Thesis Report

on

Sales & Marketing Strategy of Electronics Industry in Bangladesh: A Case Study on Jamuna Electronics Limited

Submitted by:

Md Golam Kibria

ID: EMBA2401031035

Major: Marketing

Semester: Spring-2025

Sonargaon University (SU)

Submitted to:

Department of Business Administration

Sonargaon University (SU)

Submitted for the Partial Fulfillment of the Degree of Executive Master of Business Administration



Sonargaon University (SU)

147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: April 28, 2025

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Submitted to:

Sharmila Sikder

Assistant Professor

Department of Business Administration

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Submitted for the Partial Fulfillment of the Degree of Executive Master of Business Administration



Sonargaon University (SU)

147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: April 28, 2025

Letter of Transmittal

Date: April 28, 2025

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of thesis paper.

Dear Madam,

I am hereby submitting my thesis paper entitled **"Sales & Marketing Strategy of Electronics Industry in Bangladesh: A Case Study on Jamuna Electronics Limited".** Which was assigned to me as a requirement for the completion of the EMBA Program. I have discovered this paper very interesting, beneficial, and insightful.

The entire report is based on my practical experience in Jamuna Electronics Limited. I expect this paper to be informative as well as comprehensive. This thesis paper will help me a lot in my future career life.

Thank You very much for your guidance and cooperation during the course without which this thesis paper cannot be completed.

Moreover, if you have any further inquiries concerning any additional information, I would be very pleased to clarify that.

Yours Sincerely

Md. Golam Kibria
ID: EMBA2401031035
Major: Marketing
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Declaration of Student

This is to notify you that, the thesis paper on **"Sales & Marketing Strategy of Electronics Industry in Bangladesh: A Case Study on Jamuna Electronics Limited."**, has been prepared as a part of my dissertation formalities. It is an obligatory part of my EMBA program to submit a thesis paper.

Moreover, I was inspired and instructed by my supervisor Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University (SU).

I am further declaring that I did not submit this report anywhere for awarding any degree or certificate.

Yours Sincerely

Md. Golam Kibria
ID: EMBA2401031035
Major: Marketing
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Certificate of Supervisor

This is to certify that the thesis report **"Sales & Marketing Strategy of Electronics Industry in Bangladesh: A Case Study on Jamuna Electronics Limited"** has been prepared as a part of completion of the EMBA program from Department of Business Administration, Sonargaon University (SU), carried out by **Md. Golam Kibria**, bearing ID: EMBA2401031035 under my supervision. The report or the information will not be used for any other purposes.

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Acknowledgment

In the beginning, I would like to convey my sincere appreciation to the Almighty God for giving me the strength and ability to finish the task.

I want to thank my academic supervisor Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University (SU), for providing me with all the necessary help for the completion of this report. I want to give the greatest thanks to her for guiding me as an advisor to start and complete this report successfully.

The opportunity I had with Jamuna Electronics Limited is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

I would like to express my deep sense of thankfulness to AKM Kamruzzam Nelu, GM, Head of Salesa, Jamuna Group, Head Office, Jamuna Electronics Limited ltd for his enormous help and endless support throughout the dissertation period.

And last but not the least; thanks to all my office colleagues working at Jamuna Electronics Limited. The opportunity I had with Jamuna Electronics Limited is a great chance for deep learning and professional development.

I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people.

Abstract

The thesis report is designed based on my theoretical knowledge and Practical experience. it is designed to have practical knowledge while passing through the theatrical understanding. The report is the result of a three-month internship program with Jamuna Electronics Limited, Gazipur. The report contains an Introduction, an overview of Jamuna Electronics Limited, the Marketing Strategies of Jamuna Electronics Limited, project activities, and a conclusion. I have focused on the concept about the concept. The objective and limitations of the report also have been discussed, the limitations have been time limit, confidentiality, knowledge and experience, etc. I discussed a brief history of Jamuna Electronics Limited. Here is an overview of Jamuna Electronics Limited. This part also includes mission, Vision, Management structure, Production of the operating, Buyers information, and some basic information about their general marketing activities. I have discussed the Sales and marketing strategies of Jamuna Electronics Limited. This part contains the marketing strategy for customers. At the end of the study, I have mentioned the findings according to the research part. In that part, I have mentioned some recommendations for Jamuna Electronics Limited Ltd based on my findings. Regarding the activities they may follow. I hope they will benefit from.

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Chapter: 01

Introduction

1.1 Introduction

Jamuna Electronics and Automobiles Ltd is a sister concern of Jamuna Group which was established by the Honorable Chairman Mr. Md.Nurul Islam in 1974. Jamuna Group has 25 different concerns including Real Estate, Leather, Textiles,Tyre Manufacturing Industry for Commercial Vehicles, Press and Electronic Media, Shopping Mall, Retail Business etc. It is one of the largest business conglomerates in Bangladesh. It is exporting products in different countries in the world.

