Thesis Report
On
Promotional Activities of Low Voltage Electrical Products Industry in Bangladesh: A Case Study on Energypac Electronics Ltd.

Submitted By

Obaidur Rahman

ID No: RMBA2101022008

Program: RMBA

Major: Marketing

Department of Business Administration

Sonargaon University

Submitted To

Department of Business Administration

Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of Regular Master of Business Administration



Sonargaon University (SU)

Dhaka-1215

Date of Submission: May 12, 2022

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Lecturer

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Letter of Transmittal

Date: May 12, 2022

To
Sharmila Sikder
Lecturer
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of Thesis Report on Promotional Activities of Low Voltage Electrical Products Industry in Bangladesh: A Case Study on Energypac Electronics Ltd.

Dear Sir**,**
With due respect, I the undersigned, is a student of the RMBA (Friday) Program of this University. This is my pleasure to present my thesis on **Promotional Activities of Low Voltage Electrical Products Industry in Bangladesh: A Case Study on Energypac Electronics Ltd.** I have tried my best to complete the report with the necessary information and proposals in quite a concise and comprehensive manner is possible.

I hope that the report will meet your expectations.

Sincerely yours

……
Obaidur Rahman
ID No: RMBA2101022008
Program: RMBA
Major: Marketing
Department of Business Administration
Sonargaon University

Student's Declaration

I solemnly declare that this dissertation is the outcome of original thesis work title **Promotional Activities of Low Voltage Electrical Products Industry in Bangladesh: A Case Study on Energypac Electronics Ltd.** written in my own language and it is not the replica of any other student. It has been submitted for the partial fulfillment of the requirements of the degree of Masters of Business Administration (RMBA) under the guidance of honorable supervisor Sharmila Sikder, Lecturer, Department of Business Administration, Sonargaon University.

…..……

Obaidur Rahman
ID No: RMBA2101022008
Program: RMBA
Major: Marketing
Department of Business Administration
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Certificate of Supervisor

This is to certify that **Obaidur Rahman** Beginning ID: 2101022008, Program: RMBA (Friday) Department of Business Administration, Sonargaon University, has completed the Dissertation Report entitled **Promotional Activities of Low Voltage Electrical Products Industry in Bangladesh: A Case Study on Energypac Electronics Ltd.** Under my direct supervision and guidance

I wish him every success in his life.

.....

Sharmila Sikder
Lecturer
Department of Business Administration
Sonargaon University (SU)

Acknowledgement

This is high time I conveyed our deepest gratitude and sincere submission to the Almighty Allah for giving us the opportunity to accomplish such an important task of preparing this report in time.

It gives me a great pleasure to have the privilege of expressing my indebtedness and gratitude to my supervisor **Sharmila Sikder,** Lecturer, for her valuable guidance, her deep interest, advice and encouragement throughout the my report. I also sincerely wish to acknowledge my gratitude to my faculty members of Sonargaon University for extending their help and assistance to work on this report.

I am also grateful to **Mr. Md. Nurul Aktar,** CEO & Director, Energypac Electronics Ltd. for their relentless efforts in carrying out my study. They provided me with necessary information and extended their hands to me. I can humbly tell that without their meticulous care, valuable suggestion and instruction it would not have been possible for me to complete my internship report.

I would like to express thinks to my friend and all of my well-wishers for supporting me to do best in such an academic work.

Abstract

Electro products are one of the growing products in Bangladesh. We know there are many electro products in Bangladesh, They tried to customer loyalty and brand popularity. Now we provide basic idea about the leading Energypac Electronics Ltd in Bangladesh. Energypac Electronics Ltd started journey in the year 2005 by introducing affordable and reliable energy saving lamps in the Bangladeshi market.

This report is prepared on the basis of practical experience at Energypac Electronics Ltd products. This intern program helped me a lot to learn about the practical situation of a commercial electro products and to implement my theoretical knowledge in practical and realistic work atmosphere.

I try to highlight the sales Department and their selling process and promotional program of Energypac Electronics Ltd products, Novo Tower 270 tejgoan industrial area, Dhaka1208. I try my best to highlight every activities of Energypac Electronics Ltd Products that I learn during the preparation of my report. But there is some limitation to collect the brief information about each and every activity of Energypac Electronics Ltd Products. At Last I try to my best to make the report more effective, and thanks to almighty god who create me and gives us sound mind and health, and to my parents who gave birth to me and always inspire me.

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Chapter-1

Introduction

1.1 Introduction

Electro product in Bangladesh is characterized as a highly competitive and highly regulated sector. With a good no of products already in operation, the market is becoming increasingly competitive by the day. The companies are constantly looking for ways to develop their market and product offers to remain ahead of others. At the same time the process of electro products is becoming faster, easier and the sector is becoming wider. As the demand for better service increases, the electro products are coming with innovative ideas. The main purpose of the report is to know the real world situation. The topic of my report is Sales Promotional Program Activities: An Analysis of Energypac Electronics Limited. Energypac Electronics Limited was starting their operation in 2005. Energypac Electronics Limited is the older company in Bangladesh. It has, over the years, created one of the largest networks among all the areas in Bangladesh.

1.2 Origin of the report

Present world is the changing rapidly to face the challenge of competitive free market economy. To keep pace with the trend electro-products need executive with modern knowledge and provide post graduate with modern theoretical and practical knowledge in marketing. As the practical origination is an integral part of the RMBA degree requirement, I was placed as an internee in Energypac Electronics Limited to take the real life exposure of the activities of Marketing. This research is a practical requirement of RMBA internship report in the Sonargoan University extensive knowledge and research.

1.3 Purpose of the report

The primary objective of the report is to comply with the requirement of my course. But the objective behind this study is something broader. The principal intent of this report is to analyze the demand electro products and their customer's satisfaction. Objective of the study are summarized in the following manner:

- To identify the present state of electro products.
- To get an idea about the Marketing activities electro products.
- To describe cash selling, installment selling, other facilities provided by it.
- To provide the suggestions for improvement.

1.4 Scope of the Study

Energypac Electronics Limited is one of the older electro products in Bangladesh. The scope of the study is not limited to the marketing department. I will include on my report first of to the in production of Energypac Electronics Limited. Then the overall marketing activities, selling. Promotion and services. Finally, I shall provide an analytical view on a real project that electro products is facing and it is the special focus of my report.

1.5 Objective of the Study

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- To identify the present state of electro products
- To get an idea about the Marketing activities electro products
- To describe cash selling, installment selling, other facilities provided by it
- To provide the suggestions for improvement

1.6 Methodology of the Study

For achieving the specify objective of this study, I have collected the related data both from primary & secondary sources.

Primary data have been collected from:

- Interviewing and interacting with the customers of EELL.
- Observing different organizational activities.
- Conversation with the staffs of this company.

Secondary data have been collected from:

- The annual report of EELL.
- Different papers of the
- Different textbooks, journals, booklets and
- Website of EELL.

