

**“An Analysis of the Marketing Activities of
President Electronic Industries Ltd.”**



“An Analysis of the Marketing Activities of President Electronic Industries Ltd.”

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Date of submission: 30.09.2019

Letter of Transmittal

30th September, 2019

Professor Mohammed Masum Iqbal,

Dean

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

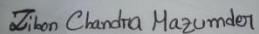
Subject: Submission of the internship report on “An Analysis of the Marketing Activities of President Electronic Industries Ltd”

Sir,

I thus present my internship report titled “An Analysis of the Marketing Activities of President Electronic Industries Ltd.” In this report, I have attempted to break down the overall marketing strategies of President Electronic Industries Ltd. I earnestly trust that this report will live up to your desires. I might want to include here that my internship period at President Electronic Industries Ltd restricted was to be sure an incredible learning knowledge for me.

Much obliged to you for your benevolent collaboration backing.

Sincerely


.....

Zibon Chandra Mazumder

ID: 182-14-2714

Major: Marketing

Program: MBA

Department of Business Administration

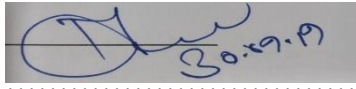
Daffodil International University

Certificate of Approval

I am delighted to certify that the internship report entitled “An Analysis of the Marketing Activities of President Electronic Industries Ltd.” prepared by Zibon Chandra Mazumder,

ID: 182-14-2714 of MBA program, major in Marketing, Department of Business Administration, Daffodil International University has been recommended for submission and presentation.

Zibon Chandra Mazumder bears a good moral character and a very pleasing personality. It has been a great pleasure working with him. I wish him success in life.

A rectangular box containing a handwritten signature in blue ink and the date "30.09.19" written below it.

(Signature and Date)

(Supervisor)

Professor Mohammed Masum Iqbal,

Dean

Faculty of Business and Entrepreneurship

Daffodil International University

Acknowledgement

Firstly, I might want to express gratitude toward Professor Mohammed Masum Iqbal, PhD my respectable supervisor, for furnishing me with significant direction in planning this internship report. Without his assistance and backing, I would never have completed this report. I am especially grateful to the sales and marketing department of “President Electronic Industries Ltd” they furnished me with truly necessary data and other required help with request to set up the entire agreeable help and help they advertised all through the way toward setting up the entire report. Particularly I need to think those individuals who were our cluster mates. They gave their important time and proposal. I need to offer thanks to every one of these people.

Executive Summary

The internship report is a partial requirement for the Masters of Business administration program. This report is based on working experience on President Electronics Industries Company Limited (PEIL). As per my report on the organization is ‘An analysis of marketing activities of President Electronic Industries Ltd.’ Along with this topic my objectives of this report explain the marketing strategies, to illustrate the marketing mix of PEIL, identifying the problems related to the marketing activities and making the recommendations to solve the problem of PEIL. For doing the intensive work, I have utilized both primary and secondary data sources to obtain the required information to get done the report.

On the topic of ‘An analysis of marketing activities, I have focused on Segmentation of PEIL, Targeting of PEIL and Positioning methods they use in positioning. Secondly their advertising effectiveness, facilities along with the product, training, and development to improvise the employees, distribution system and pricing strategy to grave the market.

In this 21st century, there is always a battle of creating values and survive in the market. For that, they have to identify their problems and get solutions. As per my study on PEIL. I have found that they have low promoting capacity, scarcity of labor, poor data management system, less utilization of efficiency, no differentiate on product market, lack of improvisation in Chain of command, insufficient of product category, low administration power, poor home delivery service, and no loyal customer base. Along with these problems. I have provided some suggestions should promote more advertising, provide more manpower in time, improve their data management system, website and internal communication system with the headquarter, provide the employees proper training to make them effective and efficiency, create a differentiation in the products, chain of command should be improvised, should get more satisfactory allowances to employees, more focus on the home delivery services, create loyal customer base. Applying all those recommendations mentioned above this organization can shrink the gap between their expected goal and their actual performance.

Table of Content

SL No:	Title	Page
	Letter of Transmittal	i.
	Certificate of Approval	ii.
	Acknowledgement	iii.
	Executive Summary	iv.
	Table of Content	v.
	Chapter: 01 Introduction	01
1.1	Introduction	02
1.2	Background of the Study	03
1.3	Objective of the Study	03
1.4	Scope of the Study	03
1.5	Methodology of the Study	04
1.6	Limitations of the Study	04
	Chapter : 02 An Overview of President Electronic Ind. Ltd.	05
2.1	An Overview of President Electronic Ltd	06
2.2	Mission	07
2.3	Vision	07
2.4	Values	07
2.5	Branches of PEIL	08
2.6	Hierarchy of PEIL	08
2.7	Service and Technical Support	08
2.8	Departments of PEIL	09
2.9	Product list of PEIL	09
	Chapter: 03 Marketing Activities of President Electronic Ind. Ltd.	10
3.1	Marketing Strategy & Marketing Mix	11
3.2	Product Profile	12-13
3.2.1	Product and Service	13-22

3.2.2	Product Management	23
3.3	Price	24
3.3.1	Price List of PEIL	25
3.4	Place	25-26
3.4.1	Distribution Channel of PEIL	26
3.5	Promotion	27
3.6	Levels of Marketing Segmentations and Targets	27
3.6.1	Segmentation Marketing	28
3.6.2	Target Marketing	28
3.7	The Customers of President Electronics	29
3.8	Organizational Structure of President Electronics	29-30
3.9	Facility of President Products	30
3.10	The Position of President in the Market	31
3.11	Advertising Effectiveness of President	31
3.12	Training & Development	31-32
3.13	Product Purchase Process of PEIL	32-33
	Chapter : 04 Problems ,Recommendations & Conclusion	34
4.1	Problems Identified	35
4.2	Recommendations	36
4.3	Conclusion	37
	Reference & Websites	38

Chapter: 01

Introduction

1.1 Introduction:

"President Electronics Industries Limited" is one of the leading companies in Bangladesh. "Nippon" the known word for all of us, the Nippon Company is one of the famous companies all over Bangladesh and President Electronics Industry Limited is the part of that company. 2016 is the year when the company started its journey to give full of quality products for the customer and they added to the product exchange process for the customer. Before their joinery, the company analyzed the market condition and they find out customer's satisfaction with what kind of product and services they want.