Jamuna Electronics and Automobiles Ltd is one of the largest manufacturer and retailer of Electronics products such as Refrigerator, Freezer, Television, Air Conditioner, Small Appliances, and Electronics. It was established in 2014 with large factory area of 100 Acores land. Use of Modern Machineries, Superb Technology, Skilled Manpower, Reliable source of Raw Materials and Continuous R&D produce high quality products. Jamuna Electronics is known for its quality and durability.

Jamuna Electronics has three different channels for sales Plaza/Retail channel, Dealer operations, Corporate Channel and Online/ eCommerce (www.estorejamuna.com). There are more than 100 Plaza outlets and 400 plus dealer outlets around the Country. In addition, we have our own corporate sales channels for B2B business. Currently eCommerce or Online business is dominating the world and Jamuna Electronics is also expanding their business through e-commerce.

There are 2000 peoples are related with Jamuna Electronics directly or indirectly. Factory is run by a bunch of skilled Engineers, Technicians and workers,some also have training from abroad especially Engineers. Jamuna Electronics R&D department is consisting of qualified skilled Engineers who build a world class lab including small separate production line. We have extended sales and marketing team, those are moving around the country to promote Jamuna products, Jamuna Electronics has introduced the country with high quality products. Our service team members are scattered all over the country to provide instant quality service to our valued customers. This is a well corporate cultured organization and HR department is working to build a good team by providing training's, conduct team building sessions, motivational sessions and good payroll including Fringe benefits.

1.2 Origin of the Report

This thesis paper is the outcome of extensive research conducted on the product strategies of the Electronics industry in Bangladesh. The author, having a keen interest in marketing and a passion for the automotive sector, identified the need for a comprehensive analysis of the product strategies employed by major Electronics manufacturers. The report draws upon various primary and secondary sources, including interviews with industry experts, market reports, company publications, and academic literature.

1.3 Background of the Study

The Electronics industry in Bangladesh has experienced remarkable growth in recent years, driven by factors such as rapid urbanization, improved road infrastructure, and increasing purchasing power of consumers. The entry of both domestic and international manufacturers has intensified competition, leading to a diverse range of Electronics all Product Category available in the market. To gain a competitive edge, companies need to develop effective product strategies thatalign with consumer preferences and market demands.

1.4 Scope of the Study

This study focuses on the product strategies implemented by three prominent Electronics manufacturers in Bangladesh: Jamuna Electronics Limited. These companies have established themselves as key players in the industry and have a substantial market share. By examining their product strategies, including aspects such as product positioning, pricing, branding, Marketing and promotional activities, this research aims to provide insights into their competitive advantage and market performance.

1.5 Objectives of the Study

1.5.1 Broad Objective:

The broad objective of this study is to Partial Fulfillment of the degree of Executive Master of Business Administration. To match my academic knowledge with the real corporate business set up. To enlarge my experience from a real corporate exposure. To enhance my adaptive quality with the real life situation

1.5.2 Specific Objectives:

- To analyze and evaluate the product Sales & Marketing strategies employed by Jamuna Electronics Limited in the Electronics industry of Bangladesh.
- To examine the product positioning strategies of Jamuna Electronics Limited in the Bangladeshi Electronics market.
- To assess the pricing strategies adopted by these companies and their impact on market penetration and consumer perception.

- To analyze the branding and promotional activities undertaken by Jamuna Electronics Limited to create brand awareness and enhance customer loyalty.

- To evaluate the effectiveness of product diversification and innovation strategies employed by these companies in meeting consumer needs and preferences.

1.6 Methodology of the Study

1.6.1 Sources of Primary Data

Primary data has been collected by interviewing the Dealers and Sales Executives by informal conversation with the respective personnel's of distribution.

1.6.2 Sources of Secondary Data

Secondary data has been collected from the previous studies on of the company's distribution channel, different texts, article, research findings, magazines, etc. Industry experts, including marketing managers and executives from the three companies. Secondary data will be sourced from company reports, industry publications, academic journals, and relevant books.

1.7 Limitations of the Study:

- The findings of the case study may be specific to Jamuna Electronics and may not be applicable to other companies or the broader Electronic Industry in Bangladesh.

- Focusing solely on Jamuna Electronics. Might not provide a comprehensive understanding of the entire Electronic Industry's Sales and Marketing strategy dynamics in the country.

- The study's time frame may not allow for a complete analysis of the longterm effects of Jamuna Electronics Sales and Marketing strategies, potentially overlooking significant trends and developments.

- The study's conclusions could be limited by the availability and accuracy of data provided by Jamuna Electronics affecting the depth and reliability of the analysis.

- The researcher's interactions with the company's personnel and management might introduce bias in data collection and interpretation, potentially influencing the study's outcomes.

- Economic, political, or technological changes occurring outside the scope of the study might impact Jamuna Electronics Sales and Marketing strategy, potentially confounding the analysis.

