Thesis Report

on

Sales & Marketing Strategy of Electronics Industry in Bangladesh: A Case Study on Walton Hi-Tech Industries PLC.

Submitted by

Nazmul Hossain
ID: EMBA2401031034
Major: Marketing
Semester: Spring 2025
Department of Business Administration
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: 28 April, 2025

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Submitted to

Shakila Yesmin
Lecturer
Department of Business Administration
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Letter of Transmittal

28 April, 2025

Shakila Yesmin
Lecturer
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of thesis paper.

Dear Madam,

With great gratification, I am submitting my thesis paper titled "**Sales & Marketing Strategy of Electronics Industry in Bangladesh: A Case Study on Walton Hi-Tech Industries PLC.** As per partial accomplishment of the requirements for the EMBA degree of the course code: (BA 5000) under the EMBA program (Marketing), it is an enormous prospect for me to gather vast information and appropriately grasp the subject matter. I found the thesis activity quite interesting, beneficial and insightful, and I tried my best to prepare an effective and credible report. I honestly, not only anticipate that my analysis will provide a clear idea about Customer Relationship Management in the Electronics Industry in Bangladesh but also optimistic enough to believe that you will find this research paper's worth for all the labor I have put into it. I welcome your entire query and take pride in answering them.

Yours Sincerely

Nazmul Hossain
ID: EMBA2401031034
Major: Marketing
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Declaration of Student

This is to notify that, the thesis paper on "**Sales & Marketing Strategy of Electronics Industry in Bangladesh: A Case Study on Walton Hi-Tech Industries PLC.**" 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, my supervisor Shakila Yesmin, Lecturer, Department of Business Administration, Sonargaon University (SU), inspired and instructed me.

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

Yours Sincerely

_____

Nazmul Hossain
ID: EMBA2401031034
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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 Walton Hi-Tech Industries PLC.**" has been prepared as a part of the completion of the EMBA program from the Department of Business Administration, Sonargaon University (SU), carried out by Nazmul Hossain, bearing ID: EMBA2401031034 under my supervision. The report or the information will not be used for any other purposes.

_____

Shakila Yesmin
Lecturer
Department of Business Administration
Sonargaon University (SU)

Acknowledgment

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

I want to thank my academic supervisor Shakila Yesmin, Lecturer, 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 Walton Hi-Tech Industries PLC was 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 thank my official supervisors Mr. Emroz Haider Khan (CDO), Walton Plaza showroom sales department, Walton Hi-Tech Industries PLC. for allowing me the role of Regional Manager to practice and knowledge generation of Sales & Marketing at Walton Hi-Tech Industries PLC. Without their contributions, it would have not been possible for me to conduct this period of work.

Abstract

Electronic gadgets are a part of our daily lives. It is difficult to imagine a home, business, or office without air conditioning, a refrigerator, a television, or any other gadgets. Although a few years ago, they were luxury items, but now days, they are required. This report is based on my experience in the Electronics Industry of Bangladesh. This research helped me to understand different kinds of sales & marketing strategies and techniques Walton Hi-Tech Industries PLC are using to distribute its products and the challenges they face in Sales & Marketing and how they effectively manage relationships with customers in the Electronics Industry of Bangladesh. The findings and analysis encompass both primary and secondary data. Primary data were collected through face-to-face conversations with Sales & Marketing officials, Sales correspondents and relevant Marketing sources. Secondary data were gathered from various organization publications, including newsletters, Sales & Marketing guidelines, reports, handbooks, websites and yearly reports. The Electronics industry in Bangladesh has experienced significant growth in recent years due to factors such as increasing disposable income, improved road infrastructure and changing consumer preferences. This thesis presents a comprehensive analysis of Sales & Marketing by the Electronics industry in Bangladesh, with a focus on Walton Hi-Tech Industries PLC. The study utilizes a case study approach, incorporating both qualitative and quantitative research methods. Walton Hi-Tech Industries PLC has introduced a wide range of Electrics and Electronics products with features and specifications tailored to different customer segments. Additionally, they have emphasized effective branding and marketing strategies to enhance their brand equity and attract target customers. The study concludes by providing valuable insights into the product strategies of Walton Hi-Tech Industries PLC in Bangladeshi. These findings contribute to the existing body of knowledge on product strategy and provide practical recommendations. It is hoped that this research will serve as a valuable resource for industry practitioners, academics and policymakers interested in understanding and improving the Electronics industry in Bangladesh.

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Chapter 1
Introduction

1.1 Introduction:

These days, it is difficult to imagine a home, business, or office without air conditioning, a refrigerator, a television, or any other gadgets. Although a few years ago, they were luxury items, but now days, they are required. These electronic gadgets are a part of our daily lives, from waking up to hearing an alarm on our phone to falling asleep after watching our favorite TV show. As a consequence, most people consider electronics devices as necessary for maintaining a certain standard of living in order to save time, money, and effort while also making life more convenient.

The demand for these types of items is always increasing. In 2024, the consumer electronics market is expected to generate $10,930 million in revenue. Moreover, the market is projected to expand by 7.23% annually. In Bangladesh, the consumer electronics market is dominated by televisions and refrigerators because they are seen as necessities for the home. Additionally, customers' perceptions have changed over the time, and they now want these goods to provide a more seamless and customized experience. As a result, it is the responsibility of the industry participants to make sure they can both guarantee the availability of these items across all channels and meet these shifting demands.

1.2 Origin of the Report:

The report is a part of the course for the students of EMBA. It was submitted by me on 28 April 2025. This thesis paper is the outcome of extensive research conducted on the Sales & Marketing strategy of Electronics industry in Bangladesh. The author, having a keen interest in marketing and a passion for the electronics sector, identified the need for a comprehensive analysis of electrics and electronics manufacturers and importers. The report draws upon various secondary sources, including interviews with industry experts, market reports, company publications, and academic literature.

1.3 Background of the Study:

In this report, the marketing and positioning strategies of Walton have been highlighted. This report is being prepared as part of a requirement for a Bachelor of Business Administration degree completion requirement. Through my analysis and research of the topic, I was able to attain first-hand knowledge of how Walton has established and positioned their electronic and

electrical business in Bangladesh, as well as how they have implemented and executed their marketing strategies and subsequent marketing activities for developing the growth of the sales and business.

1.4 Objectives of the Study:

The objectives of this report is given below:-

- To understand different kinds of sales & marketing strategies and techniques Walton Hi-Tech Industries PLC are using to distribute its products.
- To know what types of enticement they are giving to their customers to motivate them.
- To learn about the activities of the Walton Sales & Marketing department and how they accomplish their goals.

