



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

**An Analysis**  
**On**  
**“Marketing Activities of President Electronics Industries Limited”**

**Submitted To**

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**Submitted By**

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# Letter of Transmittal

Date: 15-05-2018

Mahbub Parvez

Associate Professor

Faculty of Business & Economics

Daffodil International University

**Subject: Submission of Internship Report.**

Dear Sir,

I have the pleasure to submit my Internship Report after a successful three (3) month Internship attachment at President Electronics Industries Limited. The Internship Report concentrates on the marketing activities of “President Electronics Industries Limited.”

I have provided my best effort to achieve the objectives of the report and hope that my endeavor will serve the purpose. The practical knowledge and experience gathered during the report preparation will immeasurably help in my future professional life. I will be obliged if you kindly approve this endeavor.

Sincerely,

Clienton Tripura

MBA, Major in Accounting

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# Approval Certificate

This is to certify that Clienton Tripura Bearing **Id: 171-14-2345** has prepared this internship report entitle “**An Analysis on Marketing Activities of President Electronics Industries Limited**” Under my supervision & guidance. This is for the partial requirement to complete MBA degree from Daffodil International University.

I have gone through the paper. He has accomplished the report by himself under my supervision.

I wish his every success in life.

Supervisor,

Mahbub Parvez

Associate Professor

Faculty of Business & Economics

Daffodil International University

# Acknowledgement

First and foremost I would like to express my thanks and respect to Almighty God who has given me the strength to complete the internship program successfully. I do thank for the blessings given by God to my daily life, good health, healthy mind and good ideas. It is indeed a great pleasure and honor on my side to have the opportunity to submit this report after three (3) months of practical orientation on President Electronics Industries Limited. This internship report is considered as an honest effort to develop my practical and personal knowledge, which adds to the theoretical part of my study. The people without whom I could never have been able to submit my report is the following mentioned irrespective of any importance in order.

At first, I would like to express my profound gratitude and deep regards to our honorable sir Mahbub Parvez, Associate Professor and Head, Department of Tourism and Hospitality Management, Daffodil International University for his exemplary guidance, monitoring and constant encouragement for this report. The blessing, help and guidance given by his time to time shall carry me a long way in the journey of life on which I am about to embark.

I would like to pass thanks from my core of heart to Chairman and Managing Director of President Electronics Industries Limited for his random and unconditional support to complete my internship successfully.

I also like to give my thanks to all senior and junior staff of President Electronics Industries Limited, whose cooperation helped me to complete my internship properly. I must mention the excellent working environment and the positive group behavior of this company, which helped me tremendously.

# EXECUTIVE SUMMARY

This internship report is a partial requirement for the Masters of Business Administration program. The report is based on working experience on President Electronics Industries Limited (PEIL). I was assigned in the Khagrachhari Branch of President Electronics Industries Limited (PEIL). This report gives a clear idea of evaluating the marketing activities. The data has been collected from primary and secondary source. Primary sources are group discussion, practical work experience, case study. Secondary sources are library, several books.

The report consists of six chapters. The first chapter describes the introducing matters of a formal report which includes origin, background, objectives, methodology, scope and limitations etc.

Second chapter consist of background of President Electronics Industries Limited (PEIL) profile, mission, vision, value & commitments, objective of President Electronics Industries Limited (PEIL), special characteristics, Branch Location all over Bangladesh and organizational structure on PEIL and SWOT analysis.

Third chapter includes discussion about “An Analysis of Marketing Activities” and its functions, policies and procedures. Basically it has been focused of marketing mix, about company product, sales target and position of the company which are the main part of marketing activities.

The four chapter is the finding and recommendation and conclusion of the report which provides; analysis related with performance evaluation of PEIL. I hope this report, despite its many limitations, will be a gateway to have a clear concept about the marketing activities of President Electronics Industries Limited (PEIL)

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# **Chapter- 01**

## **Introduction**

## 1.1 Introduction

Marketing is "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." The term developed from the original meaning which referred literally to going to market with goods for sale. From a sales process engineering perspective, marketing is "a set of processes that are interconnected and interdependent with other functions" of a business aimed at achieving customer interest and satisfaction. Philip Kotler defines marketing is about Satisfying needs and wants through an exchange process.

**“President Electronics Industries Limited” (PEIL)** is the one of the largest companies in Bangladesh. This company is a part of “Nippon Electronics Industries Limited”. Since, 2016 company started its journey to give quality full product to the customers through exchange process. Before starting their journey company analyzed the market situation and wanted to know what kind of products and services customers want. Because company thought that, as a last mover in the market they will have to compete with others company that’s why company providing A<sup>+</sup> grade quality product with 12 years warranty. They appointed many dealers to sales their products in different areas of the country. Company offering 10-15% discount to the customers on the occasion of festival and advertising about their product through hanging banner, signboard and handbill.

In the arena of competitive market environment it has become significantly important for any company to analyze its performance of different marketing strategies in order to survive in the volatile market environment as well as to manage companies’ operations efficiently and effectively for achieving its objectives. This report is tailored to focus on the marketing activities of PEIL that is performing to retain market share and uphold the growth.

## 1.2 Origin of the report

After completion of 1 year MBA program, organizational attachment is must. So the preparation and submission of this report is partial requirement for the completion of the Masters of Business Administration (MBA). I was assigned at Khagrachhari and Rangamati district, Chittagong division of President Electronics Industries Limited. During the job it is possible to know and notice the marketing activities to complete report properly. To survive in the competitive market company strategies should be strongest more. To work in the marketing sector it was possible to develop communication skills, bargaining power and to change the marketing strategies when need. This internship report has been prepared on the basis of practical experience in the marketing activities.

## 1.3 Objectives of the report

The main objective of this study is to analyze the marketing activities of “**President Electronics Industries Limited**” which includes the following specific objectives.

