

Internship Report
On
“An Analysis of Marketing Activities of Bangladesh Auto Industries Limited”



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Date of Submission:

Letter of Transmittal

Dewan Golam Yazdani

Assistant Professor

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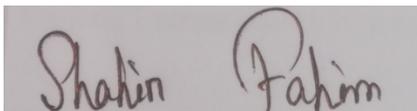
Subject: Submission of Internship write about “An Analysis of Marketing activities of Bangladesh Auto Industries Ltd”

With respect, I would like to inform you that I have just finished my internship on marketing activities of Bangladesh Auto Industries Limited. I have tried my level best to focus on how Bangladesh Auto Industries Limited uses marketing tools to conduct marketing activities there, and I have tried to prepare an internship report for your quality direction with consistent quality.

While launching this report, I have tried my best to include all applicable data and clarifications to illuminate and delineate the report.

Now, I would like you to accept this generous door so that you can feel this report generously and judge for yourself how much effort I have yielded. Please consider any unintentional errors.

Sincerely,



.....
Shahir Fahim

ID: 161-11-5042

Batch- 43

Program: BBA

Department of Business Administration

Faculty of Business & Entrepreneurship

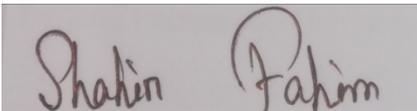
Daffodil International University

Declaration

I declare that the Internship Report on "Marketing activities of Bangladesh Auto Industries Limited" reveals the results of my own research work that was followed in the management of Bangladesh Auto Industries Limited.

I further acknowledge that the work reported in this internship is original and that no report or whole section has been submitted to any other university or institution for any degree or award or any other purpose.

The work I present does not infringe any existing copyright. I take further action to compensate the University against any loss or damage suffered as a result of breach of non-obligation.



.....
Shahir Fahim

ID: 161-11-5042

Batch- 43

Program: BBA

Department of Business Administration

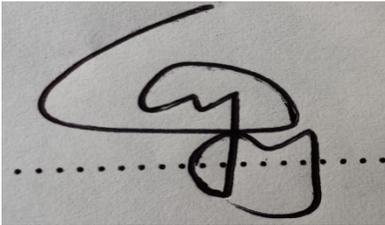
Faculty of Business & Entrepreneurship

Daffodil International University

Certificate of Approval

I am pleased to confirm that the Internship Report on "Marketing activities of Bangladesh Auto Industries Limited" arranged by Shahir Fahim bearing ID 161-11-5042 has been submitted to Daffodil International University's Department of Business Administration, Daffodil International University has been suggested for submission and presentation .

Shahir Fahim has a strong character and a very satisfying identity. In fact, it was a great pleasure working with him. I wish him all the achievements of everyday life.



.....

Dewan Golam Yazdani

Assistant Professor

Department of Business and Entrepreneurship,

Daffodil International University

Acknowledgement

At the very beginning, I would like to express my deepest gratitude to almighty Allah for giving me the strength & the composure to complete the report.

I would like to express my gratitude to my honorable academic supervisor and instructor Dewan Golam Yazdani, Assistant Professor, Department of Business Administration, Daffodil International University for his constructive supervision and instruction. Only because of his kind supervision and guidance I am able to complete my report properly. I am also thankful to all the personnel who has given their opinion to construct this report.

It was a great opportunity to work with the new start-up automobile company and experience their work environment that helps me to gather knowledge about working environment of different departments. I would also like to thank the Manager and also our office admins who share some information about their marketing strategy.

Executive Summary

From this report you can get a clear idea about marketing activities and marketing strategies of Bangladesh Auto Industries Limited. Particularly in this report is the marketing analysis used to understand and evaluate the marketing activities of this company. The scope of this report is limited to the Marketing Activities of Bangladesh Auto Industries Limited. In spite of some limitations such as lack of adequate information, lack of proper experience, I have tried my level best to make this report as informative as possible.

The overview of Bangladesh Auto Industries Limited is given in this report. It covers the origin of the Organization, organizational profile and present situation of this auto industry company. This company will manufacture four wheeler, 3 wheeler and 2 wheeler electric vehicles. Bangladesh Auto Industries Ltd (“BAIL”) is the project company. Mango Teleservices Ltd, its shareholder and allied concerns holds 80% shares in BAIL. Hong Kong Bestar Industrial Co, Ltd, a foreign company will hold rest 20% share in future. The vision of this project is to deliver affordable high-quality passenger and commercial utility vehicle for the growing middle-income group in Bangladesh. The design and features will be customized for Bangladesh market to meet local road and weather conditions with global standard settings. The project is planned to be located at Feni Economic Zone, Bangabandhu Sheikh MujibShilpa Nagar (BSMSN) of Bangladesh Economic Zone Authority (BEZA) in Chattagram.