1.7 Research Design

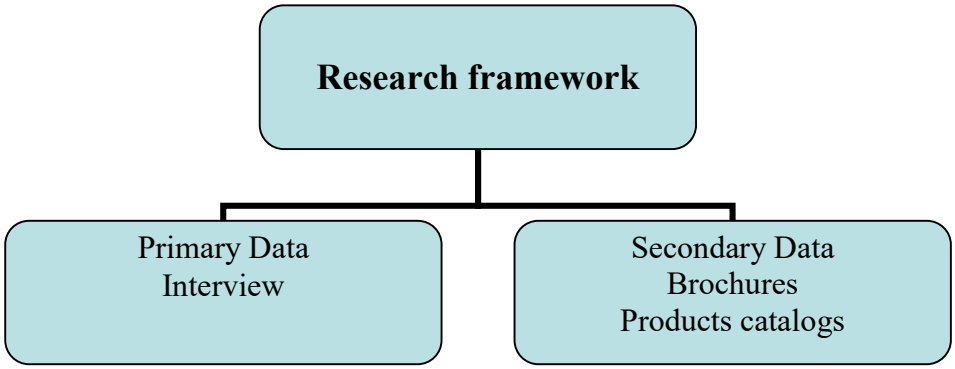


Fig: 1.1 Conceptual Research Framework of the report.

1.8 Source of Information

Primary data have been collected from

- Interviewing and interacting with the customers of EELL
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Secondary data have been collected from:

- The annual report of EELL
- Different papers of the
- Different textbooks, journals, booklets and
- Website of EELL

1.9 Limitation of the Study

- The internship report was based upon only EELL promotion program, so the report doesn't show all department activity of EELL group of companies in depth.
- Although I have obtained wholehearted co-operation from employees and customers of EELL but they could not manage enough time to deal with my report.
- Due to some policies of the companies I couldn't collect the organizational hierarchy to show the organizational decisions flow.
- The main limitation for me was that relevant data and document collection was difficult because of the confidentiality of the administration.

Chapter-2

Literature review

2.1 Literature review

In globalization era, competition in retail sector plays important role. (Sopiah, 2008) reveal that globalization is the main factor in creating demand and increasing demand for goods and retail services. Business is an activity or activities undertaken by a company to seek benefits. Government policy has results business opportunities for foreign business people. Government policy conducted by government itself is to encourage retail development led to the growth of modern retail rapidly, such as minimarket, supermarkets, department stores, shopping centers, malls, and Hypermarket. The rise of modern retail business in number is facing intense competition so it requires retail business to have deep understanding of customers in order to win the competition.

According to (Bhakat & Muruganantham, 2013), unplanned purchase is purchase experiencing sudden impulse, powerful, and irresistible to buy a product without pre-shopping intention formed before entering the store. (Beatty & Ferrell, 1998); (George, B. P., Yaoyuneyong, 2010);(Banerjee, S. and Saha, 2012) state unplanned purchase is defined as something that is out of plan, a place where purchase decision made as triggered by a stimulus. The stimulus given through sensory marketing or touching product, based on clear and visible information about special offers. This will help consumers to remember what they need. Impulsive purchase usually occurs within a short time because the purchasing decisions that are usually not balanced with considerations as well as information and alternatives selection (Tendai, Mariri dan Crispen, 2009). According to (Mowen & Minor, 2010) states that unplanned purchases is the act of buying anything without any trouble feeling before or intention to make purchase decision before entering the store.

There are several factors that influence unplanned purchases. According to (keller Kotler, 2009) that factors influencing unplanned purchases are sales promotion. A research discovered by (Fakthul & Surhayon, 2016) show that there are five factors making up unplanned purchase such as store atmosphere, shopping lifestyle, reference group, brand trust and motivation shopping hedonist. Behind of many factors, this study just focuses on four dominant factors of unplanned purchases as sales promotion, lifestyle shopping, store atmosphere, and hedonic shopping motivation.

The first factor affecting unplanned purchases is sales promotion. Sales promotion is the main ingredient in marketing campaign, consisting of a collection of incentive tools, mostly short-term designed to stimulate larger and faster purchase rather than particular product or service by consumers through trade (Kotler, Philip., Keller, 2013), Meanwhile, according to (Ayimey K, Vitor, & Gayibor, 2013) sales promotion is achieved through informing and persuading consumers about an existing or new product. (Phillip Kotler & Amstrong, 2009) say that sales promotion consists of short-term incentives to encourage purchase or sales of products or service. This definition explains that sales promotion relating to short-term incentives to encourage purchase or sale of a product or service. These incentives associated with reward, whether it relates to refund in the form of discounts, collateral or may include product samples and the others.

Sales promotion is a collection of tools that have variety of incentives, mostly short-term, designed to encourage purchase of a particular product or service quickly and greatly by consumers. It can be clearly seen that modern retailers is now more and more promotional sales are made through discounts, point of purchase (POP), advertisements and posters on the shelf in store. According to (Philip Kotler & Keller, 2009) promotional activity in-store sales can lead to a desire, arousal, or thrill to buy even if consumers do not have intention to buy product before, thus encouraging purchases are not planned in advance (impulse). (Grewal & Levy, 2008) give a sense of sales promotion as a special incentive or interesting programs that encourage consumers to make purchases of products and certain services. Sales promotion is a persuasive action directly offering incentives or more value for product of sales force, distributors or consumers with primary objective of generating sales immediately. It concludes that promotional activities will help and to persuade prospective consumers to purchase products or services that we offer. Sales promotion describes incentives and prizes to make customers buy goods company directly. As a result, this is to require response quickly compared what be seen on advertisement.

The second factor affecting corporate value is shopping lifestyle. Shopping has become a tradition at the same lifestyle trends in the globalization era, consumers are not only can make purchase decision at mall or shops, but also make purchase online (Amiri, Jasour, Shirpour, & Alizadeh, 2012). (Zablocki & Kanter, 1976) state that

lifestyle shopping show a way chosen by someone to allocate revenue, both in terms of funds allocation for variety of products and services, as well as certain alternatives.(Cobb & Hoyer, 1986) defines shopping lifestyle behavior as indicated by buyer in connection with a series of comments and personal opinions about purchase of lifestyle products from time to time and it has become most popular for customers. As a result people are willing to sacrifice anything in order to follow lifestyle and tend to lead on impulse buying. The development of lifestyle continues shopping activity as medium to satisfy customers' need. One of reasons is shopping lifestyle, when consumers go to the mall and see good stuffs, although unplanned purchase, consumers will definitely buy goods which are usually called impulse buying. Consumers will be willing to sacrifice something in order to meet the lifestyle and it will tend to lead to impulse buying behavior (Japariyanto & Sugiyono Sugiharto, 2011).

The third factor affecting unplanned purchases is store atmosphere. (Kotler, P., Wong, V., Saunders, J. and Armstrong, 2005) define store atmosphere effects sore designed that has the ability to influence consumers' behavior. Meanwhile, according to (Utami, 2010), atmosphere store is a combination of physical characteristics such store architecture, layout, lighting, display color, temperature, music, scents thoroughly that will create image in minds of consumers.

According to (keller Kotler, 2009) atmosphere of the store is planned atmosphere in accordance with the target market and to attract consumers to buy .Store atmosphere can cause or influence purchase. The emotional state will create two dominant feelings that evoke feelings of pleasure and desire. (Yoo, Park, & MacInnis, 1998) said that list of design; lighting, decoration and music have a strong influence on the ability of consumers to buy impulsively. (Donovan, Robert J.; Rossiter, John R.; Marcoolyn, Gilian dan Nesdale, 1994) suppose that various ways of store atmosphere can affect consumer behavior, including the amount of Store atmosphere also became one of external factors that can affect impulse buying behavior of consumers. Varying tempo of music affect time spent in the store, for example, only music that later will lead to higher sales (Kotler, Phillip, & Keller, 2016). Atmosphere store affects emotional state buyers that cause or influence making purchase. The emotional state will create two dominant feelings that evoke feelings of pleasure and desire.