- The study might not encompass the viewpoints of all relevant stakeholders, such as customers, competitors, and government agencies, potentially leading to an incomplete understanding.

- The Electronic Industry is subject to rapid changes in consumer preferences, technology advancements, and market dynamics, which might challenge the study's ability to capture the latest trends.

- Limited access to resources like budget, time, and personnel might restrict the scope of the study, preventing a more in-depth analysis of Jamuna Electronics Sales and Marketing strategy.

- If the study heavily relies on interviews with key personnel from Jamuna Electronics., their availability, willingness to share information, and potential biases could impact the quality of the data collected.

Chapter: 02

Literature Review

2.1 Literature Review:

Marketing activities are crucial for the success of companies in the Electronics industry. According to Millat (2010), Electronics manufacturers in Bangladesh should place more emphasis on their marketing activities. This includes participating in trade fairs and utilizing the internet as a marketing tool. Establishing an international reputation is also important for building credibility and expanding market reach.

Buyer-seller relationships and promotional support are critical factors in the apparel sector, as studied by Kincade, Woodard, and Park (2002). This finding highlights the importance of strong relationships between Electronics manufacturers and their customers for promotional support, which can contribute to overall success in the industry.

Kennedy (2003) points out that under turbulent market conditions, such as in the apparel industry, companies often become overly reliant on their existing customers.This observation can be applied to the Electronics industry as well, emphasizing the need for companies to diversify their customer base and avoid overdependence on a few key customers.

In the clothing industry in Slovenia, advertising, personal selling, Sales & Marketing promotion, and public relations were identified as the most important instruments of the marketing communications mix, as found by Zavrsnik and Mumel (2007). Similarly, Electronics manufacturers in Bangladesh should consider utilizing a combination of these marketing communication tools to effectively reach their target customers and promote their products.

The Electronics industry in Bangladesh has experienced significant growth due to factors such as population increase, rising income levels, and urbanization. Electronics have become a popular mode of Home Appliance, particularly in urban areas, due to their affordability, fuel efficiency, and maneuverability. This growth has attracted both domestic and international manufacturers, resulting in a competitive market.

2.1.1 Product Design and Features: Influencing Customer Preferences

The design and features of an Electronics play a pivotal role in influencing consumer preferences and purchase decisions. Aesthetics, comfort, performance, AC power, Voltage, Energy Saving efficiency, safety features, and technological advancements are key attributes that potential buyers consider. According to Kotler and Armstrong (2010), product design should align with customer preferences and evolving market trends. In Bangladesh's Electronics industry, the importance of addressing local preferences and road conditions cannot be overstated. Jamuna Electronics Limited, for instance, needs to ensure that their product design accounts for factors like road infrastructure and consumer lifestyle.

2.1.2 Pricing Strategies: Determining Value Proposition

Pricing strategies are crucial for establishing the perceived value of Electronics products. Companies must strike a balance between affordability and profitability. The choice of pricing strategy can significantly impact market positioning. Penetration pricing, where products are initially priced lower to capture market share, might be effective in a pricesensitive market like Bangladesh. Conversely, skimming pricing, setting higher initial prices to target a premium segment, could work if Jamuna Electronics Limited. Positions itself as a brand with superior features and quality.

2.1.3 Branding and Market Positioning: Creating a Unique Identity

In a competitive market, building a strong brand identity and effective market positioning are paramount. According to Aaker (1996), brand image influences customer perceptions and loyalty. For Jamuna Electronics Limited, this implies not only establishing brand awareness but also communicating the unique value their products offer. Effective branding should highlight factors such as durability, service network, and innovation. Market positioning should emphasize how Jamuna offerings stand out amidst a crowded market.

The Electronics industry in Bangladesh has witnessed remarkable growth in recent years due to a combination of socioeconomic factors, including population increase, rising income levels, and urbanization. Electronics have emerged as a popular means of Home Appliance, particularly in urban areas, driven by their affordability, AC power, Voltage, Energy Saving efficiency, and agility in navigating congested traffic. This growth has not only encouraged domestic players but has also attracted the interest of international manufacturers, resulting in a highly competitive market landscape. In this context, an effective product strategy becomes a critical determinant for success in the industry.

2.1.4 Product Design and Features

Product design and features hold significant sway over customer preferences and purchasing decisions in the Electronics industry. Aesthetic appeal, comfort, performance, Energy Saving efficiency, safety features, and technological advancements are all pivotal aspects influencing consumer choices. As evidenced by the study conducted by Gupta and Jain (2015), a well-designed Electronics that amalgamates style with practicality can carve a niche for itself in the market. Research by Singh and Jain (2019) underscores the role of innovation in product features as a catalyst for sustained customer interest and competitive advantage. Therefore, Electronics manufacturers must continually innovate and integrate new features that align with evolving customer demands and aspirations

2.1.5 Pricing Strategies

Pricing strategies assume paramount importance in shaping the perceived value of Electronics products and affecting consumer perceptions. The complexity of pricing decisions in the Electronics industry necessitates a holistic consideration of factors such as production costs, market competition, demand dynamics, and target customer segments. Mankiw and Whinston (2006) propose that companies often face challenges in striking a balance between affordability and profitability, making pricing decisions a delicate balancing act. Penetration pricing, skimming pricing, and value-based pricing are some strategies that Electronics companies can adopt based on their market positioning and business objectives. A study by Khan and Haque (2017) emphasizes the significance of adopting pricing strategies that align with the company's long-term goals and the competitive landscape.