"President Electronics Industries Limited" (PEIL) is the perhaps the biggest organization in Bangladesh. This organization is a piece of "Nippon Electronics Industries Limited". Since 2016 organization began its adventure to give quality full items to the clients through the trade process. Before beginning their adventure organization investigated the market circumstance and needed to realize what sort of items and administrations clients need. Since organization felt that, as a last mover in the market they should rival others organization that is the reason organization furnishing A+ grade quality item with 12 years guarantee. They selected numerous sellers to deals with their items in various zones of the nation. Organization offering 10-15% rebate to the clients in the event of celebration and promoting their item through hanging pennant, billboard, and handbill.

In the field of focused market conditions, it has turned out to be altogether significant for any organization to examine its exhibition of various advertising techniques to get by in the unstable market condition just as to deal with organizations' activities productively and successfully for accomplishing its destinations. This report is custom-fitted to concentrate on the showcasing exercises of PEIL that are performing to hold a piece of the overall industry and maintain the development.

1.2 Background of the Study :

Internship Program of Daffodil International University is a post-graduation requirement of the MBA students, which is also a partial requirement of the internship program of MBA curriculum. I got the opportunity to work in one of the renowned electronic brand of the country President Electronic Industries Ltd –. I was placed in the Uttara Modle Town head office of President Electronic Industries Ltd for my internship program and prepare a report on the Analysis of the Marketing Activities of President Electronic Industries Ltd.”

. The internship Program and the study have following purpose:

- To get detail knowledge about the job responsibility.
- To compare the real scenario with the lessons learned in the university.
- To fulfill the requirement of MBA program.

1.3 Objective of the Study :

The study has been carried out with the following objective:

1. To explain the marketing strategic of President Electronic Industries Ltd;
2. To illustrate marketing mix of President Electronic Industries Ltd;
3. To identify problems related to the marketing activities of President Electronic Industries Ltd;
4. To make recommendations to solved the problem;

1.4 Scope of the Study :

It took me tree moths to complete my internship report. The time was insufficient to get a full down to earth learning all through the internship program .I've faced many difficulties to finish this report but Alhamdulillah I was successfully be able to finish my internship report within the given period of time .this report covers the overall marketing strategies of President Electronic industries Ltd .

1.5 Methodology of the Study :

I have utilized both the essential and optional information to set up the report .In any case, a large portion of the information are gathered from essential source .I watched different exercises of President Electronic industries Ltd. My handy involvement in President Electronic industries Ltd. was incredible source of data.

1. Primary Sources:

1. Participate in marketing field work.
2. Oral unstructured meeting with office employees.
3. Official records of President Electronic industries Ltd.
4. Customer & Dealer face to face discussion President Electronic industries Ltd.
5. Official desk job.

2. Secondary Sources:

1. President Electronic industries Ltd website.
2. Office circulars.
3. Product and service brochures.

1.6 Limitations of the Study :

Everything has its own ranges of limitations .This study is no more an exception to that ,there are some limitations of this study as any other study .If these constrains can be overcome, this research and finding would be more appropriate and logical .The major limitation are below

1. The duration of internship program is only three months. The allocated time is not sufficient to gather overall knowledge and information about the organization.
2. Every organization has some confidential information that is not revealed to others. While collecting data it was impossible to collect such information that hampers the confidentiality of that organization.
3. Employees are always in rush of people almost the whole day and the officers have to conduct with them. So sometime it is tough to give the proper quality time to the interns.
4. Since knowledge have no bound, so this report is incapable to fill the knowledge that was required to learn banking activities well.

Chapter: 02

An Overview of President Electronic Industries Ltd.

2.1 An Overview of President Electronic Industries Ltd :

President Electronics Ind. Ltd. is to a USA (United States of America) Brand. Which is the sole importer in Bangladesh. Mr. M.A. Kashem (Pappu), President Electronics Ind. Ltd. The world most technology advanced USA Brand. The Company realizes the value of local Brands and it has taken place in the heart of all the people of Bengal. From the beginning we employee a strong sales team to deliver fast channel high qualities sales service, after customers satisfaction a part from modern Show-Room management and maximum employees satisfaction, we have been able to achieve our credibility in the whole of Bangla President Electronics Ind. Ltd. Journey started on 1st November 2017 and has many memories and obstacles but our Devotion has achieve the highest level of success in creating on opportunity to create opportunity for an unprecedented Led Television, Crt Television, Refrigerator, Air Conditioner, Fan, Iron, Rice Cooker, Induction Chula, Toaster, Blender, Washing Machine & Sandwich Maker, Sound System making our products line and pipe line for the gradual import of many products. We always consider the purchasing power of ordinary people. We always import the world's most advanced technology products and welcome our respected customer's with utmost care. Our dream is to deliver products to our esteemed customer's across Bangladesh and to established friendly relations and to provide products and to implement and responsibility and highest standard.

Company Summary:

- **Name:** President Electronics Ind. Ltd.

- **Trade Mark:**



- **Banks we deal with :**

National Bank Limited, President Electronics Ind. Ltd. A/C:1182002008527.

- **Location Head Office (Bangladesh):**

House #25 (Lift: 6) Robindra Sarani Road

Sector #063 Uttar Model Town, Dhaka -1230

Mobile: 01978-112227, 01618-112211, 01618-112222

Gmail: Presidentbd2018@gamil.com

- **Factory (China)**

Changsheng Road, Songxia Industrial Park Nanhai, District Foshan City, Guangdong ,Province , China .

Tel: 86-0757-85201888.

2.2 Mission :

Our aim to be the leading manufacturer and distributor of high-quality electronics products in the Bangladesh and in the world, our highly innovative digital products will be a part of people's everyday life.

2.3 Vision:

Our vision is to manufacture products locally and to build Bangladeshi proud. We are providing Made by Bangladesh product and it includes latest technology and highly innovative digital products which are obviously better than the competitors. Our design is export oriented and will touch the heart of the People`s desire from around the world.