According (Buedincho, 2003) that atmosphere of store is one of external factors that can affect a person's impulse buying behavior.

The fourth factor affecting unplanned purchases is hedonic shopping motivation. According (Utami, 2010) that defines motivation hedonic shopping is that shopping to get pleasure of senses, contentment, an excitement and feeling so that Shopping is something interesting. Shopping Motivation can be defined as driver behaviors that bring consumer to internal market in order to satisfy their needs (Jin & Kim, 2003). While, (Nita Paden, 2010) defines the hedonic shopping is because they feel happy when you make purchase with friend or family. According (Kosyu, Hidayat, & Abdillah, 2014) hedonic motives will be created by store while touring choose products based on taste. When shopping, someone will have positive emotion to buy the product without prior planning. Motivation is hedonic shopping where consumers who have high emotional arousal usually feeling frequent experience of hedonic shopping (Gültekin & Hacettepe, 2012). Consumers behavior will not be compelled strong hedonic motivation as stated by (Solomon, Marshall, & E.W, 2008) that consisting of social experience, sharing of common interest, interpersonal attraction, and instant status. That’s why it is called hedonism motivation as notes shopping list.

Chapter-3

Theoretical Framework

3.1 Definition of Marketing

- The performance of business activities that direct flow of goods and services from product to consumer or user –**American Marketing Association**
- Marketing is human activity directed at satisfying needs and wants through exchange process. - **Philip Kotler**
- Marketing is a total system of business activities designed to plan , promote and distribute want satisfying goods and services to present and potential customer –**W.J. Stanton**
- Marketing is the performance of business activities which direct the flow of goods and services from producer to user in order to best satisfy the customer and accomplish the company's objectives – **E.J. McCarthy**
- Marketing consists of those efforts which affect transfers in the ownership of goods and services and care for their physical distribution – **Clark and Clark**
- Marketing is the delivery of standard of living to the society - **Paul M. Mazur**
- Marketing is the creation of from, time, place and possession utilities **---- Converse, Huegy**
- Marketing can be defined as a system of interrelated activities designed to develop, prices, promote and distribute goods and services to groups of customers –**Dairymaid and parsons**
- Marketing is getting the right goods and services to the right people at the right place at the right time at the price with the right communication and promotion-- **Quoted by kotler**
- Marketing involves the design of the products acceptable to the customers and the conduct of those activities, which facilities the transfer of ownership between sellers and buyers
- The process by which companies create value for customer and build strong customer relationships in orders to capture value from customer in return ____ **Gray Armonstrant and Philip Kotler**
- A social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others

Actually my opinion is Marketing is nothing just a process, which starts before needs identification and continue after sales services.

Marketing

- Marketing is delivery customer satisfaction at a profit.
- Marketing is social sustainable process targeting customer of few goods & service to fulfill the needs, wants, Demands, by adding value & earn profit through customer satisfaction & exchange of money.
- Marketing starts before needs identification and customer after sell service.

Market

- The set of all actual and potential buyers of a products or services.
- Actual are those who already purchased.
- Potential are those who have intention to purchase in future.

International Marketing

International marketing is the performance of business activities designed to plan, price, promote, and direct the flow of a Company's goods and services to consumers or users in more than one nation for a product.

Service Marketing

According to the Philip Kotler; A service is an activity or benefit that one party offers to that another that essentially intangible and does not result is the ownership of anything.

Product /Market Strategy

The following step –by –step procedure is used for formulating product /market Strategy;

i. Start with present business predict what the momentum of the business will be over the planning period if no significance changes area made in the polices or methods of operation . The prediction should be based on historical environment,
ii. Forecast what will happen to the environment over the planning period. This forecast will include overall marketing environment and product/, market environment.

iii. Modify the prediction in step 1 in light of forecasted shifts in the environment in step 2.

iv. Step 1 presented performance is fully satisfactory Vis as Vis objectives continue if the prediction in not fully satisfying.

v. Appraise the significant strategy and weakness the business in compression with those important competitors.

Strategy Evaluation

The adequacy of a strategy may be evaluated using the following criteria;

1. Suitability –is there a sustainable advantage
2. Validity- Are the assumption realistic
3. Feasibility – do we have skills resources, and commitment?
4. Internal consistency – Does the strategy hang together
5. Vulnerability – what are the risks and contingencies?
6. Workability – cane we retain our flexibility
7. Appropriate time horizon

3.2 Sales & Marketing Strategy

Marketing strategy

The set of objective which an organization allocates to its marketing function in order to support the overall corporate strategy ,together with the broad methods ,chosen to achieve these objectives. A Sales & Marketing Strategy must be drawn up with clear specific objectives that are measurable and fit into a specified time frame. This encompassed areas ranging from market research, creating goals, planning to achieve the specified goals. Providing accurate, on time, tailor made solutions, concrete strategies and efficient services to satisfy all our customers' needs and support them to reach their business goals.

- Defining our marketing strategy
- Identifying our target market
- Market research on our target market
- Understanding the competition and our differentiation
- Setting up our marketing goals
- Projecting the costs of the marketing activities

Strategic Business Unit

A SBU is a unit of the company that has a separate mission and objectives and that can be planned independently from the other business, an SBU cab be a company division, a product line or even individual brands –it all depends on how the company is organized

3.3 Information for recognizing present Marketing Strategy

i. Basis for segmenting the market
ii. Definition of the markets for the product
iii. Profile of the customers in each segments; age, income level, occupation, geographical, location, etc.
iv. Scope and dimensions of each market, size, profitability etc.
v. Expected rate of the growth of each segment
vi. Requirements for success in each market
vii. Marketing standing with standing with established customers in each segment; markets share, pattern, of repeat business, expansion of customer products use.
viii. Benefits the customers in deferent segments drive from the product economics; better performance, displaceable etc.
ix. Reasons for buying the product in different segments; product features, awareness, price, advertising promotion, packaging display, sales assistance, etc.
x. Customer attitudes in different segments; brand awareness, brand image etc.
xi. Overall reputation of the product in each segment
xii. Purchase or use habits that contribute to this attitudes
xiii. Reasons that reinforce customers faith in the company and product
xiv. Reasons that force customers to turn elsewhere for help in using the product
xv. Life –cycle status of the product
xvi. Story of the product line quality development, delivery, service
xvii. Product reaches and improvements planned
xviii. Market share ;overall and in different segments
xix. Dehisces in serving or assisting customers in using the product
xx. Possibility of reducing services in is where customers are becoming more self –sufficient.

Chapter-4

Organizational Profile

4.1 Electronics overview

Energypac Electronics manufactures state of the art low voltage electrical products in Bangladesh. Our exclusive line of products includes high quality electrical wiring accessories, top tier lighting & luminaries and energy efficient ceiling fans. Energypac Electronics is the official representative of Legrand in Bangladesh; the global specialist in electrical and digital building infrastructures. In addition to manufacturing the finest electrical products, Energypac Electronics specializes in professional lighting and Green Energy (renewable energy) solutions.

