



“Agro Machineries Marketing in Bangladesh: A Study on ACI Motors”

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LETTER OF TRANSMITTAL

To

Professor Dr. Mohammed Masum Iqbal

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Subject: Submission of Internship Report Titled “**Agro Machinerics Marketing in Bangladesh: A Study on ACI Motors**”.

Dear Sir,

With due respect I am submitting my internship report, which is a part of my MBA Program curriculum. It is a great honor to work under your active support and supervision. This report is based on, “**Agro Machinerics Marketing in Bangladesh: A Study on ACI Motors**”. I have got the opportunity to work at ACI Motors Ltd. under the supervision of Iftekher Mahmud Hasib, Asst. Product Manager. To prepare this report I have collected several national and international journals and I used most relevant information to make this report more logical and reliable. I have tried my best to achieve the objectives of the report and hope that my effort will serve the purpose.

I will be grateful if you are kind enough to enlighten me by providing your valuable judgment regarding this report. It would be my huge pleasure if you find this research report useful and informative to have an apparent perspective on the issue.

Thank you for your concentration and patience.

Respectfully yours,



.....

Md. Shariful Islam

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MBA Program

Major in Marketing

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CERTIFICATE OF APPROVAL

This is to certify that the internship report titled **Agro Machineries Marketing in Bangladesh: A Study on ACI Motors** prepared by Md. Shariful Islam, ID No: 191-14-2934 as a requirement of MBA Program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.



.....
Professor Dr. Mohammed Masum Iqbal

Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

ACKNOWLEDGEMENT

I am grateful to many individuals for completing my internship report successfully. First of all, I wish to express my gratitude to the almighty Allah for giving me the strength to perform my responsibilities as an intern and complete the report within the stipulated time. I am deeply indebted to my university advisor Professor Dr. Mohammed Masum Iqbal, Daffodil International University for his whole-hearted supervision during my organizational attachment period. I am also grateful to Mr. Iftekher Mahmud Hasib, Assistant Product Manager of ACI Motors Ltd, as my organizational supervisor. It would have been very difficult to prepare this report up to this mark without their guidance. My gratitude goes to entire Department Of Business Administration for arranging internship program that facilitates integration of theoretical knowledge with real life situation. Last but not the least, I would also like to express my gratitude to my ACI Motors Ltd. fellows of tractor team, seniors who gave me good advice, suggestions, inspiration and support. I must mention the wonderful working environment and group commitment of this organization that has enabled me to deal with a lot of things.

EXECUTIVE SUMMARY

Developing nations are the elements of emerging markets. Most of these population lives in a rural area. They are not easy to understand as the traditional is too dull for them. Also, the situation becomes more challenging when it comes to distribution and affordability. Sometimes there are no transportation way or if it is here then it is not that friendly. The income scale is too low. Though it is too much challenging for a marketer it cannot be denied that this emerging market size is huge. Practice marketing in rural area is not easy. It is a tough job to get the right concept about the rural market. The market size is too large in Bangladesh. Involving in this economy will bring a sure success. To attain the position in rural region, a firm has to face challenges like, underdeveloped people, market, infrastructure, low communication facility, income and seasonal demand, low literacy rate, traditional life style etc. make the life of a marketer tougher to design the strategy. But, there are some firms who have done this impossible to possible. They have come up with an easy way of communication or changed or adapted with the pattern of rural life. Traditional education system or literacy mapping system is not able to change the psychology. So, enabling the rural minds through the light of education will be successful while the marketers will be able to reshape the psychological structure of rural population. In future, marketers should on work on this that how they will reshape or restructure the rural mindset.

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Introduction

The Concept of 'Rural Marketing' means different things to different persons. Rural market and rural advertising and marketing and advertising are same as regards primary advertising and marketing structure. The rural markets provide a tremendous scope for a targeted marketing try because of the ultra-modern growth in the rural incomes and the opportunity that such earning will growth quicker due to better manufacturing and better costs for agricultural commodities. To gain the place in rural place, a company has to stand demanding situations like, underdeveloped people, marketplace, infrastructure, low verbal exchange facility, earnings and seasonal call for, low literacy charge, conventional lifestyles fashion and so on. Make the existence of a marketer tougher to design the method. However, there are some corporations who have finished this now not feasible to feasible. They have got give you a clean manner of communication or changed or tailored with the pattern of rural existence. And there are some, who have promoted their product, come what may also the use of the sports institution as rural lives are more interested in sports activities. They got additionally encouraged patriotism and use some famous media to talk with the humans. Entrepreneurs are counseled to maintain a low charge, easy layout and related brand name to make the consumer understand the emblem and revel in safe with the brand.

Background of the study

Agriculture is one of the fundamental sectors contributed 20.24% to the GDP of Bangladesh with a growth rate of four.12% in 2010-eleven (BBS, 2011). With on this region AM is emerged as a capability agribusiness sub-sector. Agricultural place generated 40 3.6% of standard countrywide employment. In comparison, non-agriculture sector contributed fifty six. Four% of overall employment in 2008-09 (BBS, 2009). Agricultural gadget (AM) manufacturing sub- zone in Bangladesh is growing pretty satisfactorily and has capability to make large contribution to heaps wanted non-farm monetary increase, employment generation, mechanization of on and off-farm agricultural sports. In present day years, there are approximately 70 foundries, 800 agricultural machinery manufacturing industries and workshops, 1,500 spare elements manufacturing workshops, and approximately 20,000 repair and maintenance workshops are engaged in AM sub-sector of the use of the United States. AM and spare components manufacturers, importers, shoppers/wholesalers, shops, and their establishments as respondents. Based totally at the boom and cognizance of agricultural device and spare factors manufacturing workshops (clusters), the have a look at have become executed in 3 districts of Bangladesh. The districts have been: Dhaka, Bogra and Jessore. Bogra has emerged as the center of producing AM and spare additives especially for irrigation pumps, threshers, maize shellers, piston, liner and numerous spare parts of small diesel engines and machines, casting of device additives and so on. And contributing about eighty% of the local production in the use. In Nineties, agricultural machinery sub-region had long past thru a fantastic diversification of sports activities like repair, safety and production of farm implements, machines and spare components for irrigation pumps, engines/automobiles, electricity tillers, sprayers, pedal and engine operated paddy and wheat threshers, maize-shellers, rice hullers, poultry and dairy device's and so on. Within

the closing 5 years, the marketplace grew more than three folds from US\$ 273.6 million annually in 2006 to US\$ 802.3 million in 2011. This fashion provided vast beautify to the nearby manufacturing of AM and spares factors notably, and reduced dependency on import. The delivery of strength tiller (PT) totally depends on import. There are approximately 550,000 PTs running within the use. The supply of tractors in the Americas. Clearly relies upon on import. At gift, there are approximately 35,000 tractors. Tractors operating in the county have become about five, 530 (FAO, 2002). Considering that then, the kind of tractor import is growing hastily and steadily changing the strength tillers in agricultural region. Few region agencies much like the steel, ACI motors Ltd., Mahindra, Corona, and so on. Are importing majority of the tractors and advertising through its dealers and own showrooms at fantastic district towns and organization facilities. The existing manufacturing volume of centrifugal pump is ready 560,000 units with an annual turnover folks\$ sixteen.6 million. the yearly import market size of those machines is anticipated at US \$35.1 million besides maximum not unusual AM and spare elements manufacturing, some items like drum seeder, push-pull weeded, potato harvester, potato grader, fish and chicken feed gadget, rice grader, rice polisher, car crusher tool, automobile combination system, oil mill, puffed rice mill, rice huller, warm mixture machine, cereal dryer tool and so forth. Are being synthetic inside the u .s .a. This sub-area remains unexplored and there can be a large capacity for growth and employment era.

