

“An Analysis of the Marketing Activities of PRIMAX”



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LETTER OF TRANSMITTAL

Professor Dr. Mohammed Masum Iqbal
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Subject: Submission of Internship Report on “An Analysis of the Marketing Activities of PRIMAX”.

Dear Sir,

It's a bundle of pleasure to me as I am finally submitting my internship report on the topics of “An Analysis of the Marketing Activities of PRIMAX” which was assigned to me as a fulfillment of the degree “Bachelor of Business Administration” While making this report I came across many hurdles and pleasant experience. Yes, I have gathered valuable experience during this time & undoubtedly it will be benefitted to me in the years ahead.

Hereby, I tried to describe my observations, learning and experienced gained in the Bangladesh Venture Capital Limited Company. I tried my best to comprehend and translate my experience and knowledge in this report.

I would like to thank you for your prolonged support and guidance during my Internship and preparing the report. And I hope that you would be kind enough to see inconveniences or mistakes that may have appeared beyond my knowledge.

Sincerely Yours.

Monsurul Islam
08-07-19

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CERTIFICATE OF SUPERVISOR

This is to certify that the internship report on “**An Analysis of the Marketing Activities of Primax**” has been submitted by Md. Monsurul Islam ID: 143-11-4094 for the award of the degree of Bachelor of Business Administration (BBA) program major in “Marketing” in Daffodil International University. To the best of my knowledge and as per his declaration, any part of this internship report has not been submitted for any degree, diploma or certificate elsewhere. The report is recommended for submission.



Professor Dr. Mohammed Masum Iqbal
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STUDENT DECLARATION

I am Md. Monsurul Islam student of Business Administration, Daffodil International University, do hereby that the Internship Report entitled “**An Analysis of the Marketing Activities of PRIMAX**”. Presented to the department of Business Administration, Daffodil International University is the outcome of the dissertation report performed by me under the supervision of Professor Dr. Mohammed Masum Iqbal, Faculty of Business and Entrepreneurship, Daffodil International University. I also declare that no part of this report has been or is being submitted elsewhere for the award of any degree, diploma or recognition.

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08-07-19

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It was really a great pleasure to prepare Internship Report on the topic of “An Analysis of the Marketing Activities of PRIMAX” under a Sister concern of Daffodil Group of Company “Bangladesh Venture Capital Limited”

At the very beginning I would like to express my deepest gratitude to almighty Allah for giving me the strength and the composure to finish the task within the schedule time .I would like to convey my gratitude to my honorable parents who always support me. I am really pleasure to declare that I am fortunate to get the cordial guidance and supervision from Professor Dr. Mohammed Masum Iqbal, Faculty of Business and Entrepreneurship, My heartiest gratitude to him for giving me valuable suggestions to complete, the whole thing in a right manner. My thanks and gratitude to the authority of Bangladesh Venture Capital Limited Company to allow me to complete my Internship at their institution. I would like to express my indebtedness to Mr. Rashadul Islam, Coordinator of BVCL. I am also thankful to Mr. Golam Monowar Kamal, Managing Director & Maliha Islam, Research Associate, who gave special attention to me right from the very beginning of my stay, AT BVCL lastly I like to give many special thanks and inexpressible greets to my both senior and fellow for giving me good advices and suggestions and for inspiring me in some cases. Thanks to everyone from the core of my heart.

ABSTRACT

Business are expanding day by day new employment are creating demand for doing business is getting popularity and creating positive impact in Bangladesh.

PRIMAX is also a potential Home appliance business in Bangladesh. With Innovation and positive participation in this field near future they will bring top business company Recognition in Bangladesh. The main goal of this report is to conduct a study An Analysis of the Marketing Activities of PRIMAX. Bangladesh Venture Capital Limited (BVCL) operating one business. It is service oriented. There are also two businesses under Business Incubator Platform.