4.2 Organizational Profile

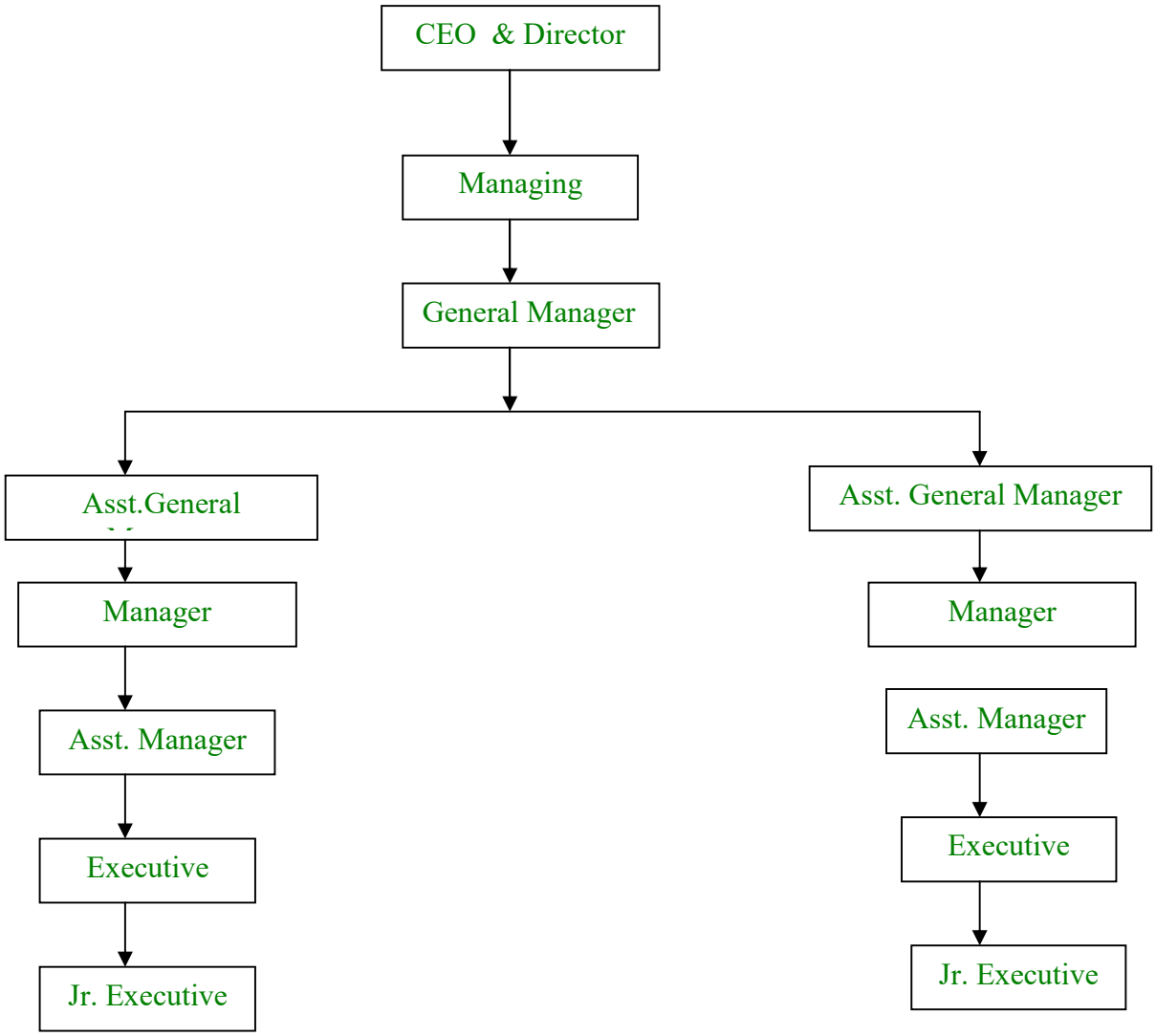
Energypac Electronics (EELL) is a leading manufacturer and solution provider in the field of low voltage electrical accessories. As one of the most popular business organizations under the Energypac umbrella, EELL has been inspiring innovation for years through its state of the art and locally manufactured LED products, switches & sockets, ceiling fans and circuit breakers.

It started its journey in the year 2005 by introducing affordable and reliable energy saving lamps in the Bangladeshi market. Since then, the company has pushed the boundaries of engineering excellence through its highly equipped research and development facilities to make consumer products of the highest standard available in the local market.

Energypac Electronics is also a proud and highly distinguished service provider for Renewable Energy Solutions (Solar Rooftop, Solar Irrigation and Solar Parks). Furthermore, EELL has designed, engineered and commissioned numerous landmark lighting projects in Bangladesh including Narayanganj City Corporation Street Lighting and Hatirjheel Bridge Lighting Project.

Recipient of the HSBC Climate Change Award, Energypac Electronics is a trailblazer in the nation’s continuous effort to popularize greener and sustainable electrification. Our mission is to provide our consumers with nothing short of perfection through our products and services. Our vision is to inspire the art of innovation in Bangladesh for generations to come.

4.3 Organization Structure



4.4 Vision of the EELL

- To provide quality and uninterrupted electronics at an affordable price to the vast majority of the country for their personal, social, economic development.
- To succeed also requires, we believe, the highest standard of corporate behavior towards everyone we work with all our associates we touch, and the environment on which we have an Impact, this is our road to sustainable and profitable growth with creating long-term value for our business partners.
- We achieve our vision thorough honesty & integrity, business ethics, global reach, technological expertise, quality, building long term relationships with all our associates, customers, partners and employees.

4.5 Mission of the EELL

- We have already achieved our primary goal which is to develop electronics products.
- Our mission is to become the largest electronics company in the private sector by developing more electronics across the company.
- Our deep roots in highly technical machine, quality raw materials and markets around the world that gives us strong relationship with consumers and is the foundations for our future growth
- We will bring our stream of knowledge and international expertise to the service of local consumers a truly multi-local multinational.

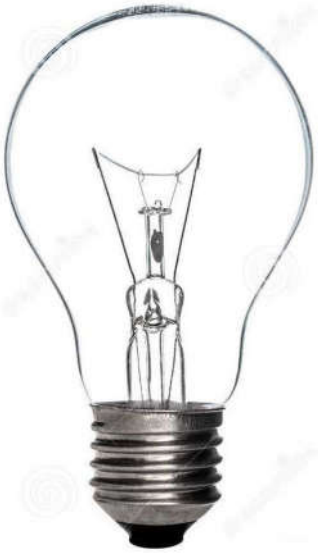
4.6 Company Management

- Directors of the company is responsibility for the overall purpose and goal setting of the organization and initiate long and short term strategy plan and Implement those strategy and properly execute maintain planning and management of department
- General Manager is responsible for look after all types productive performance activities, negotiating term or conditions and prices with the suppliers, maintain clients and traders for expertise house.
- The management committee is accountable for both operational and financial performance of the company. This committee is also responsible for budget

approvals, policy adoptions or changes, new projects review compliance audit etc. Management committees reviews and manage day to day business operations. The Directors is responsible for the overall management of the business.

4.7 Product list

i. 100w clear
ii. 60w clear
iii. 40,25w clear
iv. 05w lotus
v. 05w e27 melody
vi. tl40w4feet (fat)
vii. tl40w4feet (slim)
viii. Auto set
ix. Ballest
x. P.V.C tape
xi. Switch board e.c.t.





4.8 Sales Procedure

Customer Source

They also try to collect the information of customers in various ways. The ways are following.

i. Paper add (≥product≥)
ii. Body Builder.
iii. Personal relation.
iv. Daily activities.
v. Existing customer (repeat sales).

Prospective Buyer

When the customer will be purchase a product of our companies in causal, the customer will be called a prospective buyer.

DAPA Method:

We also apply the customer for convincing to sales of our product.

