



**Daffodil**  
*International*  
**University**

## **Internship Report**

**On**

**“Analysis of Marketing Activities of Akash Technology Ltd.”**

### **Submitted To:**

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Daffodil International University

**Date of Submission: 12<sup>th</sup> December, 2022**

# Letter of Transmittal

Date: 10<sup>th</sup> December, 2022

Mohammad Shibli Shahriar

Associate Professor & Head

Department of Entrepreneurship

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of the Internship Report.

Dear Sir,

I am hereby submitting my assigned Internship Report, which is a part of the MBA program. It is a great accomplishment to work under your operative supervision.

This is based on “**Analysis of Marketing Activities of Akash Technology Ltd.**”

This project gave me both academic and practical knowledge and experience. First of all, I have learned about the organizational norms and culture of Akash Technology. Secondly, this project helps me to develop network with inside of the organization and outside of the organization.

Now, I would like to request you to kindly go through the report and review it for yourself that, how was my attempts. Please consider the errors which made unintentionally.

Your faithfully,



.....

**Sadik Mohaimeen**

ID: 212-14-3344

Program: MBA (Major in Marketing)

Department of Business Administration

## Letter of Approval

This to certify that Sadik Mohaimeen, ID# 212-14-3344, Program MBA, Major in Digital Marketing is a regular student of Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University. He has successfully completed his internship program at vivo Bangladesh. He has prepared this internship report under my direct supervision. His assigned internship topic was “**Analysis of Marketing Activities of Akash Technology Ltd.**” I think that the report is worthy of fulfilling the partial requirements of MBA program.

I wish his happiness and every success in life.



.....  
Mohammad Shibli Shahriar

Associate Professor & Head

Department of Entrepreneurship

Faculty of Business and Entrepreneurship

Daffodil International University

## Acknowledgement

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During my preparation of internship report, I appreciate the guidance and support from Mr. Shibli, my internship supervisor. Without his continuous guideline, this report would not be possible to finish. He helped Mr. in times of proper info gathering, analysis and in the end finish it. I am grateful for his guidance.

I am also thankful to Mr. Iqbal Chowdhury, DGM, Marketing and also Mr. Shah Neyaj, Project Operation Manager of Akash Technology Ltd. They have helped me by giving valuable information, encouragement and supervision. This report would not be possible without their cooperation, counsel and sympathetic attitude.

I thank Akash Technology Ltd for the opportunity to complete the report and finish my internship. Finally, I thank my parents, friends and colleagues who encouraged me during the internship period.

# Table of Contents

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Content	Page
<b>Letter of Transmittal</b>	ii
<b>Letter of Approval</b>	iii
<b>Acknowledgement</b>	iv
<b>Chapter: 01- Objective, Methodology &amp; Limitations</b>	1-5
<b>Objective</b>	2
<b>Methodology</b>	3
<b>Limitations</b>	3
<b>Executive Summary</b>	4
<b>Background</b>	5
<b>Chapter: 02- Organizational Overview</b>	6-18
<b>Chapter: 03- Marketing &amp; Promotional Strategy (Literature View)</b>	19-21
<b>Chapter: 04- Marketing &amp; Promotional Strategy of Akash Technology Ltd</b>	22-24
<b>Chapter: 05- Marketing Department &amp; it's Operation</b>	25-27
<b>Chapter:06- My Role</b>	28-29
<b>Chapter:07- SWOT Analysis</b>	30-34
<b>Chapter: 08- Recommendations&amp; Conclusion</b>	35-37
<b>References</b>	38

# **Chapter – 01**

## Objective, Methodology & Limitations

# Objectives

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## Broad Objective

This report's main goal is to compile information about Akash Technology's marketing services. One student must do a three-month internship as part of the MBA curriculum at Daffodil International University in order to get experience with real-world business operations. The goal of this report is to provide readers with a thorough grasp of the Marketing department's general operating procedures and the manner in which various events are planned.

## Main Objective

- Overview of "Akash Technology Ltd".
- To identify the target market of Akash Technology
- To analyze the marketing mix of Akash Technology
- To illustrate my activities in "Akash Technology Ltd".
- To illustrate work of the Marketing department and their functions.
- To understand the ways "Akash Technology Ltd" builds customer relationship.
- To make suggestions based on findings

## Methodology

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It is very important to follow authentic rules and regulation when it comes to writing a research paper. In this paper there are two source of information

### Primary sources:

- Practical work.
- Face to face conversation with the associates of Akash Technology Ltd.

### Consultation with the Following Persons:

- Mr.Shah Nayaj, Manager, Operations
- Mr. Mahmudul Hasan, Manager, Marketing.

### Secondary sources:

- Previous studies
- Websites.

## Limitations

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As predicted, I faced several problems when I was completing my internship program. To ensure a reliable and fruitful conclusion, the internship program was managed with the highest care. Despite our best efforts, there are still some limitations that act as constraints. The constraints were,

- Restricted access.
- Confidentiality about providing their information.
- Lack of reliable sources.
- Consulting with client.