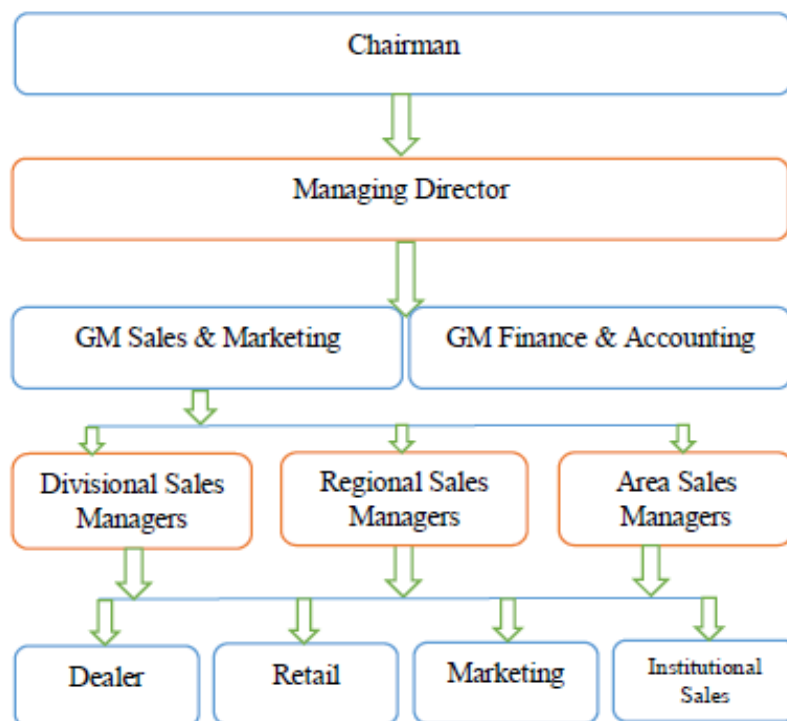
2.4 Values:

1. Customer satisfaction and delight.
2. Superior quality of performance service.
3. Concern with the customer benefit.
4. Passionate about excellence.
5. Fair to all.

2.5 Branches of PEIL :

Dhaka Division	Rangpur Division
Rajshahi Division	Barishal Division
Khulna Division	Mymensingh Division
Chittagong Division	Sylhet Division

2.6 Hierarchy of PEIL:



2.7 Service and Technical Support :

1. Company provide after sales service.
2. From Expertise engineer we provide the service.
3. Only own company product service done.
4. After sales we provide two years cost free service.
5. We must care about the best quality.

2.8 Departments of PEIL :

1. Administration Department.
2. Accounts Department.
3. Inventory Department.
4. Marketing/Sales Department.
5. Service Department.

2.9 Product List of PEIL :

LED Television	Refrigerators
Washing Machine	Iron
Microwave Ovens	Rice Cooker
Air Conditioners	Blender Machine

Chapter: 03
Marketing Activities of President
Electronic Industries Ltd.

3.1 Marketing Strategy & Marketing Mix :

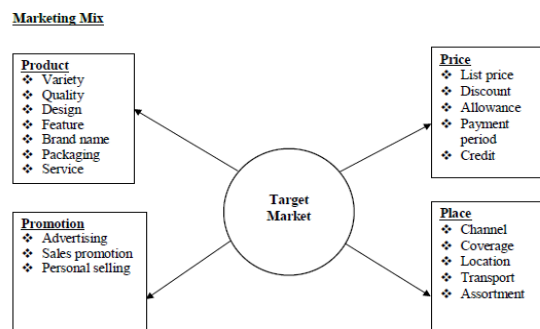
Marketing mix is the important factor of the modern age to fulfill the Organization's goal. It is also the set of some controllable and uncontrollable tactical marketing tools that influence customer response. The major task of marketing management is to blend together the elements of the marketing mix in such way that they fulfill the need of selected target markets. The set of elements are product, price, promotion and place, but the new concept, people, physical evidence and process are added as the elements of the marketing mix. The particular mixture of marketing techniques, pricing, packaging and advertising, used to promote the sales of a product, marketing mix is also known as the four Ps. 4 P's or very recent 7 P's stand for

1. Product.
2. Price.
3. Place.
4. Promotion.

And addition elements are:

1. People.
2. Physical evidence.
3. Process.

The 7 P's, the marketing mix is used to market product of service, this is done by using the 7 P's to establish what the product is, the price, the place and promotion, customer, products physical evidence and process. By the combining of 7 P's marketing managers want to achieve a greater result, from there combination then each of the individual effect of following products-this is the goods or service that the company provides. However it is more than product or service itself, it is also the benefits that meet. The marketing mix model (also most commonly known as the 4 P's) can be used by marketers as a tool to assist in implementing the marketing strategy.



Source: Marketing Management (Philip Kotler)

3.2 Product Profile :

LED TV

S.L NO.	ITEM	MODEL NO
1	PRESIDENT LED TV	24" LED TV-P.P24F2110
2	PRESIDENT LED TV	32" LED TV-P.C-32DN6
3	PRESIDENT LED TV	32" LED TV-P.C-32P3237
4	PRESIDENT LED TV (Wi-Fi SMART)	32" LED TV MODEL-3270
5	PRESIDENT LED TV	32" LED TV-P.C-40D2
6	PRESIDENT LED TV (Wi-Fi SMART)	40" LED TV-MKD40582F
7	PRESIDENT LED TV (Wi-Fi SMART)	55" LED TV-D1-D(S)

REFRIGERATOR

S. NO.	ITEM	MODEL NO
1	PRESIDENT LED REFRIGERATOR	P-ABC-222 LITTER-20G(SFT-12.33)
2	PRESIDENT LED REFRIGERATOR	P-ABC-222 LITTER-22G(SFT-14)
3	PRESIDENT LED REFRIGERATOR	P-ABC-300 LITTER-20G(SFT-14.66)
4	PRESIDENT LED (DEEP REFRIGERATOR)	P-ABC-222 LITTER- (SFT-7.5)
5	PRESIDENT LED (DEEP REFRIGERATOR)	P-ABC-222 LITTER- (SFT-10.94)

AIR CONDITION

S. NO.	ITEM	MODEL NO
1	PRESIDENT AIR CONDITIONER SPLIT TYPE	P-1 TON-2017
2	PRESIDENT AIR CONDITIONER SPLIT TYPE	P-1.5 TON-2017
3	PRESIDENT AIR CONDITIONER SPLIT TYPE	P-2 TON-2017
4	PRESIDENT AIR CONDITIONER SPLIT TYPE	P-3 TON-2017

OTHERS

S. NO.	ITEM	MODEL NO
1	RICE COOKER	NWEL-1001
		NWEL-1002
2	MICROWAVE WOVEN	NWEL-005
3	IRON MACHINE	NWEL-006
4	BLANDER MACHINE	NWEL-1003
5	FAN	NWEL-008
		NWEL-009
		NWEL-0010
6	LIGHT	NWEL-1004
		NWEL-1005

3.2.1 Product and Service :

AIR CONDITIONER



DESCRIPTION

Model:

PRESIDENT-ABC- CORPORATE
AC- 4 TON

Special Features:

H1 N1 FILTER, FAST COOLING 4
TON 48000 BTU ECO FRIENDLY
WHERE CATEGORY: AIR
CONDITIONER.

DESCRIPTION H1 N1 FILTER,
FAST COOLING 4 TON 48000
BTU ECO FRIENDLY.