Objectives of the Study:

- i. To identify the marketing strategies of ACI Motors;
- ii. To explain marketing mix of ACI Motors;
- iii. To identify problems related to the marketing activities of ACI Motors;
- iv. To make recommendations to solve the problems.

Scope of the Study:

The primary motive of the have a look at is to increase information about the organizational and operational elements of the corporation and to take concept about not unusual aggressive sports activities further to the opportunity advertising and advertising and marketing sports activities of ACI cars. The purpose for presenting the subject "Agro Machineries advertising in Bangladesh: A look at on ACI automobiles". Its miles applicable to me as my main is marketing and marketing and the Agro Machineries marketplace evaluation is a big a part of this. It's going to help me to build up the information approximately the evaluation and feature similarly to the advertising practices of an electronics corporation. The college of business enterprise control will comprehend specifically how the employee of ACI vehicles. Deals in market and opens the cutting-edge unit of the ACI motors brand.

Limitation of the Study:

- One of the limitations of the test was unavailability of information. That to be had facts have become no longer nicely provided and prepared.
- As organization pupil I did now not be able to apprehend the numerous technical terms of the Agro Machineries businesses, information of which can have enriched this document.
- The employees from whom I've gathered data; some of them have been very busy for extraordinary reasons. Someday despite the fact that they have been wanting to assist me but they could not gather time.

Methodology of the Study:

Study Type: "Exploratory study."

Collecting information in an unstructured and informal manner.

Defining Research Problem and Developing Approach

On this research the principle trouble come to be to identify patron's choice degree of ACI electricity Tiller. This survey describes a comparative examine of the consumer preference within the route of ACI energy Tiller in Bangladesh. To get this information we want to particularly discover customers demographic and economic facts and other concerns associated with client behavior. A focus institution discussion have become made with few customers and product executives to gain concept about product standards. Secondary facts end up amassed from commercial enterprise company database, Governmental sources and unique market records. In developing approach some specific research steps had been made. The research works had been prepared in a manner so that the statements can help to offer statistics on the identical time as taking picks. Earlier than that, hypothesis become made.

Research Design

Whilst you recall that our pattern is small and studies system is flexible we've got used exploratory studies layout for obtaining vital facts. To satisfy the targets of the research survey technique is chosen.

Population

The complete part of something is defined as populace. The a hundred and fifty registered clients of ACI electricity tiller like farmers, mechanics, dealers and so forth are our population.

Sampling Method

We've done judgmental sampling underneath the non-possibility sampling technique. sample length strength of mind when you don't forget that attaining each patron for survey come to be and time eating, we took a entire of 30 samples from the overall

populace of diverse organization territories based totally on one-of-a-kind schooling diploma and age groups and so on.

Sample Size Determination

Since reaching each customer for survey was expensive and time consuming, we took a total of 30 samples from the total population of different business territories based on different education level and age groups etc.

Data Collection methods

To get statistics approximately ACI electricity tiller customers we've got used both primary and secondary records collection technique.

Primary data:

Number one facts turned into amassed without delay from the purchaser survey with the assist of the field employees of ACI motors. We gave a few questionnaires to them and used their responses as our primary records.

Secondary data:

The secondary statistics become gathered from organizations every year business overview record, advertising file, annual report, text e book and information from internet and so on.

Data Collection Time

We have accomplished the studies in among November 2020 to February 2021.

Questionnaire Format Questionnaire Format

For the research the questionnaire was both structured and unstructured. Questionnaire survey includes specific mostly closed ended answers and one or two open ended answers. Questionnaire was short and written in simple Bangla language so that respondents could easily understand and answer all the questions.

Interview Technique

Head to head interview with customers turned into achieved to get primary information. After you have their responses, the sector forces documented these in questionnaire format paper.

Scaling Technique

We've used nominal measurement where numbers assigned for each elegance represents only call. Seeing that our respondents are not knowledgeable to pick out a scale primarily based on rating so we've got used questions with a view to be answered with the aid of manner of choosing any option given.

Data Analysis Technique

To conduct the studies we've got done Frequency desk, Crosstabs and Correlation evaluation. SPSS software program (version 17) has been used for facts evaluation in the beginning, with the help of the software program frequency trying out has been done. After you have got the class clever result, Crosstabs Correlation has been used to discover the give up end result of the studies.

Mission and Vision of ACI Limited

ACI motors has been centered on turning in the merchandise and number one class services to all of the areas of the clients. They're constantly concerned approximately the peoples want with pastimes to add the values to the shareholders. The investments of shareholders gives maximum benefits to their customers. Their assignment and vision need to sit up for offer maximum effort for the development of the commercial enterprise employer.

Mission

ACI's mission is to provide the first-class of existence to the human beings thru the accountable utility of expertise, competencies and technologies. ACI is devoted to be excellence of their field through worldwide-class progressive products and services together with active employees to provide the very pleasant level of pride to their clients.

Vision

- To be the very best position of management in every elegance of their businesses.
- Gain the nice degree of productiveness in all sectors with the resource of the usage of powerful and efficient assets,
- To adoption of relative era and being familiar with their center talents.

- Challenge approximately the improvement of their employees through encouraging fulfil their call for and profitable proper innovation.
- Possibilities of mastering and personal growth of its personnel.
- Offer products and services of excessive and ordinary high-quality, making sure value for cash to its clients.
- Provide qualitative development of the offerings to the suppliers and companies.
- Set up harmonious dating with the community and sell extra environmental duty within its sphere of have an impact on.