1.5 Sources of Data:

To conduct this research, data is collected from both primary and secondary sources. Primary and secondary data used to reach on a conclusion of the objectives set. Secondary data collected from various journals, annual report articles and other relevant studies. Additionally, our "global" research model, which is our study of both local and regional markets "on the ground," helps us to understand the nuances of local country markets while improving our global coverage.

Primary Data: Primary data was collected through informal interviews with-

- Industry experts,
- Sales and marketing managers,
- Customer relationship managers, and executives from Walton Hi-Tech Industries.

Secondary Data: Secondary data, collected from external sources, includes information related to the company obtained directly from internal and external sources.

- Annual report of Walton Hi-Tech Industries PLC
- Internal records of Walton Hi-Tech Industries PLC
- Official website
- Facebook page

1.6 Limitations of the Study:

For doing analysis, earnest effort has been made to collect the necessary data on the industry's various activities through firm visits. A questionnaire was used through which the required information is collected. Unfortunately, most of them are not willing to provide their full insights as they fear it might be used for tax purpose. There were some problems while I was preparing this report. A wholehearted effort was applied to complete the report and to bring a reliable and fruitful result. Despite having a wholehearted effort, there exist some limitations, which act as barriers. The limitations were:

- Data's presences are not available.
- Time constraint.
- Resource constraint.
- Internal issues of Company.
- Business Compliance issues etc.
- Lack of experiences.

Chapter 2
Literature Review

2.1 Literature Review

The electronics industry in Bangladesh has witnessed significant growth over the past decade, driven by increasing urbanization, a growing middle class, and supportive government policies. Sales and marketing strategies play a critical role in sustaining this growth in a highly competitive and price-sensitive market. This literature review synthesizes existing academic and industry research on the subject to provide an overview of prevailing strategies, challenges, and emerging trends.

There are some insufficient studies and literature/Catalogues in the context of Distribution strategy of Food and Beverage and faster expansion in Bangladesh. As a result, a few available published literatures have been reviewed for developing the research questions and objectives of the study. We giant (1991) noted that the application of unofficial channels could partially cause 'unfair behavior' and pricing by monopolistic channel members. A recent study by Kim (2009) Also found significant results in the case of Korean firms, where by efficient supply chain integration played an essential role for the competitive of sustainable supply chain management (SCM).

The conducted study by Ely (2009) on manufacturers in Thailand indicated that worldwide oriented firms would be able to develop innovative competencies to participate in different and new environments. As a result, these companies were able to achieve greater growth. It was also further found that the companies which were involved. In higher worldwide operations showed higher level of exports.

In addition, the characteristic of distribution channels is that when once established, it is usuallydifficulttochange.Ramaseshan,andPatton(1994),andZdenko(2011)arguedthat the channel members' position also took part in determining the performance. Rialp et al., (2002) examined the integration of structural channels over firms in Spain that were engaged in exporting, and invented obvious evidence that establishing linkage to Importers could enhance export process. Interestingly, Kumar (2000) found that none integrated channels were recommending edas well. Bret (1995) confirmed further that information.

Haque & Alam (2021) found that rural market penetration depends heavily on dealer networks and franchise outlets. **Chowdhury et al. (2022)** highlighted the growing role of e-commerce

platforms such as Daraz, particularly among tech-savvy urban consumers. **Walton's case study** (BIDA, 2021) shows success through vertical integration and localized retail chains.

Islam & Jahan (2020) note that companies are increasingly using digital platforms like Facebook, YouTube, and Instagram for product promotions. **Siddique et al. (2023)** emphasize influencer and content marketing as effective tools for electronics product launches.

Exchange among member splayed crucial 1o6 lien the relationship. The finding was also in line with John's (2006), which showed that trust became an essential element to maintain the relationship. Jennifer (2008) and Jiuh (2009) further asserted that commitment and trust are the key mediators in determining performance.

Rahman & Khan, 2020; Uddin, (2019) highlight that the Bangladeshi electronics industry is transitioning from an import-based market to one supported by local assembly and manufacturing, with brands like Walton, Singer, and Vision leading the way. These developments are creating new marketing dynamics focused on both urban and rural penetration.

Their study focuses on the addition net channel in the newspaper industry and finds a positive cumulative average abnormal return (CAAR) of 0.71% around the event day. This indicates that, on average, the addition of an internet channel adds to shareholder value. Cheng et al. (2007) evaluate the addition internet- based channels of distribution in the Taiwanese financial services industry. They too, like Geyskens et al. (2002), find a positive and significant CAAR associated with the addition of the channel. In addition, they find appositive effect on longer term performance such as Economic Value Added and Market Value Added.

In contrast to Geyskens et al. (2002) and Cheng et al. (2007), Homburg et al. (2014) do not focus on online channel additions only. They investigate effects of the addition of various types of distribution channels in three countries (U.S.A., Germany and China) on shareholder value. Their findings are consistent with those of Gaskens et al. (2002) and Cheng et al.(2007) on average, the addition of a new channel positively affects shareholder value (as measured by the CAAR). They also assess the impact of an increase in distribution intensity on shareholder value.

Here, their findings are less conclusive – they do not observe an unambiguously positive or negative average CAAR. (manifest in strong positive and negative CAARs for individual firms) in the impact of increased distribution intensity yon the shareholder value of individual firms – for 58 firms, there is a positive average abnormal stock return of 2.24%; for another 52 firms, there is a negative average abnormal stock return of -2.24%.

Smart devices and IoT-based products are gaining popularity, according to **Hasan et al. (2023)**. There is a push toward eco-friendly and energy-efficient appliances, aligned with sustainable consumption goals (UNDP, 2022).

While abnormal stock returns is one of the most widely used measures of shareholder value, there are other forward-looking, stock market-based measures of firm value. One such measure is intangible firm value (as measured by Tobin's Q). Extant research examines the effects of both dimensions of distribution expansion on Tobin's Q. Lee and Crewel (2004) study the impact of the addition of internet-based communication and distribution channels by traditional store - based retail erson there in tangible value. Their findings regarding the adoption of the Internet as a sales channel are mixed–the effect is significantly positive only for retailers with extant catalog operations.

Regarding the relationship between distribution intensity and intangible firm value (as measured by Tobin's Q), Srinivasan (2006) studies the effects of the extent to which a franchisor uses dual distribution (the proportion of franchised retail outlets) on Tobin's Q. Given that extant research (Shane et al. 2006; Kosovar and Lafontaine 2010) has confirmed a positive relationship between the proportion of franchised outlets and chain size and that the latter typically reflects distribution intensity, it can be inferred that Srinivasan (2006) implicitly examines the effect of increased distribution intensity on the intangible value of the firm. She finds mixed support for a posited positive impact of distribution in ten sits yon firm value. More recently, Srinivasan et al. (2013) find considerable support for their contingency-base framework for the effects of store openings and closing son the intangible value of Chain retailers.