In this report six chapter has been included. They are introduction; overview of PRIMAX, Theoretical aspects, Marketing Strategy of PRIMAX, Marketing Mix of PRIMAX, and the last Chapter is Problems, Recommendation and conclusion.

The **First** chapter, the report finds that PRIMAX is a home appliance company. They began their journey in 2015. The objective of the study are: to identify the marketing strategies of PRIMAX, to explain the marketing mix, to identify problem related to marketing activities of PRIMAX and to make recommendations to solve the problems. The main focus of the study was to identify the marketing strategies and to find the marketing related problems. That means all the aspects of PRIMAX marketing related aspects has been discussed. This report has been prepared on the basis of experience gathering during the period of Internship. Both primary and secondary Data has been collected to complete the assign report. The limitation are lack of knowledge, lack of time and lack of sufficient data.

The **Second** chapter, "PRIMAX" is a Govt. registered Electronics company. It is a different kind of business institution. PRIMAX sell home appliances such as Air condition, Fridge, Micro oven, Water filter, LED light etc. It offers expert mechanic for home appliances maintenance and repair services. It is a start-up business funded by Bangladesh venture capital limited. It is a very renowned company in Dhaka city. The company is committed to growth and improvement of all aspects of its operation and willing to be a leader in all the Home Appliances Service in Bangladesh. Their values serve as a compass for our actions. Values are: entrepreneurial spirit, team work, be Adventurous, Creative, and Open-Minded, Innovation, Collaboration, Be rigorous.

The **Third** chapter, theoretical aspects of marketing Apart from PRIMAX Marketing has been shown according to present perspective of marketing scenario. This chapter is containing about what is Market, what is marketing, what is traditional Marketing, what is Digital Marketing, about PRIMAX, Benefits of PRIMAX, PRIMAX objectives, PRIMAX goal, History and background of PRIMAX.

The **Fourth** chapter, There are varieties of segmentation factors. Among them PRIMAX mainly segments its market based on Demographic, Behavioral and Psychographic bases. In segmenting the market on demographic basis PRIMAX mainly considers age, both gender and different family size. For behavioral segmentation, company have put much emphasize on the user status and benefit of the customers. For psycho graphical segmentation they are using lifestyle to segment their market. PRIMAX do different in terms of their product, price, promotion and services for their target customer. They are also making their position by online marketing. But they only use Facebook and their company mail as media for their promotion.

The **Fifth** chapter, products of PRIMAX are: Air condition, fridge, micro oven, water filter, led Light, AC and refrigeration repairing, provides electrician and plumber. A pricing sample invoice have given. PRIMAX uses the direct channel or zero level channel for placing their product or service. They are promoting their product by direct marketing, sales promotion, by giving special offer and digital marketing.

And the **Last** chapter some problems have been identified from the study and also the recommendations of those problems are given. I have perceived from the working background that “PRIMAX” is actually an effective and enough operative business company. “PRIMAX” are developing their company with more stability for entering at the competition level. It has ended up being in like manner possible by power of the never ending work and trustworthy commitment of the representative of the company. So it must be realized that “PRIMAX” is prominent and adjustable at home appliance business in Dhaka city and in future for all over Bangladesh.

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CHAPTER 1
INTRODUCTION

1.1 Introduction:

A home appliance company, normally implied as inventive company, is a business committed to making, masterminding and dealing with and once in a while extraordinary kinds of headway and advancing for its customers. An advancement office is ordinarily free from the customers; it maybe an internal division or office that gives an outside point of view to the effort of moving the clients things or company, and outside firm. An office can similarly manage all in all exhibiting and stamping approaches progression for its clients, which may incorporate deals too.

Revolution in ideas is what always exists in our minds from the journey began in 2015. “PRIMAX” said that they are young but experienced person who started the journey had an average age of 25. At the same time, they knew that as they grow old, they would brand them as experienced but young. Their practice of energy to chase the odds to bring positive changes enriched them with this confidence.