D-Demand

A-Accept

P-Prove

A-Accept

4.9 Sales Method

We have two sales methods. These are

01. Cash.

02. Installment.

Cash: when the customer will buy a product in cash, they will get some special benefit.

Installment:

Policy on installments sales

- At first the company provides dealership against fixed amount. After get amount the company provides the product. The company own dealer sometime sell credit in the market by the sell sr, spo.

- Sometime sell installment such as-the sr sell product in the retailer then monthly weekly basis installment pay to the distributor.

4.10 Promotional program activities

i. Within 12pcs energy bulb free 2pcs energy bulb.
ii. Within 24pcs energy bulb free 5pcs energy bulb.
iii. Within 12pcs p.v.c tape free 5pcs tape.
iv. Within 144pcs bulb free 12pcs bulb.
v. Within 288pcs bulb free 36pcs bulb.
vi. Within 1 carton tube light free 5pcs.

4.11 Year wise target Vs Achievement

Year	Target	Achieved	%
2015	250	250	100%
2016	257	277	108%
2017	339	414	122%
2018	463	420	91%
2019	592	683	115%
2020	606	976	161%
2021	805	885	110%
Total	**3312**	**3905**	**129%**

4.12 Sales Network

Name of Dealers:

- Dinajpur
- Rangpur
- Joypurhat.
- Naogaon.
- Bogra.
- Sylhet.
- Rajshahi.
- Mymenshingh.
- Natore.
- Pabna.
- Narshingdi.
- Kustia.
- Dhaka.
- Jessore.
- Faridpur.
- Khulna.
- Chittagong.
- Cox’s Bazar.

Chapter-5

Promotional Activities of Energypac Electronics Ltd.

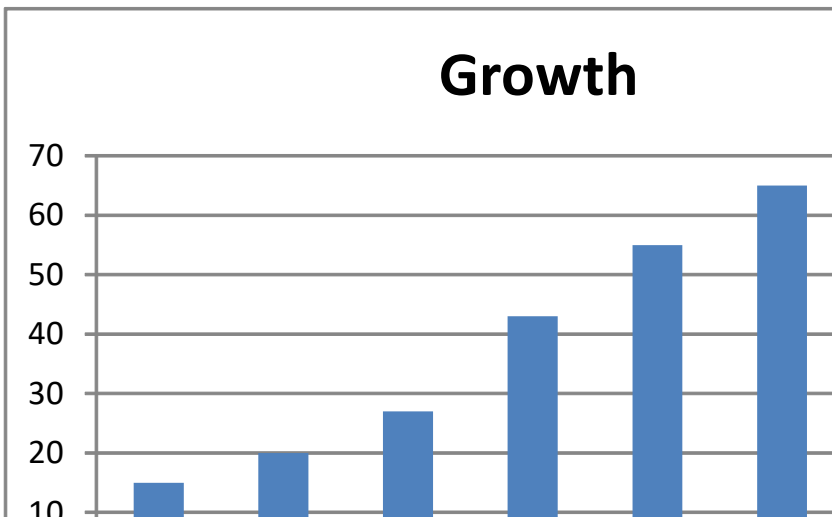
5.1 Growth among the business line

Energypac Electronics Limited have taken challenging and ambitious plan and programmed to modernize, expand and up-grade their business line growth, so they want to introduce new business to meet their own requirement and utilize their idol capital and supply their high quality products to the national level. The following table graph show that Energypac Electronics Limited growth regarding others business line growth.

5.2 Year wise sales growth of the Company

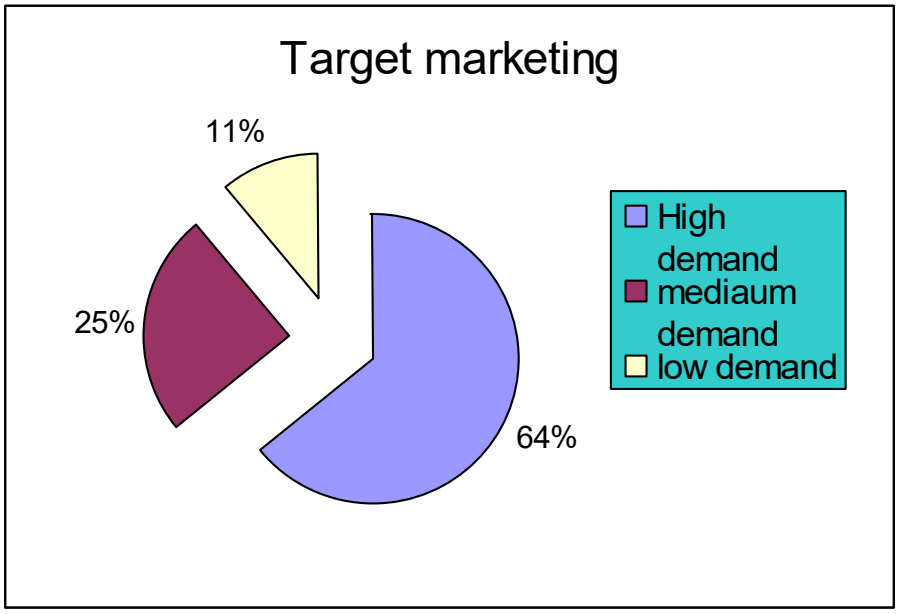
Energypac Electronics Limited is incensing their sales in every year as the table and graph shown. In 2005 they growth had only 15%, after that they gradually increase their growth in between 2005 to 2015 and finally the company able to produce more product more product as they increases the production facility. To serves the cables market they have to keep the continual growth to face the national competition, so they are trying to increasing their production through it need huge investment of this business.

Year	Percentage of growth
2016	15%
2017	20%
2018	27%
2019	43%
2020	55%
2021	65%

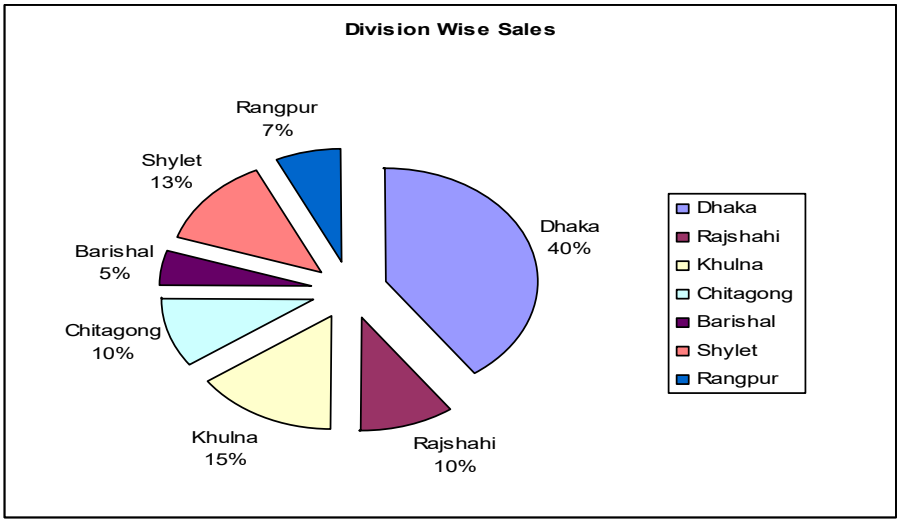


5.3 Target Market of the Company

Energypac Electronics Limited target high, medium and lower demand customer because they have lot of resources, so they serve a few specials segments this strategy sales but profitable. Energypac Electronics Limited actually target their market on the basis of customer such as, Customers have high demand, medium demand, low demand.