Customer satisfaction and brand loyalty are two critical metrics in the competitive landscape of the electronics industry. High customer satisfaction often leads to increased brand loyalty, repeat

purchases, and positive word-of-mouth—especially important in a highly commoditized and price-sensitive market like Bangladesh.

Oliver (1999) found that sustained satisfaction builds trust, which converts into loyalty. **Kotler & Keller (2016)** emphasize the role of emotional connection, especially in tech and electronics products. In developing countries, **Rahman & Haque (2020)** show that CS significantly predicts loyalty in electronics like smartphones and home appliances. In Bangladesh, Walton and Samsung are perceived differently based on these parameters (Chowdhury et al., 2021).

Studies **(Islam & Karim, 2022)** show that poor servicing leads to dissatisfaction regardless of product quality. Product longevity and technical reliability are key satisfaction drivers. Local brands that provide doorstep service earn stronger loyalty.

Customer is the king. So, an electronics company should maintained its growth by ensuring available products in the residential and others retail outlets. And also, internal customers, distributors and private depot's satisfaction by faster delivery. Customer satisfaction and brand loyalty are deeply intertwined in the electronics industry. In markets like Bangladesh, where affordability, service quality, and brand perception are critical, companies must go beyond transactional relationships and build long-term trust through quality, responsiveness, and emotional engagement.

Chapter 3
Overview of the Electronics Industries in Bangladesh

3.1 Overview of the Electronics Industries in Bangladesh

A summary of the Walton Hi-Tech Industry's size, growth trends, maturity, seasonality, and other key factors is provided in this chapter. This chapter has discussed the Walton Group's competitors as well as its competitive advantages.
Many international brands have been replaced by local ones in Bangladesh's refrigerator market. At the top of the list is Walton, a producer of information technology, electrical, and electronic devices. 77% of Bangladeshi businesses own the nation's market for refrigerators. With 66 percent of the market, Walton is in the lead.

Walton is the most well-known electronics manufacturer in Bangladesh, offering a range of products that include air conditioners, refrigerators, TVs, light automated stoves, and kitchen appliances. In addition, after internal need is satisfied, the Bangladeshi powerhouse exports its products. At the moment, Walton owns more than 75% of Bangladesh's whole refrigerator market. Following its listing on the Dhaka and Chittagong Stock Exchanges, Walton Hi-Tech Industries Limited made its debut on the stock market in 2020 with its initial public offering (IPO). In terms of market capitalization, the company has expanded since then to rank among Bangladesh's biggest publicly traded companies. Walton has gained a following of customers both domestically and abroad thanks to their superior products, stylish designs, and reasonable prices. Nowadays, Walton's employs over 30.000 people and exports its goods to over 40 countries.

Last year, Walton revealed a new Tk 5,000 crore investment plan. It has requested authorization from the Bangladesh Economic Zones Authority to purchase 300 acres in Bangabandhu Sheikh Mujib Shilpa Nagar, Chattogram. The company will have two manufacturing sites: its current one in Chandra, Gazipur, and the newly built one. The investment will be made over a length of eight years.

3.2 Maturity of the industry in Bangladesh:

With one of the greatest and largest R&D centers in the world, Walton is a creative international brand that sells cars, electronics, electrical appliances, and other products. The company uses a network of subsidiaries that operate under the Walton group's headquarters in Bangladesh to

manufacture its goods. Currently, Walton employs over 35,000 workers spread across 22 production sites encompassing over 700 acres of plant area. Ten million units can be produced annually, depending on market need. Being the biggest professional manufacturer in the business, Walton has built a solid reputation for itself by producing electrical and electronic products at the lowest possible cost while maintaining the highest standards of quality, innovation, and design.

Walton is the most well-known electronics producer in Bangladesh, offering a range of products such as air conditioners, refrigerators, TVs, light automated stoves, and kitchen appliances. In addition, after satisfying local demand, the Bangladeshi electric behemoth exports the goods it produces. In Bangladesh, Walton now holds a market share of more than 75% of all refrigerators. In 2020, Walton Hi-Tech Industries Limited went public on the stock market after being listed on the Dhaka and Chittagong Stock Exchanges. In terms of market value, the business has expanded since then to rank among Bangladesh's biggest publicly traded firms. Walton's excellent product, attractive design, and affordable prices have helped them build a following of customers both domestically and internationally. Nowadays, Walton's employs over 30.000 people and exports its goods to over 40 countries.

3.3 External Economic Factors and their Effect on the Industry:

External economic factors play a significant role in shaping the operating environment for companies like Walton, influencing various aspects of their industry. These factors can have profound implications for Walton's operations, financial performance, and overall strategic direction.

Consumer spending patterns, for instance, are a key economic variable that directly impacts Walton's retail business. During periods of economic expansion, increased consumer confidence and disposable income often translate into higher retail sales. Conversely, economic downturns can lead to reduced consumer spending, impacting Walton's revenue and profitability.

Interest rates represent another critical economic factor. Fluctuations in interest rates can affect Walton's borrowing costs for expansion projects or day-to-day operations. Higher interest rates

can increase the cost of debt financing, potentially squeezing profit margins or constraining investment decisions.

Inflation is yet another economic variable that Walton must navigate. Rising inflation can drive up the cost of goods and services, impacting Walton's operating expenses. If the company is Labor market conditions, including unemployment rates and wage trends, also influence Walton's operational costs and workforce dynamics. Changes in labor supply and demand can impact recruitment efforts, wage pressures, and overall labor productivity. Unable to adjust its prices accordingly, inflationary pressures may erode profit margins over time.

Supply chain disruptions represent another economic risk factor. Events such as natural disasters, geopolitical tensions, or pandemics can disrupt global supply chains, affecting Walton's ability to source raw materials or deliver products to customers in a timely manner.

In summary, external economic factors exert a multifaceted influence on Walton's industry, shaping market dynamics, competitive pressures, and operational challenges. Successfully navigating these economic variables requires a proactive approach to strategic planning, risk management, and adaptability in response to changing market conditions.

3.4 Seasonality:

Seasonality profoundly influences the operations and performance of companies like Walton, particularly in the retail sector. Here's how seasonality might affect Walton:

Holiday Seasons represent a significant period of increased consumer spending, with peaks during Christmas, Thanksgiving, and Easter. Walton, especially if it operates stores like Walmart, experiences surges in customer traffic and sales during these times. The company typically adjusts its inventory levels, staffing, and promotional activities to capitalize on heightened demand.

Back-to-School Season is another crucial period for retailers, marked by families shopping for school supplies, clothing, and electronics in preparation for the new academic year. Walton experiences a boost in sales as consumers flock to its stores for back-to-school shopping.