This report provides recommendations and findings for Bangladesh Auto Industries Limited

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Chapter 1

Introduction

1.1 Introduction

Bangladesh Auto Industries Ltd (“BAIL”) is the project company. Mango Teleservices Ltd, its shareholder and allied concerns holds 80% shares in BAIL. Hong Kong Bestar Industrial Co, Ltd, a foreign company will hold rest 20% share in future. Mango Teleservices Ltd is leading the Project.

Mango Teleservices Limited (“Mango”) is the leading telecom service provider in Bangladesh. In 2008, it has started its journey as country’s first private sector International Internet Gateway (IIG) and successfully achieved the largest market share. Mango is providing flawless international connectivity to Bangladesh market for more than a decade. Mango is also the International Terrestrial Cable (ITC) operator, Digital signature certifying authority (DSCA) and Internet services provider (ISP). Mango’s allied concerns are operating Internet Gateway (IGW) and Interconnections exchange (ICX) license. Mango is also the owner of Playpen centre. Playpen center is country’s one of the oldest and prestigious English medium school with permanent campus on 1.2 acre land. Mango is also the stakeholder of Modhumoti Bank Limited.

1.2 Origin of the study:

This internship report began as an incomplete satisfaction of the BBA program from Daffodil International University. I am currently employed by Bangladesh Auto Industries Limited as a Marketing Executive, so I have all the practical experience and knowledge about Bangladesh Auto Industries marketing activities. I am very grateful to teacher Dewan Ghulam Yazdani Assistant Professor in the Department of Business Administration, Daffodil International University for his constructive supervision and guidance.

1.3 Objectives of the Study:

The main objective of the report will be to illustrate an analysis of marketing activities of Bangladesh Auto Industries Limited regarding the requirements of the BBA program.

Specific objectives:

- To identify marketing strategies of the Bangladesh Auto Industries Limited.
- To analyze Marketing Mix of the Bangladesh Auto Industries Limited.
- To identify problems related marketing activities of the Bangladesh Auto Industries Limited.
- To make recommendations to solve this problems.

1.4 Methodology of the study

This is the systematic method of preparing the final report from the topic selection. To do

The study should identify and collect data sources, categorize them, analyze them,

Explain and present in a systematic manner, and find out the main point. The Study

Was conducted from two different sources:

Primary Sources

- Direct communication with the workers.
- Personal interviews and discussions with the employees of Bangladesh Auto industries Limited
- Practical task work
- Personal experience gained by working with different people.

Secondary Sources

- Various internal documents of Bangladesh Auto industries Limited
- Many official record of Bangladesh Auto industries Limited
- Information collected from information memorandum Bangladesh Auto industries Limited

1.5 Limitation

1. **Deadline:** The time to complete the study was limited to three months. There was very little time to go into details about a company like Bangladesh Auto Industries Limited
2. **Insufficient Data:** Due to the lack of available information about the marketing activities of Bangladesh Auto Industries Limited, it is difficult to gather the key people to engage with. The staff was too busy to perform their duties.
3. **Lack of record:** Due to constraints and restrictions by the organization, greater research is not possible. Lack of sufficient written documentation to conduct a comprehensive study required. In many cases up-to-date information was not available.
4. **Lack of experience:** Lack of experience served as a barrier to rhythmic exploration of the subject. Being a member of the organization; I couldn't express anything sensitive. Lack of sufficient knowledge of any company's export and import business.

Chapter Two

Organizational Profile

2.1 Introduction

Bangladesh Auto Industries Ltd (“BAIL”) is the project company. Mango Teleservices Ltd, its shareholder and allied concerns holds 80% shares in BAIL. Hong Kong Bestar Industrial Co, Ltd, a foreign company will hold rest 20% share in future.

Mango Teleservices Ltd is leading the Project.