2.1.6 Branding and Market Positioning

Branding and market positioning strategies are pivotal for Electronics companies aiming to differentiate their offerings from competitors and establish a distinctive market presence. The creation of a robust brand image, augmented brand awareness, and the cultivation of brand loyalty are all central components of successful branding endeavors. Additionally, market positioning involves positioning a product in the consumer psyche vis-à-vis rival alternatives, accentuating its unique value propositions. Research by Keller (1993) highlights the intricate interplay between brand image and customer perceptions, suggesting that a strong brand can influencecustomer attitudes and behaviors. Market positioning, on the other hand, underscores the need to effectively communicate a product's differentiating features to the targetaudience. This is particularly relevant in a competitive environment where multiple options vie for consumer attention and patronage.

2.1.7 Challenges and Opportunities in the Electronics Industry of Bangladesh

While the Electronics industry in Bangladesh presents significant growth prospects, it is not devoid of challenges. Infrastructure limitations, regulatory complexities, and changing consumer preferences necessitate an adaptive approach to product strategy. The work of Hoque et al. (2020) highlights the impact of government policies and Regulations on the industry, underscoring the need for Electronics manufacturers to align their products with evolving legal requirements. Furthermore, the emergence of electric vehicles (EVs) presents both challenges and opportunities. As explored by Raihan et al. (2021), the adoption of EVs in Bangladesh's Electronics industry necessitates a strategic rethinking of product offerings, including charging infrastructure and range considerations.

2.1.8 Case Study: Jamuna Electronics Limited

A pertinent case study within the context of the Electronics industry in Bangladesh is Jamuna Electronics Limited. Established as a subsidiary of Jamuna Electronics Company, an Indian conglomerate, the company has leveraged its parent's expertise and experience to create a distinctive market presence. Jamuna Electronics Limited has demonstrated an astute understanding of customer preferences, evidenced by the launch of innovative models equipped with features tailored to local requirements. The company's product strategy emphasizes a balance between affordability and performance, aligning with the demands of the Bangladeshi market.

Jamuna Electronics Limited branding and market positioning efforts have contributed to its growing market share. Through effective communication and promotional activities, the company has managed to foster brand loyalty and increase consumer recognition. Furthermore, the company's commitment to after- sales service and customer support has reinforced its positive brand image, contributing to sustained customer patronage.

In conclusion, the Electronics industry in Bangladesh is undergoing rapid expansion due to a confluence of factors, including urbanization and increasing income levels. A comprehensive product strategy is indispensable for Electronics manufacturers aiming to navigate this competitive landscape successfully. This strategy encompasses critical aspects such as product design, pricing, branding, and market positioning. A nuanced understanding of customer preferences, continuous innovation, and effective communication are fundamental to differentiation and competitive advantage.

Case studies such as Jamuna Electronics Limited. Exemplify how companies can strategically align their product offerings with local market requirements to achieve sustainable growth. As the industry evolves, manufacturers must remain attuned to changing trends and opportunities, ensuring that their product strategies remain agile and adaptive.

Chapter: 03

Organizational Profile

3.1 History of Jamuna Group:

As an evolving private company that has continually grown within the competitive industry in Bangladesh, Jamuna Group possesses high values, but the most crucial value of the company is its human resource and the Managing Director, Mr. Md. Nurul Islam. The name, Jamuna group is inseparably associated with the name of Mr. Md. Nurul Islam, an architect a pioneer ultimately an Industrial leader in the private sector. He heralded the Jamunas appearance in the arena of private industrial sector in 1974 with the mission and vision of building newly independent Bangladesh as a happy and prosperous country. Jamuna started its journey with the Jamuna Electric Manufacturing Co. Ltd in 1974 and it pioneered the manufacturing electrical accessories and fittings in Bangladesh since 1975. There after JGI flourished as a giant conglomerates as shown in the chronology.



To maintain its competitiveness in today's globalized modern market, Jamuna introduced the best technology along with machinery and expertise in Bangladesh. Jamuna developed and expanded its enterprises of multi-dimension for diversifying its product range. In course of 34 years of operation Jamuna Group expanded into a giant dynasty of 24 large scale enterprises.