Strategic Business Units:

- prescribed drugs
- Patron producers & Commodity merchandise
- Agribusinesses
- ACI has the subsequent subsidiaries:
- ACI Formulations confined
- Apex leather-based-based totally crafts restricted
- ACI Salt restrained
- ACI natural Flour limited
- ACI ingredients constrained
- Consolidated chemicals limited
- Primo flex Plastics restrained
- Progressive verbal exchange restrained
- ACI automobiles confined
- ACI Logistics restrained

Joint Ventures:

- ACI Godrej Agro vet confined

- Tetley ACI (Bangladesh) restricted
- Asian patron Care (Pvt.) restrained

ACI Consumer Electronics:

ACI cars have begun their operation in 2007, to make a exchange inside the agricultural region. They have upload mechanization of the agricultural method. To reap this vision, ACI automobiles is presenting “entire Farm Mechanization solution” to our farmers with the useful resource of providing a superb excellent of agriculture machineries - Tractor, electricity tiller, Reaper, Mini integrate Harvester, and Rice-Trans planter and lots of others. Its miles covering the whole system of land education to cultivation the crop for renovation. ACI automobiles moreover introduced the construction gadget industry of Bangladesh in 2014 introducing CASE production system and moreover delivered Escorts production system of India to its portfolio in 2016. ACI cars additionally have become the distributor of global YAMAHA bikes in Bangladesh in 2016.

Agricultural Machineries:

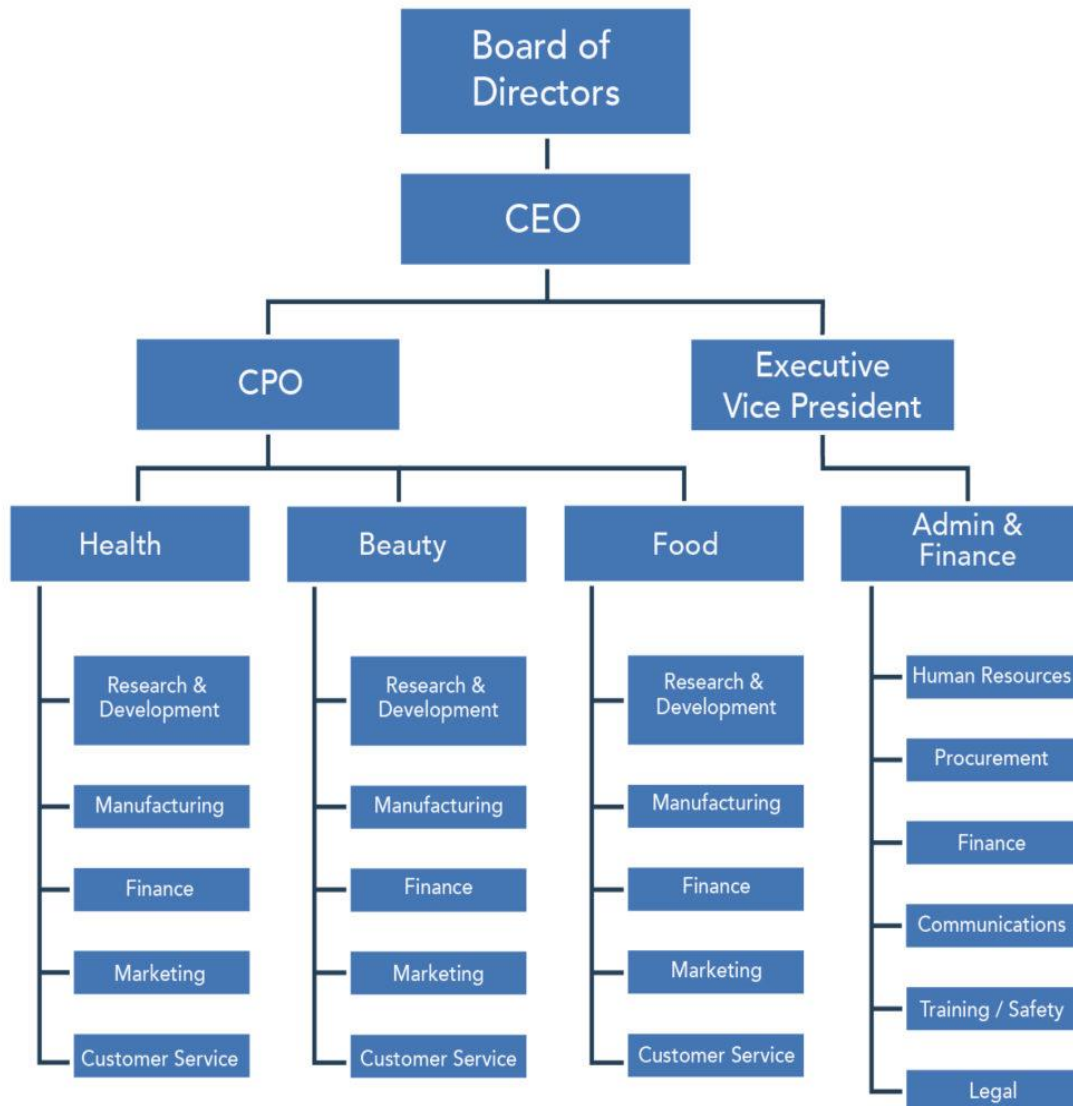
ACI motor has been brought the most entire and up to date immoderate energy agricultural machineries inside the Bangladeshi market. they have begun introducing those products with the product type of agro machines like tractor, electricity tiller and additionally they make sure the product as well as deliver of actual spare additives. They have got moreover selling after sales provider. They released Sonalika tractor of IITL, it's far been designed for Bangladeshi file to be consumer pleasant assist. Later they have got brought diesel engine and dacdong combine harvester.

Product Profile

ACI cars sell electricity tiller, pump, light pick-ups and mini vehicles, tractors, diesel engine, and harvester, rice Tran’s planter, rice cutter, spray device and lots of others.

Organizational Structure

The generally hierarchical arrangement of strains of authority, communications, rights and obligations of a business company. Organizational form determines how the roles, power and duties are assigned, managed, and coordinated, and how statistics flows among the extraordinary degrees of the control.



A form depends on the commercial enterprise company's goals and technique. In a centralized shape, the pinnacle layer of management has maximum of the selection making power and has tight manipulate over departments and divisions. In a decentralized structure, the decision making energy is dispatched and the departments and divisions may also have one-of-a-kind degree of independence.

The leader govt. is appeared as a number one head of the organization under which director and brand new supervisor falls. Below GM numerous branch head fall via. The HR branch, Account/finance department, earnings/marketing branch, company branch and additives branch lies wherein all branch head are liable for each departments. An organizational chart illustrates the organizational form of ACI automobiles.

Departmental Activities

HR Department

The HR department of ACI cars thinks of creating a supportive work surroundings in which creativity, innovation, and productiveness are practiced. They apprehend if these items are being practiced efficiently than they are able to without problem attain the agency excellence in a dynamic manner. Human assets are the main and crucial beneficial useful resource for any organization. So education is have to for human aid to put together them a competitive marketplace. ACI motors mirror on attention on their schooling activities and offer wished aid to enlarge the end competencies of human sources. They practice organization building and management meeting on an everyday foundation. Further they make sure the thrilling work environment to fulfil the potentiality of a worker.

Administration department

Management department especially art work to keep excellent surroundings via right monitoring with the enterprise insurance.