It is time for people of Dhaka city to rise high as well as for “PRIMAX” to engage evolution in home appliance industry to transform this human behavior with the power of creativity to build a positive Bangladesh and brand Bangladesh globally.

Report on An Analysis of the Marketing Activities of “PRIMAX” has been completed for the course requirements of BBA degree under Daffodil International University. I have completed my internship under Bangladesh Venture Capital Limited Company. Bangladesh Venture Capital Limited is a sister concern of Daffodil family.

1.2 Origin:

In today's world only education does not make a student's perfect to become competitive with the outside world. Internship is highly needed to gain idea, knowledge and experience. Daffodil International university one of the most reputed private university in Bangladesh, has been designed the curriculum of the BBA course such a way that the international standard graduates will be produced. After completing 123 credits hour, one student need to go for further 3 credits hour internship program in a commercial organization.

Bangladesh Venture Capital Limited Company is a place where I could learn business and marketing strategy in practice. As an intern student I have got the opportunity to work with this organization for three months and acquire idea about real business strategy, policy and practices.

1.3 Objectives:

The objectives of the study are as follows:

- ✚ To identify the marketing strategies of PRIMAX;
- ✚ To explain the marketing Mix of PRIMAX;
- ✚ To identify problems related to marketing activities of PRIMAX;
- ✚ To make recommendations to solve the problems.

1.4 Scope:

The study will mainly focus was to identify the marketing strategies for PRIMAX and to find the marketing activities related problems of PRIMAX. The proposed study will cover the procedure & techniques followed by start-up business Selection procedure to become a part of venture firm. Guide line procedure and other service provided by Bangladesh Venture Capital Limited Company. That means, in this study all the Aspects of PRIMAX marketing activities related aspects has been discussed. Moreover, the problems and proposed solutions have been conferred in this study. The biggest scope in this report I am presenting the most recent information of PRIMAX funded by Bangladesh Venture Capital Limited.

1.5 Methodology

This report has been prepared on the basis of experience gathering during the period of Internship. The study requires systematic procedure from selection the topic. To conduct the study, Data sources are to be identified and collected, there to be classified, analyzed, Interpreted and presented in a systematic manner and key points are to be formed out. In Addition everyday instruction with employees of the company has proved to be an extremely effective source and method for receiving information. Both primary and secondary Data has been collected to complete the assign report.

Primary data collection:

Primary data has been collected through practical work, focus group discussion, case studies on executive officials, informal conversation with the clients and direct observation.

Secondary data collection:

Secondary data is data that has been collected from second source. To complete the report secondary data has been collected from:

- ✚ Operation manual books
- ✚ Sales record
- ✚ Website of PRIMAX
- ✚ Files and folder
- ✚ Different online article
- ✚ Face book pages.

1.6 Limitations:

In undertaking this study, numbers of problems were faced. Thus the study has several limitations. The limitations are:

a) Lack of knowledge:

As a student, in the research field, I have no past practical experience of data collection, data processing, data analyzing, integrating and presenting. So it is a limiting factor for obtain accurate information.

b) Lack of time:

The time period for this research is not good enough. For the time limitation I could not gather more information to justify exact condition.

c) Lack of sufficient data:

PRIMAX is not too old. At the same time the Company is not aged also. So Information in specific figure is insufficient and it becomes limitation to complete the report.

CHAPTER 2
Over view of PRIMAX

2.1 Introduction:

"PRIMAX" is a Govt. registered Electronics company. It is a different kind of business institution. We sell home appliances such as Air condition, Fridge, Micro oven, Water filter, LED light etc. It offers expert mechanic for home appliances maintenance and repair services. The company was founded in July, 2015. Initially the company is providing its services only Dhaka city. Although "PRIMAX Home Appliances Service" is famous for AC and refrigeration repairing services, it also provides electrician and plumber to solve customer's' problems in the easiest, quickest and most efficient way.