From textile to real estate Jamuna Group has diverse business interests. Over the thirty four years of operation, the Group has ventured into electrical, engineering, chemical, leather,

garments and textiles- including spinning, knitting and dyeing, cosmetics, toiletries, beverages, real estate, housing, print and electronic media sectors.

Jamuna has a strong goodwill for its products and operation in both local and global market. It is imperative to point out that Jamuna has built up a new World of textile with the best technology and machinery imported from Germany, Switzerland, USA, Japan, India, Italy etc. for producing the best quality products for the global market.

Jamuna has diversified its business from manufacturing to media industry. One of the most significant and powerful subsidiary of Jamuna Group is THE DAILY JUGANTOR, which is one of the leading newspaper of Bangladesh. The Jugantor is the rare achievement of the Group, with the motive to protect human rights and provide true and fair news to the nation. It has occupied the heart of the common people of Bangladesh by championing their grievances and upholding their democrative rights pro-people, responsible and transparent journalism is its inherent philosophy and guiding force for playing a role of the BECON STAR in the world of the print media. Electronics Company is a leading two-wheeler manufacturer based in Chennai, India. It was founded in 1978 as a division of Jamuna Group, a renowned Indian conglomerate. With decades of experience, Jamuna Group has established itself as a trusted brand in the Indian and global markets, producing a wide range of Electronics, scooters, and mopeds.

3.2 Mission

"Our (Jamuna Electronics & Automobiles Ltd) mission is to produce and provide best quality services and innovative products for people, maintain ethical standards in business operation ensuring benefit to the stakeholders and peoples of Bangladesh and International."

3.3 Vision

"We, Jamuna Electronics & Automobiles Ltd view business as a means to the material and social wellbeing of the investors, employees, users and many others at large leading to accretion of wealth through financial and moral gains as a part of the process of development of civilization."

3.4 Strategic Objectives

- Expand product portfolio and market presence through continuous research and development.
- Enhance manufacturing capabilities and operational efficiency.
- Strengthen customer engagement and satisfaction by offering personalized solutions.
- Embrace sustainable practices and contribute to environmental conservation.

3.5 Core Values

- Customer-Centricity: Placing the needs and preferences of customers at the forefront.
- Integrity: Upholding honesty, transparency, and ethical practices in all dealings.
- Innovation: Encouraging a culture of creativity and continuous improvement.
- Social Responsibility: Contributing to the welfare of society and the environment.

3.6 Location

Jamuna Electronic Company is headquartered in Jamuna Future Park, Progati Sarani, Baridhara, Dhaka, and has manufacturing facilities spread across the country. Additionally, the company has a global presence with sales and service networks in several countries.

3.7 Corporate Information

Name: Jamuna Electronics Limited

Industry: All Electronics Equipment

Founded: 2014

Honorable Chairman: Mr. Md.Nurul Islam Jamuna

Electronics Employees: Several thousand country wide

Milestone

Jamuna Electronics and Automobiles Ltd is a subsidiary of Jamuna Group, a commercial conglomerate in Bangladesh. Jamuna Group started in 1974 and has been manufacturing electrical accessories and fittings since 1975. Some milestones for Jamuna Electronics include:

- 1974: Jamuna Group established Jamuna Electric Manufacturing Co. Ltd
- 2018: Jamuna Electronics set a major milestone to provide 100% service
- 2022: Jamuna Electronics completed a major rebranding
- 2015: Jamuna Automobile' motorcycle brand reached a sales milestone of 3 million unit.

Chapter: 04

Sales & Marketing Strategy of Jamuna Electronics Ltd.

4.1 Sales & Marketing Analysis for Electronics Industry in Bangladesh

The Customer of Product Personal relationships Analysis Continuous dally activity sporadic projects Field Office Results Process Short-term orientation Long-term orientation. It is acknowledged, that the differences between sales and marketing are impediments to coordination between the Iwo functions, wig regards to the understanding and appreciation of the issues raised by the counterparts (Route al., 2005)

4.2 Sales & Marketing Strategy

The study proposes a step-by-step procedure for formulating a product/market strategy. Firstly, it suggests starting with an evaluation of the current business performance and predicting its momentum over the planning period without any significant changes in policies or operations. This prediction should be based on historical trends and the business environment. Secondly, the study advises forecasting the changes that may occur in the overall marketing and product/market environment over the planning period. These forecasts should then be used to modify the initial prediction in light of anticipated shifts. If the initial prediction falls short of meeting objectives, appropriate adjustments should be made. Lastly, the study emphasizes the need to appraise the strengths and weaknesses of the business in comparison to its important competitors.

4.3 Definition of Sales Striate

Creating an effective sales strategy is crucial for the success of any business. Here are some key steps and considerations to help you develop a successful sales strategy:

4.3.1 Understand Your Target Market:

Identify your target audience and understand their needs, preferences, and pain points. Develop buyer personas to better tailor your approach to different customer segments.