Where the all types of facilities Company gets positions they establish their business, the demand of the products is one kind of facilities that's why company wants to start their business in all over the Bangladesh, so Energypac Electronics Limited. Saw the demand of the products is high in Dhaka as their production plants is situated in the Gandaria, Dhaka and other facilities are also available here.



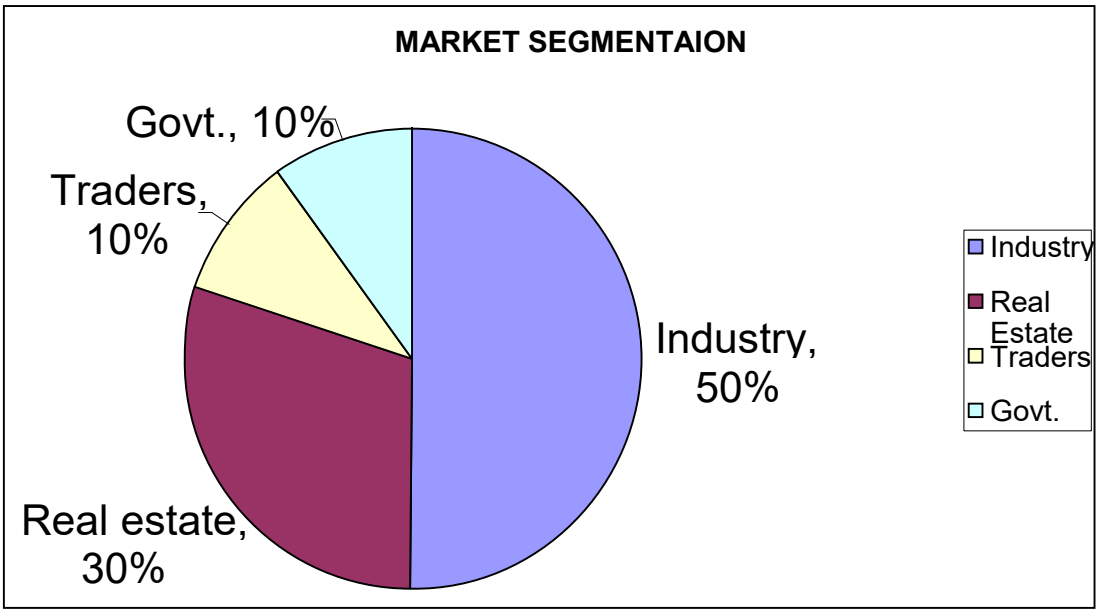
5.4 Division wise sales

Dhaka	**40%**
Rajshai	**10%**
Khulna	**15%**
Chittagong	**10%**
Barisal	**5%**
Shylet	**13%**
Rangpur	**7%**

Energypac Electronics Limited are sales by Division wise that is Dhaka Sales 40% , and Rajshai Sales 10% this product of demand another division ,Khulna division sales 15% ,In accordingly Chittagong sales 10% ,Barisal 5% and shylet 13%, Rangpur 7% sales this Cables in Product last year 2020-2021 sales are the more increase Such as according to 2020-2021. Cables sales division wise sale Dhaka 30%, Rahshai 7%, Khulna 10% Chittagong 7% Barisal 2% Shylet 8% Rangpur 4%. That is condition of sales of product in division.

5.5 Market Segmentation of the Company

Energypac Electronics Limited segments their market on the basis of the different types of customer to sell their cables products such as industry , real state , Traders Govt. etc. There are market segment this given below as follows:



Energypac Electronics Limited primarily deals with industry, Real Estate, trading, and government customer in Bangladesh. This Energypac Electronics Limited are Market segmentation is the four types such as Industry, Real estate, Traders, Govt. as their target customer in this product cables in that market situation Sales are cables, industry are 50%, Real estate 30%, Traders 10%, and Govt. 10 % sales are Market segmentation ,This sales & marketing department segmentation.

5.6 Marketing Mix of Energypac Electronics Limited

5.6.1 Product

Anything that can be offered to a market for attention, actuation, use or consumption that might satisfy a wants and need. Also product means the goods and service combination the company offers to the target market.

Product Variety

- PVC Inaulated / Skin Coketed Copper / Aluminium House Wire / Domestic Cables
- PVC /XPLE Insulated. PVC Sheated Power and Control Cables with or without Armour.
- XLPE Insulated, PVC Sheated Power Cables up to 33 kv
- Various Types of PE insulated Telecomunication Cables , Co-axial Cables , Drop wires
- Various Types of FR, FRLS, LSHF Cables.
- Copper Wire Briaded , Al-Mylar tape Shielded, pair sheilded and overall sheilded Cables
- Pre-Assembled Insulated Alumunium Cables with ACSR messenger weire
- Bare Aluminium & Copper Conductors and wires With or without Annealing
- Aluminium Conductor Steel Re – Inforced (ACSR)
- All Aluminium Alloy Conductiors (AAAC)
- Customized Cables, Wiers and Conductors as per Customer Requirments

Product Quality

Energypac Electronics Limited is committed to produce dependable and reliable Wire, Cables & Conductors and related services at all times that fully meets, satisfy or exceeds the expectations and specific requirements of Customers. At Energypac Electronics Limited we never compromise with our quality and all the employs of Energypac Electronics Limited are committed to provide quality services promptly and accurately to all the current end users and future prospective customers, to this end Energypac Electronics Limited is committed to establish, document, implement, maintain and continually improves the effectiveness of the QMS based on the requirements of ISO 9001:2008. Energypac Electronics Limited is also committed to review the QMS for continuing suitability. All members of Energypac Electronics Limited are Responsible for familiarizing themselves with the company's quality manual and following the established and adopted means of achieving the declared objectives. The Company for personal Development will ably support all employees by proper training and improve work methods through teamwork and active participation. Total Quality Management shall be applied to every aspect of our activity and quality.

Product design

Company expert team is able to design and customize cables to suit specific customer requirements .To ensure quality of Energypac Electronics Limited, Company qualified engineer use the latest technology and equipment to test and monitor the entire productions process . In today market no product expects sell effective if it is not rooted is sound engineering design Energypac Electronics Limitedare design and manufacture with the latest national and international slandered.

Product test

Using the latest technology and equipment Energypac Electronics Limited Ltd. carriers out all a full range of routing and types tests as per as BS, IEC, VDE. And other national and international standards. In the manufacturing process company Maintain stringent quality assurances produces to give long term reliability and peace of mind. To move with the time **Energypac Electronics Limited Ltd.** is using

- **Automated Drawing Lines**
- **On-Line Annealing Lines** (instead of traditional pot annealing system)