## **Executive Summary**

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The Marketing and Sales department of Akash Technology Ltd have different tasks which are presented in this report. Although it was not easy to give dive deep in Akash Technology Limited, as a permanent employee, I did arrange effective strategy and events Akash Technology dose for the consumers. I understood their operational strategy, branding and tighten customer relationship.

## Background

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Daffodil University, MBA offers subjects correlated to business like, Accounting, Finance, Social Science, Mathematics, Marketing, and Cultural Science. Since I am a MBA student and worked in Akash Technology As a permanent employee, I could relate with my company activities (practical roles) with MBA studies. I got to understand that, internship gives not just a view of single department but the whole company view, the roles, and strategies and how they are accomplished.

In the market of Vehicle Tracking System (VTS), Akash Technology Ltd is one of the known service provider, spatially in corporate world. I thank Akash Technology Ltd for the opportunity and finish my internship.

# **Chapter - 2**

## **Organizational Overview**

## Introduction

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Since 2015 Akash technology Ltd is in one of the leading vehicle track company in Bangladesh. In 2014 Akash Technology Ltd became member of BASIS and company license was finalised by Bangladesh Association of Software Commission (BRCT) same year.

Akash Technology Ltd is swerving both individual customers and organizational needs. There are variety of product for individual customers and as well as for organizational needs. The price also differs from individual and organization. Akash Technology Ltd offers fleet motoring system to both individual and organization.

Any vehicle with a battery and engine can use Akash Technology Ltd's tracker. Vehicles like, Bike, Bus, Motor Rickshaw, Pickup, Covered Van. There are other competitors in the market like Prohori, Finder, N tracker etc. Akash Technology Ltd. Always try to give better services to overcome competitors. The brand name of Akash Technology VTS (vehicle tracking system is **Akash TrackMe**.

Name of the Organization	Akash Technology Ltd.
Status	Private Limited company
Commencement of operation	27 <sup>th</sup> July 2013
Industry	Software industry
Nature of Business	Service Oriented
Target customers	Individuals and corporate customers
Number of Dealer Point	56
Active customers	33000
Overall employees	Around 40

Office Address: 152/3- B Firoz Tower (4<sup>th</sup> floor), Bir Uttom Nuruzzaman Road, Panthapath, Dhaka 1205, Bangladesh.  
Web: [www.akashtech.com](http://www.akashtech.com)