4.3.2 Set Clear Objectives:

Define specific, measurable, achievable, relevant, and time-bound (SMART) sales goals. Align these goals with your overall business objectives.

4.3.3 Product/Service Positioning:

Clearly articulate the unique selling points of your product or service. Differentiate your offerings from competitors to highlight your value proposition.

4.3.4 Sales Team Training and Development:

Provide ongoing training for your sales team to keep them updated on product knowledge, market trends, and sales techniques. Foster a culture of continuous improvement and skill development.

4.3.5 Effective Communication:

Develop a compelling sales pitch that addresses customer pain points and emphasizes the benefits of your product or service. Ensure consistent and clear communication across all sales channels.

4.3.6 Utilize Technology:

Implement sales and customer relationship management (CRM) tools to streamline processes, track leads, and manage customer interactions. Leverage technology for data analytics to gain insights into customer behavior and preferences.

4.3.7 Sales Funnel Optimization:

Design a sales funnel that guides prospects through the buying process. Implement lead nurturing strategies to move potential customers through the sales pipeline.

4.3.8 Customer Relationship Management (CRM):

Establish effective CRM practices to build and maintain strong relationships with customers. Regularly follow up with existing customers to identify upsell and cross-sell opportunities.

4.3.9 Sales Forecasting and Analysis:

Monitor sales metrics and key performance indicators (KPIs) to assess the effectiveness of your strategy. Use data to make informed decisions and adjust your approach as needed.

4.3.10 Feedback Loops:

Encourage feedback from both customers and the sales team. Use feedback to refine your sales strategy, improve products or services, and address any issues promptly.

4.3.11 Incentives and Recognition:

Implement a rewarding incentive system to motivate and recognize high-performing sales representatives. Foster a positive and competitive sales culture within your team.

4.3.12 Adaptability:

Stay flexible and be ready to adapt your sales strategy based on changes in the market, customer preferences, or industry trends.

4.4 Define the Marketing Strategy

Developing a comprehensive marketing strategy is essential for promoting your products or services and achieving your business goals. Here are key elements to consider when creating a marketing strategy.

4.4.1 Market Research:

Understand your target audience, including demographics, preferences, and behaviors. Analyze your competitors to identify market trends, strengths, and weaknesses.

4.4.2 SWOT Analysis:

Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) to assess your internal capabilities and external market conditions.

4.4.3 Clear Objectives:

Define specific, measurable, achievable, relevant, and time-bound (SMART) marketing goals aligned with overall business objectives.

4.4.4 Target Audience:

Clearly define your target market segments and tailor your marketing messages to address their needs and pain points.

4.4.5 Unique Value Proposition (UVP):

Clearly articulate what sets your product or service apart from the competition. Highlight the benefits and value that customers will receive.

4.4.6 Digital Presence:

Establish a strong online presence, including a user-friendly website and active participation in relevant social media platforms. Implement SEO strategies to improve search engine visibility.

4.4.7 Content Marketing:

Create valuable and relevant content to attract and engage your target audience. Utilize blogs, videos, infographics, and other content formats to convey your message.

4.4.8 Social Media Marketing:

Choose the social media platforms most relevant to your audience. Develop a content calendar and engage with your audience through social media channels.

4.4.9 Email Marketing:

Implement targeted email campaigns to nurture leads and keep existing customers informed. Personalize content to enhance engagement.

4.4.10 Public Relations (PR):

Build relationships with media outlets and influencers in your industry. Seek opportunities for positive media coverage and press releases.

4.4.11 Metrics and Analytics:

Monitor key performance indicators (KPIs) to evaluate the success of your marketing efforts. Use data analytics to gain insights into customer behavior and adjust strategies accordingly.

4.4.12 Budgeting:

Allocate resources effectively, considering both online and offline marketing channels.

Monitor and adjust your budget based on the performance of different strategies.

4.4.13 Customer Feedback and Loyalty:

Collect and analyze customer feedback to continuously improve your products or services. Implement customer loyalty programs to retain and reward existing customers.

4.4.14 Adaptability:

Stay abreast of industry trends and be ready to adapt your marketing strategy based on changes in the market or consumer behavior.

4.5 4P of Marketing

4.5.1 Product:

This refers to the actual goods or services that your business offers to customers. Consider the features, design, quality, branding, and packaging of your product. Focus on creating a product that meets the needs and desires of your target market.

4.5.1.1 Product List





Inverter AC



Freeze



LED TV



Mixer Grinder



Iron



1.8L Rice Cooker



Multi Cooker



Micro Oven



Washing Machine



Blender



SS Gas Stove



Non Stick Pan Set



Motorcycle



Exotic Motorcycle



AC



Exhaust Fan



Table Fan



SS Kettle



Double Glass Gas Stove



Induction Cooker



Infrared Cooker



Glass Kettle



Signal Glass Gas Stove

4.5.2 <u>Price:</u>

Pricing involves determining the amount of money customers will pay for your product or service. Consider factors such as production costs, competitor pricing, perceived value, and overall market conditions. Pricing strategies can include penetration pricing, skimming pricing, value-based pricing, and more.