The Company has already become the number one choice for consumers because of being incomparable for its cheapest service rate. Our consumer's reliability upon us is our greatest asset. Hence, "PRIMAX" has become a great trust worthy institution. The Satisfaction of our beloved customers is our first priority. About 10 skilled mechanics are working in this company. The Company is thankful to the "Bangladesh Venture Capital Ltd" for being a partner at the early stage of this company.

2.2 Company profile:

PRIMAX is a very renowned company in Bangladesh. It is a start-up business funded by Bangladesh venture capital limited. Bangladesh venture Capital Limited Company is a sister concern of Daffodil Family and Daffodil family is determined to go beyond together.

2.3 Historical Background:

PRIMAX is a very renowned company in Dhaka city. PRIMAX started their journey in July, 2015 under Bangladesh Venture Capital Limited. The Company is basically Service oriented. Provides Home Appliances Service and also they provides electrician and plumber to solve customer's' problems in the easiest, quickest and most efficient way. The company is committed to growth and improvement of all aspects of its operation and willing to be a leader in all the Home Appliances Service in Bangladesh.

2.3.1 Location:

Corporate office address:

Daffodil Business Incubator Building, Level-04

105, Shukrabad, Mirpur Road, Dhaka-1207

Phone: 01781-887777,

Email: primaxgroupbd@gmail.com, Website: primax.com.bd

2.3.2 Project Description:

Name: PRIMAX

Status: Private Limited Company.

Business types: Service Oriented

- ✚ Air condition
- ✚ Fridge
- ✚ Micro oven
- ✚ Water filter
- ✚ Led Light
- ✚ AC and refrigeration repairing
- ✚ provides electrician and plumber

2.4 Vision of PRIMAX:

PRIMAX ensures highest standard of client's services through best function of latest technology, best service and make contribution to the national economy by establishing them resolutely at home and abroad as a front ranking home appliance company of the country are their apprehend vision.

2.5 Mission of PRIMAX:

- ✚ PRIMAX efforts expansion of their activities at home and abroad and adds new dimensions to the home appliance business and services which are persistent unabated.
- ✚ PRIMAX also put highest efforts in ensuring better sale service, customer satisfaction and improved clients services as well as to their binder to serve the society through which they want to get closer to the people of all kinds.

2.6 Values:

Our values serve as a compass for our actions and describe how we behave in the Business world.

- ✚ Entrepreneurial spirit: Be Dedicated for Business
- ✚ Team work: Leader create
- ✚ Leadership: The courage to shape a better future
- ✚ Be Adventurous, Creative, and Open-Minded
- ✚ A focus on success: Where success become dream
- ✚ Integrity: Be real
- ✚ Innovation: Be Innovative
- ✚ Collaboration: Leverage collective genius
- ✚ Be rigorous. Get it right.

CHAPTER 3
Theoretical Aspects

3.1 Market:

A market is a medium that allows buyers and sellers of a specific goods or services to interact in order to facilitate an exchange. This types of market may either be a physical marketplace where people come together to exchange goods and services in person, as in a bazaar or shopping center, or a virtual market wherein buyers and sellers do not interact, as in an online market.

3.2 Marketing:

Marketing is a process of creating, communicating, delivering value to customer in a profitable manner.

According to Dr. **Philip Kotler- Marketing** as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines measures and quantifies the size of the identified market and the profit potential.

3.3 Traditional Marketing:

Traditional marketing refers to any type of promotion, advertising or campaign that has been in use by companies for years, and that has a proven success rate. Methods of traditional marketing can include print advertisements, such as newsletters, billboards, flyers and newspaper print ads.

3.4 Digital Marketing:

Digital Marketing (also known as data-driven marketing) is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

3.5 PRIMAX

“Primax Home Appliances Service” is a different kind of business institution. It offers expert mechanic for home appliances maintenance and repair services. The company was founded in July, 2015. Initially the company is providing its services only Dhaka city. Although “Primax Home Appliances Service” is famous for AC and refrigeration repairing services, it also provides electrician and plumber to solve customer's' problems in the easiest, quickest and most efficient way.