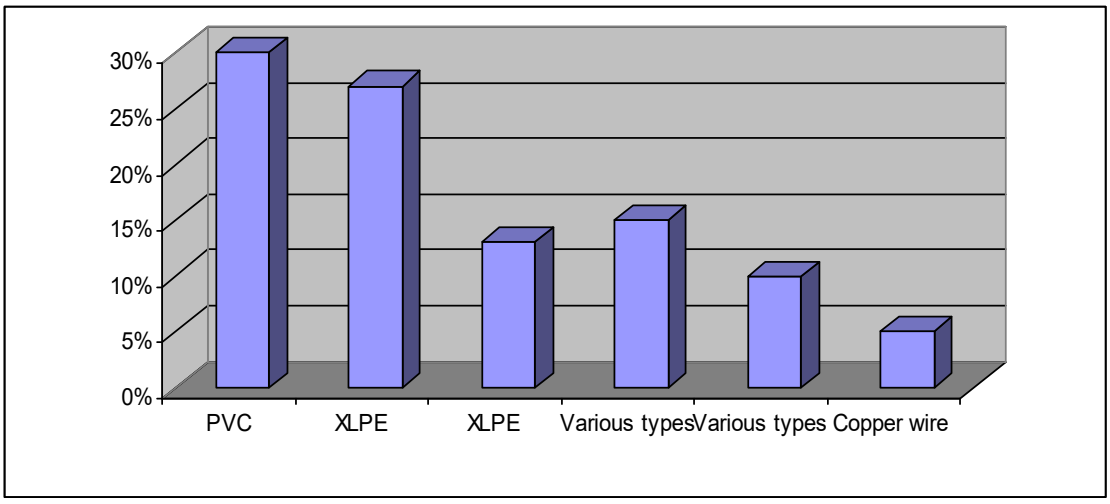
- **Stranding Lines** with
    - **Spiral Sector Compacting Technology**
    - **Pre-Spiraling Milliken Conductor Technology**
- Extrusion lines with **SIKORA Technology**
- Copper conductors of **101% (IACS)** conductivity
- Aluminum conductors with **99.5% (min.)** purity
- **Lead Free** insulation materials

At **Energypac Electronics Limited** our lab is equipped with the state of the art technology and equipments to carry out the full range of Routine Tests and Type Tests as per BDS, BS, IEC, VDE and other National and International Standards to assure quality, safety, reliability and peace of mind. Optimum cable performance can be obtained from a cable such as **Energypac Electronics Limited,** with access to the latest developments in conductor, insulation, and protective materials technology. Our experienced Technical staff can provide guidance on cable selection and installation and can ensure that you get the right cables for your job.

Product line growth of the Company

According to my subject knowledge and practical experience during the time of internee I realize that in the product line they have different product line so I want to correlate that practical Knowledge into subjective Knowledge as a result I prepared the following graph to show the different product position.

Product line	**Growth Percentages**
PVC Insulated /Skin Coated /Copper/Aluminum house wiring /Domestic Cables	30%
PVC /XLPE Insulated , PVC Sheathed power and Control Cables with or without Aromur	27%
XLPE Insulated , PVC Sheathed power up to 33kv	13%
Various types of PE insulated Telecommunication Cables , Co- axial Cables , Drop wires,	15%
Various types of FR ,FRLS, LSHF ,Cables	10%
Copper wire Birded , Al-Mylar Tape Shielded, Pair shielded and overall shielded Cables	05%



5.6.2 Price

The amount of money charged for the products or the sum of the values that consumer exchange for the benefit of having or using the product.

On the other hand price is the amount of money customers have to pay to obtain the product.

Pricing Strategy

We know that there are many pricing strategy those are new product price strategies, products mix and price adjustment pricing strategy. Company adjust their basic prices for some certain such as , volume of purchase , if the buyer purchase large amount of product in those case company give Discount, payment of Bill Company gives more flexible in case of cash payment of product bill.

Energypac Electronics Limited gives discount on sales , Company sales it product in different price in the different target segments , sometimes company sell its products below it price list to promotion the sales of the products.

Pricing Approach

Company set price by selecting a general pricing approach for their products and they follow the cost base pricing approach, As a result of Energypac Electronics Limited

maintains price levels that cover the cost of productions and related cost of the Products , they also considered customer perception to set the cost base pricing

Price list:

Price per 100 meter including VAT:

BYA, 450/750V, BDS 900& BS 6004 **PVC Insulated None –Sheathed Single Core Cable**				
Cross Sectional Area	**Conductor Shape**	**Wire Nos.**	**Dis. of single wire**	**MRP per 100 Meter (Including VAT)**
1x0.5	re	1w	0.80	762.00
1x0.75	re	1w	0.98	1,077.00
1x2.5	re	1w	1.78	3,247.00
1x95	rm	19w	2.52	127,785.00
1x120	rm	37w	2.03	167,723.00
1x150	rm	37w	2.27	203,085.00
1x185	rm	37w	2.52	250,822.00
1x240	rm	61w	2.25	326,255.00
1x300	rm	61w	2.25	405,313.00
1x400	rm	61w	2.89	540,779.00
1x500	rm	61w	3.23	674,158.00
1x2.5	re	1w	1.78	3,247.00
1x2.5	rm	7w	0.67	3,290.00
1x3.0(7/.029)	rm	7w	0.74	3,948.00
1x4.0	rm	7w	0.85	5,135.00
1x6.0	rm	7w	1.04	7,723.00
1x10	rm	7w	1.35	12,722.00

BYA FR, 450/750V, BDS 900& BS 6004 **FR PVC Insulated None –Sheathed Single Core Cable**

1x1.0	re	1w	1.13	1,405.00
1x1.3(3/.o29)	rm	3w	0.74	1,846.00
1x1.5	re	1w	1.38	2,048.00
1x1.5	rm	7w	0.52	2,067.00
1x2.0(3/.036)	rm	3w	0.91	2,756.00
1x2.5	re	1w	1.78	3,291.00
1x2.5	rm	7w	0.67	3,345.00
1x3.0(7.029)	rm	7w	0.74	4,002.00
1x6.0	rm	7w	1.04	7,789.00

BYA -FRLS, 450/750V, BDS 900& BS 6004 **FRLS PVC Insulated None –Sheathed Single Core Cable**				
1x1.0	re	1w	1.13	1,533.00
1x1.3(3/.029)	rm	3w	0.74	2,106.00
1x1.5	re	1w	1.38	2,224.00
1x2.5	re	1w	1.78	3,599.00
1x4.0	rm	7w	0.85	5,648.00
1x6.0	rm	7w	0.91	6,440.00
1x10	rm	7w	1.35	13,809.00
1x16	rm	7w	1.70	21,753.00
1x16	rm	19w	1.04	22,001.00

Price discount

Companies have different type discount policy such as

Domestic Cables – 15%-18%

Power Cables- 20%-25%

Payment period

When any products sell in industry sector then they give 50% bill before purchase the products after finished purchase in 15 days pay another 50%. Sometime 100% payment get advance before purchase the products. In traders sector they have one year business policy with the sell center.

5.6.3 Place

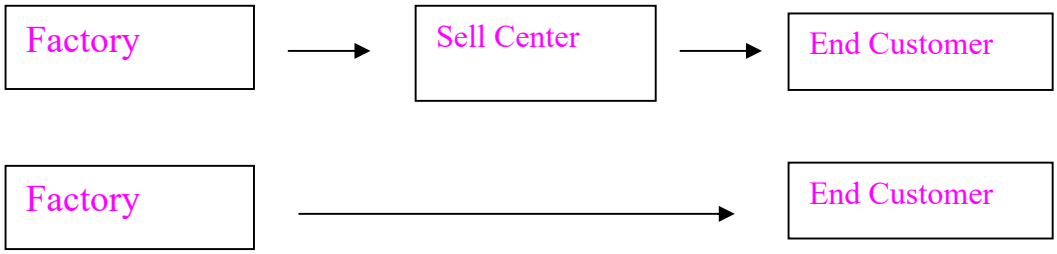
Company activities that make the product available to target customer. Place or distribution refers to how a business get product to the customer, they way a product is distributed is Important .we should learn about market coverage nature of the distribution channels .location, transportation, much more, it may describe in following manner.