### Specific Objectives:

The specific objectives of the study are as follows:

- To know the pricing strategy of this company;
- To find out whether the dealer is having brochure of the product;
- To know the advertising policy of this company;
- To understand the distribution channel of this company;
- To examine the target market and market segmentation of PIEL;
- To identify some problems related to its marketing activities;
- To make some recommendations based on the findings.

## **1.4 Methodology of the report**

The study requires a systematic procedure from selection of the topic to preparation of the final report. It is very difficult to collect relevant data from a person other than the regular employees of the President Electronics Industries Limited. The overall process of methodology has been given as below.

### **1.4.1 Primary sources**

- Officers
- Staff

#### **Method of primary data collections:**

- Face to face conversation with the respective officers and staffs of PEIL;
- Practical experience gained by visiting different Places during task;
- Informal conversation with the customers.

### **1.4.2 Secondary sources**

- Relevant papers and different books;
- Official Records of PEIL;
- Official website of the PEIL;
- Product and service brochures Of PEIL.

## **1.5 Data analysis and report**

The data of president electronics industries limited has been analyzed collecting information from company's website, staff and vouchers. The report has done by using Microsoft word and excel. As, this report analyzed on marketing activities I have tried to follow the marketing activity's role and regulation.

## **1.6 Scope of the study**

The report is written based on an evaluation of the marketing and Sales activities of PEIL. How PEIL targets its market and develops several marketing policies for their target customer that will be found. This report contains the information about the target market, product, pricing, offer letter,

policy implantation and sales planning by PEIL. To analyze the marketing activities of PEIL, adequate information have been gathered and summarize as possible. Because it is important that, to get a transparent view of PEIL marketing activities; we need to know what PEIL wants to do and how they will do for their target customers. To know about this information from PEIL, this report will carry on significant part.

### **1.7 Limitation of the report**

To prepare a report on the achieved practical experience in a short time is not an easy task. In preparing this report some problems and limitations have encountered which are as follows:

- Relevant data and document collection was difficult because of the confidentiality of the PEIL.
- Sufficient books, publications and figures were not available. If this limitation were not been there, the report would have been more useful;
- Since the company personnel were busy they could not give enough time.
- The web resources were also not ample to get sufficient help.

# **Chapter- 02**

## **Overview of President Electronics Industries Limited (PEIL)**

## 2.1 Overview of President Electronics Industries Limited (PEIL)

**“President Electronics Industries Limited”** is one of the largest registered Limited Company in the electronics sector in Bangladesh. This company is a part of “Nippon Electronics Industries Limited” which has started its journey since 1886. Then the company added new product which is known as president electronics. From, 2016 company started its journey to give quality full product to the customers through exchange process. Before starting their journey company analyzed the market situation and wanted to know what kind of products and services customers want. Because company thought that, as a last mover in the market they will have to compete with others company that’s why company providing A<sup>+</sup> grade quality product with 12 years warranty. To provides quality products to the customers company involved in the Import and Assembling works. Now it is directly involved in importing and marketing in different kind of electronics products (like Color Television, Refrigerator, Washing Machine, Microwave Woven, Air Conditioner, Fan, Light etc.). Company’s all employees are working under the board of director and the authority of the president company are taking guidelines from renowned company and foreign country. PEIL is giving unique products to the customers that will attract to the customers easily. PEIL is an international brand which is popular all over the world and very demandable product. Its sales growth increasing rapidly within short time period. As a result, company’s profit also increasing day by day, the number of share also increasing.

## 2.2 Company Profile

Name of the company	President Electronics Industries Limited
Established	2016
Nature of Business	Product service and profit oriented
Head Office	House #26 (Lift-3), Gareeb-E-Avenue, Sector #13, Uttara Model Town, Dhaka-1230. Phone: 01978112220, 01971182226 Email: <a href="mailto:Presidentkashem@gmail.com">Presidentkashem@gmail.com</a> ,
Number of Branches	17
Total Manpower	45

## 2.3 Vision and Mission

### ❖ Vision

Always to be number one company in the Outsourcing company to serve quality product for the customer. The unabated success of the Company was due to innovative business approach and the ability of its management to concept the challenge of the free market economy. Global web Outsourcing limited not sale satisfaction to customer. They also prepare comprehensive plan for product diversification to face the market competition. Our plan and new techniques will earn more profitability for the company and increase greater confidence of the prospective customers.

### ❖ Mission

- To provide quality services to customers.
- To make quality investment.
- To ensure sustainable growth in business.
- Strong Marketing Activities
- To right time delivery

### ❖ Goal

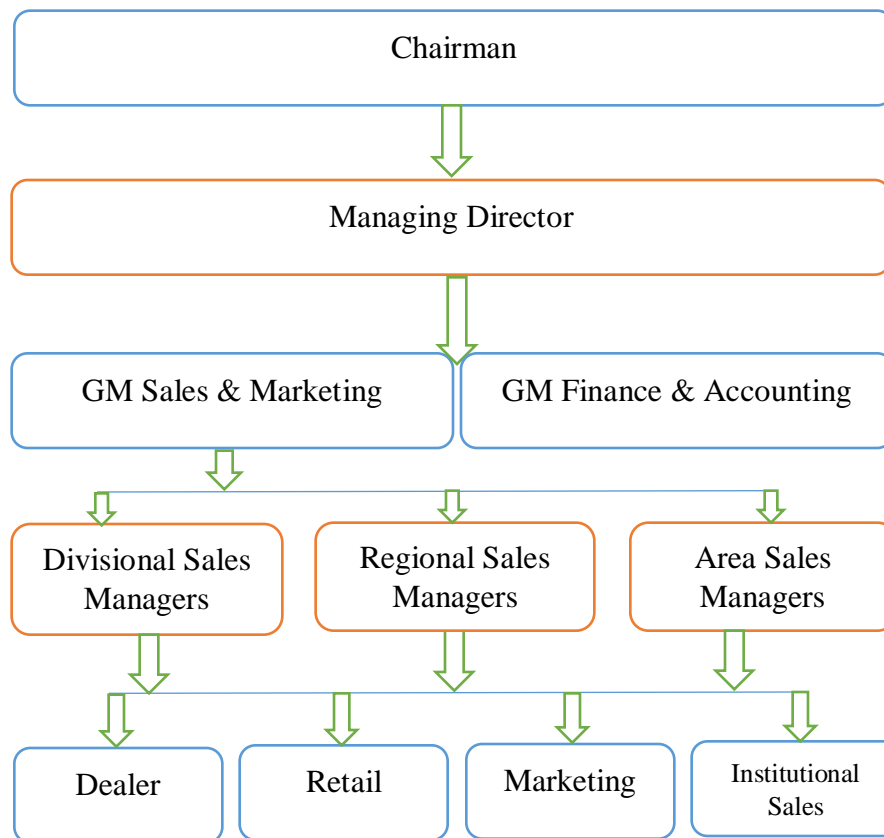
To provide best quality products for the valued customers by introducing latest technology driven products and expanding service network.