3.6 Benefits of PRIMAX:

- Puts the customers in control
- Provides convenience
- Increase satisfaction
- Build your brands
- Provides targeted result
- It is measurable
- Cost effective
- Giving best service in Dhaka city

3.7 PRIMAX objectives:

- ❖ Reaching the right audience
- ❖ Create engagement with audience
- ❖ To motivate your audience to take action
- ❖ Efficient spending on your campaign

3.8 PRIMAX goal:

PRIMAX is generating sales and services to capture leads from customer that are searching on the internet or located showrooms/outlets in Dhaka city.

3.9 History and background of PRIMAX:

PRIMAX was first founded on July 6, 2015 under Bangladesh Venture capital limited. At the beginning level of the company, BVCL were Funded for rolling on.

CHAPTER 4
Marketing Strategies of PRIMAX

Segmentation, Targeting, Positioning (STP)



4.1 Segmentation

Segmenting is dividing the whole market into different smaller groups of buyers with distinct needs, characteristics, or behavior that might require separate products, services, market mix and marketing strategies.

Segmentation also reduces the risk of an unsuccessful or ineffective marketing campaign and marketers can also use segmentation to prioritize their target audience.

4.1.1 Segmentation strategy of PRIMAX:

There are varieties of segmentation factors. Among them PRIMAX mainly segments its market based on Demographic, Behavioral and Psychographic bases.

They are given below:

4.1.2 Demographic segmentation:

In segmenting the market on demographic basis PRIMAX mainly considers age, both gender and different family size. Also they consider about income by divided the market into a different income groups.

Primax
Home appliance service

Feature of primax air conditioner

1. Energy save up to 70%.
2. Super air purifying system.
3. Exact B.T.U
4. Warranty 5 years.

Primax AC
Fell the maximum cool!!
I Ton split Type.

PRIMAX

12,000 TK Down payment!!
3,500 TK
6 Installment!!!

4.1.3 Behavioral segmentation:

In this segmentation, company have put much emphasize on the user status and benefit of the customers.

Here they divide the market into groups according to benefits (quality, economy, service, look etc.) that consumer seeks from their products and services. Also PRIMAX company market is segmented into regular users, first time users, potential users and want to reinforce and retain regular users, attract targeted non users.



4.1.4 Psycho graphical segmentation:

By using the psychographic segmentation Primax markets their products and services. They use lifestyle to segment their market. For example they markets cheaper rates ac for lower middle income at the same time sell higher middle income people.

Primax is offerings also different brands AC with different price and warranty by measuring the personality of consumers.



4.2 Targeting

After defined the market segments of a company, one or more segments can be select or company can enter. Market targeting involves assessing every market portion appeal and for enters at least on fragments it helps to choose. A company should target portions in which it would profitability be able to produce the best customer esteem and continue it after some time.

For Bangladesh its growing population and growth of economy has huge demand for home appliance products and services. Day by day this demand is increasing. As the people of this country are mainly price sensitive, PRIMAX, being the manufacturer of AC and service providers is very hard to meet the demand of this large market by providing competitive prices. So PRIMAX main goal is to capture the local market as they as still behind very big companies like LG, WALTON, and SINGER.

- **Differentiated:** In differentiated, PRIMAX do different in terms of their product, price, promotion and services for their target customer. They present their quality and competitive price of their services and products for their clients.

4.3 positioning

Positioning for a product to control a clear, distinctive, and desirable place relative to competing products the minds target consumers. The position of a product is the sum of those attributes normally ascribed to it by the consumers – its standing, its quality, the type of people who use it, its strengths, its weaknesses, any other unusual or memorable characteristics it may possess, its price and the value it represents.