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2.2 Company at a glance

Name of the company	Mango Teleservices Limited
Year of incorporation	2007
Date of commencement of business	February25,2008
Legal status	Public Limited Company (Non listed)
Brand name	Mango Teleservices Limited
Authorized capital	BDT 1500 Million
Paid-up capital	BDT 96Million
Corporate office	Mango Teleservices Limited 82,Mohakhali C/A, (12 th Floor), Dhaka-1212, Bangladesh
Registered office	82, Mohakhali C/A (3rd floor), Dhaka 1212, Bangladesh
Telephone no	+88 028814507, +88 0298957 12
Fax	+88 028814537
Website	www.mango.com.bd
Auditor to the company	Arun& Co, Chartered Accountants
Bankers/FIs to the company	Trust Bank Limited Prime Bank Limited United Commercial Bank Limited Southeast Bank Limited Bank Asia Limited BRAC Bank Limited NCC Bank Limited Standard Bank Limited

2.3 Founders Profile

Mr. A Mannan Khan

Mr. Khan is the Chairman of Mango Teleservices Limited. He graduated from Tianjin University, People's Republic of China in Computer Engineering specializing in Telecommunication with a full scholarship from the Government.

After returning from China, he started business as Chairman, Communication Solutions Ltd (CSL) in Technology sector and contributed substantially to the nation undertaking many world class office automation solutions and innovative projects like Air to Ground Communication System. In 2008, he established Mango Teleservices Ltd, the first private sector International Internet Gateway (IIG) of the country and connected the country with the rest of the world. He also ventured into the business of voice network and established Platinum Communications Ltd. as an International Gateway, and Purple Telecom Ltd. as an Interconnection Exchange. Through these companies, a huge number of voice calls are coming in the country in a legal channel.

Mr. Khan is the founder chairman of Baira College, Sinai, and Manikganj, established in 1994. He is also involved with Playpen Center, an English medium school catering the urban people and offering education up to A level to about 1500 students in Dhaka city. He is also the sponsor Director of a new generation scheduled bank named Modhumoti Bank Ltd.

Mr. Mir Masud Kabir

Mr. Kabir is the Managing Director of Mango Teleservices Limited. He completed his Graduation from Middle East Technical University, Ankara, Turkey in Petroleum Engineering with a scholarship of Turkish Government. He started his career in 1990 with the renowned company named Schlumberger, and became the youngest Country Manager for the company in 1994. In 1995, he became the Country Manager for Cable and Wireless-Schlumberger JVOMNES, and explored Bangladesh market and jointly developed market strategies for all Schlumberger group companies in Bangladesh. In 1999, he established Dhaka Shilpo Ltd., which provides Value Added Service (VAS) to Telecom Industries and started the first IVR based VAS in Bangladesh. In 2005, he

started another business under the name of Shilpo Services, involved in development of Telecommunication application software and systems. In 2008 he jointly established Mango Teleservices Ltd. with Mr. Khan. He was a panelist and Speaker in the National Entrepreneur Summit 2013, in Dhaka, and 1st Asia Internet Forum of KOTRA, Manila Philippines. He represented Bangladesh as Delegation member in GSMA, Barcelona, in 2009, 2010, 2011 and 2012, in Telecom Union (ITU), Mexico in 2011 and in Maldives in 2010. He attended several international and national level seminars in Nepal, Hong Kong, China, India, USA, Singapore and UK. Mr. Kabir is contributing to nation with his efforts in making Bangladesh up to date in terms of technology business.

2.4 Shareholding structure of Mango Teleservices Ltd

Name of shareholders	Shareholding %	Position
Mr. Mir Masud Kabir	43.74	Managing Director
Mr. A Mannan Khan	43.74	Chairman
Mirextel Limited	4.17	Shareholder
Telefort Limited	4.17	Shareholder
Clix Limited	4.17	Shareholder
Mahbuba Kaniz Keya	0.01	Director
Sorabon Tohura	0.01	Director
Total	100	

2.5 Business operation of Mango Teleservices Ltd

The company commenced its operation in 2008 with only one service. But within short span it has added six more attractive and revenue generating services to its portfolio. Consequently, the existing portfolio of product and services became very rich and diversified. It has following operations:

1. International Internet Gateway (IIG) operation
2. International Terrestrial Cable (ITC) operation
3. Submarine Cable (SMC) operation
4. Internet Service Provider (ISP)
5. Digital Signature Certifying Authority (DSCA)
6. IT Enabled services

2.6 Sister concern of Mango Teleservices Ltd.

Mango has following concern companies engaged in different businesses:

1. Platinum Communications Ltd engaged in International Gateway (IGW) business.
2. Purple Telecom Ltd engaged in Interconnection (ICX) business.
3. Playpen Centre engaged in education industry.
4. Modhumoti Bank Ltd.
5. Mango Holdings Ltd engaged in real estate business.