## 2.4 Branches of PEIL

Dhaka Division	3	Khulna Division	2
Chittagong Division	4	Barishal Division	1
Rajshahi Division	2	Mymensingh Division	1
Sylhet Division	3	Rangpur Division	1



## 2.5 Hierarchy of PEIL



## 2.6 Departments of PEIL

- Administration Department
- Marketing/Sales Department
- Accounts Department
- Inventory Department
- Service Department

## 2.7 Product list and services of PEIL

Products		
LED Television	Washing Machine	Microwave Ovens
Refrigerators	Rice Cooker	Iron
Air Conditioners	Blender Machine	Fan, Light
Services		
LED Television	5 years picture tube warranty, 5 years' service warranty, 4 years panel warranty, 1 year parts warranty, Free installation and free delivery.	
Refrigerators	3 years panel warranty, 1 year spare parts and 5 years after sales service and free delivery.	
Air Condition	3 years compressor, 1 year parts, 1 year service, Free installation and free delivery.	
Others	1 year guarantee	

## 2.8 Financial Analysis of PEIL

Particulars	Amount Tk. (2016)	Amount Tk. (2017)
Total Sales	304,580,210.00	510,312,455.00
Cost of Goods Manufactured	286,305,397.40	479,693,707.7
Gross Profit	91,374,063.00	12,828,113.75
Operating Profit	15,229,010.5	2551522.75
Net Profit	6,091,604.20	1,020,6249.1

## 2.9 SWOT Analysis

Every company has strengths, weakness to produced product or run their business and also has some threats, opportunities. President electronics industries limited also has those four things that

is called shortly as SWOT. During my internship period it had been possible to me to find out some points was positive and negative side.

### **2.9.1 Strengths**

- Company provides best quality product to the customers with low price as well as more facilities.
- The company has strong manpower in its management. For this reason it can take any kinds of decision quickly.
- The company arrange training facilities for the new employees. They give some ideas to the new employees about their products by training.
- Company provide long term guaranty of their products as a result customers buy product spontaneously.
- Top management of any organization is very important. The personnel of top management are highly experienced and skilled.
- They have their own training infrastructure, which is modern, highly technological development and have skilled and experienced trainers.

### **2.9.2 Weaknesses**

- The advertisement budget of the President Electronics industries limited. It is very low budget for the advertisement department of PEIL.
- Lake of well skilled employ that is not possible to solve any kind of big problem by the existing employees.
- There is also very weak point in the management which is the over staffing. There is over staffing in the management.
- Due to low salaries the experienced employees don't want to do job in the management sector of PEIL
- The management of PEIL does not have direct link with customers and dealers.
- The company has not developed the promotional strategies for the whole market of Bangladesh.
- Company does not pay the salary to the employees timely. That's why the employees do not show their willingness to work effectively.

### 2.9.3 Opportunities

- Due to the strong financial position of the company, the management can use the latest technology in their products.
- As the company is financially very strong, so it can use electronic and the print media to increase their sales.
- Good and initiative Employees want to give effort, which is a great asset for the company.
- Due to flexibility of government policy of the President Electronics industries limited has opportunities to increase their business.
- As a last mover company's human resource department getting more experience employees which the fast mover company didn't get that kind of privilege.

### 2.9.4 Threats

- A large number of the new incoming companies are increasing the competition in the market.
- President Electronics industries limited are offering the same products at relatively lower price.
- As a last mover company is not able to offer more discount as others company.
- The price of electronic product's decreasing day by day as a result company cannot makes huge profit. Because some of the companies producing product in the country.
- There are lots of electronics product available in our country than the customer's demand. As a result company cannot fulfill their sales target.
- President Company doesn't has strong brand image in this country.



# **Chapter- 03**

## **Marketing Activities of President Electronics**

### **3.1 What is market and marketing?**

A market is defined as the sum total of all the buyers and sellers in the area or region under consideration. The area may be the earth, or countries, regions, states, or cities.

Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services. Marketing is often performed by a department within the organization. This is both good and bad. It's good because it unites a group of trained people who focus on the marketing task. It's bad because marketing activities should not be carried out in a single department but they should be manifest in all the activities of the organization.

### **3.2 Marketing Strategy & Marketing Mix**

Marketing mix is the important factor of the modern age to fulfill the Organization's goal. It is also the set of some controllable and uncontrollable tactical marketing tools that influence customer response. The major task of marketing management is to blend together the elements of the marketing mix in such way that they fulfill the need of selected target markets. The set of elements are product, price, promotion and place, but the new concept, people, physical evidence and process are added as the elements of the marketing mix

The particular mixture of marketing techniques, pricing, packaging and advertising, used to promote the sales of a product, marketing mix is also known as the four Ps. 4 P's or very recent 7 P's stand for:

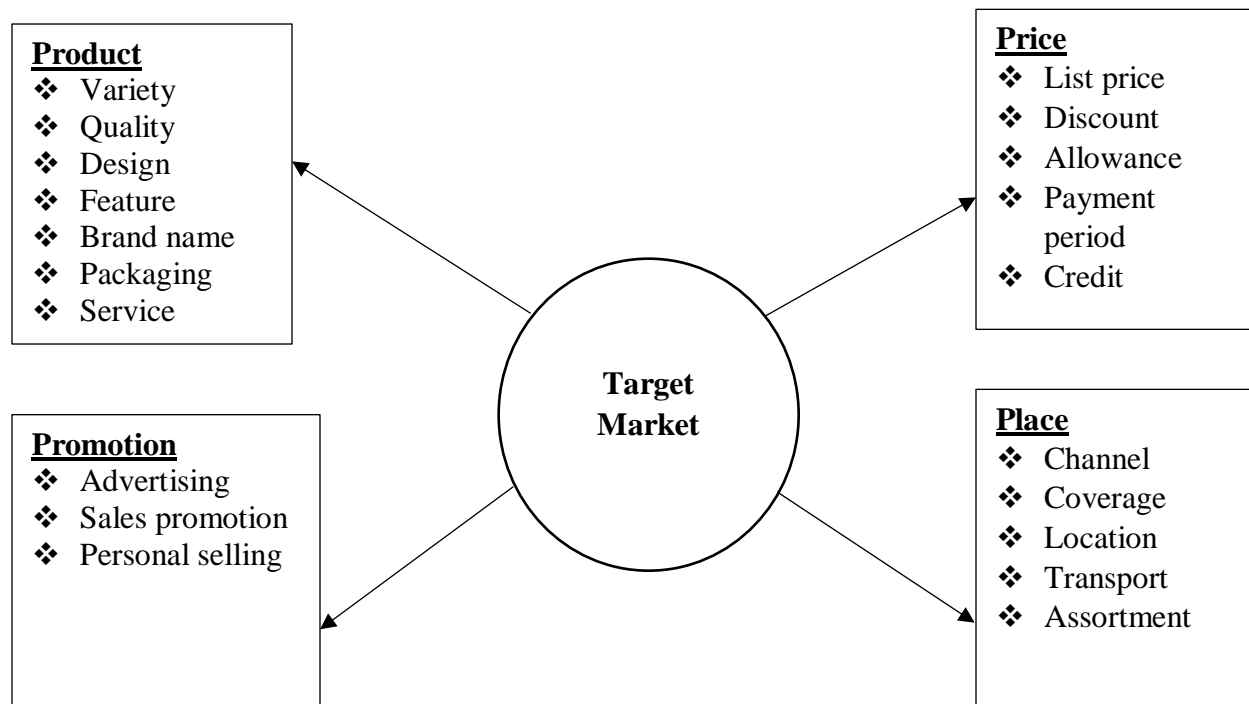
- Product
- Price
- Place
- Promotion

And addition elements are:

- People
- Physical evidence
- Process

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

### Marketing Mix



Source: Marketing Management (Philip Kotler)

### 3.2.1 Product

We define product as anything that can be offered to a market for attention, acquisition, use or consumption and that might satisfy a want or need. Product includes more than just tangible goods. Broadly defined, products include physical objects, service events, persons, place, organization, idea or mixes of these entities. However there are no bad products anymore in today's highly competitive markets that he perceives as bad. Therefore the question or product has become; does the organization create what its intended customers want? Define the characteristics of your product or service that meets the need of your customers.

- **Product Variety:** Marketers present their product in different ways.
- **Product Quality:** Product quality consists of the ability to satisfy customer's needs and wants as well as the ability of a product to perform its function; it includes the product's overall durability, reliability, precision, ease of operation and repair
- **Product Design:** style simply describes the appearance of a product. Design is a larger concept than style.
- **Product Feature:** A product can be offered with varying features. The company can create higher level models by adding more features. Features are competitive tools for differentiating the company's program. Being the first producer to introduce a needed and valued new feature is one of the most effective ways to complete
- **Brand Name of the product:** A good name can add greatly to a product's success. It should suggest something about the product's benefit and quality. It should be easy to pronounce, recognize and remember. In addition to design or a combination of these, that identifies the market or seller of a product or service.
- **Product Packaging:** Packaging involves designing and product the container of wrapper for a product. The activities of designing and producing the container for a product.
- **Return:** It refers to provision of defective product back to the producer. It is better for a company that there are present of provisions of return defective product.

### 3.2.2 Price

Price refers to the amount of money charged for product or service or the sum of the values that consumers exchange for the benefits of having or using the product or service. Before selling



any kind of product its need to fix the price of that product. So, price fix is very important in case of selling product. But the customers never expect the higher price they expect best quality product and low price also. If company fix high price on the products they cannot make profit and fulfill their target. Sometimes high price product can be demandable it is depends on product quality and company's management strategies. So, in case of fixing product Price Company should analyze the market present situation.

- **List price:** The price which is written on the product.
- **Discount price:** Most of the company give some discount on actual price. There are some reason behind this it can be on the occasion of festival, launching new product in the market, to increase sales target and company's new policy.
- **Allowance:** Allowance is another type of reduction from the list price. It refers to the promotional money paid by manufacturers to retailers in return for an agreement to feature the manufacturer's products in some ways.
- **Payment Period:** what are the processes on way of payment is it flexible for customer or not? It should be flexible for customers.
- **Credit Terms:** Is there provision of credit term? If any then what are characteristics of that.

### 3.2.3 Promotion

Promotion means activities that communicate the merits of the product and persuade target customers to buy it. For an example, suppose that President Company spends more than 1 million each year on advertising to tell consumers about the company and its product. Dealership sales people assist potential buyer and persuade them that President is the best company for them. President Electronics and its dealers offer special promotions like sales promotion, cash rebates, low financial rate etc. as added purchase incentive. Marketers use the normal promotion tools that advertising, sales promotion, personal selling, public relations and direct marketing to reach customers. They are described in following manner:

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

setting advertising objectives, setting advertising budgets, developing advertising strategy and evaluating advertising campaigns.

- **Public Relation:** Public relation is the part of promotion. Any company try to keep relation with public because building public relation it is the easy way to become well known to the people that help to the company to introduce their product easily.
- **Direct marketing:** Direct marketing means making direct link with the people. There are many marketing system direct marketing is one of them. Face to face is the part of the direct marketing system.