Finance and planning

The Finance and planning function of ACI Ltd. is the nerve middle of the conglomerate. The most important regions of its sports encompass:

- Business enterprise Finance
- Treasury
- Coverage and risk management
- Costing
- Credit score manage
- Money owed payable control
- favored accounting
- Taxation
- New company manage

Commercial Department

Industrial branch of ACI motors is a purposeful and maximum operative branch of the employer. All the deliver chain sports activities gives are served proper here. To run the business enterprise perfectly this department has complete of dedicated and hardworking personnel and they may be maintaining a wonderful customer relationship amongst clients in every instances along with country wide and global. They're attaining the exceptional prices of the products and additionally degree the quantity of fee financial savings of the personnel. It spreads professionalism and information in the commercial sports.

MIS department

- It related supports are solved on this department.
- It manages the internet support, lan assist, any bugs of software program application or hardware and any linked assist solution.

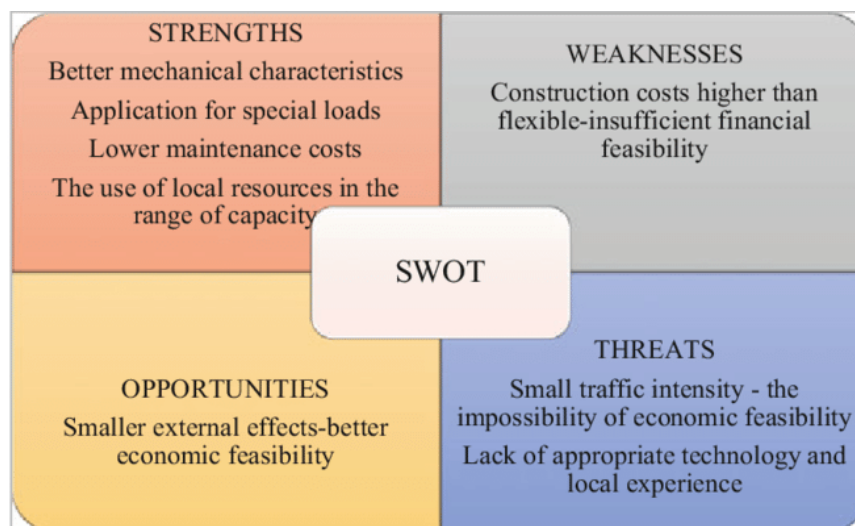
Distribution department

- ACI automobiles strategically find out the capacity income facilities in twenty particular places all around the USA
- Through this department, it's been greater than fifty rather professional and well knowledgeable manpower covered everywhere within the United States.
- This department ensures the orders and deliveries on the right time in addition to schooling department

ACI automobiles organize training program at each of the month and right here they need to preserve a workout of particular output from the employers. With the aid of schooling classes, the employers get important and strategies for better and new flow

SWOT ANALYSIS

SWOT Assessment refers to evaluation of strengths, weaknesses, opportunities and threats of a business agency. This enables the corporation to make its future typical performance stepped forward in evaluation to its competition. An enterprise company can also study its contemporary position via SWOT analysis. For all of these, SWOT assessment is taken into consideration as critical device for making modifications within the strategic control of a business enterprise.



Strength

ACI motors inside the choose-up/covered van market famous some strength. ACI is a very organization and they're playing with their brand name. ACI has a big wide type of sellers and shops who convince capacity clients to shop for their merchandise. ACI is a longtime agency with professional personnel and it has better credit score manage than other competition. Via direct statement and talk with the ACI officials i am capable of factor out a few fundamental strength and weaknesses further to a few threats and opportunities concerning the numerous problems of ACI such as-

- Provider stage
- Operational performance

Top Management

The control institution of ACI cars are very inexperienced. All of the officers and in particular pinnacle management employees has revel in from reputed companies in Bangladesh. Their abilities, experience and aims are the delivery of commercial enterprise agency's long time growth. So the top manipulate of ACI is the essential power of ACI vehicles.

Corporate Culture

ACI has an interactive business enterprise way of life. Their friendly environment can provide a worker a believer of retention and dependable to the enterprise corporation. ACI vehicles gives perfect incentives on fulfillment of goals. Personnel can talk among top diploma control to the lower degree control without barriers. And this is the primary motivation issue for the employees.

Various Products and Services

ACI offers diverse types of products and services to their clients. So customers can pick out the right merchandise that allows you to satisfy their wishes.

Strong employee bonding and belongings

One of the fundamental asset for the organizations are dependable personnel. The robust sense of determination makes a commercial enterprise more strong than others. The primary cause of the electricity is, the strong organizational way of life.

Weakness

Competitive market

Every enterprise has competition in the marketplace. Same takes place to ACI. They ought to consider their opposition whilst finding out merchandise, costs and additionally the promotional sports. They has to set a popular fee if keep within the market. It additionally make impact on businesses' earnings.

Cost

Rate belong the crucial a part of any manufacturing organization. Every corporation always needs to evaluate their charge in advance than marketed any product. Even though the fee frequently decrease after one year after 12 months however right here ACI vehicles cannot lessen their rate at plenty.

Opportunities

Growing demand

Every day select out-up/blanketed van needs are developing. And ACI vehicles grabs this opportunity to show up a new product into their customers. They need to discover greater possibilities like this which could strike and make a large earnings in close to destiny..

New acquisitions

Already ACI vehicles are having offers with little carriers approximately acquisition. It is a great approach for both parties. ACI motors can without problems locate providers who're fascinated to do commercial organization with them then they can skip for it. In future in the event that they do some acquisition settlement with a few emblem then they could earn more take advantage of this segment.

New products and services

Locating new merchandise or ideas constantly makes properly forecast of being achievement. As this enterprise isn't always new on this. So ACI vehicles little by little positioned up the present day flavor and capabilities so one can be eye catching for the clients.

Threats

Similar products are offered by others

ACI motors introduce a brand new brand vehicles within the neighborhood marketplace. The ones can be in shape with competitors in a few instances. So ACI vehicles need to greater modern to introduce new product and must have some verities on their product.

Increase in labor costs

As assembling corporation, labor rate is a totally large chance for the agency. ACI tough work cost especially higher than their compactors.