DESCRIPTION

Model:

NW-GORGEOUS 56 TECHNICAL

Specification:

SIZE: 1400 MM, VOLTAGE: 220 V
 SPEED (RPM): 320, FREQUENCY:
 50HZ WHERE CATEGORIES:
 HOME APPLIANCES, CEILING
 FAN. DESCRIPTION POWER
 FACTOR: 0.90 INSULATION:
 CLASS-E AIR-DELIVERY: 225
 M3/MIN SERVICE VALUE: 2.25
 M3/MIN BDS NO: 818 RATED
 INPUT: 100 W



DESCRIPTION

Model:

NW-1 TON-2017 2.

BRAND: PRESIDENT 3.
PRODUCT DESCRIPTION 4. INVERTER AC (1.5 TON)
 5. 45% ENERGY SAVING. LOW VOLTAGE OPERATION
 6. 95% AIR CLEANING RATE
 7. ENERGY EFFICIENT
 8. REMOVABLE & WASHABLE PANEL
 9. REMOTE CONTROLLER
 10. WASHABLE FILTER
 11. NUMBER OF SPEED CONTROL (EX: AUTO, 1, 2, 3)
 12. NUMBER OF WORKING MODE

(EX: COOL/HEAT/AUTO RUN/FAN/DEHUMIDIFY = 5 MODES)
 13. VERTICAL AUTO SWING LOUVER
 14. SMART FUNCTION (AUTO MODE)
 15. ANTI COLD AIR PREVENTIVE FUNCTION
 16.

Blander Machine



DESCRIPTION

Model:

NW-807 SPECIAL FEATURES: 3 IN 1 2 SPEEDS WITH PULSE WHERE TO

POWER: 300W 3 IN 1 2 SPEEDS WITH PULSE ANTI SLIP FEET AUTOMATIC OVERHEATING PROTECTION FOR MOTOR WITH SAFETY SWITCH

Freezer



DESCRIPTION

FREEZER NW-152 (SFT-8.44)

Technical Specification:

Model:

NW-152 (SFT-8.44) COLOR: RED

COMPRESSOR: S50CZ CLIMATE CLASS: CATEGORIES: REFRIGERATOR, FREEZER. DESCRIPTION PRETENTION AGAINST ELECTRIC SHOCK : I RATED VOLTAGE/FREQUENCY : 220~240V/50HZ INPUT POWER(W) : / RATED POWER(W) : 115 LAMP RATED POWER(W) : <2W RATED CURRENT(A) : 1.15A FOAMING AGENT : CYCLOPENTANE ENERGY CONSUMPTION(KW•H/24H) : 1.21KW•H/24H ENERGY EFFICIENCY CLASS : / TOTAL GROSS VOLUME(L) : 138 GROSS FREEZER VOLUME(L) : 138 FREEZER STORAGE VOLUME(L) : 136 REFRIGERANT, AMOUNT : R134A?110G NET WEIGHT(KG) : 33 GROSS WEIGHT(KG) :38 PRODUCT DIMENSIONS(MM)(WXDXH) : 730*523*850 STACKING LAYERS : 3 ELECTRIC SCHEMATICS : 3



DESCRIPTION

Technical Specification:

MODEL: NW-120 LITTER COLOR: RED PAL
 COMPRESSOR: S50CZ CLIMATE CLASS:
 CATEGORIES: REFRIGERATOR, FREEZER.
 DESCRIPTION PRETECTION AGAINST
 ELECTRIC SHOCK : I RATED
 VOLTAGE/FREQUENCY : 220~240V/50HZ
 INPUT POWER(W) : / RATED POWER(W) : 115
 LAMP RATED POWER(W) : <2W RATED
 CURRENT(A) : 1.15A FOAMING AGENT :
 CYCLOPENTANE ENERGY
 CONSUMPTION(KW•H/24H) : 1.21KW•H/24H
 ENERGY EFFICIENCY CLASS : / TOTAL
 GROSS VOLUME(L) : 138 GROSS FREEZER
 VOLUME(L) : 138 FREEZER STORAGE
 VOLUME(L) : 136 REFRIGERANT, AMOUNT :
 R134A?110G NET WEIGHT(KG) : 33 GROSS
 WEIGHT(KG) :38 PRODUCT
 DIMENSIONS(MM)(WXDXH) : 730*523*850
 STACKING LAYERS : 3 ELECTRIC
 SCHEMATICS : 3

IRON



DESCRIPTION

MODEL: IRON M-138A

SPECIAL FEATURES:

COLOR BLUE

STEAM FUNCTION, NON- STICK
TEFLON COATING

BUILT-IN THERMOSTAT, ADJUSTABLE
SWIVEL CORD

EASY TEMPERATURE SETTING

220-240 V-50/60HZ, 1000W/2000W

CATEGORIES: HOME APPLIANCES,
IRON.

LED TV

LED TV- 32” LED TV



LED TV-24”



DESCRIPTION

PRODUCT NAME: PRESIDENT LED TV MODEL: 32” LED TV-NW.P-24F2110 COLOR: BLACK
SPECIAL FEATURES FULL SUBTITLE WIDE SCREEN, 4:3, NATURE ORIGINAL PICTURE EFFECT STANDARD/BRIGHT/SOFT/PERSONAL FILM MODE: (3:2 PULL DOWN) AUTO DYNAMIC NOISE REDUCTION 3D BACK LIGHT UNIT: LED SPEAKERS: INTEGRATED SPEAKERS (BOTTOM SIDE) AUDIO POWER OUTPUT: 5W+5W SOUND EFFECT: STEREO MUSIC, MOVIE, NEWS, PERSONAL OSD LANGUAGE: ENGLISH/VIETNAM/FRENCH/RUSSIAN/THAI/ARABIAN/PERSIAN TV SYSTEM: PAL BG/DK/I; SECAM; NTSC-M AV SYSTEM: PAL, NTSC CHANNELS: 199 (1~199) CERTIFICATION CB POWER SUPPLY AC: 110V-240V 50/60HZ POWER CONSUMPTION TV ON: 35W POWER CONSUMPTION STANDBY: 0.5W