### 3.2.4 Place

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

- **Channel:** To moves goods and services one place to another places good channel can play important role for the company. If company does not have proper channel then it is not possible to send goods and services timely. That's why management should have good link up with dealers and customers.
- **Coverage:** Producer's product should be cover target market area. The customer in target market may be got the product easily.
- **Assortment:** Product should be assorting some of various categories so that producer transport it easily and customer use it easily or in comfortable way.
- **Inventory:** Inventory levels also affect customer satisfaction. The major program is to maintain the delicate balance between carrying too much inventory and carrying too little. Any inventory decision management must balance the costs of carrying larger inventories against resulting sells and profits.
- **Transportation:** Through the transportation company send product one place to another places. Well transportation make secure in case of delivering product to the particular area.

### 3.2.5 People

Many service depend on direct interaction between customers and a firm's employees or talking to call center staff strongly influence the customer's perception quality of service. Service quality

is often assessed based on customer's interactions with front line staff and successful service firms devote significant effort to recruiting, training, motivating these employees.

### **3.2.6 Physical Evidence**

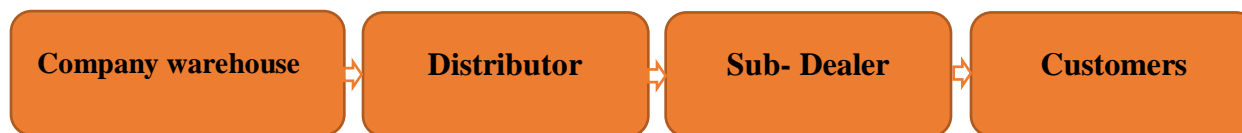
The environment in which the service is delivered and where the firm and customer interact and any tangible components that facilitate performance or communication of service. The appearance of buildings, landscaping, vehicles, interior furnishing equipment's, staff members, signs, printed materials and other visible cues all provide tangible evidence carefully, as it can have a profound impact on customer's impressions.

### **3.2.7 Process**

The standard procedures, mechanisms and flow of activities by which the service is delivered, the service delivery and operating systems. The actual delivery steps that the customer's experiences or the operational flow of service also give customers evidence on which to judge the service. Some services are very complex, requiring the customer to follow a complicated and extensive series of actions to complete the process. Badly designed processes often lead to slow, bureaucratic and ineffective service performance and result in dissatisfied customers. Similarly, poor processes make it difficult for front line staff to do their jobs well, resulting in low productivity and increased likelihood of service failure.

## **3.3 Distribution channel of PEIL**

Distribution channel of President Electronics Industries Limited follows two ways. The way the company distributes product in different places by this process it is possible to reach the product to the customers. The marketing department fixes where they have to provide product and when they need to supply those all things are managed by the marketing department. If the distribution channel is not good then it is not possible to reach product to the customers. Two types of distribution system of PEIL are given below:



### 3.4 Product profile

#### LED TV

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

#### REFRIGERATOR

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

#### AIR CONDITION

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

#### OTHERS

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

### 3.5 Product management

The business development manager is responsible for supervising all the activities related to product management in this department. He reports directly to the marketing services director and therefore, he needs to have all relevant information to report back to the MD or help him make a decision. There are two product officers under him. These two people take responsibility of all president products for product management and do routine duties about product. They manage which product will come, which product will stay and which product will not come.

- Supervising the launching of new products. This involves “pushing” the product departments to find new products to sustain company growth, or advising them to study the feasibility of particular products.
- Continuous monitoring of the sales of new and existing product and analyzing.
- The reason for a decline in sales.
- Preparing the entire costing of each product.
- Working with the marketing department to ensure that the sales target is being met.
- Assisting the sales promotions team in media planning and advertising strategies for new and existing products, and approving it through the managing director.
- Reviewing trend analysis reports to find out long term demand for products and giving feedback to MD about marketing environment, in areas like marketing, Production, Sales projection, Promotion etc.

### **3.6 Levels of marketing segmentations and targets**

Markets are not homogeneous. A company cannot connect with all customers in large, broad, or diverse markets. Consumers vary on many dimensions and often can be grouped according to one or more characteristics.

#### **3.6.1 Segmentation Marketing**

The starting point for discussing segmentation is mass marketing. In mass marketing, the seller engages in the mass production, mass distribution, and mass promotion of one product for all buyers. The argument for mass marketing is that it creates the largest potential market, which leads to the lowest costs, which in turn can lead to lower prices or higher margins. However, many critics point to the increasing splintering of the market, which makes mass marketing more difficult. The proliferation of advertising media and distribution channels is making it difficult and increasingly expensive to reach a mass audience. Some claim that mass marketing is dying. Most companies are turning to micromarketing at one of four levels: segments, niches, local areas, and individuals.

#### **3.6.2 Target Marketing**

Once the firm has identified its market-segment opportunities, it has to decide how many and which ones to target. Marketers are increasingly combining several variables in an effort to identify smaller, better-defined target groups. Effective target marketing requires that marketers:

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

### **3.7 The customers of President Electronics**

Customers demand and income cannot be same. There are different class customers. Company follow the strategies as per level of the customers. Higher middle class peoples demand is very high they demand high price product and quality full product also. Middle and lower class peoples

they are having less demand than higher middle class people. But all of them have higher satisfaction.

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

### **3.8 Organizational Structure of President Electronics**

Authority controls all over the company along with the supervision of directors (finance, Marketing and Technical). The segmented departments are doing activities under the supervision of both head of the department and the authority. The summaries of departmental activities are discussed below:

**3.8.1 Administration Department:** The major activities of administration department are:

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

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

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

**3.8.3 Marketing Department:** This department does the following activities mainly:

- Market survey
- Sales promotional activities
- Advertisement

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

**3.8.4 Computer Department:** The department is doing the following activities:

- Data entry of (Accounts) both weekly and monthly report.
- Data entry and recording file of cash and hire sales and collection from hire sales.