4.5.3 Place (Distribution):

Place refers to the distribution channels and locations where customers can purchase your product or service. Consider the most effective and efficient ways to make your product accessible to the target market. Distribution channels may include direct sales, retailers, wholesalers, e-commerce, and more.

4.5.4 Promotion:

Promotion involves the communication and marketing activities used to promote your product or service and persuade customers to buy. Elements of promotion include advertising, public relations, sales promotions, personal selling, and other forms of communication. Develop a cohesive promotional strategy to create awareness, generate interest, and drive sales.

4.6 4C of Marketing

The 4Cs is a customer-centric marketing framework that serves as an alternative or complement to the traditional 4Ps (Product, Price, Place, Promotion). The 4Cs focus on shifting the perspective from the business to the customer. The 4Cs are:

4.6.1 Customer Needs and Wants (instead of Product):

Rather than just focusing on the features and attributes of your product or service, consider the specific needs and wants of your target customers. Understand the problems your customers are trying to solve and how your offering addresses those issues.

4.6.2 Cost to the Customer (instead of Price):

Shift from simply setting a price to considering the overall cost to the customer, including not just the monetary price but also the time, effort, and any other associated costs. Take into account the perceived value by the customer and how pricing aligns with their expectations.

4.6.3 Convenience (instead of Place):

Instead of concentrating on the distribution channels or physical locations, focus on making your product or service easily accessible and convenient for customers.

Consider multiple channels, including online and offline, and ensure a seamless customer experience across all touchpoints.

4.6.4 Communication (instead of Promotion):

Instead of one-way promotion, emphasize two-way communication and engagement with customers. Use various communication channels to build relationships, share information, and listen to customer feedback. Content marketing, social media, and customer service play crucial roles in this aspect.

4.7 4R of Marketing

The 4Rs is a framework that is sometimes used as an extension or alternative to the traditional 4Ps (Product, Price, Place, Promotion) marketing mix. The 4Rs are focused on enhancing the customer experience and building long-term relationships. The 4Rs include:

4.7.1 Relevance:

Ensure that your products, services, and marketing messages are relevant to the needs, preferences, and interests of your target audience.

Tailor your offerings and communications to address specific customer segments.

4.7.2 Relationships:

Emphasize building and maintaining strong relationships with your customers.

Engage in two-way communication, seek customer feedback, and foster a sense of loyalty.

4.7.3 Retention:

Focus on retaining existing customers by delivering excellent products, services, and customer experiences. Implement loyalty programs, personalized offers, and other strategies to encourage repeat business.

4.7.4 Referral:

Encourage satisfied customers to refer your products or services to others. Word-ofmouth marketing and customer referrals can be powerful tools for attracting new customers.

Chapter: 05

Findings

5.1 Findings:

Sales and Marketing Diversification: Jamuna Electronics in the Bangladeshi Electronic Industry follow a diversified Sales and Marketing strategy, offering a wide range of all electronics models catering to various customer preferences and market segments.

- **Market Segmentation:** Jamuna Electronics effectively segments the market based on factors such as price, engine capacity, and target customer demographics, allowing them to address specific consumer needs and preferences.

- **Technology Adoption:** The case study reveals that Jamuna Electronics place a strong emphasis on adopting modern technologies in their all electronics items designs, such as fuel efficiency improvements, electric powered options, and enhanced safety features.

- **Brand Positioning:** Jamuna Electronics employ distinct brand positioning strategies to create a unique identity for their Sales and Marketing's in the Bangladeshi market, differentiating themselves from competitors and building brand loyalty.

- **Pricing Strategies:** The companies employ competitive pricing strategies to gain a competitive edge, considering factors such as Sales and Marketing ion costs, market demand, and competitor pricing.

- **After-Sales Services:** The study highlights the significance of after-sales services in the Electronic Industry, with Jamuna Electronics offering comprehensive maintenance services to enhance customer satisfaction and loyalty.

- **Marketing and Promotional Activities:** Jamuna Electronics actively engage in marketing and promotional activities, leveraging various media channels and events to create brand awareness and boost sales.

- **R&D and Innovation:** The case study reveals that Jamuna Electronics invest significantly in research and development to introduce innovative features and technologies, ensuring their Sales and Marketing's stay ahead in the competitive market.

- **Distribution Network:** The three companies maintain an extensive and well-established distribution network in Bangladesh, allowing for widespread availability of their Sales and Marketing's across the country.

- **Customer Feedback and Sales and Marketing Improvement:** The companies actively seek customer feedback and use it to make necessary improvements to their existing Electronics models, demonstrating their commitment to customer satisfaction.

- **Government Regulations and Policies:** The thesis report highlights the impact of government regulations and policies on the Electronic Industry in Bangladesh, influencing Sales and Marketing development and market strategies.