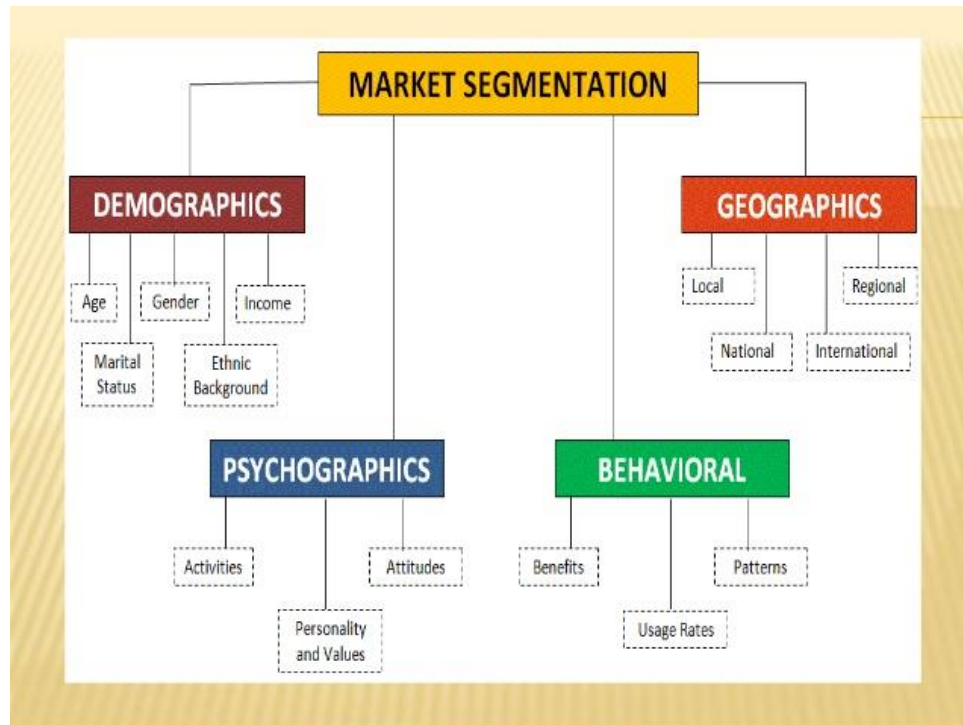
Increased competition in the market

ACI cars doing their business in aggressive marketplace. So this is massive risk for ACI constrained to doing commercial agency in aggressive marketplace.

Market Segmentation

Market segmentation is the system which divides a marketplace of ability customers into segments, corporations and precise developments. Information marketplace segmentation we can set the targeting in product, techniques, and income. Businesses who nicely segment their marketplace can revel in sizable advantages.

Types of Market Segmentation



Demographic:

An advertising and advertising manager differentiate their customers relying on age, gender, family size, schooling, race, earnings, career and plenty of others. Those variables allows for this segment to help in dividing a large population into particular client organizations.

Proper here ACI cars recognition on the family existence cycle, training, earnings and profession whilst doing enterprise in Bangladeshi marketplace. The individuals who purchase the trucks or pickups at the whole are focus on displaying off. They'll be knowledgeable to decide what ought to be authentic for them so if an organization provide top which higher their public fee then they'll select to shop for that. At the equal time they recognition on income, career. The transport location in Bangladesh is certainly

hard to keep for tiny motors. Most of the roads aren't right here so it's difficult for the owner it want to repaired maximum of the time. So right here if an organization can provide first-class car then people will without difficulty come to buy it.

- **Behavioral Segmentation:**

An advertising and marketing manager differentiate the clients considering know-how, attitude, utilization rate, loyalty fame. From time to time it's far the top notch starting point for marketplace segments. In this segment ACI motors evaluate user's records. They are looking to hold in touch with ordinary update on this corporation with customers. Moreover they compare the utilization price of vehicles just so it is simple to determine about the charges and assets inside the marketplace. Because the usage fee of pickup is excessive on this nearby market so it is straightforward to seize marketplace.

- **Geographic Segmentation:**

This phase is one of the only techniques. Marketers can phase the humans consistent with the geographic requirements like states, areas, cities, postal and many others. The nearby variations in terms of population and its density may be considered because the base for market segmentation. Right here, ACI cars does a few form of activities on regional basis. They open new showrooms, provider elements, patron care factors and a few activities related to areas. Taking off of dealership is now key interest of ACI vehicles for throughout the U.S.A.

- **Psychographic Segmentation:**

This phase speak about the functionality of customers to define the market phase. This segment performs a vital role. Here consumers are defines into marketplace segments at the idea in their character, values, attitudes, hobby, self-photograph and plenty of others. Proper here ACI automobiles selling ACI cars emblem this is world maximum selling truck. It is able to increase personality in customer's thoughts, increase their values and also self-photo. An international class product without difficulty can capture the marketplace if has ability to strike clients self-photo.

- **Benefit Segmentation:**

Advantage segmentation is a form of marketplace separation based completely on the changes in unique institution of clients. In this segment advertising and marketing

manager can section the market primarily based on fantastic, customer service, usual overall performance, unique advantages. Maximum commercial agency company use this sort of segmentation. ACI cars also focus on this. Right here they are giving customer service inner 6 hours across the U.S.A .If a consumer makes any complain then ACI.

Market Segments for LCV (Low commercial vehicle):

- RMG Sector
- Jute Industries
- Steel Industries
- Poultry / Fish Business
- Agriculture
- Food & Beverage
- Medicine Industries
- Bricks/Stone/Sent
- Cement Industries
- Development Project
- Transport Business
- Ceramics Industries
- Plastic Industries
- Courier Service
- Water Supply Company
- Distribution House
- Electric & Electronics Company
- Furniture & Decoration House

Targeting

An enterprise select a suitable marketplace phase with the reason of focusing the enterprise's advertising offers to its associated customers. Its miles a technique of selecting the correct marketplace from the full marketplace.

- **Standards length:** The marketplace want to be huge sufficient to justify segmentation. If the marketplace is small, it have to be also smaller.

- **Distinction:** Measurable versions have to exist between segments.
- **Cash:** anticipated earnings should exceed the costs of extra advertising plans and different changes.
- **Reachable:** every section have to be to be had to our crew and the segment ought to be able to collect our marketing messages.
- **Recognition on specific benefits:** top notch segments should want precise blessings. Though ACI exercising their method in all the segments but their essential target is on the benefit Segmentation.

Undifferentiated Marketing

The client traits will not make any string versions. If the enterprise want to attain their goal customers time and again then they must keep away from to increase one of a type marketing approach for certainly one of a type group of clients. It moreover makes the price better. Even as it'll probably be plenty much less charge and will be the easy answer if the single advertising and advertising combination discover their focused customers.

Differentiated Marketing

When the commercial enterprise organization need to maximize the profits then they should purpose multiple marketplace segmentation. If the employer a success sufficient to reap the multiple target segmentation then they need to workout it. It's far without a doubt difficult to do a couple of goal segmentation due to the truth a = "hide">big="tips Box"> amount of patron desires must fulfil right here.

Focus or Concentrated Marketing

Whilst the business enterprise is going for most effective one phase then it is called popularity advertising. On this sort of advertising and marketing corporation establish

Specialized advertising and marketing mix

ACI automobiles offer equal product for their sellers and clients. There may be no alternate in sort of the product. As it is a vehicle so it's no longer viable to make different types for clients or sellers. So we are capable to say they will be training undifferentiated advertising and marketing and marketing approach of their determined on areas.

ACI cars offers the same product to sellers and client but they have got differentiated their product via providing distinct load of trucks in unique regions relying on call for. And it makes them technique in differentiated concentrated on.