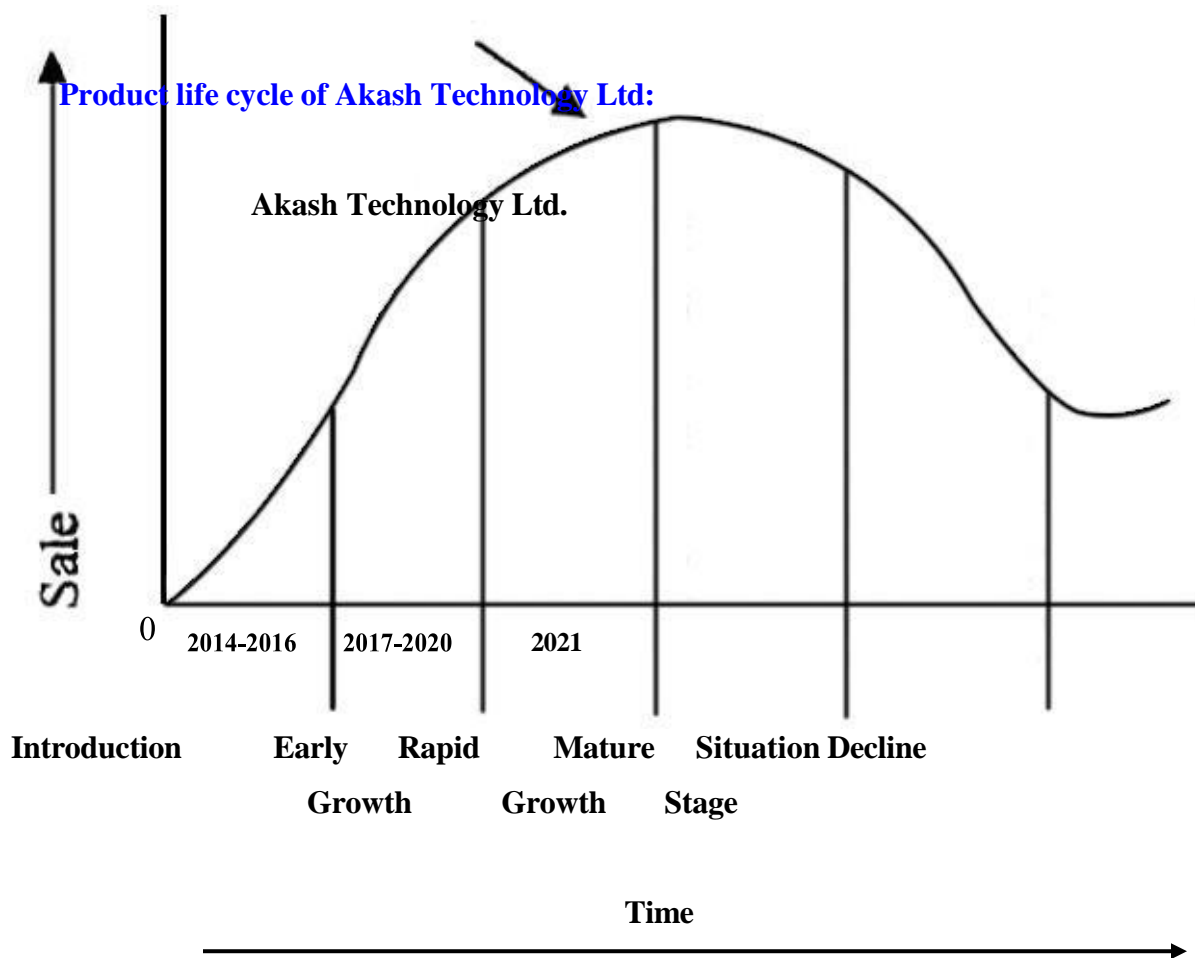
## Installation and Support Coverage

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On-site support/ installations parameter:

- Dhaka (Metropolitan Area)
- Chittagong (Metropolitan Area)
- Khulna (Metropolitan Area)
- Barishal (Metropolitan Area)
- Additional cost will incur for the areas other than the above mentioned areas and schedule need to be setup with Akash Technology.
- Additional cost will incur for the areas other than the above-mentioned areas and schedule need to be setup with Akash Technology.

The market of Akash TrackMe is not new. At present Akash TrackMe of Akash Technology is in position of repaid growth in product life cycle. This can be shown in a figure:





**TIGER CEMENT**



Shariah Based Islami Bank

দুর্ভিক্ষ জুড়ে দেশ



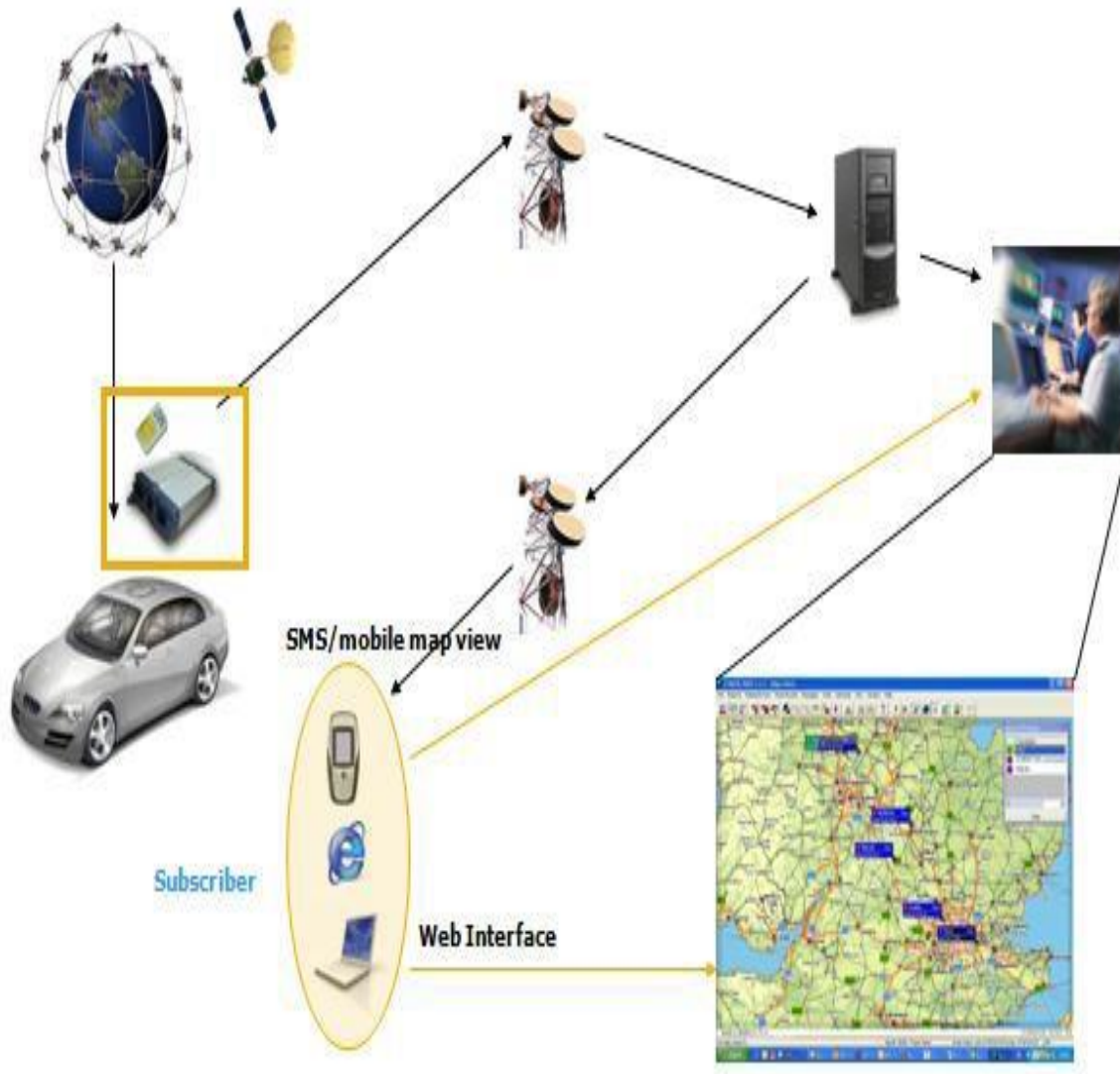


## **Services of “Akash Technology Ltd”**

Akash Technology Ltd. Provides Vehicle Tracking Solution (VTS) with the brand name Akash TrackMe. It is an electronic device installed inside the vehicle of the owner's car. After proper installation and setup, with the help of Global Positioning System and General Packet Radio Services, the vehicle owner can easily see the vehicle position in the map. User can have instant access to both computer and mobile to track his/her vehicle, including other features.

A subscriber may use this solution to discover his vehicle's real-time location and to apply regulations to the cars (like: speed limit, No Go Area, etc.). Additionally, users may safeguard their automobiles by paying for security measures like panic alarms and remote immobilization (with consent). Furthermore, Akash TrackMe includes, Speed Violation Alert; Speed Violation Report; and Speed Violation Alert. "Geo Fence" area (Geo Fence alerts owner when the car goes beyond a specific area); "Area Alarm" (An area can be allocated to vehicles; if the rule is breached, the owner/authorized person will be alerted). Furthermore, the owner of the vehicle can determine if the ignition is on or off; if on, whether the vehicle is moving or still, allowing for the monitoring of even switched-off vehicles.

## TRACKING SYSTEM



## **KEY FEATURES OF SERVICE:**

- **Real-time Tracking 24/7-** With the help of Akash TracMe, owner can track his vehicle anytime from anywhere. Track your vehicle anytime, anywhere. In every twenty seconds (adjustable), the owner will be able to see the latest position of his vehicle on Google Maps via the Akash TrackMe application or web. The vehicle owner can also check the history of vehicle's movement from the AKASH TECHNOLOGY LTD Ltd. webpage. For no internet situation, owner can also know the vehicle position by SMS.
- **Emergency Engine Block (with consent)-** In case of vehicle being stolen, the owner can block or lock vehicle engine. However, the owner must confirm with our call center before using this feature. We will block the engine when the speed is minimum and possibility of accident is low.
- **Geo-fence Alert-** The owner can select a certain area in the map. For any reason if the vehicle cross the selected area, the owner will get notification and alarm or SMS as per owners requirements.
- **Over Speed Alert-** If a maximum speed limit is set on the vehicle and the vehicle speed exceeds the limit, the system will immediately send an over speed warning SMS to the owner.
- **Engine Status-** Vehicle owner can check the engine status of your vehicle at any time. Green indicates the operating state, blue indicates the neutral state, and red indicates the off state.
- Generate reports in Excel and PDF as per necessary date and time (speed analysis, speeding, expenses, trips)
- Single interface for multiple vehicle tracking.
- The vehicle position is also displayed on the mobile phone.
- 4 emergency notifications are generated by SMS (geofence violation, outdoor battery dead alarm, over speed alarm, SOS alarm), email notification is available. (push mail)
- Unlimited geofencing
- Delivered reports for the last 3 months (may be customer specific)
- Easily monitor your fuel consumption with the mileage graph to minimize your expenses

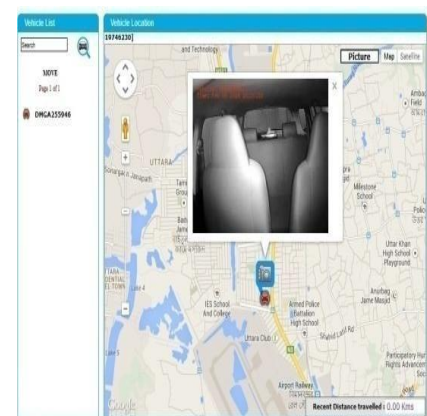
## Product Specifications

- Product can support from 12- 24 V any vehicle
- Low power consumption.
- Support single location and continual tracking.
- Industrial GPS and GSM modules are used for better signal strength.



## Camera Specifications

- Product Id: DMCHA154074
- Takes 200 pictures per month
- 1 year replacement warranty
- Picture quality: QVGA
- Super night vision available
- Picture resolutions: 320X240
- SMS feature: Akash Technology<space>id<space>snap



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➤ User can locate car location via mobile.