A Mannan Khan's, Mir Masud Kabir's and their family members holds majority shareholding in above mentioned companies except Modhumoti Bank Ltd where Mango holds 4.42%.

Chapter Three

PROJECT DESCRIPTION

3.1 Project Overview

Mango Teleservices Ltd. is the pioneer in private sector International Internet Gateway (IIG) operation in Bangladesh. Even though it is renowned for telecom services however, it has planned to extend its operation to explore opportunities out of diversified as well as unconventional business sector. Recently Bangladesh government is kin to support environment friendly auto mobile manufacturing projects which attracts many investors to this sector. Like other investors, Mango also believes it is high time to invest in this sector in order to capitalizing Governments support and grabbing first mover advantages. According to that belief and considering high business prospects, it has formed a company named Bangladesh Auto Industries Limited which will bring global standard green automobile manufacturing plant to Bangladesh. To support this plant, it has formed two other backward linkage companies called Bangladesh Lithium Battery Ltd. and Mango Technologies Ltd. which will manufacture battery cell, battery pack, and motor, charger, controller respectively. Three different companies have been formed to integrate the whole project in following manner:



The main idea of forming different companies is to exercise the option of phase by phase manufacturing process rather than simultaneous one. At the initial phase it will manufacture battery cell, battery pack, motor, charger and controller. Later on, considering the future local and international demand of environment friendly vehicles, it will go for manufacturing electronic vehicles.

Hong Kong Bestar Industrial Co., Ltd will be the foreign shareholder of BAIL. Initiator of this company has long outstanding experience in automobile sector of China. They worked in senior management role in Dongfeng Motors Corporation which produces BMW, Honda, Nissan, Peugeot and other renowned brands.

The vision of this project is to deliver affordable high-quality passenger and commercial utility vehicle for the growing middle-income group in Bangladesh. The design and features will be customized for Bangladesh market to meet local road and weather conditions with global standard settings. The project is planned to be located at Feni Economic Zone, Bangabandhu Sheikh MujibShilpa Nagar (BSMSN) of Bangladesh Economic Zone Authority (BEZA) in Chattagram. The location is accessible by road, river and rail. BEZA is ensuring utility and other facilities at the location. BEZA has already allocated 100 acres of land for the said project. Now the project will accommodate in 25.43 acres of land among 100 acres. As per project timeline, the project expects to go into full commercial operation in January 2020. This global standard state of the art auto manufacturing plant will add substantial technical knowhow to the local manufacturing industry and enhance the skill of the local manufacturing workforce. Initially it will serve local market and in near future it will explore the export market as well, considering the low manufacturing cost base in Bangladesh, which will enable our country to take significant leap in global industrial manufacturing map.

3.2 Bangladesh Auto Industries Ltd.

This company will produce the electric vehicles. The business opportunities of Bangladesh Auto Industries Ltd. are-

- Globally new generation of environment friendly green vehicles is replacing conventional vehicles which indicate in near future automobile industry transformation is going to take place in Bangladesh as well.
- Bangladesh government's support and incentive for Green vehicles.
- Electric vehicles will be cheaper than conventional Automobiles
- Fast growing local and regional economy with huge addressable automobile and transport market
- First mover advantage

3.3 Value proposition

- Economic compare to conventional vehicles
 - 90% fuel cost reduction
 - 90% maintenance cost reduction
 - 50% vehicle price reduction
- Environment friendly (100% carbon & emission free)
- Ultimate Economic empowerment and development

3.4 Products under Project





3.5 Project Location

proposed project will be located at Plot 1/ 4, Feni Economic Zone, Bangabandhu Sheikh Mujib Shilpa Nagar (BSMSN), union no 7, Sonagazi, Feni. It is close to Chattagram international airport and Chattagram port. The site enjoys all infrastructure facilities like power, water, road communication and availability of labor at low cost. As an economic zone it has well organized communication facilities, which is very helpful for the procurement of necessary goods and marketing of the product.