Certain Products exhibit strong seasonal demand. For example, outdoor furniture and gardening supplies sell better in the spring and summer months, while winter clothing and holiday decorations are in high demand during the colder seasons. Walton adjusts its product offerings and marketing strategies accordingly to meet seasonal preferences.

Understanding and effectively managing seasonality is crucial for Walton to optimize its sales, inventory management, and marketing efforts throughout the year. By strategically planning and forecasting, Walton can capitalize on seasonal trends to maximize revenue opportunities.

3.5 Regional Perspectives:

The corporation is currently aggressively pursuing its aspirations of global expansion, holding market shares of more than two-thirds in the local refrigerator market, almost half in the television market, and one-third in the air conditioner market. Walton, which has operations in more than 20 countries worldwide, has set a standard as the biggest exporter of electronics from Bangladesh. Operations in Nepal and India. Myanmar, Bhutan, United Arab Emirates, Qatar, and the Maldives. West Africa, including Nigeria, is booming. Australia, Europe, the US, South Africa, Singapore, Poland, Romania, Saudi Arabia, Sri Lanka, and the CIS countries are among the markets it is now entering. Walton's involvement in international markets has brought us several national and international awards, demonstrating its dedication, proficiency, and inventiveness in fulfilling worldwide standards.

3.6 Competitive Landscape:

The main products of the Walton group are automobiles and electronics. For every one of their product categories, they face a distinct rival. Walton's primary rivals in Bangladesh include Vision, MyOne, Singer, and Jamuna Electronics. There are further rivals, such as Global corporations include Samsung, LG, Sharp, and Panasonic.

3.7 Competitors of Walton:

Walton's primary rivals in Bangladesh are Jamuna Electronics, Xiaomi (smartphones), MyOne, SINGER, and MyOne. Back during the British colonial era, when Bangladesh was still regarded as a part of India, singers were present in the country subcontinent. Diversification has always

been Singer's top priority. Among other products, SINGER has introduced color televisions, fans, washing machines, irons, microwave ovens, air conditioners, motorcycles, DVD players, and 3D televisions, and has carved out a sizeable portion of the local market over the years. Xiaomi is a Chinese smartphone company. The company caters to the majority of Bangladeshis by providing high-quality smartphones at a reasonable price; the smart phone brand is well-known throughout the regional marketplace. Xiaomi is a significant rival of Walton smartphones in Bangladesh. Two up-and-coming Bangladeshi producers of electronics are Vision and Jamuna Electronics. Similar to Walton's approach, the companies follow a precise business plan when operating in the market. The main advantages of both businesses are their affordable prices, dependable shipping, and high-quality products. They are also becoming more and more of Walton's competitors.

3.8 Competitive Advantages:

With its catchphrase "Amader Ponno," Walton has sparked a great deal of passion among the consumers in its target market, and roughly 95% of manufacturing is completed using their own materials. They agreed to Walton's proposal to produce electronics in Bangladesh initially. One of Bangladesh's leading electronic companies, Walton, focuses on offering middle-class consumers premium goods at reasonable prices. They also provide low-interest long-term payment plans and long-term warranty policies, such as a 12-year compressor guarantee that is unmatched by rivals and covers device replacement, to ensure client satisfaction. They also have an extensive distribution network that reaches rural parts of Bangladesh.

Chapter 4
Organizational Profile

4.1 History:

With one of the best-equipped R&I centers in the world, Walton is a modern global brand that produces electronics, cars, appliances, and other items. Production is done through a number of subsidiaries operating under the Walton group headquarters in Bangladesh. With 22 production hubs spread across more than 700 acres of factory space, Walton employs more than 30,000 people. Based on market demands, the yearly production capacity is 10 million units. As the largest professional manufacturer in the relevant industry, Walton has built a solid reputation for itself by manufacturing electrical and electronic items at the lowest possible cost while maintaining the highest possible standards of quality, innovation, and design.

Its "Made in Bangladesh" tagline serves as motivation for our country in its marketing campaigns. However, outside variables have had a big impact on the business, primarily the state of the global and national economies. Walton's profit has therefore drastically decreased. Walton's products are threatened by alternatives, and the company has several domestic and foreign competitors. It is currently pursuing entry into new markets. It is debatable if the decision to enter a new market can be carried out given the volatility of the economic environment.

Walton is a sibling company of R.B Group of Industries, a conglomerate based in Dhaka, Bangladesh. Walton is a sister company of R.B. Group. Among the Group's subsidiaries are Walton Electronics, Motors, Mobile, Vehicles, and other telecommunications products. In 1977, The Walton Group was founded. The corporation started out as commerce firm, with S.M. Nazrul Islam serving as its first chairman at the time. Walton has entered the electronics sector and is now manufacturing electrical and electronic products. Later, Walton's company grew to include electronics, automobiles, steel, and textiles. Walton also made forays into the steel, electronics, and automotive industries in the late 1970s and early 2000s, respectively. Consequently, this wide-ranging commercial diversification will be the driving force behind Walton's expansion in Bangladesh. Since 2000, Walton has also entered the automotive and electronics industries. For the company, this expansion has become a substantial source of income.



Figure 1: *Brief History of Walton Group*

- 1977: Started the business named Rezvi and Brothers
- 1993: Established R.B Diary Complex Ltd.
- 1995: Started Electrical and Electronics Business
- 1998: Established Tricon Electronics Ltd. and started Television Production
- 2001: Registration of R.B Group of Companies Ltd. and expanded business in Electrical. Electronics and Automobiles Sector
- 2007: Established Factories of Refrigerator, TV, AC, Motorcycle
- 2014: Established Television and Kitchen Appliances Manufacturing plant
- 2017: Established Compressor and Mobile Phone manufacturing plant

4.2 Production Facilities:

The Manufacturing Plant & Headquarters of WHIPLC is located at Chandra, Kaliakoir, Gazipur, Bangladesh. The plant is treated as one of the sophisticated manufacturing plants in Bangladesh as well as in South Asia. Walton innovates to build a more advanced, sustainable and

environment friendly society through the combination of sophisticated technologies and expertise. The manufacturing plant of WHIPLC is approx. 5,000,000 sft. of working space consisting of 19 Buildings and Shades.



Figure 2: *Production Facilities of Walton Group*

4.3 Mission:

The Walton Group's mission is to create a more advanced, sustainable, and environment-friendly society through advanced technologies and industry-leading expertise. They aim to achieve this by producing high-quality, competitively priced Electrical & Electronics (E&E) products with strong customer service. Specifically, Walton Hi-Tech Industries PLC (WHIL) focuses on fulfilling customer demands and offering innovative solutions, with a core value of prioritizing consumers.