➤ SMS operations:

- For the location of the vehicle, user must go to SMS option in his mobile and type: **Akash Technology**<space>**location**<space>DMCHA198385
- To stop your vehicle engine, go to your mobile phone SMS write option and type: **Akash Technology**<space>**stopcar**<space>KMGA298826
- To unblock your vehicle engine, go to mobile phone SMS write option and type: **Akash Technology**<space>**car-on**<space>CMCHA297831
- To use the camera inside car, type SMS: **AkashTechnology**<space>**capture**<space>CMKHA123455
- For every feature, user must send the SMS in **2430 number**.

➤ **User can call 24/7 to our Call/ Support center:**

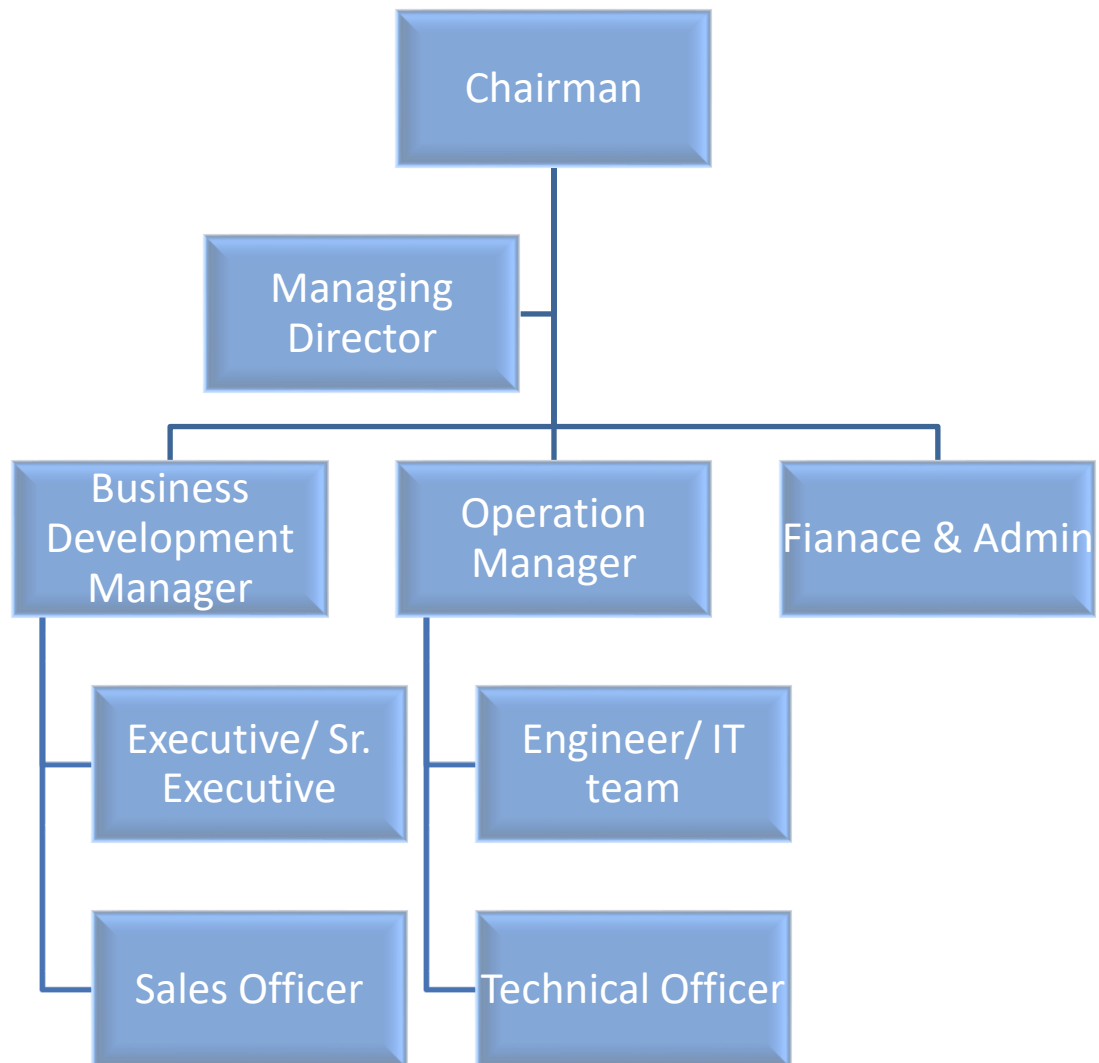
- User can use unlimited **geo-fencing** feature.
- Akash TrackMe can store maximum 3 months reports.
- In map user can see the routes their vehicle went for last 30 days.

➤ **CAMERA SPECIFICATIONS:**

- Quantity of pictures (snap taken): 200 pictures are per month/ per unit. Can take minimum 200 pictures per month.
- The picture quality is QVGA
- Customers can also use super night vision / night vision camera.