LED TV Wi-Fi smart



DESCRIPTION

PRODUCT NAME: PRESIDENTLED TV (WI-FI SMART) MODEL: 32" E-LED SLIM & SILVER FRAME TV MODEL-3270 COLOR: BLACK & SILVER SPECIAL FEATURES ANDROID OPERATING SYSTEM FULL SUBTITLE WI-FI SYSTEM INTERNET SYSTEM WIDE SCREEN PICTURE EFFECT STANDARD/BRIGHT/SOFT/PERSONAL FILM MODE: (3:2 PULL DOWN) AUTO DYNAMIC NOISE REDUCTION 3D BACK LIGHT UNIT: LED SPEAKERS: INTEGRATED SPEAKERS (BOTTOM SIDE) AUDIO POWER OUTPUT: 5W+5W SOUND EFFECT: STEREO MUSIC, MOVIE, NEWS, PERSONAL OSD LANGUAGE: ENGLISH/VIETNAM/FRENCH/RUSSIAN/ THAI/ARABIAN/PERSIAN TV SYSTEM: PAL BG/DK/I; SECAM; NTSC-M AV SYSTEM: PAL, NTSC CHANNELS: 199 (1~199) CERTIFICATION CB POWER SUPPLY AC: 110V-240V 50/60HZ POWER CONSUMPTION TV ON: 40W POWER CONSUMPTION STANDBY: 0.5W ANDROID SMART HD LED TV RESOLUTION 1080P (1366×768) USE AS TV AND MONITOR BUILT-IN DOUBLE SPEAKER HDMI PORT USB PORT VGA PORT DISH PORT HOME THEATER PORT AUDIO PORT ANDROID OPERATING SYSTEM VIDEO FORMAT FULL HD SUPPORTED

Microwave Oven



MODEL: Microwave Oven

SPECIAL FEATURES:

POWER CONSUMPTION: 230V/50HZ, 1400W (MICROWAVE), 1200W(GRIL), 2050W(CONVECTION) OUTPUT: 900W OPERATION FREQUENCY: 2450MHZ
OUTSIDE DIMENSIONS: 303MM(H)X504(W)X489MM(D) OVEN CAVITY DIMENSIONS: 220MM(H)X340(W)X344MM(D) OVEN CAPACITY: 25 LITERS
COOKING UNIFORMITY: TURNTABLE SYSTEM ,NET WEIGHT: APPROX. 18.6KG
CATEGORIES: HOME APPLIANCES, MICROWAVE OVEN. DESCRIPTION
POWER CONSUMPTION: 230V/50HZ, 1400W (MICROWAVE), 1200W(GRIL), 2050W(CONVECTION) OUTPUT: 900W OPERATION FREQUENCY: 2450MHZ
OUTSIDE DIMENSIONS: 303MM(H)X504(W)X489MM(D) OVEN CAVITY DIMENSIONS: 220MM(H)X340(W)X344MM(D) OVEN CAPACITY: 25 LITERS
COOKING UNIFORMITY: TURNTABLE SYSTEM

Washing Machine



WASHING MACHINE – MODEL: W6031

Special Features:

EXPRESS WASH TIME AVAILABLE, DOOR LOCK DISPLAY AVAILABLE

TIME LEFT DISPLAY AVAILABLE, PROGRESS INDICTOR AVAILABLE

CATEGORIES: HOME APPLIANCES, WASHING MACHINE.
DESCRIPTION

Multimedia & Speaker



DESCRIPTION

MODEL: NW-ABC-21 • HIGH QUALITY, DURABLE, 2.1CH, SUBWOOFER • DURABLE DESIGN • ENERGY STAR CERTIFIED • CREATIVE DSE (DUAL SLOT ENCLOSURE) INCORPORATES A TRULY FUNCTIONAL, CONVENTIONAL PORT TUBE WITHIN A TIGHT ENCLOSURE. THIS GREATLY IMPROVES FREQUENCY DISTRIBUTION OF THE WHOLE SYSTEM, DELIVERING LOUDER PLAYBACK WITH MORE MID BASS • CREATIVE IMPROVED IFP (IMAGE FOCUSING PLATE) FEATURES A FLARE SURROUNDING THE SATELLITES TO IMPROVE SONIC DIRECTIVITY AND IMAGING, RESULTING IN A WIDER ACOUSTIC SWEET SPOT AND GIVING MUSIC MORE FOCUS WHILE PRESERVING TONAL ACCURACY • LARGEST-IN-CLASS DOWN FIRING PORTED SUBWOOFER WITH BASS LEVEL ADJUST • INTEGRATED WIRED REMOTE CONTROL WITH POWER ON/OFF AND VOLUME CONTROL FOR CONVENIENCE

Refrigerator-president VIP



DESCRIPTION

PRESIDENT Refrigerator
Model No: BB-801966
Price: Taka 76500.00
Views: 1731 Times.

Category: Refrigerator
Brand: PRESIDENT Refrigerator
Showroom Address: Presidentbd.Com

Product Description

Specifications:
PRESIDENT Refrigerator Side by Side Refrigerator
SHR-556 Letter
Total No Frost
Multi Air Flow System
LED Display with Touch Button Control

Precise Temperature Control
Modern Decoration inside
Interior LED Light For Fridge & Freezer Compartment
Supper Cool Function
Holiday Function
Alarm Function
Supper Freeze Function
Child Lock Function
Water Dispenser Function
Plastic Wine Rack
Four Star Freezer Design
Twist Ice-Maker
Broad Climate Design;
Environment-Friendly Technology
Low Noise
Adjustable Leg
SKU: BB-801966
Brand: PRESIDENT Refrigerator

Refrigerator



DESCRIPTION

PRODUCT NAME: PRESIDENT REFRIGERATOR MODEL: NW-ABC-252 LITTER-22G (SFT-14) PRICE: 32,800 TK 1. COLOR: BLUE 2. CAPACITY (GROSS): 252L 3. POWER SUPPLY: 220-240V, 50HZ 4. PLUG: BS 3PIN 5. CFC FREE: YES 6. AIR JET FLOW: YES 7. NANO TITANIUM: YES 8. FRONT AIR FLOW: NO 9. SELECTABLE MODE COMPARTMENT: NO 10. CONVERTIBLE COMPARTMENT: YES 11. CHILLED COMPARTMENT: NO 12. SHELVES: GLASS (3) 13. MIRROR GLASS DOOR: YES 14. CRISPER SHELF: GLASS 15. LED LIGHT: YES 16. HFC FREE: YES 17. REFRIGERANT: R-600A 18. DUAL FAN COOLING: NO 19. MINUS-ZERO COOLING: NO 20. COOL JET WRAP: NO

3.2.2 Product Management:

The business advancement supervisor is in charge of regulating every one of the exercises identified with item the executives in this office. He reports legitimately to the promoting administration chief and in this way, he needs to have all important data to report back to the MD or help him settle on a choice. There are two item officials under him. These two individuals assume liability of all president items for item the board and perform routine responsibilities about items. They oversee which item will come, which item will remain and which item won't come.