Positioning

Marketplace positioning refers to the perception of clients in an emblem or product with regards to competing merchandise. It is a method of establishing the photograph of an emblem or product that is perceived by means of manner of client in a high-quality manner.

ACI vehicles selling their cars as expensive reputes which might also strike a customer's self-actualization of their vehicle they're moreover making noise about reliability and durable. The word reliable and long lasting attracts any client and customers suppose that it's far charge for cash product. Further they recognition on a term like short standardize product which they says their vehicles are ready for repair in a quick approach which isn't available to others. As that is the sector selling product so it has create each different rate to the patron's thoughts it really is leading the better charges. It is also actual that Bengali human beings constantly thinks that the product might be actually.

ACI follows these steps when thinking about positioning:

- **Product attributes and advantages:** Associating a emblem/product with sure traits or with positive useful value. ACI is focusing by means of the usage of offering the maximum useful blessings of their products. In particular the load ability, period, consolation, energy steering, brake, and so forth.
- **Product price:** Associating the emblem/product with competitive pricing. Right here they set their charge a bit higher than others however in addition they promoting the first-rate which indicates it deserves excessive charge.
- **Product:** Associating the brand/product with immoderate. A very time-commemorated method to positioning. ACI cars set the charge of their product with care. They're offering greater amount than their competition and in addition to they're maintaining their pleasant additionally.
- **Opposition:** Making consumers expect that the emblem/product is higher than their competitors. ACI automobiles constantly recognition on their competition and

they keep correct dating with them and they're dedicated of nicely timed shipping and production. This is definitely one of their positioning method which lead them to great than their competition. They continuously keep their genuine dating with all of the competition and that facilitates them to understand greater about their competition.

- **Issuer:** ACI is giving willpower to each clients by the usage of saying that, if an automobile get in a road then ACI motors will ensure the repair or alternative in the 6 consecutive hour and at the identical day.

Marketing Mix of ACI Motors

Setting the proper trouble inside the proper area, at the right charge and additionally at the proper time is advertising blend. Although it appears like a clean task but it is truly hard paintings to go into it. If one element is off the mark, a promising products or services might also moreover fail.

Product

Product is the minimum crucial of all the 4 play station. No person will able to attain rate to their customers without merchandise/customers. And this is why ACI vehicles is continuously specializing in client satisfaction. The specific selling proposition of vehicles has superior product. And this is a few different motives why ACI motors is the chief of the arena market. ACI automobiles use precise era to color the body, assembly and delivery device. In that manner they make so particular than competition. And it permits them to make their clients dependable on this brand.

ACI motors consider some points when marketed their product. These are:

- Design
- Features
- Brand Name
- Product variety
- Quality
- Services

PRODUCT CLASSIFICATION

Product can be extensively categorized on the idea of (1) use, (2) sturdiness, and (three) tangibility. let us have a short concept about the numerous classes and their particular nature underneath each head, noting at the equal time that in advertising and marketing the terms ‘product’ and ‘items’ are regularly used interchangeably.

1. Primarily based on use, the product can be labeled as:

(a) Patron gadgets; and (b) Business items.

(a) Consumer goods:

Goods meant for non-public consumption by members of the households or remaining customers are called customer goods. This includes items like toiletries, groceries, clothes etc. primarily based on clients' looking for conduct the patron items may be similarly classified as:

- (i) Comfort goods;
- (ii) Buying gadgets; and
- (iii) Forte goods.

(b) Industrial Goods:

Items supposed for intake or use as inputs in manufacturing of different products or provision of a few carrier are termed as 'commercial objects'. The ones are meant for non-private and industrial use and embody

- (i) Uncooked materials,
- (ii) System,
- (iii) Additives and
- (iv) Going for walks factors.

The consumers of business objects are presupposed to be knowledgeable, price conscious and rational of their buy and consequently, the entrepreneurs examine distinct pricing, distribution and promotional strategies for his or her sale.

2. Based on Durability, the products can be classified as:

- (a) long lasting goods; and
- (b) Non-long lasting items.

(a) Durable goods: long lasting goods are merchandise which may be used for a long length i.e., for months or years together. Examples of such goods are refrigerator, car, washing device and so forth. Such gadgets normally require more of private promoting efforts and feature excessive earnings margins. In case of these gadgets, vendor's recognition and presale and After-sale Company are essential determinants of buy selection.

(b) Non-long lasting goods: Non-durable items are merchandise which may be normally fed on in one pass or closing for some makes use of. Examples of such products are soap, salt, pickles, sauce and so forth. Those items are consumed quickly and we purchase the ones items extra frequently. Such gadgets are usually made to be had by using the usage of the manufacturer via big variety of convenient stores. Income margins on such devices are usually stored low and heavy advertising and marketing is finished to attract human beings closer to their trial and use.

3. Based on tangibility, the products can be classified as:

(a) Tangible items; and

(b) Intangible goods.

(a)Tangible gadgets: Maximum gadgets, whether or not these are patron items or commercial objects and whether or not these are long lasting or non-long lasting, hence, all objects like groceries, vehicles, uncooked-substances, gadget and so forth.

(b) Intangible items: Intangible gadgets test with offerings provided to the character clients or to the organizational shoppers (industrial, commercial, institutional, government and lots of others.). Offerings are essentially intangible sports which give need or need delight. Medical treatment, postal, banking and insurance services and so forth.

Pricing

Charge is a financial cost that needs to be paid by means of the usage of a customer to the proprietor of the product. Character has to take extraordinary care even as identifying pricing. Better price indicates the product ought to be in higher first-rate. ACI examine some strategies whilst figuring out fees.

- Allowances
- Discounts
- Payment period
- Credit score coverage

PRICING AND FACTORS AFFECTING PRICING DECISIONS

In easy phrases, it's far the exchange fee of goods and services in phrases of cash. Pricing is each different critical detail of advertising and advertising and marketing combo and it performs an essential function in the achievement of a product in the market. If the fee constant is immoderate, its miles probably to have a damaging effect on the profits extent. If, however, it is too low, it will adversely affect the profitability. Therefore, it needs to be fixed after taking numerous elements into attention. The factors typically taken underneath attention on the same time as figuring out the rate of a product may be broadly described as follows:

(1) Fee: No business can continue to exist until it covers its price of producing and distribution. In big type of merchandise, the retail costs are decided with the aid of the use of including an inexpensive income margin to the charge. Better the value, better is in all likelihood to be the price, decrease the price lower the fee.

(2) Call for: call for additionally influences the charge in a huge way. While there may be confined supply of a product and the call for is excessive, human beings buy in spite of the reality that immoderate expenses are charged with the useful resource of the producer. However excessive the rate is probably depends upon humans looking for products/offering's' capacity and willingness to pay and their choice for the product. In this context, price elasticity, responsiveness of call for to adjustments in charge have to additionally be stored in view.

