W	36 months	500-1000
3	150W	36 months	1000-1500
4	100W	12 months	500-1000
5	200W	12 months	1500-2000
6	200W	24months	1000-1500
7	50W	24months	1500-2000

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3.2.3 Pricing Objectives of the products

Objectives of pricing policy should be in consistence with the overall mission and vision of the organization. An organization can acquire six vital objectives through its pricing strategy. These are: maximization of revenue generation, optimization of profit margin, maximizing sales growth, maximizing market skimming, and leadership in product quality. The organization points atthree objectives: survival, maximum profit margin and maximum sales growth through its pricing policy.

Survival: Survival is one of the major objectives of the company. Since Smart Solar Energy limited considers its strong competitors and changes its strategy as per customers' requirements. Therefore, the company sets survival is one of its pricing objectives.

Maximum Current Profit: The Company calculates the demand of the products and its related costs with alternative prices and select the price that generates the maximum current profit, cash flow and rate of return on investment.

Maximum sales Growth: Smart Solar Energy Limited fixes a logical price for its products in consideration with the price of other firms. The firm desires to maximize unit sales and subsequent its profit margin.

Pricing methods: The Company sets a number of ways to set its pricing strategy. These are markup pricing, target return pricing; buyer-based pricing and going rate pricing. Currently, Smart Solar Energy Limited assumes going rate pricing technique for its products. In going rate pricing the company sets its price largely

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based on the competitors' prices with less attention paid to its own costs and demands. In the case of pricing, The Company considers the following factors:

- Estimating of the price of the raw materials.
- Estimating the developments costs.
- Predicting the future costs.
- Calculating the fixed costs.
- Calculating the variable costs, and
- Finally, the competitors' price.

3.2.4 Place/Distribution Activities

In contempt of today's cut-throat business circumstances, the company evolves and maintains high achievers and devoted employees and offers superior working environment for the workforce that revert and advocate a high level of devotion and engagement, both to its employees and its customers. At Smart Solar Energy Limited, efficient output is always predicted and subsequently awarded to the employees. The proficient personnel of the company furnishes with every aspect to be confident about their future career growth.

3.2.5 Promotion Activities

Product promotion mix is made up of four ways of communications: advertising, door-to-door selling, sales promotion and commercials. In contempt of today's cut-throat business circumstances, the company evolves and maintains high achievers and devoted employees. The company offers a distinguished working environment for the employees that reflect and promote a high level of reliability and engagement for the employees and to the customers as well. Smart Solar Energy Limited is committed to flourishing each employee, their technical and managerial skills through different educational and vast internal and external

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on-the-job training programs round the year. Most of employees in the company enjoy related training on the following areas:

- Managing time
- Caring the customers.
- Customer relationship management
- Leadership development
- Team building and capacity enhancement.

2.4.6 Promotion of the Products

Advertising is one of the significant tools considered by the company on developing customers' faith and providing after sales service as well. The company allocates the lion share of its total promotional budget for advertising. When we look at the company, we can simply comprehend that the company could successfully forecast the efficiency of advertising.

Newspaper: The Company forwards their advertisements to most of the national dailies mentioning feasibility of the products, opportunities, features etc. and innovative and colorful photographs of the panels.

Television: The Company also puts forward the advertisements of the products, which is frequently shown on the government and private TV channels with a view to attracting the probable customers and also to get the others to inform about the products.

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Personal Selling: Company maintains good relationship with the customers. Generally, the company follows two mode of personal selling for maintaining long term relationship with their target customers.

Field force employees: A number of employees are engaged in door to door marketing. They go to the customer's houses, explain them about products and services. Generally this is the task of influencing the people to make a purchase decision.

In House Marketing Team: In house marketing team is the part of the marketing department of the company. Usually they work with the direct customers. The personnel explain different aspects of the products to the customers and also give them answer of questions.

Sales Promotion: Sales promotion is another essential ingredient in marketing campaign. Advertisement offers a reason to buy, whereas sales promotion offers an incentive to buy. The company offers the following discounts, gifts, low cost services price off, cost free services etc.

3.3. Sales policy of The Company:

Most of the company in this industry develops sales policy based on in house in house sales personnel. The outside sales forces are generally used to create customers in case of purchasing products and services.

3.3.1 Sales at a time with cash payment:

In this case at first the customer pays the some money and after one month of booking pays the rest of amount.

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3.3.2 Sales on installment:

This is comparatively relaxed policy. There are several installment schemes. In this case the purchaser can pay a specified amount either in 12 or 24 or 36 installments.

Chapter Four: Findings, Recommendations and Conclusion

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4.1 Findings

- The company does not use all the promotional tools like as sales promotion, personal selling, advertising, neon sign billboard etc. That's why customers don't get actual information.
- Competitors always change the policy frequently in this industry which is also considered as another major marketing problem.
- The company Clients thinks that the price is high. That's why company can't fulfill their target. This problem is marketing problem.
- The most difficult job for the most marketing executives is to create faith on customer mind. They always hesitate to make such purchase decision. So, it is marketing problem of the company. Because the company cannot create faith on customer mind.
- Sometimes the Company fails to hand over the project within the specific period due to several factors like shortage in raw materials, natural calamities. It is another marketing problem.
- Lack of Finance support like loan. That's why the company can't fulfill customer target and loss their customers. So it is major marketing problem.
- Lack of management effectiveness in the marketing sector, for that products & service quality is getting low. Customers want to get better product. When Company does not ensure their quality, customers go back.

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4.2 Recommendations

- The company should give more advertisement in different media like Radio, TV, Newspaper and Magazine. The company should use all promotional tools to increase the sales and brand image.
- The company needs to develop marketing and management system, like strong branding, recruit sufficient marketer in marketing department etc. Company should improve both sectors.
- The company should concentrate to develop service community mainly in successful projects.
- The company should improve quality, design. Then customers will want to purchase the products. These activities are product activities.
- The company should provide loan and other financial facilities for the lower-middle and lower income clients to increase the sale.

4.3 Conclusion

Today Renewable solar is recognized the world over as the main engine that runs the economy, creating work not only for managers, accountants and architects, but also for makers and sellers of solar materials. The demand of energy is very high, particularly in Dhaka city. So, the prospect of solar business is very high. Now if the solar companies run their business according to the demand of middle class, lower middle class, and higher middle class people, the business must be profitable. From the study, which I have conducted at Smart Solar Energy limited found that they are using all the possible policies to run the business. The report also has shown the overall picture of the solar market and opportunity in Bangladesh. I was assigned in the solar market sector in Bangladesh. Three months are short to understand every aspect of a company and overall market condition of this sector. Actually it needs more time to determine the overall market size,

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conditions, opportunity, and business activities of the company. Within the short time, I have tried to show the overall scenario of solar market sector and its marketing activities and actual market image of different company through direct interviews from different customers based on marketing activities of Smart Solar Energy Ltd and finally, I had retried my best to analyze the company's market image and position on the basis of my surveys results.

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