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

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

**3.8.6 Service Department:** The department does the following things:

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

### **3.9 Facility of President Products:**

#### **Warranty Facilities**

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

#### **Credit opportunity**

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



### 3.10 The Performance of marketing department

The marketing department plays a vital role in promoting the business. The performance of the company should be good because company's goodwill and revenue depends on product quality, product sales, product distribution channel, growth rate etc. During my internship period I have tried to evaluate the performance of marketing department.

#### 3.10.1 Timely delivery

Timely delivery is very important in case of the company of president that dealers can provide product to the customers. If dealers give an order to the company to deliver particular product within two or three days if company fail to deliver product to dealer he will not be satisfy or cannot run their business properly. So, company should deliver products timely.

Particulars	Total Respondents	Number of Respondents	Percentage
Always in time delivery	12	5	41.67
Sometimes delayed delivery		3	25
Sometimes in time delivery		3	25
Always delayed delivery		1	8.33
<b>Total</b>	<b>12</b>	<b>12</b>	<b>100</b>

Figure: Dealers' opinion in delivering president products

**Comments:** The product is supplied by the marketing executive to the dealers. Marketing executive takes order from the dealers and as per dealer's demand marketing executive supply to the dealers. Above, we can see that there are four categories of delivery system the delivery performance totally is not good. Only 41.67% out of 100% company deliver product timely. Company should increase the percentage of delivery performance so that dealers become satisfy.

#### 3.10.2 Position of the customer service of president

The services of president electronics industries limited is literally good said the both wholesaler and retailer. Product service is most important for the customer and company also need to give services properly.

Particulars	Total no. of respondent	No. of respondent	Percentage
Excellent	12	0	0
Very good		2	16.67
Good		6	50
Satisfactory		1	8.33
Poor		3	25
<b>Total</b>	<b>12</b>	<b>12</b>	<b>100</b>

**Comments:** Company's goodwill also depends on the company's product service. If company gives service facilities to the customers then the buyers will show their intention to buy president product. In the above we can see that in case of product service excellent rate is 0% that is totally not good for the company. On the other hand in case product service Good rate is 50%. Company should increase service facilities more. They must have own well trained engineer so that they can provide services properly to the customers.

### 3.10.3 Per week sales of president product

In the competitive market it is not possible to fulfill company's own target. All of the companies are trying to increase the sales performance. In case of president electronics industries limited they can sales their products only 25-30 percent that is not enough to fulfill sales target. So, president should take good initiative or plan to increase their sales performance.

### 3.10.4 Customers satisfaction level about price of President Product

To fix the price of products totally challenge for the company. Because most of the electronics companies in Bangladesh are charging low price from the customers so that their company can sustain in the market. To satisfy the customers company needs to provide best quality product and low price as well. To sustain in the competitive market should follow their own strategies so that they can defeat to others company. The analysis of customer's satisfaction level about price is given bellow:

Particulars	Total Respondent	Yes	NO
The price is near to customers' ability to purchase	07	3 42.86%	4 57.14%

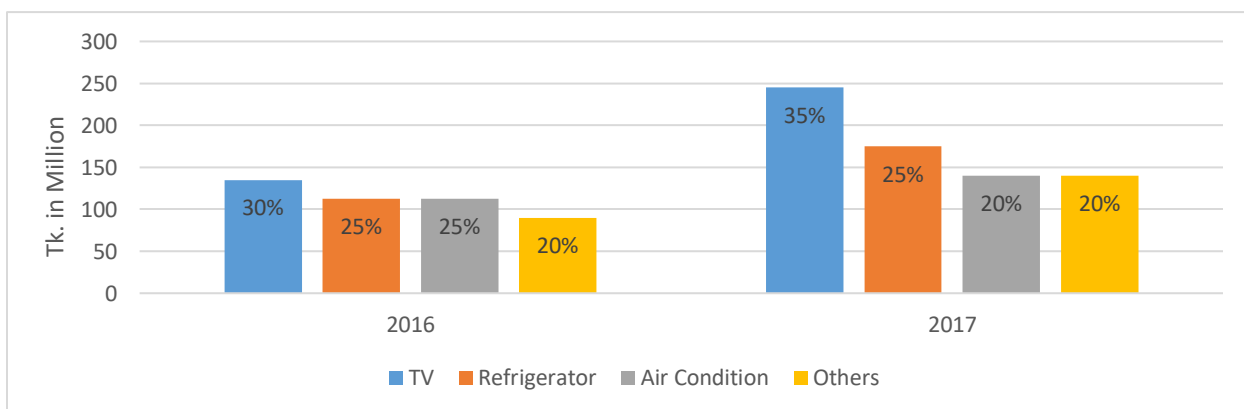
**Comments:** The above table I have tried to analyze customer's satisfaction level about price that was not good result for the president company. Only 42.86 customers has ability to purchase president product. On the other hand 57.14% customers don't have ability to purchase president product and not satisfied.

### 3.10.5 The level of satisfaction of dealers

Particulars	Total Respondent	No. of Respondent
Higher satisfied	12	0/0%
Moderately satisfied		3/25%
Satisfied		8/66.67%
Not satisfied		1/8.33%
<b>Total</b>	<b>12</b>	<b>100%</b>