The project land area is about approximately 25.43 acres and a land lease agreement of 100 acres has been signed between Bangladesh Economic Zones Authority (BEZA) and Mango

3.6 Project’s Shareholding Structure

Present Shareholders:



Sponsor/Shareholder	% of Shareholding
Mango Teleservices Limited	89.24%
Platinum Communications Limited	9.30%
Clix Limited	0.21%
Telefort Limited	0.21%
Mirextel Limited	0.21%
Fujian Taiyu Automobile Co Ltd	0.85%
Total Shares	100.00%

Proposed Shareholders:

Sponsor/Shareholder	% of Shareholding
Mango Teleservices Limited	26.50%
Hongkong Bestar Industrial Co., Ltd	20.00%
A Mannan Khan	26.50%

Mir MasudKabir	26.50%
Clix Limited	0.17%
Telefort Limited	0.17%
Mirextel Limited	0.17%
Total Shares	100.00%

3.7 Director's List

Present Director's particulars:

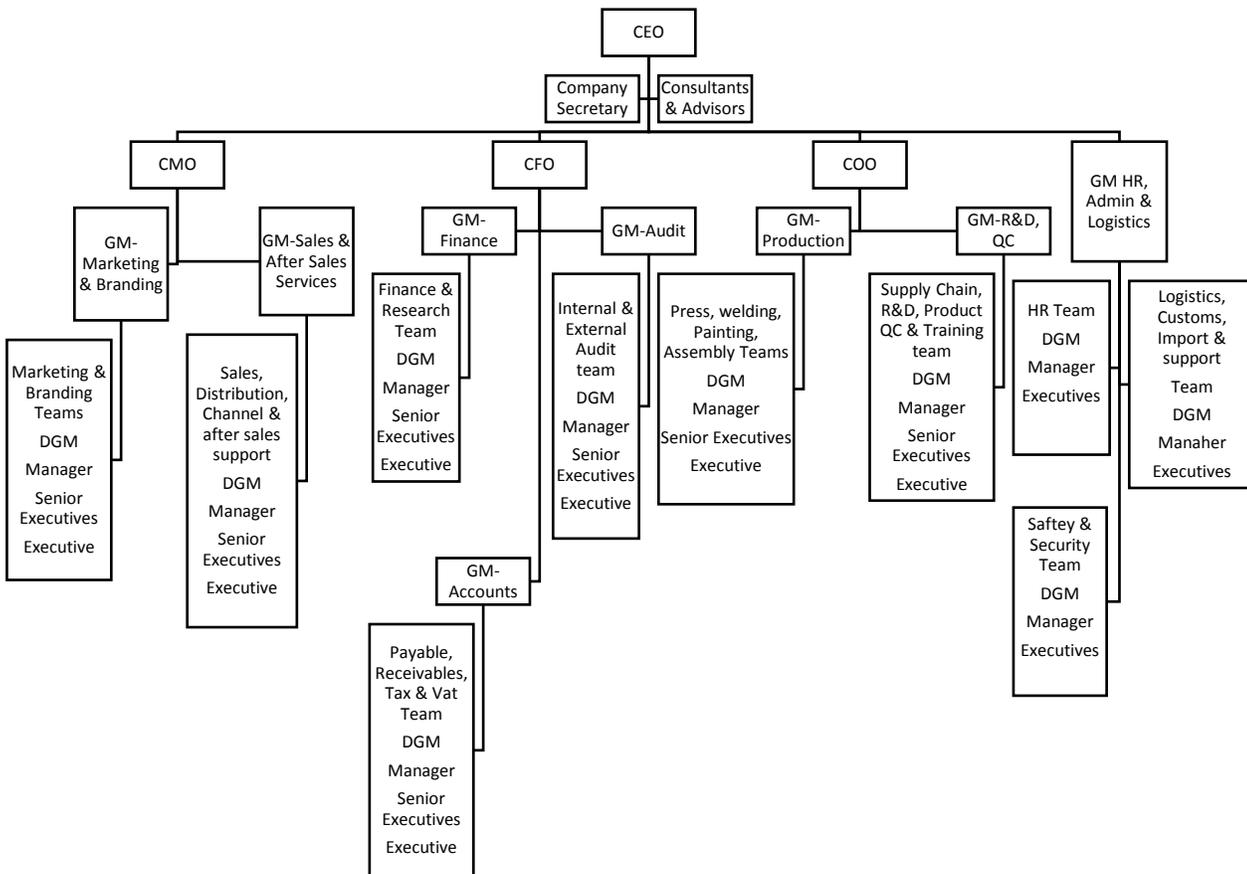
Name	Designation
Mr. A Manan Khan	Chairman
Mr. Mir MasudKabir	Managing Directory
Ms. SorabonTohura (Nominated by Mango Teleservices Ltd.)	Nominated Director
Dr.MahbubaKanizKeya (Nominated by Mango Teleservices Ltd.)	Nominated Director
Mrs. Ren Weijing (Nominated by Fujian Tayiu Automobile CO, Ltd.)	Nominated Director
Mr. Yuan Honggang (Nominated by Fujian Tayiu Automobile CO, Ltd.)	Nominated Director