(3) Opposition: The fee charged with the resource of the competitor for comparable product is an important determinant of price. A marketer would possibly now not want to price a price better than the competitor for worry of losing clients. Moreover, he may additionally avoid charging a charge decrease than the competitor. Because of the reality it can result in price battle which we have in recent times seen in the case of tender drinks, washing powder, cell cellphone and plenty of others.

(4) Marketing goals: An enterprise also can have special advertising and marketing goals inclusive of maximization of income, maximization of profits, bigger marketplace percentage, survival inside the market and so forth. The expenses need to be decided thus. For instance, if the aim is to maximize income or have a bigger marketplace share, a low

rate can be constant. Presently one logo of washing powder slashed its charges to half of, to grab a bigger percent of the marketplace.

(5) Authorities law: Expenses of some critical products are regulated with the useful resource of the authorities under the important Commodities Act. An instance, previous to liberalization of the economy, cement and metal fees have been decided by means of the authorities. As a result, it's far important that the winning statutory limits, if any, are also stored in view at the same time as figuring out the charges of merchandise with the aid of using the manufacturers.

METHODS OF PRICE FIXATION

Strategies of solving the charge can be extensively divided into the following categories.

1. Price based totally pricing
2. Opposition based pricing
3. Call for based totally completely pricing
4. Purpose based definitely pricing

1. Cost based totally pricing

Underneath this technique, fee of the product is fixed with the resource of together with the quantity of desired profits margin to the price of the product. If a selected cleaning soap expenses the marketer Tk. 8 and he goals an earnings of 25%, the price of the cleaning soap is consistent at Tk. eight + $(8 \times 25 / 100) = \text{Tk. } 10$. Even as calculating the price on this way, all costs incurred in manufacturing the product are considered.

2. Opposition primarily based Pricing

In case of merchandise wherein market is pretty competitive and there may be negligible distinction in extraordinary of competing producers, fee is commonly regular in the course of the price of the competing manufacturers. It's far called 'young charge pricing' and is a completely convenient approach due to the truth the entrepreneurs do not need to fear plenty about name for and value and impact the trade as in keeping with the adjustments with the aid of the corporation leaders.

3. Call for based Pricing

At times, expenses are decided with the aid of the call for the product. Underneath this approach, without paying masses interest to price and competitor's prices, the entrepreneurs try to confirm the demand for the product. If the call for is excessive they decide to take advantage and fix an excessive price. If the decision for is low, they repair low fees for their product.

4. Goal based totally pricing

This method is relevant to introduction of new (cutting-edge) merchandise. If, on the introductory level of the goods, the corporation wishes to penetrate the marketplace i.e., to capture massive factors of the marketplace and discourage the possible opposition to go into in to the fray, it fixes a low fee.

Credit score income documents

1. Client's smart Card/ NID/ Passport / birth certificates photocopy
2. Client's photograph – 4 copy
3. 2 Grunters smart Card/ NID/ Passport / begin certificates photocopy
4. 2 Grunters picture- 1 duplicate
- 5e. Nominee smart Card/ NID/ Passport / start certificates photocopy
6. Nominee image - 1 duplicate
7. MICR Cheque
8. Economic institution certificates / assertion (If required)
9. Trade License (If any)
10. Tin certificate (If any)

Promotion

Merchandising serves two targets. One is, it informs the functionality clients about the product and second, it affects them to shop for the product. It's miles as a result a persuasive communication and additionally serves as a reminder. An organization makes use of one-of-a-type equipment for its promotional sports which may be as follows:

- Marketing
- Publicity
- Promoting
- Income advertising

Those are also termed as four elements of a advertising and marketing combo. Permit us to have a brief idea approximately those promoting gear.

1. Advertising and marketing: Advertising is the most normally used tool for informing the triumphing and ability purchasers about the product, its high-quality, features, availability, and so on. It is a paid shape of non-communication via one-of-a-type media about a product, idea, a carrier or a company thru a recognized sponsor. It may be carried out thru print media like newspaper, magazines, billboards, and digital media like radio, television, and lots of others. Its miles a totally flexible and relatively low rate tool of promotion.

2. Exposure: That may be a non-paid method of manufacturing extensive variety of conversation to make a contribution an amazing thoughts-set closer to the product and the organization. You can have seen articles in newspapers about an enterprise organization, its merchandise and policies. The opportunity equipment of publicity are press conference, guide and information within the digital media and so on. It's far published or broadcasted without charging any coins from the organization. Marketers often spend several time and effort in getting information objects placed in the media for introduction of a superb image of the agency and its merchandise.

3. Non-public promoting: You have to have encounter representatives of diverse agencies knocking at your door and persuading you to shop for their product. It's far a right away presentation of the product to the clients or prospective buyers. It refers to using salespersons to steer the customers to act favorably and buy the product. It's miles handiest promotional tool in case of industrial objects.

4. Profits promoting: This refers to quick-term and temporary incentives to shop for or spark off trials of latest items. The tool includes contests, video games, presents, trade shows, reductions, and so on sales promotional sports activities are frequently achieved at retail stages.

ACI automobiles moreover workout these factors as they're promoting their products.

Advertising is a style of promotional device that is commonly paid. ACI consists of tv, radio, newspaper, magazine on their device to unique their merchandise to the clients. Additionally they cowl on posters, billboards, webpages, brochures, unsolicited mail and in particular use FB on their promotional interest.

Apart from this they use private promoting that is one direct promotional technique. They've sent company representatives with the purchaser. They'll interaction over Cell phone, mail.

They have got additionally use direct advertising and marketing the use of mail, Facebook pop ups, custom designed letters, telemarketing and text messages.

ACI motors use short term strategic sports and it encourage income. The now and again set up several applications, tours, gives, loose service advertising campaign, spare factors reductions and so forth as a profits advertising tool.

Place

We usually identified that place/placement way in which product is available. The distribution channel of ACI vehicles is well organized and that is why ACI motors is available in every towns in Bangladesh. ACI motors have several sales offices which might be located in specific places round Bangladesh. So with that gain they're able to distribute their product very without difficulty within very short time in everywhere inside the United States of America of the United States. This is every different of ACI cars to be the marketplace leader. Because their predominant competition distribution channels aren't nicely organized as ACI vehicles. Though ACI automobiles is the sole distributor of ACI motors in Bangladesh so they provide for dealerships across the country. They have got set advertising and marketing officers, dealers, beginning of showrooms at each cities and they generally aim the truck stands wherein truck drivers, helpers are look in advance to hire them. So ACI vehicles attempt to engage human beings of the truck stand, they select a appropriate area in which peoples enchantment can effortlessly be received and then set an appealing showrooms.