- Managing the starting of new items. This includes "driving" the item divisions to discover new items to continue organization development, or instructing them to contemplate the practicality regarding specific items.
- Continuous monitoring of the sales of new and existing product and analyzing.
- The reason for a decline in sales.
- Preparing the entire costing of each product.
- Working with the advertising division to guarantee that the business target is being met.
- Helping the business advancements group in media arranging and publicizing techniques for new and existing items, and affirming it through the overseeing chief.
- Surveying pattern examination reports to discover long haul interest for items and offering input to MD about advertising condition, in territories like showcasing, Production, Sales projection, Promotion and so forth.

3.3 Price :

Value alludes to the measure of cash charged for item or administration or the aggregate of the qualities that shoppers trade for the advantages of having or utilizing the item or administration. Before offering any sort of item its need to fix the cost of that item. Along these lines, value fix is significant if there should be an occurrence of selling item. Yet, the clients never expect the more expensive rate they expect best quality item and low cost moreover. On the off chance that organization fix high cost on the items they can't make benefit and satisfy their objective. In some cases high value item can be demandable it is relies upon item quality and friends' administration methodologies. In this way, if there should be an occurrence of fixing item Price Company ought to break down the market current circumstance.

List price: The value which is composed on the item.

Discount price: The vast majority of the organization give some rebate on real cost. There are some purpose for this it very well may be on the event of celebration, propelling new item in the market, to build deals target and friends' new approach.

Allowance: Remittance is another kind of decrease from the rundown cost. It alludes to the special cash paid by makers to retailers as an end-result of a consent to highlight the producer's items here and there.

Payment Period: what are the processes on way of payment is it flexible for customer or not? It should be flexible for customers.

Credit Terms: Is there provision of credit term? If any then what are characteristics of that.

3.3.1 Price List PEIL:

PRICE LIST

LED TV

S.L NO.	ITEM	MODEL NO	DEALER PRICE	RETAIL
1.	PRESIDENT LED TV	24"-LED TV-P.P24F2110	15%	16,800
2.	PRESIDENT LED TV	32" LED TV-P.C-32DN6	15%	24,800
3.	PRESIDENT LED TV	32" LED TV-P.C-32P3237	15%	24,800
4.	PRESIDENT LED TV(Wi-Fi SMART)	32" LED TV MODEL-3270	15%	28,900
5.	PRESIDENT LED TV	39"-LED TV MODEL-P.C-40D2	15%	41,800
6.	PRESIDENT LED TV(Wi-Fi SMART)	40"-LED TV MODEL-MKD40582F	15%	65,000
7.	PRESIDENT LED TV(Wi-Fi SMART)	55"- LED TV MODEL –D1-D(S)	15%	88,000

PRESIDENT REFRIGERATOR

S.L NO.	ITEM	MODEL NO	DEALER PRICE	RETAIL
1.	PRESIDENT REFRIGERATOR	P-ABC-222 LITTER- 20G(SFT-12.33)	15%	29,500
2.	PRESIDENT REFRIGERATOR	P-ABC-252LITTER-22G (SFT-14)	15%	32,800
3.	PRESIDENT REFRIGERATOR	P-ABC – 300 LITTER(SFT-14.66)	15%	34,500
4.	PRESIDENT(DEEP REFRIGERATOR)	P-120 LITTER (SFT-7.5)	15%	19,800
5.	PRESIDENT(DEEP REFRIGERATOR)	P-175 LITTER(SFT-10.94)	15%	25,500
6.	PRESIDENT WASHING MACHINE	PEL-XP110-6711S(7-KG)	15%	35,800

CRT TV

S.L NO.	ITEM	MODEL NO	DEALER PRICE	RETAIL
1.	21" NW Pure Flat CRTV (Toshiba Circuit)	21" P C-2121-22-29	15%	13,320

AIR CONDITIONER

S.L NO.	MODEL DESCRIPTION	MODEL NO	DEALER PRICE	RETAIL
1.	PRESIDENTAIR CONDITIONER SPLIT TYPE	P-1 Ton-2017	15%	44,800
2.	PRESIDENTAIR CONDITIONER SPLIT TYPE	P-1.5 Ton-2017	15%	65,000
3.	PRESIDENTAIR CONDITIONER SPLIT TYPE	P-2 Ton-2017	15%	84,000
4.	PRESIDENTAIR CONDITIONER SPLIT TYPE	P-3 Ton-2017	15%	1,12,000

3.4 Place :

Place refers to where company run their business. Place selection is very important, place is selected targeting to the people. It may be described in following manner:

Channel: To moves merchandise and enterprises one spot to another spots great channel can assume significant job for the organization. In the event that organization doesn't have legitimate channel, at that point it is absurd to expect to send merchandise and ventures opportune. That is the reason the executives ought to have great connection up with sellers and clients.

Coverage: Producer's product should be cover target market area. The customer in target market may be got the product easily.

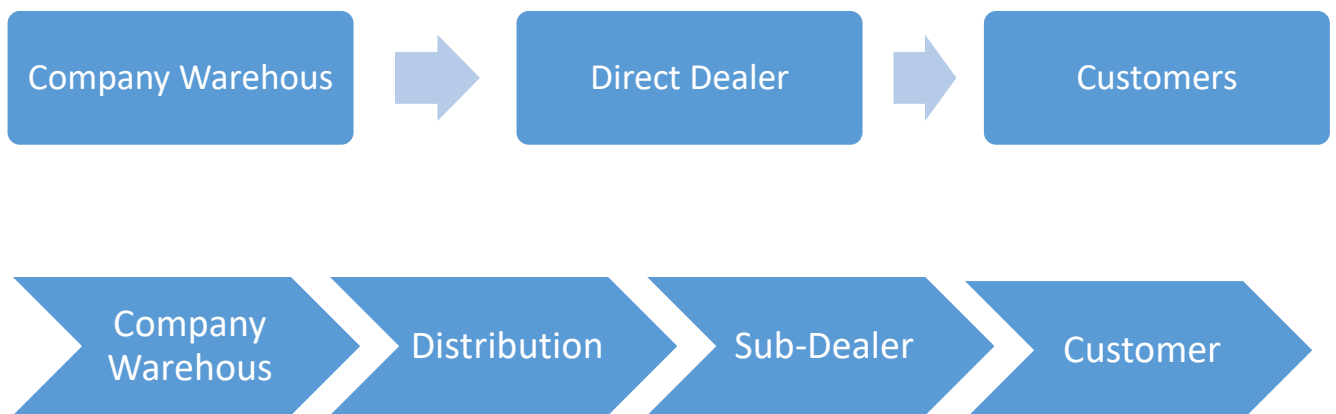
Assortment: Product should be assorting some of various categories so that producer transport it easily and customer use it easily or in comfortable way.