Proposed Director's particulars:

Name	Designation
Mr. A Manan Khan	Chairman
Mr. Mir Masud Kabir	Managing Directory
Ms. SorabonTohura (Nominated by Mango Teleservices Ltd.)	Nominated Director
Dr.MahbubaKaniz Keya (Nominated by Mango Teleservices Ltd.)	Nominated Director
Mr. Liu Jiayan (Nominated by Hong Kong Bestar Industrial Co, Ltd.)	Nominated Director

3.8 Management and Organization

The project will be set-up by a group of highly professional, well experienced and financially sound Local and foreign entrepreneurs. The overall management of the company will be vested with the Board of Directors of the Company, who will formulate policies and provide guidelines the directors and other operative personnel for its day to day business operations.



Chapter Four

Marketing Activities of Bangladesh Auto Industries Limited

4.1 What is marketing?

The science and industry of evaluating, creating and serving to meet the needs of a target market at a profit. Marketing identifies unmet needs and aspirations. It determines the size, size and quantity of the target market and the size of the profit potential. It specifies in which department the company is capable of providing the best service and designing and promoting appropriate products and services.

4.2 What is Marketing Strategy?

A marketing strategy is a company's marketing goals and objectives combined with a single comprehensive plan. Business executives draw on a successful marketing strategy from market research. They also focus on the right product mix so they can make the most profit.

Customer Segmentation

Owning a car in Bangladesh is regarded as a sign of prestige especially in areas outside Dhaka City. 36.62% of all vehicles are registered in Dhaka Metro. The figure becomes even more skewed towards Dhaka, when the individual categories are seen. Approximately 68.96% of all SUVs, 75% of all MPVs and 78% of all other private passenger cars are registered in Dhaka Metro. This has turned Dhaka into one of the most congested cities in the world. However, given the population differential between Dhaka and the rest of Bangladesh it is evident from this information that most households in Bangladesh do not have access to

passenger vehicles. A growing MAC population as well as a growing Affluent Class in Bangladesh paired with high economic growth and development with rising per capita income and the image of car ownership in Bangladesh, cars are aspired by all. Yet, only the very affluent in urban centers such as Dhaka can afford cars. This is because with import duties and associated costs of importing, the price of a car may go up as much as 300% from the FOB price at the port of export. This is also the reason that even among affluent households; car ownerships are heavily limited to one per household on average and in some cases 2 or more for very affluent households. The present customer segmentation for private cars in Bangladesh is therefore limited to Affluent Households. Bangladesh Auto Industries wants to change that. The car aspirant population is significantly bigger than the car owning population of the country. Hence, Bangladesh Auto Industry wants to sell the first car for the car aspirant population and be the second or third car for affluent markets. Therefore categorized by income, the target segment for Bangladesh Auto Industries is MAC and MAC+. Since, buying cars is a very big decision of significant money; it is usually made by a lot of consultation. Bangladesh in this respect is still a patriarchal society and hence the target market for promotion is the head of household. However, due to social and ethical concerns, the promotion would be gender neutral and be targeted at both male and females equally.

Targeting

- Presentation
- Direct advertising
- SMM
- Blogs and Vlogs
- Showrooms

Positioning

Bangladesh Auto Industries Limited is the only Electric car in Bangladesh that can go FROM 0 TO 100 in 5 seconds without a drop of oil. The company may consider a consistent cultural and innovative brand positioning. Like Bangladesh produced World best MUSLIN. It has the best tiger. We have the Best fiber (Jute) and produce the best garments. It has a winning cricket team. Our people are making history. Time has come to produce and use the best car. Positioning statement for drivers who are keen on innovation, technologies, comfort and want to be ahead of the crowd. Bangladesh Auto Industries Limited is the only premium car that goes from 0 TO 100 in 5 seconds and can reach 220 KM/H without any petrol. Unlike Mercedes, Bmw and Audi, Tesla symbolizes a new era and is perceived as an out of the box.

4.3 Marketing Mix

Marketing mix refers to the actions or strategies a company uses to promote its brand or product in the market. 4PS creates a simple marketing mix - prices, products, promotions and space. However, nowadays, the marketing mix includes a number of other PSs such as packaging, positioning, people and even politics as a growing mixing element.