## Company Organogram

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## **Vision**

To be one of the best service oriented, dependable, economical and build good brand image for long term success by satisfying customer's demands. In order to deliver the most accessible and user-friendly platform currently available on the market, we have created our software with that goal in mind. AKASH TECHNOLOGY seeks to increase technological inclusivity. Akash Technology wants to maintain accuracy levels while offering a solution for vehicle tracking services that is built on a technological platform that is extremely scalable and enables individuals in Bangladesh to transfer or steal a car securely throughout the whole nation.

# Chapter - 3

## “Marketing & Promotional Strategy” (Literature View)



## Promotional & Marketing Strategy (4 P's)

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A business tool used in marketing and by marketing specialists is the marketing mix. When selecting a product or brand's offering, the marketing mix—commonly referred to as the four Ps in service marketing—is typically essential to consider.

- **Product** - A product is viewed as a thing that fulfills the demands or desires of a customer. It is either a material good or an immaterial service. The software business, the hospitality sector, and the financial sector are all service-based industries that produce intangible things. Products that are tangible have separate physical existences. The automobile and the disposable razor are common examples of physical, mass-produced items. An often-used, mass-produced service that is less visible is an operating system for computers. Every product has a life cycle that includes a growth phase, a maturation phase, and eventually a time of decline as sales decrease. The length of the product's life cycle must be carefully considered by marketers through every stage. Marketers must need to give emphasis into product mix. By adding more product lines or deepening a certain product line, marketers may broaden the present product mix. Markers should have clear strategy on how to position the product, proper use of company resources, how to best increase the brand value.
- **Price** – The cost of a product to the consumer is its price. The pricing is crucial since it defines the company's profitability and, ultimately, its existence. A proper pricing have impact on marketing strategy. On the other hand, price elasticity is also a considerable factor in determining price because demand and supply is very much dependent on it. The marketer must consider the perceived worth of the product by the customer when determining a pricing. Market penetration, market skimming, and neutral pricing are the three main pricing tactics. Both "differential value" and "reference value" must be considered.

- **Promotion-** Represents all of the communication channels a marketer may employ to notify various parties about the product. On or more communication channels markets use to create brand and stay in customers mind as long as possible is promotion. Part of the promotion ways are advertising, public relations, personal selling and sales activities.

Advertising may consist of all type of paid communication, including billboards, radio, television, and Internet ads. Press releases, sponsorship agreements, exhibits, conferences, seminars, trade shows, and events are all examples of public relations, which refers to communication that is not directly funded. Word-of-mouth refers to any apparent casual discussion about the product among regular people, happy clients, or personnel hired specially to foster word-of-mouth momentum. Sales personnel frequently contributes significantly to public relations and word-of-mouth.

- **Place** - Refers to offering the goods at a location that is simple for customers to find. Place and distribution go hand in hand. The marketer can utilize a variety of techniques, including [intensive distribution](#), [selective distribution](#), [exclusive distribution](#), and [franchising](#), to support other factors of the marketing mix.

# **Chapter - 4**

## **“Marketing & Promotional Strategy” of Akash Technology Ltd.**

# Marketing & Promotional Strategy” of “Akash Technology Ltd”

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## Product

First of all, the Akash Technology’s line of products are the current mode of corporate regulation in Bangladesh. Vehicle tracking software is provided by Akash Technology Ltd. Technology has taken over the world nowadays, thus this service is crucial in protecting vehicles from theft. Numerous vehicles are present across the nation, and the majority of their owners are always concerned about the safety of their vehicles.

## Price

The Akash Technology's pricing plan is successful because, as a young company trying to compete, they keep their service prices lower than those of their primary rivals, including Grameen Phone, Nitel, Monika, and Finder. For instance, a Grameen Phone’s “eVTS” costs 4,000 Tk per vehicle, but Akash Technology charges only 2800 Tk for the same service. Additionally, the monthly service fee is lower than “eVTS” or “Prohori”.

## Promotion

Dealers and distributors play a significant part in helping businesses serve clients and expand and maintain markets. Strong and devoted distributors and channel partners make up the AKASH TECHNOLOGY network. That network has helped spread the reputation of AKASH TECHNOLOGY and its assurance of consistent quality throughout the whole nation. Along with ensuring availability and after-sales services, the strength of this extraordinarily effective and driven network contributes significantly to the goodwill that customers have for AKASH TECHNOLOGY brands. a channel partner with direct purchasing rights from the manufacturer who is permitted to market the goods. The corporation has set monthly or weekly goals for them. If they are successful in hitting certain goals, they will receive a specific discount.

**Place**

Our centered sales and service center in city is in Mohakhali, Dhaka. In Akash Technology Ltd., each department, AKASH TECHNOLOGY has a point of sale and installation service to serve customers. Customers benefit from free installation service from the capital area. In addition, AKASH TECHNOLOGY provides nationwide service by hiring its own technicians with low shipping costs acceptable to customers.