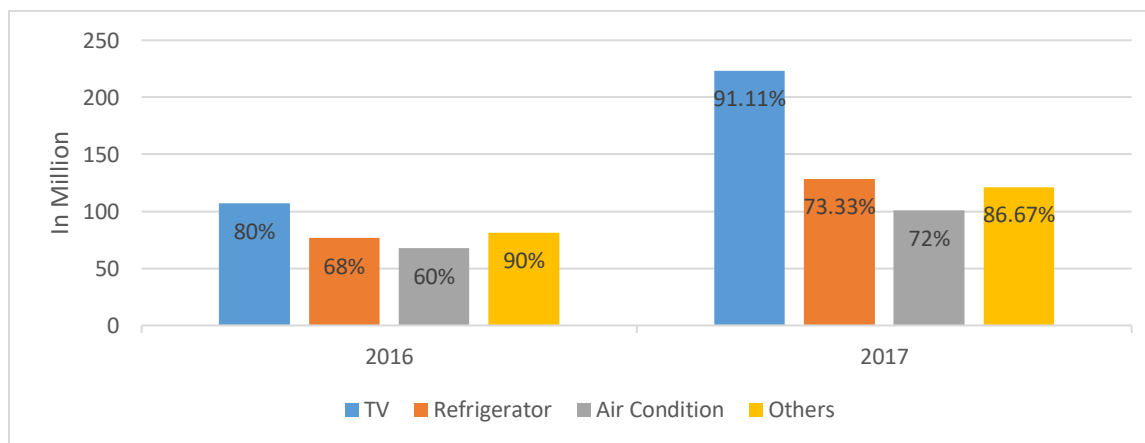
**Comments:** The chart shows that none of dealers are higher satisfied. Moderately satisfied was only 25% out of 100%. A part from that satisfied dealer was 67% that is literally good for the company. But 8.33% dealers was not good as per my analysis. Talking to dealers I can know that the company give credit facilities. But company only gives those dealers who has goodwill. Some of dealers said that if company gives credit facilities to all dealers then they will come in the same measurement. Company sales target is too much. So, maximum dealers cannot fulfill company's sales target. As a result, company becomes dissatisfy on dealers. Sometimes company charge on dealers which they never expect from the company. The company has yearly award system but this award is given to those dealer who can fulfill company's target. So, a few dealers get this opportunity.

### 3.10.6 Product distribution analysis of PEIL



**Comments:** In above it's shown that, in 2016 company distributed 30% (Tk. 135 million) TV of total amount which it was 35% (Tk. 245 million) in 2017. On the other hand, 35% (Tk. 175 million) more refrigerator distributed in 2017 than 2016. In 2017, 20% (Tk. 140 million) air condition had been distributed of total amount which was 25% in 2016. In case of others product we can see same situation. As a result, it will be possible for the president electronics industries limited to capture the market and to earn revenue if they can keep it up. So, we can say that company's distribution channel is too good so far.

### 3.10.7 Product sales analysis of PEIL



In this bar chart we can see that, in 2016 company sold 80% TV (107 million) of total distribution but coming in 2017 they sold 91.11% TV that means 12.19% sales increased. On the other hand 73.33% (Tk. 128.33 million) refrigerator had been sold in 2017 which it was 68% (Tk. 76.5 million) in 2016. Here, we can see same situation because air condition sales also increased which was 60% (Tk. 67.5 million) sales in 2016 of total distribution and in 2017 it was 72% (Tk. 100.8 million) that means 16.67% sales has been increased in 2017. Others product's sales also increased in 2017. From the chart now we can say that product sales is increasing of president electronics industries limited.

### 3.10.8 Revenue analysis of PEIL



In above the pie chart we can see that, in 2016 president electronics industries limited made profit Tk. 6.09 million. On the other hand, in 2017 company made profit Tk. 10.21 million. So, Company's profit increasing year after year.

### 3.11 The position of President in the market

In the survey I have tried to know the position of president electronics industries limited in the market. The way the president company conducting their marketing activities it is possible to rival with the others company. During my survey I went to 12 dealers to analyze the market of the company. Most of the respondents said that president product is in eight or nine position and some of them said that president product is in six or 7 position. As a last mover it will be tough for the president product to be first position. So, in the competitive market every company trying to show their performance to the customers not only that they are providing best quality product and at low cost that attracting to the customers to buy their product. To sustain in the market or to be in first position president need to take new initiative that will help to introduce their product to the valuable customers and need to reduce their product price.

### **3.12 Advertising effectiveness of President**

The advertising process of president electronics industries product is not good. The way president giving advertisement it is not possible to reach to the customers about their product. The company should develop advertisement policy that will help to the customers about their products. Most of the respondents said that the advertisement quality is below standard. They should use both the print media and electronics media not only that they must use signboard and billboard so that the pedestrian can see the advertisement when they go outside. If possible they can sponsor to the cricket team or others organization. They can develop for the country like over bridge, road that people can know easily about their company. They can use sticker of president product. If needed the authority of the company can go for new plans to the expertise who have enough knowledge about the advertisement process.

### **3.13 Training & Development**

This unit has been added to the HE department and is run by the training officer. Field-level training for shop managers have been initiated from then on. The training officer also arranges, organizes, conducts, coordinates in-house training for the all employees as well as, organizing outside training for management level employees on specific areas that may augment their skills and sharpness. For example, recently, a training of “Finance for Non-finance Managers” was arranged and conducted for the president employees. President has given particular emphasis on training for shop managers, because they are the ones who deal directly with the customers, and the company’s success depends on them.

### **3.14 Reasons identified for low sales performance**

The dealers of the president company play vital important role for the company. The dealers sales product to the customers then they collect money from the customers and deposit money to the company’s account. Company’s all profit depends on the dealers. If dealer perform very well then company’s profit will increase. So, company always look for effective and efficient dealer who can fulfill their target. Low sales performance are not totally good for the company. If company cannot able to increase sales performance then company will have to close their business. The all reasons for low sales performance are given below:

**Under rate:** The rate of the president product should be same. Due to under rate the dealer face many problems that problems will effect to the company. There are 17 showroom of the president product. But in the head office of president they sales product at low price to the customers. On the other hand, company fix their product price for the others showroom that price is high than head office. The dealers are obliged to sales at high price that has given by the company. Customers sometimes get confuse because of different price rate of same product. That's why customers don't want to purchase from the showroom.

**Waiting for service:** President doesn't provide service timely that's why the customers cannot get services timely. The customers don't want to wait for long time for their service. So, the customers are not satisfied in case of company's services. If compare with others electronics company president's service process is below standard. Most of the customers wants to get service from the showroom but in the showroom they don't have electrician. Because of low trained electrician company cannot provide service right time.