Product:

SUV:



Chassis steering		The wheel brake	
Drive method	Front-engine	Front brake type	Vented Disc
Front Suspension	Mcperson independent front suspension	Rear brake type	Disc
Rear Suspension	Rear torsion beam independent suspension	Parking brake type	electric brake
Steering type	Electric Power Steering	Front tyre specification	215/55 R18
Body Structure	integral body construction	rear tyre specification	215/55 R18
Car body		Spare tire specification	non-full-size
	SUV		
Body type	4525	power system	
(mm)length	1845	motor model	
(mm)width	1615	Type of drive motor	permanent magnet sync

SEDAN:



Chassis steering		The wheel brake	
drive mode	Front-engine	Front brake type	Discbrake
Front Suspension	Double boom independent front suspension with lateral stabilizer bar	Rear brake type	Drum brake
Rear Suspension	Multi-link independent suspension	Parking brake type	Hand brake
Steering type	Electric Power Steering	Front tyre specification	205/60 R16
Body Structure	integral body construction	rear tyre specification	205/60 R16
car body		Spare tire specification	non-full-size
Body type	Sedan	Spare tire size	T125/80 R16
(mm)length	4695	Power system	
(mm)width	1795	motor model	
(mm)height	1460	Type of drive motor	
(mm)wheel base	2725	Motor power (rated)	40KW

HATCHBACK:



Chassis steering		The wheel brake	
Drive method	Front-engine	Front brake type	Disc brake
Front Suspension	Mcpherson independent front suspension	Rear brake type	Drum brake
Rear Suspension	Helical Spring, Sliding Column Double Swing Arm Independent Suspension	Parking brake type	Hand brake
Steering type	Electric Power Steering	Front tyre specification	175/65 R14
Body Structure	integral body construction	rear tyre specification	175/65 R14

car body		Spare tire specification	Full size
Body type	hatchback vehicle	Spare tire size	175/65 R14

MPV-2:



Name	MPV-2	
MPV-2	Specifications	
outside dimensions	(mm)length	6080
	(mm)width	1885
	(mm)height	2285
	(mm)front gauge	1655
	(mm)rear gauge	1650
	(mm)wheel base	3720
Track Parameters	(mm)min Ground Clearance	140
	(m)Minimum Diameter Of Turning Circl	16.6
	(°) approach angle	15
	(°) departure angle	16

EV ADVANCED MOTOR CYCLE (2 WHEEL)



	(motorcycle)
(motor)	72V2000W
<u>controller</u>	24 (24 tubes)
Minimum ground clearance	140mm
range	120km
top speed	85km/h, 110km/h
battery	12V /80AH*6
Climbing angles	$\leq 16^\circ$
Transmission Model	shaft drive transmission
	disc brake

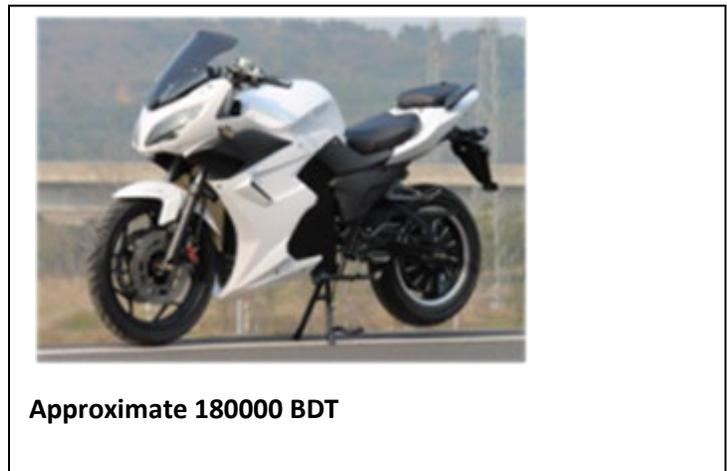
Price:



Approximate 120000 BDT



Approximate 240000 BDT



Approximate 180000 BDT

Place:

Nevertheless, Bangladesh is also facing a rise in the demand for motorized vehicles. In 2015, a total of 0.32 million vehicles has been registered in Bangladesh according to the list given in the official website of Bangladesh Road Transport Authority (BRTA). In 2016, there has been an increase of registered vehicles totaling 0.42 million vehicles. For the last couple of years, it has been increasing as per the data. The latest update shows that in the first two months of the year 2019, 69,198 registered vehicles have been listed.

According to the primary regulator, BRTA, there are approximately 3,042,853 vehicles in Bangladesh. The total number of registered vehicles in Bangladesh as per BRTA statistics is presented below.