Inventory: Stock levels likewise influence consumer loyalty. The real program is to keep up the fragile harmony between conveying an excessive amount of stock and conveying close to nothing. Any stock choice administration must adjust the expenses of conveying bigger inventories against coming about sells and benefits.

Transportation: Through the transportation company send product one place to another places. Well transportation make secure in case of delivering product to the particular area.

3.4.1 Distribution Channel of PEIL:

Appropriation channel of president gadgets enterprises restricted is pursues two different ways. The manner in which organization dispersing item in better places by this procedure it is conceivable to arrive at the item to the clients. The advertising division fix where they need to give item and when they have to supply those everything is oversee by the showcasing office. On the off chance that dissemination channel isn't great, at that point it is beyond the realm of imagination to expect to arrive at item to the clients. Two sorts dispersion arrangement of PEIL are given underneath:



3.5 Promotion:

Advancement implies exercises that impart the benefits of the item and influence target clients to get it. For a model, assume that President Company spends more than 1 million every year on publicizing to enlighten purchasers regarding the organization and its item. Vendor sales reps help potential purchaser and influence them that President is the best organization for them. President Electronics and its vendors offer extraordinary advancements like deals advancement, money refunds, low monetary rate and so forth as included buy motivating force. Advertisers utilize the typical advancement devices that publicizing, deals advancement, individual offering, advertising and direct showcasing to arrive at clients. They are depicted in following way:

Sales promotion: Sales promotion is any paid of non-personal presentation and promotion of ideas, goods or services by and identified sponsor. Marketing management must make 4 (four) important decisions when developing advertising program that are setting advertising objectives, setting advertising budgets, developing advertising strategy and evaluating advertising campaigns .

Public Relation: Open connection is the piece of advancement. Any organization attempt to keep connection with open since structure open connection it is the easy method to turn out to be outstanding to the individuals that help to the organization to present their item effectively.

Direct marketing: Direct showcasing means making direct interface with the individuals. There are many promoting framework direct showcasing is one of them. Vis-à-vis is the piece of the immediate promoting framework.

3.6 Levels of Marketing Segmentations and Targets:

Markets are not homogeneous. An organization can't interface with all clients in enormous, expansive, or different markets. Shoppers change on numerous measurements and regularly can be gathered by at least one attributes.

3.6.1 Segmentation Marketing:

The beginning stage for talking about division is mass promoting. In mass showcasing, the merchant takes part in the large scale manufacturing, mass circulation, and mass advancement of one item for all purchasers. The contention for mass promoting is that it makes the biggest potential market, which prompts the most minimal costs, which thus can prompt lower costs or higher edges. Be that as it may, numerous pundits point to the expanding fragmenting of the market, which makes mass promoting increasingly troublesome. The multiplication of publicizing media and dissemination channels is making it troublesome and progressively costly to contact a mass group of spectators. Some case that mass showcasing is biting the dust. Most organizations are going to micromarketing at one of four levels: sections, specialties, neighborhoods, and people.

3.6.2 Target Marketing:

When the firm has recognized its market-fragment openings, it needs to choose what number of and which ones to target. Advertisers are progressively consolidating a few factors with an end goal to distinguish littler, better-characterized target gatherings. Compelling objective promoting necessitates that advertisers:

- Identify and profile distinct groups of buyers who differ in their needs and preferences (market segmentation).
- Select one or more market segments to enter (market targeting).
- For each target segment, establish and communicate the distinctive benefits) of the company's market offering (market positioning).

3.7 The Customers of President Electronics:

Clients' requests and salaries can't be the same. There are distinctive class clients. The organization pursues the procedures according to the level of the clients. Higher working-class people groups request is extremely high they request high-value item and quality full item moreover. Center and lower-class people groups they are having fewer requests than higher working-class individuals. In any case, every one of them have higher fulfillment.

- Higher middle- class people.
- Middle- class people.
- Lower middle- class people.
- Institutions.

3.8 Organizational Structure of President Electronics:

Authority controls everywhere throughout the organization alongside the supervision of chiefs (account, Marketing, and Technical). The fragmented divisions are doing exercises under the supervision of both the leader of the office and the power. The outlines of departmental exercises are examined beneath:

Administration Department: The major activities of administration department are:

- Staff recruitment, staffing, staff management (transfer, promotion) and staff controlling.
- Administrative activities regulating, setting up workings of various subordinate and monitoring employees.
- Some additional activities benefiting the company.

Accounts Department: This dept. basically does the following activities:

- Preparing monthly account's report.
- Preparing and financing report.
- Central accounting process.
- LC import related banking activities.

Marketing Department: This department does the following activities mainly:

- Market survey
- Sales promotional activities
- Advertisement
- Market research
- Competitor analysis
- Additional activities like arrangement of foreign trip or incentive bonus for employees etc.

Inventory Department: The following activities are done by the department:

- Management of inventory.
- Recording total amount of purchase of product monthly.
- Preparing record of total sales unit of products weekly and monthly.
- Controlling and management of store.

Service Department: The department does the following things:

- Management of after sales service.
- Product service is done by expertise like service engineer and B.S.C engineer.
- Only own product servicing is done.
- After sale service is done at free of cost for one year.

3.9 Facility of President Products:

Warranty Facilities

President provides 5 years warranty of picture tube, 5 years' service warranty, 4 years panel warranty, 1 year of spare parts and 5 years warranty after sales service and 12 years guaranty for Refrigerator and the same facilities for all its products.

Credit opportunity

President gives credit opportunity to the dealers. This opportunity is only given to them who has goodwill and amity with the company. But for this, the distributor of the company should have the permission from the higher authority.

3.10 The Position of President in the Market:

In the study, I have attempted to know the situation of president hardware enterprises constrained in the market. How the president organization directing their advertising exercises is conceivable to equal with the other organization. During my review, I went to 8 vendors to dissect the market of the organization. The majority of the respondents said that president item is in eight or nine positions and some of them said that president item is in six or 7 positions. As a last mover, it will be intense for the president item to be first position. Along these lines, in the aggressive market each organization attempting to demonstrate their exhibition to the clients not just that they are giving the best quality item and easily that drawing into the clients to purchase their item. To continue in the market or to be in first position president need to show a new drive that will acquaint their item with the important clients and need to decrease their item cost.