4.4 Vision:

Walton Group's vision is to become one of the top 5 global electronics and electrical brands by 2030 and expand its presence in over 200 countries, aiming to dominate the global market. They prioritize innovation, quality, and sustainability, aiming to be a global hallmark of Bangladeshi ingenuity.

4.5 Location:

4.5.1 Corporate office: Plot-1088, Block-I, Sabrina Sobhan Road P.O-Khilkhet, P.S-Vatara, Bashundhara R/A, Dhaka-1229.

4.5.2 Factory: Chandra, Kaliakoir, Gazipur, Bangladesh.

4.6 Organizational Structure:

The typically hierarchical arrangement of lines of authority, communications, rights, and duties of organization. Organizational structure determines how the roles, power, and responsibilities are assigned, controlled, and coordinated, and how information flows between the different levels of management. A structure depends on the organization's objectives and strategy. In a centralized structure, the top layer of management has most of the decision-making power and has tight control over departments and divisions. In a decentralized structure, the decision-making power is distributed and the departments and divisions may have different degrees of independence. The Walton Group's organizational structure appears to be hierarchical, with a clear chain of command and various departments, including finance, credit, marketing, audit, production, logistics, service, and human resources. The group's leadership includes a Chairman, Vice-Chairman, Managing Director, and several Directors.

4.7 Departmental Activities:

4.7.1 HR Department:

The HR department of Walton Hi-Tech Industries PLC thinks of creating a supportive work environment where creativity, innovation, and productivity are practiced. They know if these things are being practiced successfully then they can easily dynamically achieve the business excellence. Human resources are the main and most important resource for any company. So training is a must for human resources to prepare them for a competitive market. Walton Hi-Tech Industries PLC thinks about its training activities and provides needed support to develop the knowledge and skills of human resources. They practice team building and leadership meetings regularly. They also ensure an enjoyable work environment to fulfill the potentiality of an employee.

4.7.2 Administration department:

The administration department especially works to maintain a friendly environment through proper monitoring of the company policy.

4.7.3 Finance and Planning:

The Finance and Planning function of Walton Hi-Tech Industries PLC is the nerve center of the conglomerate. The major areas of its activities include:

- Corporate Finance
- Treasury
- Insurance and risk management
- Costing
- Credit Management
- Accounts payable management
- General Accounting
- Taxation
- New business management

4.7.4 Commercial Department:

The commercial department of Walton Hi-Tech Industries PLC is a functional and most operative department of the company. All the supply chain activities deals are served here. To run the business flawlessly this department is full of dedicated and hardworking employees and they are maintaining a good customer relationship between customers in both cases including national and international. They are achieving the best prices of the products and also measure the amount of cost savings of the employees. It spreads professionalism and expertise in commercial activities.

4.7.5 MIS Department:

- Related supports are solved in this department.
- It manages the internet support, LAN support, any bugs in software or hardware, and any linked support solution.

4.7.6 Distribution Department:

Walton Hi-Tech Industries PLC strategically finds out the potential sales centers in twenty different locations all over the country. Through this department, there are more than 450 highly skilled and well-trained manpower covered all over the country. This department ensures the orders and deliveries at the proper time as well.

4.7.8 Product Picture:






Energy Efficient & Eco Friendly
6 STAR
EER: 5.25
ProGen
INVERTER
Technology
Air
Plasma
Technology
Data
Monitoring
AC Running Data &
Performance Monitoring
Frost Clean
R32
gas


TAMARIND
FLEXIBLE
UP TO 180°

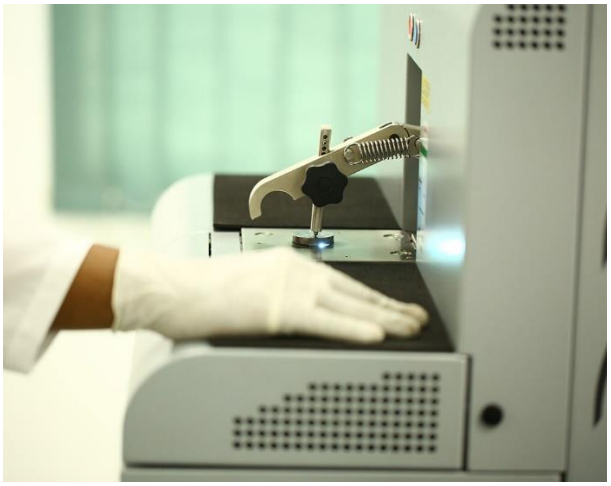

Google TV
Movie, Show, Live TV
Just Ask Google


OXYFRESH
Technology
ANTIBACTERIAL
Door seal & stainless steel drum
OXYFRESH
Dynamic Clean
Enjoy healthy life
WALTON


Safe & Comfortable
Experience
WALTON

4.7.9 Machinery Picture:









4.7.10 Display Picture:





Chapter: 5
Export & Import Description of Walton

5.1 Export:

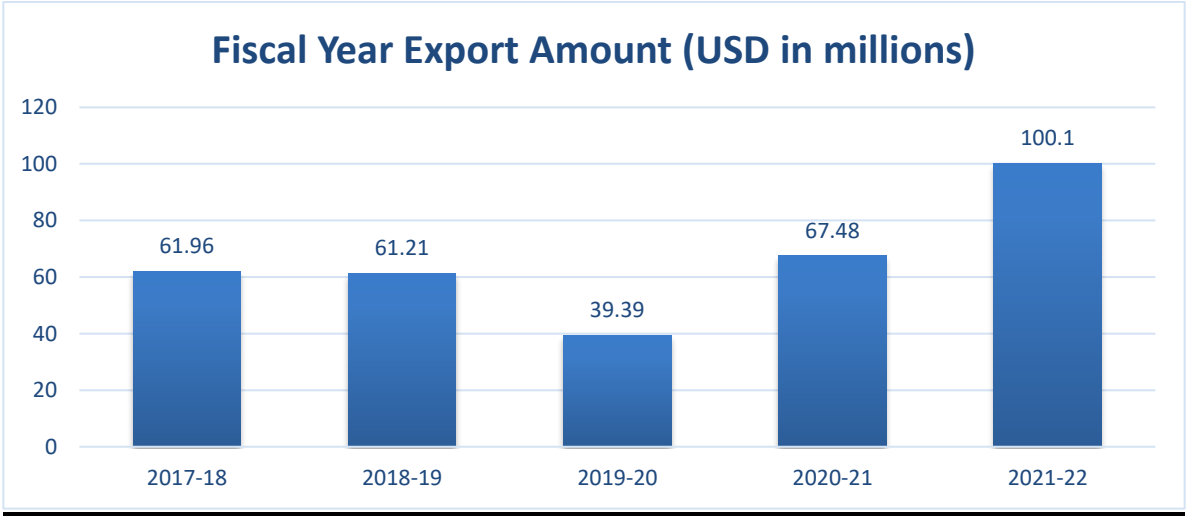

WALTON
WALTON EYES GLOBAL EXPANSION
Walton to invest $0.5 million to set up a subsidiary company in the US
It plans to open branches or liaison offices in
India
Nepal
South Korea
UAE
WALTON EXPORTS HOME ELECTRONICS TO AROUND 40 COUNTRIES
Its earnings in FY20
Exports: TK14CR
Local sales: TK4,107CR
In 2020, Walton got listed on stock exchanges
It stands second with a market cap of Tk37,832cr at DSE

Walton, a renowned global brand, stands as a beacon of innovation and excellence in the world of technology and consumer electronics. At the heart of our success lies a state-of-the-art Research and Innovation (R&I) facility, unrivaled in its scale and capabilities, where our brilliant minds tirelessly pioneer the future.