So taking those into consideration Bangladesh Auto Industries Limited have decided to hit the major cities like Dhaka, Chittagong, and Sylhet primarily. Though these electric vehicles have charging issue therefore it is not possible to penetrate all the district as of now.

Promotion:

Based on the market behavior, market economics and trend, Bangladesh Auto Industries believe that the growing Middle and Affluent Consumers (MAC) population would be our major target market. The company would have to create effective perception in this group's mind.

Their marketing, branding and communication effort would be to convince this group and create a positive brand image in the existing MAC group and emerging or aspiring MAC group. We intend to use ATL (above the Line) and BTL (below the line or more individually targeted) advertisement communication and create the most appropriate campaign by engaging with the best agencies in the market. Our goal would be to create a positive perception and a quality image.

They intend to do marketing campaign using all potential media, means and word of mouth. The company will use Newspaper, TV, Radio, Internet, Social media, Movie, bill board, fairs, stalls, exhibitions, trade shows, booths, hoardings, sales points, service points, other potential conduits. It would blend world class quality, commitment, support, innovation along with the cultural and social satisfaction of Bangladeshi people as our market slogan and positioning. They are considering good brand ambassador and eye catching presence through events, games sponsors, event sponsors, concert etc..

Chapter Five

Findings & Recommendation

5.1 Findings

Several problems have been identified after the completion of the study which may be responsible for creating a negative branding of this company. The problems according to my perspective are as follows:-

- I. The term Electric Vehicle (EV) is totally new to the market and therefore it will be difficult to grab customer attention.
- II. The market at present in Bangladesh is heavily brand driven rather than product specification driven. Due to the heavily technical nature of automobiles, such is expected in the near future as well. A heavy investment in marketing and branding is required along with quality products in order for it to be true import substitutes.
- III. The biggest weakness however, is uniqueness of the project. Bangladesh market never had any automobile manufacturer in this industry before. This is the first time and hence, the market response to this product is dependent on many variables that cannot be ascertained due to the lack of history in this industry.
- IV. Change takes time – It will be difficult to get into the market of combustion engine vehicles as people have less knowledge regarding Electric Vehicle. Electric car makers have a lot of convincing to do with consumers. Not everyone is sold on the idea that electric cars make sense for their life.
- V. Limited choice – as it is a start-up project company the customer will not be able to choose between various models at first.
- VI. Lack of Charging Stations primarily
- VII. The key threat is the lack of coherent policy regarding manufacturing of automobiles in Bangladesh.

5.2 Recommendations

To make a positive impact on customers mind Bangladesh Auto Industries needs some changes in their strategy. As it is a new company nurturing it is essential and have to think about many critical issues in order to leave a mark in the customers mind.

- I. First and foremost for most of us, we've driven gas vehicles all our lives. That's all we know and we think that anything that can't replicate that gas station experience is scary. Promoting EV is essential in order to get
- II. Household charging points needs to be set up as people will be reluctant to go to nearest charging station due to heavy traffic condition in Bangladesh.
- III. Pricing is very sensitive issue in the automobile industry. Hence it needs to be addressed and cut the price slightly.
- IV. This is a new ground for policymakers as well. However, it can be hopeful of necessary policy changes in order to help this industry go forward once initial proof of concept is established.

5.3 Conclusions

Automobile sector is very crucial and also booming in the economy of Bangladesh. I am really glad to have been oriented to this sector as Bangladesh Auto Industries Limited is the pioneer in manufacturing industry in Bangladesh. Since there is no players like this company it will be easy as well as difficult to capture the market. Industry needs to gain trust of mass people in order to survive in this competitive market. From the working experience, I understand that “Bangladesh Auto Industries Limited” is without a doubt an efficient organization. They are building up their organizations effectively, on the grounds that BAIL does not trade off about quality, commitment and discipline. It has turned out to be likewise conceivable by intensity of the perpetual work and dependable duty of the talented representatives of the organization. Getting me involved in such a company is now a matter of satisfaction to me because I have had a substantial experience of marketing activities. I found that practical experience is much wide than experiencing the books. I have additionally experienced corporate way of life where I needed to experience a solid strategy which has positively affected my present life. Accordingly, I can state that from this time term of this entry level position, I have learnt numerous things which are extremely fundamental for my career and education.

Reference

Information memorandum of Bangladesh Auto Industries Limited.

Website: <http://www.bdauto.com.bd/>