**Lack of proper monitoring:** Lack of proper monitoring the dealers don't work properly that will effect upon the company to make profit. The higher management they never visit to dealers they only talk to dealers over phone. Sometimes the dealers do not open showroom timely. As a result, company cannot fulfill their target. Where others company make huge profit and fulfill their target by proper monitoring.

**High Rate of Product:** President Company's product rate is too higher than others company's product. As a last mover president need to provide at low cost to introduce their product to the customers. They are providing best quality product to the customers but product price is high. Because of high product price people don't want to buy their product.

### **3.15 LC Opening process of PEIL**

The assistant manager opens and prepares the LC's and various other bank documents on the products raw materials required by the marketing department and then coordinate this with the finance manager to finalize and implement the plan. He is also responsible for all the office supplies and also for checking the status of the imported material every day. This department is headed by the assistant commercial manager.

### 3.15.1 Product Purchase Process of PEIL

- Again the requirements are communicated through requisition form (L/C opening proposal) by the particular department. They may suggest the source (Supplier Company) along with the purchase dept.
- After approval it comes back to purchase dept.
- L/C is opened. LCA (L/C authorization from) is taken from the
- Specific conditions are given regarding supplies/consignment with the filled up form, the insurance, and proforma invoice stating supplier's price offers & company's price acceptance signed by signatory. A copy is then sent to the bank.
- Bank opens L/C and sends copy to company. This is forwarded to accounts dept. Three month's lead time is needed for importing goods, if price has increased in the meantime, then L/C has to be amended, insurance amount is also amended.
- Consignment checking (quality, specification national board of revenue) is done through approved companies. The firm which president employs to check the consignment prior shipment of as agreed with the company is ITS (Inch cape testing service).
- Supplier sends relevant paper (commercial invoice) to the company through fax. Along with packing list bill of lading issued by shipping company and also any pre-agreed papers.
- Original copies are sent to supplier's bank by supplier; bank checks the documents and sends papers to receiver's bank.
- Exporter will send the original papers to the bank within 21 days of shipment. The bank rechecks the paper. Sends feedback to the importer, who then makes the payment.

Clean reports of finding (CRF) is issued by pre-shipment inspections company's local agent.

- Original copy is sent to supplier;
- Supplier sends the copy to his bank;
- The copy is forwarded to the importer's bank;
- 1 copy is sent to the importer;
- Banks will endorse after getting the money and send the original copies to the importer.



# **Chapter- 04**

## **Findings, Recommendations and Conclusion**

## 4.1 Findings

- The Company is providing best quality product to the customers with low price as well as more facilities.
- This organization has no advertising function. Because of this lack of advertising organization loses their potential customers and huge number of profits as well.
- Lack of manpower is another important problem of this organization. Because of the lack of manpower, the workload on the same level employees are huge.
- Company doesn't has effective computer network between the branches and Head Office for better and faster information flow.
- There is shortage of skilled employ in the company as a result they cannot solve immediately if problem comes.
- Their product quality is too good but product design is almost same with others company's product.
- In the competitive market monitoring system is very important. But the executive managers of president electronics are not much concerned about that.
- Company focus only on TV, Refrigerator, Air conditioner which is not enough to capture the market.
- Company cannot fulfill their sales target because of poor management.
- Company doesn't provide home delivery service. On the other hand others company they provide home delivery service.

## 4.2 Recommendations

- Company should monitoring after one or two months to observe the market. Therefore the authority of president need to visit distributors frequently.
- Company should recruit skilled marketing personnel to solve any kind of problems immediately.
- Number of showrooms should be increased.
- Company may can concentrate to introduce different design's product in the market to attract customers.
- Advertisement is very important for the company. So company should develop advertisement process so that the customers can get idea of president product through the advertisement.
- Company may start yearly award system among the marketing and sales to fulfill their target.
- Dealers can play important role to sales the president products. So, I would like to say that the management executive should keep good relation and well-behave with the dealers to fulfill their target.
- Because of under rate of the president products distributors are facing many problems to sales properly. Therefore, the price of president product should be same.
- Nowadays, in the competitive market most of the companies are engaging with others company to capture the market. I think that, to extend the business of President Company they can apply this kind of strategy if another company wants to engage.
- The price of president product's is comparatively high than others company's product price. So, to capture the market and fulfill company's target they need to reduce price of products. Because, as a last mover in the market company needs to introduce about their products to the customers offering less price or discount.

### 4.3 Conclusion

President is one of the leading companies, focusing on the area of electronics in Bangladesh. It is dedicated to creating and delivering products of unquestionable quality that enable people to enjoy more entertainment and comfort. In this spirit, President encourages its employees to ensure quality products and service. No doubt in Bangladesh President is one of the top eight. President has also endeavored to strengthen its Sales in all over the country. They are optimistic about their perpetual growth and success.

An organization's ability to meet the training and development challenges provides an opportunity to make significant contribution to the company. With better quality people executing the company's operations the HR department can create a competitive advantage for the company. In the few words. Again I would like to say thanks to President Electronics industries limited. And it all employees for providing such supportive environment of learning. It was a great learning time and I believe that it will be very helpful for me in future career. From my survey I can say that president electronics industries limited services was not good than others company. This company doesn't work for the employees especially for the divisional sales manager and area sales manager those who play important for the company. Company doesn't pay monthly salaries to the employees timely that affect upon the company. Number of branches is not enough for the Bangladesh perspective because in the populated country 17 branches is not enough to fulfill the customers demand. Their service quality also not good but product quality is literally good. A part from that sometimes the higher authority doesn't well behaved with the lower employees that create obstacle in work. Company doesn't have their own rules and regulation they work just only as they wants. Besides president product company sales another product as a result they cannot maintain work properly.

During my internship in President Electronics industries limited. There was a chance to particularly use my knowledge and skills, which I have gained during my study as well as gained and experienced different new skills on the job. It also helped to learn about the E- marketing working in Bangladesh, its procedures and products and service.

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