Walton is fortified with the vision to hoist the green and red flag across the globe with its ingenuity and innovation. We are currently making waves in foreign markets, spanning across 40 countries in Europe, North America, Asia, West Africa, and more. The ultimate objective is to establish our brand name in the list of Top Five Electronics Brands of the Globe by 2030. All the future development of Walton including the overall function of the Company alongside the sustainability would be ensured by our unyielding labor for technological excellence across the domestic and global markets. Walton will be an influential global hallmark that shall usher in a new age of global recognition of both our company and Bangladesh.

Our top-notch strategies include setting up new production units, manufacturing new models of products, establishing an international standard testing lab to ensure the highest quality of the produced goods, expanding its export destinations, and receiving certificates from different countries by excelling within their discrete standards. Our vanguard is working relentlessly towards our grand scheme of establishing our imperium across the globe.

5.2 Export details of Electronics Products



Graph: 1 Export of Electronics Product

SI	F-Year	Export
		Million US $
1	2021-22	100.1
2	2020-21	67.48
3	2019-20	39.39
4	2018-19	61.21
5	2017-18	61.96

Source: Business Inspection Report (01 December 2022).

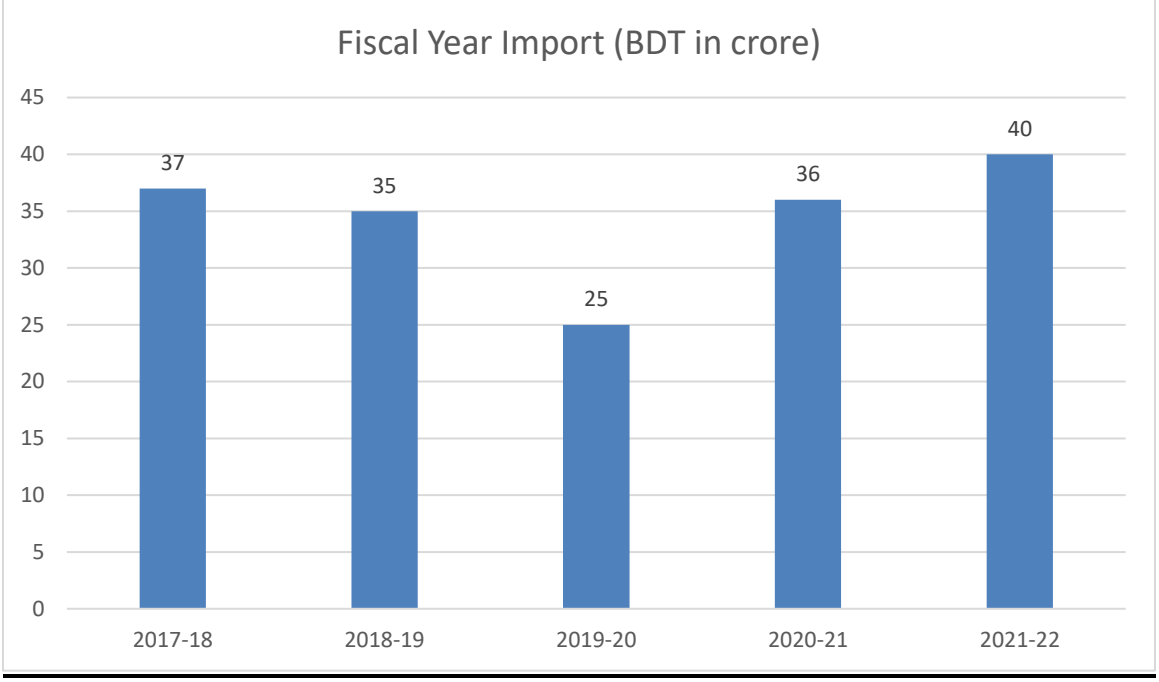
The consumer electronics sector in Bangladesh can be categorized into three parts: large appliances, electronic appliances, and small appliances. Large appliances like refrigerators, washing machines, air conditioners, and televisions are now entirely manufactured by Bangladeshi companies. Moreover, after filling up the needs of the local consumers, they are also exporting their products abroad as well. Since 2010, local consumer electronics giant, Walton, has started exporting their products abroad and they are exporting their products to 40 countries, which includes the Middle East, Africa, and Europe. To follow, other local brands have also started to export their own electronic and small appliances abroad.

By looking at the import-export report of Bangladesh's electronics industry from the past few years, it can be seen that there was a decrease in the total exports due to the outbreak of Covid-19 in the financial year 2019-20. However, in the financial year 2020-21, the export amount for electronic products was BDT 600 crore, and in the financial year 2021-22, it increased to more than BDT 900 crore. On the other hand, in the financial year 2020-21, the import cost of electronic products was BDT 36 crore which increased to BDT 40 crore by May of the financial year 2021-22. As a result, it can be concluded that Bangladesh can produce almost all of its necessary electronic products independently and also export them abroad.

5.3 Import: Bangladesh imports a wide range of electronic products, including appliances, consumer electronics, and components, due to high demand and a growing population with improved living standards. China is a major supplier of these products to Bangladesh. The country's electronic appliance market is substantial, with an estimated market size of $6 billion in 2019 and a forecast of $10 billion by 2030.

5.4 Import figure of electronics products:

Import Amount of Electronics Products



Graph: 4 Import of Electronics Products

SI	F-Year	Import Amount (Crore TK.)
1	2021-22	40
2	2020-21	36
3	2019-20	25
4	2018-19	35
5	2017-18	37

Table: 4 Import of Electronics Product

5.5 Domestic Sales:

The consumer electronics market in Bangladesh is experiencing strong growth, with sales of both locally manufactured and imported products increasing. The market is estimated to be worth over $2.35 billion in 2024 and is projected to reach $4.15 billion by 2029. Locally manufactured televisions, air conditioners, and refrigerators are gaining market share, with 90% of TVs, 70-75% of ACs, and 80% of refrigerators being locally produced. The consumer electronics market

is projected to continue its growth, with the consumer electronics market expected to reach $10 billion by 2030, according to BIDA. Walton, Transcom Electronics, Rangs Electronics, and Best Electronics are among the major players in the Bangladesh consumer electronics market, according to the High Commission of India.