3.11 Advertising Effectiveness of President:

The promoting procedure of president gadgets enterprise items isn't great. How president giving ad it is absurd to expect to reach to the clients about their item. The organization ought to create a commercial approach that will help the clients with their items. A large portion of the respondents said that the ad quality is underneath standard. They should utilize both the print media and hardware media not just that they should utilize billboards and bulletin with the goal that the person on foot can see the notice when they head outside. If conceivable they can support the cricket crew or other association. They can create for the nation like overextension, street that individuals can think effectively about their organization. They can utilize a sticker of president items. If necessary the authority of the organization can go for new plans to the ability who have enough information about the commercial procedure.

3.12 Training & Development:

This unit has been added to the HE division and is controlled by the preparation official. Field-level preparing for shop supervisors have been started from that point on. The preparation official additionally orchestrates, sorts out, conducts, facilitates in-house preparing for all workers just as, arranging outside preparing for the board level representatives on explicit

territories that may increase their abilities and sharpness. For instance, as of late, a preparation of "Account for Non-fund Managers" was organized and directed for the president workers. President has given specific accentuation on preparing for shop administrators, since they are the ones who manage the clients, and the organization's prosperity relies upon them.

3.13 Product Purchase Process of PEIL:

- Again the prerequisites are conveyed through demand structure (L/C opening proposition) by the specific division. They may recommend the source (Supplier Company) alongside the buy dept.
- After endorsement it returns to buy dept.
- L/C is opened. LCA (L/C authorization from) is taken from the.
- Explicit conditions are given in regards to provisions/transfer with the topped off structure, the protection, and preform receipt expressing provider's value offers and friends' value acknowledgment marked by signatory. A duplicate is then sent to the bank.
- Bank opens L/C and sends a duplicate to the organization. This is sent to accounts dept. Multi month's lead time is required for bringing in products, on the off chance that cost has expanded meanwhile, at that point L/C must be changed, and protection sum is likewise altered.
- Transfer checking (quality, detail national leading group of income) is done through affirmed organizations. The firm which president utilizes to check the transfer earlier shipment of as concurred with the organization is ITS (Inch cape testing administration).
- Provider sends pertinent paper (business receipt) to the organization through fax. Alongside pressing rundown bill of filling issued by transportation organization and furthermore any pre-concurred papers.
- Unique duplicates are sent to provider's bank by provider; bank checks the archives and sends papers to beneficiary's bank.
- Exporter will send the first papers to the bank inside 21 days of shipment. The bank rechecks the paper. Sends input to the shipper, who at that point makes the installment.

- Clean reports of finding (CRF) is issued by pre-shipment inspections company's local agent.
- Original copy is sent to supplier.
- Supplier sends the copy to his bank.
- The copy is forwarded to the importer's bank.
- 1 copy is sent to the importer.
- Banks will endorse after getting the money and send the original copies to the importer.

Chapter- 04

Problems, Recommendations and Conclusion

4.1 Problems:

1. President Electronic Industries Ltd has no promoting capacity. On account of this absence of publicizing association loses its potential clients and a tremendous number of benefits also.
2. The absence of labor is another significant issue of this association. Due to the absence of labor, the remaining burden on a similar level of workers is colossal.
3. President Electronic Industries Ltd doesn't has a powerful PC arrange between the branches and Head Office for better and quicker data stream.
4. There is a deficiency of talented utilize in the organization accordingly they can't take care of quickly if an issue comes.
5. President Electronic Industries Ltd item quality is excessively great yet item configuration is practically the same with other organization's items.
6. In the focused market, checking framework is significant. Yet, the official supervisors of president gadgets are very little worried about that.
7. President Electronic Industries Ltd center just around TV, Refrigerator, Air conditioner which isn't sufficient to catch the market.
8. President Electronic Industries Ltd can't satisfy their business target given poor administration.
9. President Electronic Industries Ltd doesn't give home conveyance administration. Then again other organization they give home conveyance administration.
10. Till now the organization cannot create a loyal customer base by its product and service.

4.2 Recommendation:

1. The organization should promote more advertising, marketing activities to expand the current market because marketing and selling can improve the market and customers.
2. Provide more manpower in time will improve customer satisfaction about the company because the customer is first.
3. The organization should improve its data management system, website and internal communication system with the headquarter to run the company manage data properly.
4. Provide the employees with proper training to make them effective and efficient for the market so that they can respond quickly to serve the market.
5. The organization should create a differentiation in the products to catch the targeted market and make the customers loyal to the product.
6. The chain of command should be improvised to look for better opportunities because guidance in employees create better service.
7. The organization should bring more electronics products in the market along with the TV, Refrigerator, and AC to expand the current market size.
8. The Root level of administration employees should get more satisfactory allowances and opportunities to get motivated towards the organization.
9. As it's a company home appliances they should take more focus on the home delivery services to satisfy the customer to mitigate the risk of gaps with the competitors.
10. A loyal customer base is most important for surviving the market so the company should create a loyal customer base by providing better services than the competitors.

4.3 Conclusion:

President is one of the main organizations, concentrating on the territory of hardware in Bangladesh. It is committed to making and conveying results of verifiable quality that empower individuals to appreciate greater stimulation and solace. In this soul, the President urges its representatives to guarantee quality items and administration. Most likely in Bangladesh President is one of the best eight. President has likewise attempted to reinforce its Sales in everywhere throughout the nation. They are idealistic about their unending development and achievement.

An association's capacity to meet the preparation and advancement difficulties gives a chance to make a noteworthy commitment to the organization. With better quality individuals executing the organization's tasks the HR division can make an upper hand for the organization. In the few words. Again I might want to express profound gratitude to President Electronics enterprises constrained. What's more, all workers for giving such a steady condition of learning? It was an incredible learning time and I accept that it will be exceptionally useful for me in future vocation. From my overview, I can say that president gadgets businesses constrained administrations was worse than other organization. This organization doesn't work for the representatives particularly for the divisional project supervisor and territory team lead the individuals who play significant for the organization. Organization doesn't pay month to month pay rates to the representatives convenient that effect upon the organization. The number of branches isn't sufficient for the Bangladesh viewpoint because in the populated nation 8 branches aren't sufficient to satisfy the client's request. Their administration quality additionally not great but rather item quality is great. A section from that occasionally the more recognizable authority doesn't respectful with the lower representatives that make snag in work. Organization doesn't have their very own principles and guideline they work only just as they need. Other than the president item organization deals another item subsequently they can't keep up work appropriately.

During my internship in President, Electronics businesses restricted. There was an opportunity to especially utilize my insight and abilities, which I have picked up during my investigation just as picked up and experienced distinctive new aptitudes at work. It additionally found out about the E-advertising working in Bangladesh, its strategies and items and administration

References:

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- + Marketing Management, Philip Kotler.
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