Coverage

Products should cover target market area, the customer in target market should get the product easily, as the whole Bangladesh is the market of Energypac Electronics Limited customers products, it is trying to get access to every direct of Bangladesh, through its transformation network.

Channels

The distribution channels moves producers to the customer, it overcomes the time, place and possession gap that separates products from those who would use them. For Energypac Electronics Limited Uses the own distribution channel.



Transportations

Marketers need to take an interest in their company transportation decision, the choice of transformation carriers affects the pricing of the products , delivery performance and conditions of the goods when they arrive all of which will affect customers satisfaction. Sometime company bears the cost of the transportation the transportation cost is calculated according to the offer and demand. Energypac Electronics Limited control their transportation systems by their own vehicles, there have covered van, pickup truck and lorries, sometimes they have the transportation systems from the other company when they have shortage of vehicles. Activities that communication the merits of the products target customers to buy it.

5.6.4 Promotion

An organized sales effort for a product to stimulate demand. Advertising, publicity, events is employed to attract attention and create interest among customers. The components of an individual promotional campaign, which are likely to include advertising, personal selling, public relations, direct marketing, packaging, and sales promotion. As Energypac Electronics Limited is a large size of Company so they are using the following tools to promotion their products

Advertising

For promotion mix strategy of Energypac Electronics Limited Ltd, it uses print media like, Newspaper , Broadcast media radio television and outdoor Advertising as a display media like billboard posters etc,

Personnel selling

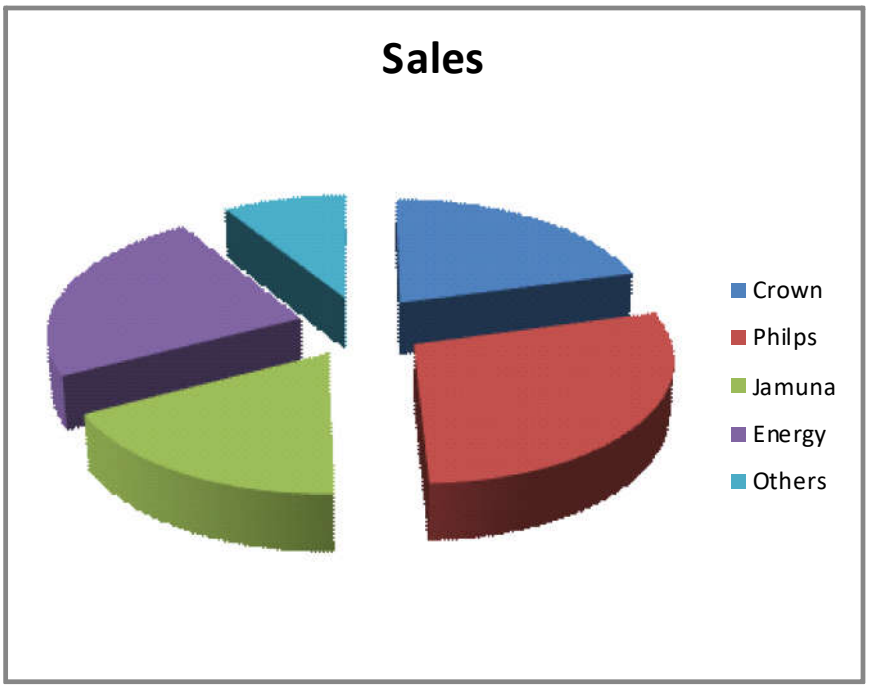
We know that personal selling involves two way personnel communications between sales people and individual customer. Energypac Electronics Limiteduse personal selling as a means of the products, their sales peoples inform the customer about the price and products and also negotiate with customer, adjust marketing offers in order to match the customer s needs , Energypac Electronics Limited have own sales people to build up a long term relationship with the key customer of the company.

Direct Marketing

Energypac Electronics Limitedhas different types of buyers so that they carefully communicate with that customer.

5.7 Competitor of the company

Energypac Electronics Limited is the modern Cables manufacturing company, the Company wants to produce high quality products to more prestigious customers in the domestic market; Bangladesh has huge number of a Cables Company. Operating presently and competence of those market shares of different companies are as follows:



Market share of the Energypac Electronics Limited is the one of Dynamic and prestigious company this competitor in this product quality ensure this one of another company reputation, their cables company congress this commitment product quality and service, Energypac Electronics Limited are the market is increasing day by day.

5.8 Responsibilities for Marketing Executive

In office

- To maintain daily official rules (Attendance& Office leave) an official time
- To do Party collection amount on accounted
- Convince &daily activation report
- To maintain party order through ERP
- To office leave (9 am to 10.30 pm) according to tours plan
- To maintain party ledger

Out of the office

- To collect orders & collection regular basis
- To submit party bill & challan
- To entree new customer
- To Communicate daily at least 5 party
- To follow up the party

5.9 SWOT Analysis

Strength

- Stable Source of Funds
- Strong financial position
- Low Cost Fund
- Satisfactory Profitability

Weakness

- No consultation within the level to level manager.
- Lack of Strong Initiative to Explore Investment Opportunity Through Marketing
- Authority not provide to power about all specific activities

Opportunity

- Scope of promotional program all within electronics products
- Increasing Awareness of electronics products
- Credit sell in the market

Threats

- Increased Competition In The Market For Quality product
- Supply Gap Of market
- Overall recovery product supply in the Market

Chapter-6

Findings and Analysis

6.1 Findings

Electronics industry is very competitive although a few leading organizations are controlling the industry such as TRANSTEC, GRAMEEN POWER, SONNOWS etc. Although Energypac Electronics Limitedis older company so it has been also doing very good. However it can do better but there are many bottlenecks in the organization which are as follows:

- Insufficient capital.
- Inadequate customer service.
- Low employee morale
- Lack of Advertising.
- Lack of reputation.
- High Price of the product.

I can understand there rules and regulation. It will give great pleasure in my future. They can recruit heavy perform people in company. It will expert for their work than company will ultimately profitable.

Chapter-7

Recommendations and Conclusion

7.1 Recommendations

- EELL is comparatively a large company. Here the activities of EELL are practiced in a highly structured. EELL may adopt certain changes regarding the following issues.
- Most of the companies, which mean competitors of Energypac Electronics Limited, are well established because they have come long time ago. So EELL should take more advertising program.
- Most of the companies, which have many marketing strategy but EELL have not sufficient marketing strategy. So, EELL should take more marketing strategy.
- The authority of Energypac Electronics Limited should take steps about structure of salary, customer service and so on.
- If the candidates want to get the job, they will provide their original certificate is not good an employer for getting better opportunity. So the authority of EELL respectively will consider to getting the original certificate.

7.2 Conclusion

As for my observation through the study it is found that the EELL is performing according to the needs of the situation, in some cases there are strict and confidential policies, while in some other cases there is not much structured policy, but more or less practices at EELL is done for the sake of the organization and the managers and employees working in it.

Energypac Electronics Limited aims to provide efficient, consistent and cost effective service to consumers, needs to carry on its reputation in the coming years, the efficiency of the organization depends not only on the efficient employees but also on maintaining and developing their skills through training and development.

Although EELL has some limitation still the organization is running its operation successfully and that indicates that the system is adequate enough to maintain the efficiency so, we can conclude that EELL practices at is good enough, through not a perfect one.

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