PRIMAX are trying to give the same product in less than that the competitors assuring the same quality in terms of air conditioner.

They are also making their position by online marketing. But they only use facebook and their company mail as media for their promotion.

CHAPTER 5
Marketing Mix of PRIMAX

5.1 Marketing Mix



The marketing mix is also known as the 4Ps is a foundation model. It has been defined as the “set of marketing tools that the firm uses to pursue its marketing objectives in the target”. The main marketing tools are classified into four groups, called the 4ps of marketing:

- ✚ **Product**
- ✚ **Price**
- ✚ **Place**
- ✚ **promotion**

5.1.1 Product:

The goods and services combination of the company offers to the target market is called product. A product refers to an item that fulfills the customer's needs or wants. Products may be tangible (goods) or intangible (services, ideas or experiences).

Products of PRIMAX:

- ✚ **Air Condition:** They produce AC which are multifunctional and as like other renowned company (eco+, LG, Singer, Walton). They have different Types and weight AC for their target customer. Also they sell other brands AC like General, Gree etc. As taking part of a middle man between the companies and the final consumers. They are giving EMI facilities with low interest rate and better customer Service for the best satisfaction.
- ✚ **Fridge:** They are selling different renowned companies (LG, WALTON, and SAMSUNG) fridge as third party reseller.
- ✚ **Micro Oven:** PRIMAX have also resell different types, size and categories micro oven to their different target consumers.
- ✚ **Water Filter:** They are supplying various types of water filter for office, at various Institutes, for home in Dhaka city with very good quality with cheaper price.
- ✚ **Led Light:** PRIMAX imports various types of LED Lights from china. They sells LED Tube, panel light, industrial LED flash light, spot and strip lights and colorful bulbs to home use, for Interior designing, office use, industries.
- ✚ **AC and Refrigeration repairing:** they provide repairing services of AC and Refrigerator by their own expert employees. The service can be home, office or any institutes. For getting this service, customers have to post request on online to their website or calling on their helpline. This service is only for Dhaka city.
- ✚ **Provides electrician and plumber:** PRIMAX provide expert electrician and plumber services to home or office by getting request on online by customers. This is also for whole Dhaka city.

Pricing Strategy:

PRIMAX deals with various markets of clients or consumers. Within each market segments, closing of deals will differ. Some approaches are given below:

Institutes or Organization:

Sale will be settled one or two days after the end of the event. A follow-up phone call will be placed notifying the client of total cost, and information about the billing packet that will arrive at their office. A feedback form will be included in these packets to ensure the client.

Individuals:

Sale will be settled one or two days after the event. The phone call will explain the total cost of the product or services, information related the billing. Individuals of any age group are placed on a billing cycle. A feedback form will be included in these packets to ensure the client.

5.1.3 Place:

Place means the moving products from the producer to the intended users. Place includes company that make up the product available to target consumers. In other word, place is how the product is brought and from where it is brought.

PRIMAX office located at **Daffodil Business Incubator Building, Level-04, Room-105, Shukrabad, Mirpur Road, Dhaka-1207**. This is an incubator place for PRIMAX and this is quite a convenient place for their regular clients.

They also can reach on social media like:



PRIMAX uses the following distribution channel:

 **Direct Channel or Zero Level Channel:**

When the manufacturer instead of selling the goods or services of the intermediary sells it directly to the consumer then it is known as direct or zero level channel. Retail outlets, mail order selling, telephone selling, door to door selling and online selling.



5.1.4 Promotion:

The activities that communicate the merits of the product and seduce target customers to buy it means promotion. Market communications are also known as promotion. Promotions are like as: Advertising, Direct Marketing, Sales Promotion, Special Offer, Digital Marketing and public relation.

The Promotional Mix of PRIMAX:

They are using following promotional mix:



Direct marketing: PRIMAX is using direct marketing promotional mix for promoting their product and services. At this stage, this promotional mix is very important for PRIMAX because they can get very close to their targeted clients or customers.