# **Chapter - 5**

## **“Marketing Department and Its Operation”**

### **Marketing Department and operations**

Our centered sales and service center in city is in Mohakhali, Dhaka. Akash Technology made sure and train each department for sale and installation service to serve customers. Customers benefit from free installation service from the capital area. In addition, AKASH TECHNOLOGY provides nationwide service by hiring its own technicians with low shipping costs acceptable to customers.

Akash Technology Ltd.'s marketing department operates through three separate strategy. One is corporate sales, second is promotional/digital sales and third is day to day sales (personal and/or distributor sales)

### **Corporate Sales**

This team keeps in touch with many corporate clients (existing and potential). They set meeting with different clients and understand their requirements. The clients are like, garments company or pharmaceutical or e commerce etc. Usually transport department or engineering department are responsible for vehicle tracking observation.

Relationships are important to customers such as channel market resellers and institutional consumers. We are more than just a VTS supplier, we become client's revenue-generating partner, enabling these market segments to increasingly accept our products. We need not only the potential monetary value of the relationship, but also the intrinsic value of being able to provide our end-users and members with life-saving, easy-to-use devices.

### **Focus on target markets:**

Achieving success in our target market requires strategically focused sales and marketing efforts. We believe the consumer market and distribution channel will provide the fastest time to market, increased adoption, and immediate revenue to sustain our company's growth and expansion into other markets. Increase. The business market could be next key as companies tout the product as a tool for managing external staff, fleet his costs and logistics.

### **Promotional/digital sales:**

In present time digital activity is one of the important factor for any business. Akash Technology regularly promote their product and services, their achievements, special offers etc.

### **Personal and/or distributor sales:**

This is highly dependent on how good digital activity is going on and the quality of our devices. Marketing team collect the interested customer's data from digital department and meet with them for sales. Customers like to know how much protection their vehicle can get. With proper presentation and regular communication, marketers can effectively make sale.

## **Problems in the operation:**

- **Technician:**

For tracker installation and problem solving a good technician is very important. But after proper training and experience they tend to leave the position.

- **Network Problem:**

Akash Technoilooy uses 'Grameen Phone' sim inside the tracker for best network. However there are some geographical places where the network is weak and the trakcer do not work. When customer contact Akash Technology, they cannot manage the problem and make a bad impression of the company.

### **Suggestions to overcome the problems:**

1. Akash Technoly need to make better offer to good technicians. With good team co-ordination and benefuts, technician can make big difference in customer satisfaction
2. Akash Technology should introduce expert call center executives. That way customers will be more clear what problem they are facing and how to solve it.



# **Chapter - 6**

## **“My Role”**

## Job Details

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### Description

Since 2017, I am working a Business Development Executive in Akash Technology Ltd. At the very beginning, our HR manager, Mr. Samir Shaha assembled the marketing team and welcomed me into the team and selected my team leader. With great responsibility my team leader coached me. The training session is aimed at giving an idea of the company's services. Although training lasts for just 15 to 20 days, I feel I am still learning form him and my other team members.

### Job Responsibilities/Description

As a business development executive, I mostly handled corporate clients. On the other hand if needed I gave services to individual clients support as well. I also had to go outside Dhaka for installation supervision and necessary visit to our distribution centers. This is mostly due to company specific needs. Working outside Dhaka is part of my responsibility. It is important because I can communicate with distributors and individual clients closely.

### Observation

From my own perspective, as a VTS service provider in nationwide, Akash Technology should go for more frequent branding and proton. They should also increase the number of technical engineers for installation and other support aronf the districts of Bangladesh. This way customer awareness will increase which will benefit our city (by providing security) and living standard.

# **Chapter – 07**

## **SWOT Analysis.**

## SWOT Analysis

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Strengths		Weakness
Internal	<ul style="list-style-type: none"> <li>• 10+ years of market experience</li> <li>• Have established market reputation</li> <li>• Rich technical support</li> <li>• Have distribution center in every city</li> <li>• Low employee turn-over rate</li> </ul>	<ul style="list-style-type: none"> <li>• Average device quality</li> <li>• Insufficient facility for training</li> <li>• High cost of training packages</li> <li>• Imported devices</li> </ul>
Opportunities		Threats
External	<ul style="list-style-type: none"> <li>• Increasing number of customers</li> <li>• Good number of suppliers</li> <li>• Low Government restrictions</li> <li>• Below average number of competitors</li> </ul>	<ul style="list-style-type: none"> <li>• Quality of devices</li> <li>• Dependent on supplier</li> <li>• Competitive market price</li> </ul>

**Figure: Akash Technology Ltd.'s SWOT Analysis**

Based on the perspective of their industry, I've highlighted some of their strengths, flaws, opportunities, and dangers to their company. I told them to seize opportunities, make use of their strengths to make up for their limitations, and consider any risks.