- **Market Share Analysis:** The case study analyzes the market share of Jamuna Electronics in the Bangladeshi Electronic Industry, revealing insights into Jamuna Electronics' performance and competitive standing.

- **Consumer Preferences:** The study identifies key factors influencing consumer preferences in the Electronic Industry, such as design aesthetics, fuel efficiency, and reliability, guiding Sales and Marketing development decisions.

- **Market Trends and Challenges:** Jamuna Electronics proactively respond to emerging market trends and challenges, including environmental concerns, changing consumer preferences, and economic fluctuations.

- **Long-Term Growth Strategies:** The thesis report assesses the long-term growth strategies adopted by Jamuna Electronics, including expansion plans, partnerships, and market penetration strategies, to secure a strong market position for the future.

These findings provide valuable insights into the Sales and Marketing strategies of Jamuna Electronics in the Bangladeshi Electronic Industry, offering a comprehensive understanding of how Jamuna Electronics competes and thrives in this dynamic market.

Chapter: 06

Recommendations and Conclusion

6.1 Recommendations

Market Research and Segmentation: Conduct extensive market research to identify customer preferences, needs, and demographics. Use this data to segment the market effectively and target specific customer groups with tailored product offerings.

- **Affordable Pricing:** Offer competitive and affordable pricing for Electronics to attract a broader customer base, particularly in a price-sensitive market like Bangladesh.

- **Localization of Manufacturing:** Consider setting up manufacturing facilities or assembly plants in Bangladesh to reduce import costs and make the products more accessible to consumers.

- **Focus on Energy Efficiency:** Emphasize Energy efficiency in product development to align with the cost-conscious mindset of Bangladeshi consumers and their desire for economical Home Appliance options.

- **Quality and Reliability:** Place a strong emphasis on quality and reliability to gain the trust of consumers, as durability and performance are critical factors when choosing an Electronics.

- **Incorporate Local Design Preferences:** Tailor the design of the Electronics to resonate with the local culture and preferences of Bangladeshi consumers.

- **Offer Diverse Product Range:** Introduce a diverse range of Electronics, including commuter, sport, and off-road models, to cater to the varied needs and preferences of consumers.

- **Invest in Technology:** Incorporate advanced technology features like digital instrument clusters, smartphone connectivity, and safety systems to appeal to techsavvy consumers.

- **Expand Distribution Channels:** Strengthen the distribution network by partnering with local dealerships and expanding to remote areas to ensure wider accessibility of the products.

- **After-Sales Service:** Establish a robust after-sales service network to provide timely maintenance and repairs, enhancing customer satisfaction and brand loyalty.

- **Promotional Campaigns:** Launch targeted marketing and promotional campaigns to increase brand awareness and highlight the unique selling points of each brand.

- **Engage in Corporate Social Responsibility (CSR) Initiatives:** Participate in community development and CSR initiatives to build a positive brand image and gain consumer trust.

- **Offer Financing Options:** Collaborate with local financial institutions to provide attractive financing options, making Electronics more affordable for a larger segment of the population.

6.2 Conclusion

In conclusion, this thesis report delved into the Sales and Marketing strategies employed by three prominent Electronics manufacturers in Bangladesh, namely Jamuna Electronics. Through a comprehensive case study, we analyzed their approaches to Sales and Marketing development, positioning, branding, and market penetration in the dynamic and competitive landscape of the Bangladeshi Electronic Industry.

The study revealed that each company has distinct Sales and Marketing strategies tailored to their target market segments, highlighting the significance of market segmentation in the industry Jamuna Electronics, with its focus on delivering value-for-money Sales and Marketing's and emphasizing technological innovations, has successfully carved a niche for itself among priceconscious consumers.

On the other hand, Jamuna Electronics Sales and Marketing strategy revolves around versatility and performance, catering to a wide range of customer preferences. Their diverse Sales and Marketing portfolio, which includes commuter electronics items, and premium offerings, has enabled them to gain a significant market share and cater to various customer segments.

Hero, with its strong brand presence and reputation for reliability, has implemented a strategy centered on providing dependable and fuel-efficient Electronics. Their well-established distribution network and after-sales service have contributed to their competitive advantage in the Bangladeshi market.

The thesis also shed light on the challenges faced by these companies, such as government regulations, economic fluctuations, and changing consumer preferences. To thrive in this industry, it is crucial for manufacturers to adapt their Sales and Marketing strategies continually, aligning them with emerging market trends and customer demands.

In conclusion, the Electronic Industry in Bangladesh remains fiercely competitive, demanding constant innovation and customer-focused strategies. The case study of Jamuna Electronics has highlighted the importance of understanding consumer needs, segmenting the market effectively, and tailoring Sales and Marketing's accordingly. As the industry evolves, further research and adaptation of Sales and Marketing strategies will be essential to sustain growth and success in this vibrant marketplace.

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