Sales promotion: They also uses sales promotion for promote. They give exclusive discount on AC, micro oven, water filter and LED light on various occasions and seasons. By this, they got very good response from market.

Special offer: For getting the market and compete with other company, PRIMAX is giving various special offers on their products and services. By this they are getting good response from clients.

Digital marketing: At present world, digital marketing is very important for promoting any products and services. PRIMAX is also using this promotional mix for marketing their products and services. With face book and by their email address, they are taking part of promotion.

CHAPTER 6
***Problems, Recommendation
and Conclusion***

6.1 Problems Identified

1. PRIMAX website is not well developed and sometimes it not works. For that problem clients do not contact or take their service properly.
2. They do not have good and creative team, so that its impact on their business.
3. They have only one showroom for selling their products.
4. Employee of PRIMAX wants to work as a team but they cannot work properly. As a result, employees are facing barrier on the business.
5. In every situation employees of PRIMAX depends on managing director.
6. PRIMAX has insufficient employee problem, so that, sometimes they have to work on over pressure and sometimes they delay some work, so they do not stay long in this company.
7. Their product and service performance are not so good, that's why sometimes they get return their product and fail to deliver product on time.
8. PRIMAX do not have any research and development (R&D) department to know the present market and to predict the future market.
9. They do not have any training session for their employees to know more about their market, product and service.
10. Company does not have any privet office to operate their business. They operate their business from an incubator of daffodil institute. For this they cannot explore themselves to their clients very well and clients also cannot build trust very well.

6.2 Recommendations:

1. As soon as possible PRIMAX has to develop their website because when clients have to know about something like their products or services, they must first search on internet.
2. This is one of the main problems of PRIMAX. So they need a good creative team, sometimes they need to work step by step creatively and also maintain their work environment.
3. Need more and more showrooms in Dhaka city to expand their business and for more selling their products and services and reaches their target customers.
4. Every employee should have to know their job responsibility to complete their task. They have to divided there important task each other as their ability and done it properly.
5. PRIMAX is centralized. So that sometimes employees have to stops working and wait for the managing director decision, so they cannot implement their own and something better plan. I think the company has to be decentralized and work together.
6. By hiring more part time worker PRIMAX can effectively increase their productivity and effectiveness and enjoy working.
7. Need to upgrade their products and services specially AC, Micro oven and Led Light and give very fast and better servicing than their competitor in whole Dhaka city.
8. This is very important now a day that they must have a research and development (R&D) department to know the present market and to predict the future market. Otherwise they cannot stay on the competition.
9. PRIMAX have to arrange some training session for all their employees in a month to know better about their market, products and services to grow and develop fast.
10. To explore themselves to their client's very well and to build trust, they need to have a privet office room or floor in a renowned area in Dhaka city or near to their competitors address.

6.3 Conclusion:

I have perceived from the working background that “PRIMAX” is actually an effective and enough operative business company. “PRIMAX” are developing their company with more stability for entering at the competition level. In the light of fact that “PRIMAX” does not try to modify about companies quality, responsibility, punctuality, effectiveness and control. It has ended up being in like manner possible by power of the never ending work and trustworthy commitment of the representative of the company. So it must be realized that “PRIMAX” is prominent and adjustable at home appliance business in Dhaka city and in future for all over Bangladesh. I can execute that, entranced businesses are sufficient to consumers yet they need to facilitate the unambiguous necessities of consumers. For getting me connected with such and business is currently a matter of fulfillment to me since I have a significant affair to this type of service oriented business company. I got that down to earth confront is much wider than confronting the books. It’s moreover let me know, in similarity with what, a business organization structures their selling framework and how might they accomplish them. I have further more experienced corporate lifestyle where I expected to confront a strong system which has emphatically influenced my present life. Likewise, I can express that from this time of this passage level position. I have taken in carious things which are most crucial for my profession and instruction.

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