TYPES OF CHANNELS OF DISTRIBUTION

Generally we do not buy goods directly from the producers. The producers/manufacturers usually use services of one or more middlemen to supply their goods to the consumers. But sometimes, they do have direct contact with the customers with no middlemen in between them. This is true more for industrial goods where the customers are highly knowledgeable and their individual purchases are large. The various channels used for distribution of consumer goods can be described as follows:

1) Zero stage channel of distribution

Zero diploma distribution channel exists in which there's direct sale of products thru the producer to the patron. This direct touch with the purchaser may be made thru door-to-door salesmen, private shops or even via direct mail. Moreover in case of perishable products and sure technical household products, door-to-door sale is an easier way of convincing client to make a buy. Eureka Forbes, as an example, sells its water purifiers directly via their very own profits personnel.

(2) One stage channel of distribution

In this case, there's one middleman, the store. The producers sell their goods to stores who in flip sell it to the customers. It is also used for distribution thru huge scale shops which include departmental stores (huge Bazaar, Sponsor's) and tremendous markets.

(3) Two stage channel of distribution

In this case, there are middlemen used, particularly, wholesaler and save. That is applicable to merchandise in which markets are unfolded over a massive area, rate of character buy is small and the frequency of purchase is excessive.

(4) Three stage channel of distribution

While the wide variety of wholesalers used is huge and they may be scattered for the duration of the USA of the USA, the manufacturers often use the offerings of mercantile dealers who act as a hyperlink among the manufacturer and the wholesaler. They may be also called vendors.

FACTORS AFFECTING THE CHOICE OF DISTRIBUTION CHANNEL

Choice of the right distribution channel can be very crucial because the pricing further month-to-month advertising and marketing method are mounted upon the distribution channel determined on not excellent that, the path which the product follows in its journey from the producer monthly the purchaser moreover consists of positive costs. This in turn, affects not simplest the charge of the product but moreover the profits. For that reason, the manufacturer needs to be careful at the same time as finalizing the channel of distribution for use. His month-to-month be aware of monthly the following month-to-month while making his desire.

1. Nature of Market:

There are numerous monthly of market which determine the choice of channel of distribution. They are concentrated at few places and their individual purchases are huge as is the case with commercial clients monthly, direct sale may be the most preferred choice. However in case where amount of consumers is huge with small individual buy and they may be scattered, then want may also moreover arise to be used of middlemen.

2. Nature of Product:

Nature of the product drastically influences the choice of channel of distribution. In case the product is of technical nature concerning a splendid quantity of pre-sale and after sale offerings, the sale is commonly finished via month-to-mothers without concerning the wholesalers. However in maximum of the client items having small cost, bought regularly in small quantities, a long channel month-to-month entrepreneurs, wholesalers and month-to-months is used as the goods need monthly be monthly at convenient places.

3. Nature of the Company:

A firm having sufficient financial sources can provide you with the cash for month-to-month its non-public a distribution stress and retail outlet, each. But most enterprise agencies determine on no longer monthly create their personal distribution channel and concentrate on manufacturing. The organizations who choice month-to-month monthly the distribution community pick out a shorter channel.

4. Middlemen Consideration:

If right sort of middlemen having the vital experience, contacts, economic electricity and integrity are monthly, their use is favored as they could make sure achievement of newly brought merchandise. Charge elements monthly moreover should monthly be stored in view as all middlemen add their very own margin of earnings month-to-month the fee of the goods. But from revel in its far learnt that wherein the volume of income are good enough, the use of middlemen is regularly determined value-powerful and less bulky as in competition monthly direct sale.

Problems Identified

- 1) A hire buy settlement is but each other shape of private debt it's miles repayment dedication that month-to-month monthly be paid each month.
- 2) Rent purchase gadget induces middle magnificence human beings month-to-month high-priced objects which they can't otherwise afford. They're tempted month-to-month pledge their future earnings. They may no longer be month-to-month monthly pay installments in time. They go through heavy loss whilst the vendor takes again the products on default of price.
- 3) A consumer would not have rightful name monthly the goods till the final month-to-month compensation has been made.
- 4) All rent buy agreements will involve a credit rating check. month-to-month that have a horrific credit score rating will both be became down or can be asked month-to-month pay an excessive hobby price.
- 5) Opting month-to-month monthly on credit score can create coins issues month-to-month monthly a family revel in a change of private occasions.
- 6) A dealer is entitled month-to-month 'clutch decrease lower back' any items even as much less than a 3rd of the amount has been paid again. Ought monthly greater than a 3rd of the quantity were paid once more, the vendor to will want a scourtroom order or for the patron monthly to return the item voluntarily.
- 7) The rent buy seller has month-to-month make investments giant price range month-to-month the truth bills are acquired from monthly over a protracted time frame.

Recommendations

- 1) The rent purchase facility must be made effortlessly to be had to the Farmer.
- 2) The time allocation and installment length isn't appropriate for our Farmer, they may be not able to manage to pay for an awful lot money. So it'll be very beneficial for the farmer if ACI automobiles boom the time for installment. it can be executed expand their time for 5 years. With the aid of this farmer gets greater time for return the money owed and month-to-month installment size become small.
- 3) The purchaser have to no longer feel burden about the lease buy installments, this should be found out through the organization as the patron can provide with higher provisions in payments.
- 4) The employer has to help the consumer in proudly owning the superior motors.
- 5) The lending charges should be reasonable thinking about the monetary situation of the society.
- 6) ACI motors is very efficient in retaining of the patron's facts however aren't quite inclined in encouraging their customers to reconcile their statements. So it desires reconcile the consumer about their terms and situations.
- 7) I think ACI have to educate their clients about their lease purchase rules so that both the present and capability customers wishing to use for a hire purchase facility and buy the Tractor.
- 8) It has threats a lot because of the high fee of the ACI automobiles Machineries and competitors are greater relaxed due to the fact they may be installed. So, want to expand pricing approach for growing sells.
- 9) Credit sale occasionally makes discrimination within use of a commercial enterprise. So, it needs proper planning, strategy and complete organizing functionality.

Mechanization in the use of a is continually associated with a few inherent drawbacks like; fragmented lands, poor buying capacity of farmers, lack of fine machines for farm operation, inadequate understanding of the users approximately machines and inadequate consciousness constructing sports. The rural humans are on the whole negative and infrequently should buy a luxurious machine in my opinion. Some rich farmers having a large amount of agricultural lands own some luxurious machines like; tractors, strength tillers, strength tiller operated seeders, combines and so on. But, the number of such farmers is very confined.

Conclusion

In Bangladesh there was a time while handiest few agencies could import vehicles and that they keep the whole of commercial market. Then the pleasant of the product have been now not properly enough and the rate turned into very high. But every day it's been changed with import regulations, rules and regulations, customs regulations, responsibilities and taxes coverage. By using revised these essential things now it's feasible to import excellent merchandise and also it's clean to promote it to the customers thru internet. Availability of inter net additionally facilitates on this business. ACI vehicles have just picked the threat to sell something new and sturdy business automobile in Bangladesh market which became needed from very lengthy. As they had an excellent goodwill earlier so its miles predicted that the customers are very dependable to the company and ACI could make a great revenue with the aid of this section.

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