**10+ years of market experience:**

- **Long-term market experience:** Akash Technology Limited is one of the names specially in Corporates for ensuring verities vehicle tracking device in Bangladesh and making a positive impact in the development of undeveloped regions. Bangladesh's capital city of Dhanmondi Dhaka is where Akash Technology Ltd was created in 2009 with the purpose of offering better service to reputed consumers. They thus possess in-depth market knowledge and significant experience.
- **Established market reputation:** In order to satisfy consumers, Akash Technology Ltd is committed to offering all tracking solutions under one roof in the highest possible quality. They therefore enjoy a solid reputation in the industry. Deadlines set by clients are attempted to be met by Akash Technology Ltd. With continuous customer loyalty, Akash Technology Ltd Kept a positive reputation in VTS industry
- **Rich technical support:** Although Akash Technology Ltd. has never had a sufficient number of employees, they do have individuals with strong technical capability. They are attempting to instruct other workers using their technological expertise.
- **Distribution center in every city:** The Head Office of Akash Technology Ltd is in 495/32, Panthapath Dhaka and have distribution/install points in seven divisions of Bangladesh. So, coverage around Bangladesh is good for customers.
- **Low employee turn-over rate:** Akash Technology cares for their employees. Most of the works are done within a designated team. With good leadership / supervisor the turnover is very low.

### **Weakness of Akash Technology Ltd**

- **Average device quality:** In VTS industry there are giant competitors like Finder, N Track, e-GPS (Grameenphone) etc. Akash TrackMe is not up to date with the quality of products. The top brands is offering better quality product which is a great weakness for Akash Technology.
- **Insufficient facility for training:** Training is an essential part for VTS employees. Akash Technology have good trainers but no proper training facility. With less amount of training the employees are not technically rich.
- **High cost of training packages:** Akash Technology have engineers who are good at building devices or any other technical support. However, others do not have the best knowledge of the production/assembling system. Its due to high cost for training.
- **No automated machine:** Akash Technology Ltd hand-assembled the modules of the unit, which I believe is their major weakness. As a result, building a device takes a lot of time and is not an easy task. To do this, you need good employees, not automated machines. From our interviews, we learned that they are now aware of this problem and are trying to bring the automatic machine form overseas as soon as possible.

### **Opportunities of Akash Technology Ltd:**

- **Increasing number of customers:** As per Wiki data, around 46 lac vehicle are running in Bangladesh and the number is in upward direction. However, among them, not 30% of the vehicles are under VTS. So the market is filled with customer of VTS.
- **Availability of supplier:** This is a field that is growing all over the country. Many other companies have already been established. In chronological order, the demand for this service to ensure vehicle safety is increasing. At the same time, the supplier of this device also supports the development.
- **Low Government restrictions:** Since VTS is a new and important security factor, Government restrictions are at minimum. The VTS providers get added advantage in terms of paying tax.
- **Few Competitors:** In comparison with other businesses, VTS have low number of service provider or competitors in Bangladesh.

### **Threats of Akash Technology Ltd:**

- **Quality of devices:** VTS is dependent on GPS and GPRS system for tracking exact location of the vehicle. But sometimes with interference and technical fault, user do not get exact location. Device quality is also low due to purchasing power of customers. Good quality devices price high.
- **Dependent on supplier:** Akash Technology Ltd. imports devices from Chania and assemble in Bangladesh. So they are fully dependent on supplier's device supply. The machine and equipment needed for producing devices is expensive and Akash Technology do not have enough capability for it.
- **Competitive market price:** VTS market is very short but the price war is very high. With varieties of selection and package deals, the price differentiation is high.

# **Chapter – 08**

## **Recommendations**



## Recommendations

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- Akash Technology Ltd should go aggressive with digital advertising to attract potential customers.
- Akash Technology Ltd should promote the Advantage of VTS to the customers
- Akash Technology Ltd should do research on customer needs.
- Akash Technology Ltd should have Digital Marketing department.
- Akash Technology Ltd should provide regular training to employees.
- Akash Technology Ltd. should do more customer focused campaigns.
- Akash Technology Ltd. should build a strong price over value of the product and services.
- Akash Technology Ltd should make own devices.
- Have to develop after sales services.
- Create more distribution that is direct work with Akash Technology.

By birth this company's main concern is only for providing "Vehicle Tracking Solution" (VTS). Indeed, company has made eight thousand of client and in average company's monthly revenue is sixty lac BDT. Basically Akash Technology Ltd hasn't enough brand value to the client but in the present they focus them with the name of their valuable client as well. Recently some of other companies like Moniko, Finder, N Track, Prohory and so on are started business of "Vehicle Tracking Solution" (VTS). Usually it's a great threat of Akash Technology Ltd, but they aren't worried about them. In a word AKASH TECHNOLOGY don't concern about that company. At present their main competitors is Grameen Phone (GP Track). GP Track and Akash Technology both in average providing same service by using same module but GP Track is in first position in this sector. Moreover, Akash Technology Ltd has aim to overtake GP by providing better service.

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