Electronics Products

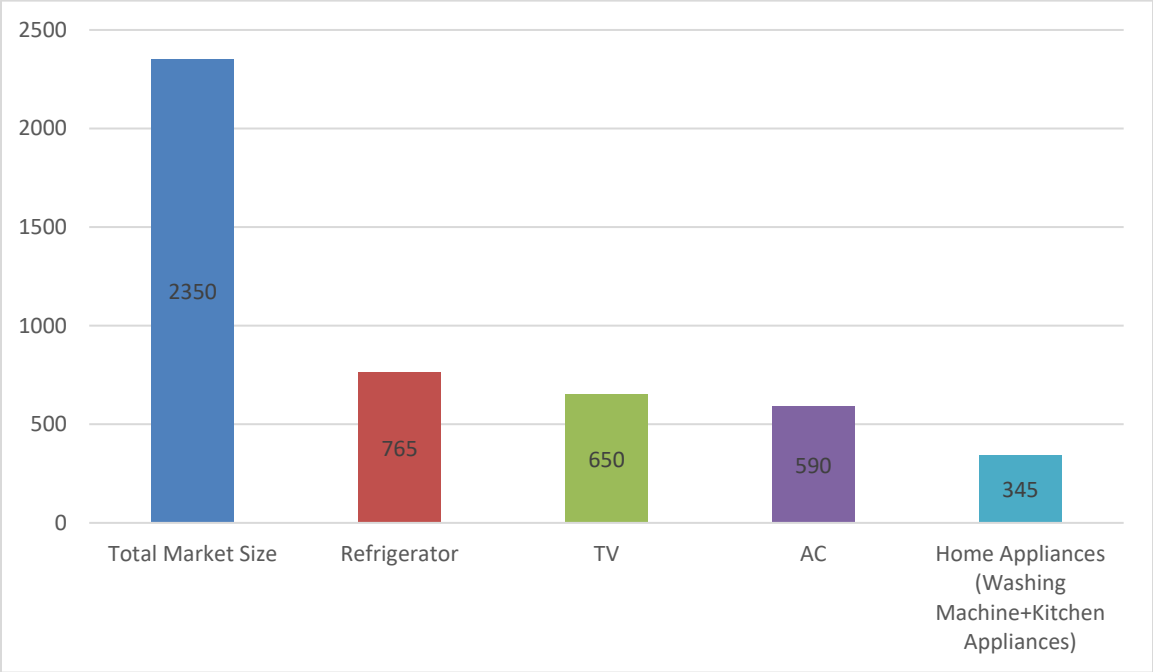


Table: 7 Domestic Sales of Electronics Products (as of October 2021)

SI	F-Year	Domestic Sales
		Amount (USD Million)
1	Total Market Size	2350
2	Refrigerator	765
3	TV	650
4	AC	590
5	Home Appliances	345

Source: USB Asset Research

From the above table we can see that demand for electronics products increasing day by day as the purchasing power are raising. Local manufactures are fulfilling the demand.

Chapter 6

Distribution Procedure & Marketing Strategies of Electronics Product

6.1 Analyzing Customers/Distributors and consumer markets and Client's behavior.

Walton's customer and distributor analysis reveals a successful strategy focused on affordability, widespread availability, and a robust distribution network. They target a broad consumer base, particularly in the economy segment, with a strong focus on affordability. Walton utilizes its own distribution channels, including Walton Plazas and a network of dealers, to ensure product accessibility. Furthermore, the company employs various marketing strategies, including sports sponsorships and advertisements, to increase brand visibility and reach.

6.1.2 Distribution Process and Network in Local Market

Walton has more than 21,000 POS (Points of Sale) across the country thanks to various distribution channels, including Walton Plaza, Walton E-Plaza, Exclusive Distributors, Dealers, Sub-Dealers, Corporate Sales, ODM (Original Design Manufacturer), OEM (Original Equipment Manufacturer), and International Business Unit. The company's distribution method is both economical and effective. Walton's extensive distribution network is also a major asset. There are several outlets and channels around the nation. Walton's product distribution may be better understood by looking at the graphs below.



Figure 8: Distribution System of Walton Hi- Tech Industry Limited (WHIL)

The company's Head of Marketing keeps an eye on all of the company's distributors. This business is in charge of promoting Walton and Marcel items. There are 32 zones in the domestic market as a whole. In accordance with business policy, the zonal manager is responsible for the creation, supervision, and comparison of the firm's distribution chain's stock. When a product is ready, it\ is first held in the company's warehouse, and then sent to its final clients through the company's key distribution channels.

a) **Exclusive Distributor:** On the exclusive distributor level, there are 5,100 distributors and roughly 16,000 sub-dealers. There are a variety of ways in which these distributors acquire things from the corporation and then resell them. Customers make orders with Walton, who then delivers the goods either by Walton's own conveyance or those of the customers.

b) **Walton Plaza:** Customers such as sub-dealers and end-consumers benefit from Walton Plaza, a major buyer of Walton goods. Walton Plaza has 382 showrooms around the nation to help Walton items be sold. Wal-Mart sells to Walton Plaza, which then ships the merchandise to Wal-Mart’s storage facilities. Customers and dealers alike may buy Walton Plaza items from the company. Because Walton Plaza is an exclusive distributor, it can only promote Walton-branded merchandise.

c) **Corporate Sales:** WHIL also sells its goods to corporations via direct sales. From the orders of corporations, a firm provides the goods and services needed by its customers. We can see how Walton Hi-Tech Industries Limited distributes its goods in the domestic market using this flowchart:

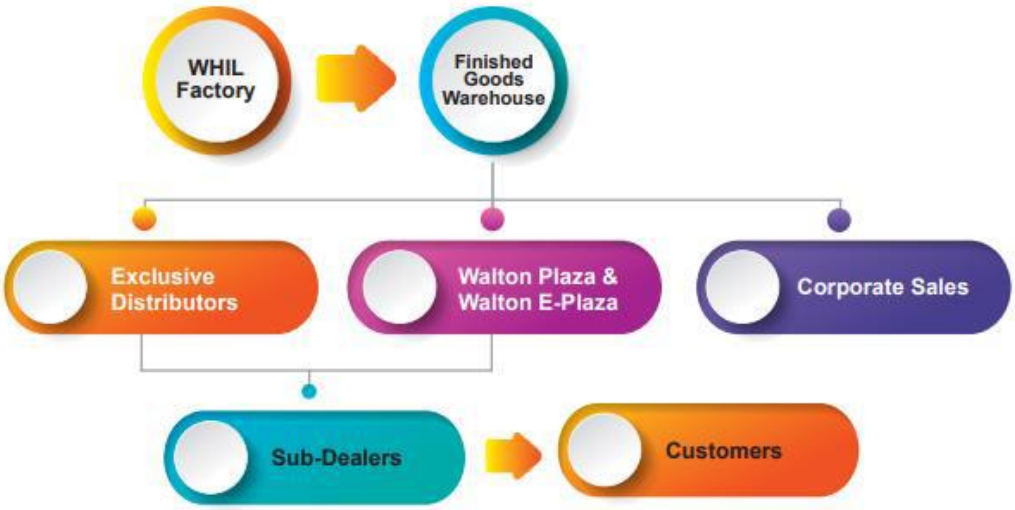
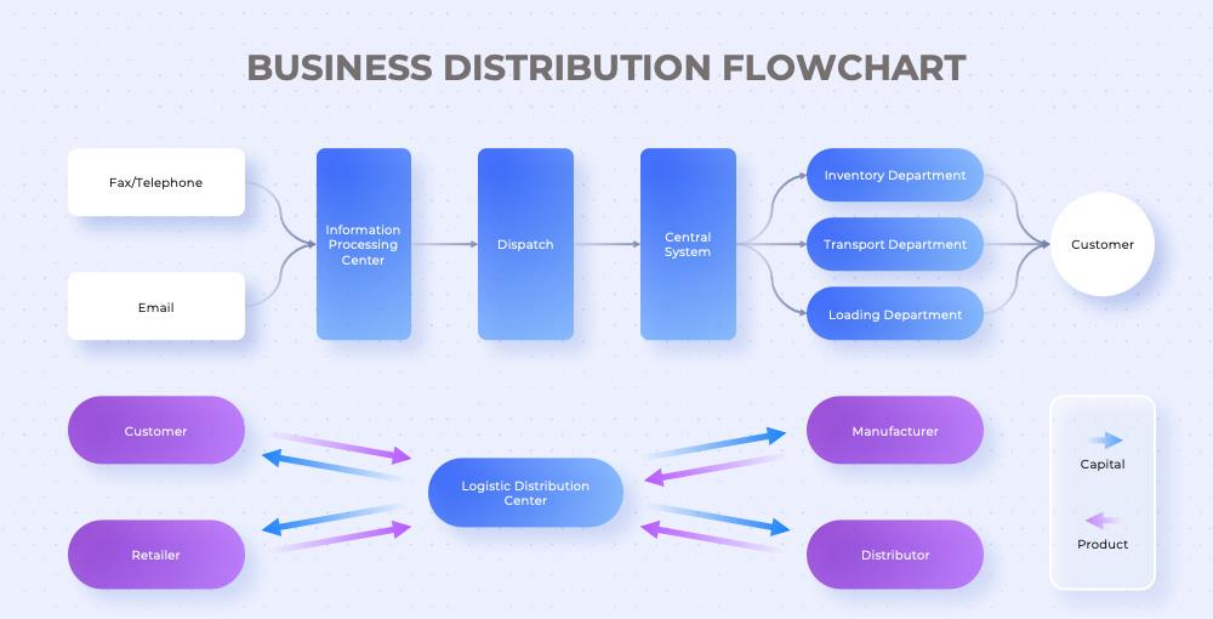


Figure 9: ***Marketing & Sales Operations of WHIL for Domestic Market***

d) Global Network: WALTON HIPCL, a Bangladeshi electronics manufacturer, has positioned itself as the country's leading exporter. In India, Bhutan, Nepal, the Maldives, Myanmar, the UAE, Qatar, Nigeria, and West Africa, their industry is flourishing. For the time being, WALTON plans to join the markets of Australia; the United States; South Africa; Europe; Singapore; Romania; Poland; Saudi Arabia; Sri Lanka; and the CIS nations, among others. They've already been to Sri Lanka, the United States, and Canada.

6.1.2 Business Distribution Flowchart:



6.2 Marketing Practices of Walton

6.2.1 Marketing Strategies

The goal of Walton Group's marketing strategy is to position the company as a leader in the home appliance and consumer electronics sectors and to build a strong brand presence. The business uses a multi-channel strategy and a range of marketing techniques to successfully interact with its target market.

Walton's marketing strategy places a strong emphasis on digital marketing and internet presence. Walton wants to reach its customers where they spend a lot of time: online. To do this, it uses email marketing campaigns, internet advertising, and content marketing initiatives. Subscribers receive up-to-date information on Walton's goods and services through these campaigns, which are customized to their interests and requirements.

Walton invests in staying up to date with the latest technical breakthroughs in its sector in addition to its digital marketing endeavors. This involves providing personnel with continual training and development to guarantee they have the abilities and know-how to provide clients with cutting-edge solutions. Walton sees itself as a forward-thinking and inventive company in the consumer electronics sector by maintaining a technological lead.

Walton's content marketing approach is centered on creating useful and high-quality material that highlights the company's proficiency in home appliances and consumer electronics. Walton's products, services, and industry insights are highlighted in these blog pieces, case studies, and white papers. It is common practice to employ subject matter experts to offer thought leadership and position Walton as an authority in the consumer electronics and home appliances sector.
Overall, Walton's marketing strategy aims to build strong relationships with its target audience, establish the Walton brand as a leader in the consumer electronics and home appliances industry, and provide subscribers and followers with relevant and valuable content. Through a combination of digital marketing, technological innovation, and content creation, Walton strives to connect with customers and drive growth in the competitive consumer electronics market.

6.2.2 Targeting Strategies

Within the consumer electronics and home appliance sector, Walton Group targets industries and customer segments with tailored tactics. The organization places emphasis on comprehending the unique demands and obstacles of diverse consumer segments and customizing its offerings to efficiently fulfill those needs.

Serving particular industries, such manufacturing, retail, and healthcare, is one of Walton's targeted tactics. Walton obtains an in-depth awareness of the particular demands and challenges of each business by focusing in these areas. This makes it possible for the business to provide tailored solutions that cater to the unique requirements of customers in these industries. For instance, Walton might give customized appliances or tech solutions to meet the demands of manufacturers, merchants, and healthcare organizations.

Walton also uses a focus on developing technology and specific markets as a targeting technique. To keep its staff knowledgeable about the most recent advancements in home appliance and consumer electronics technologies, the corporation funds employee training. This enables Walton to establish a reputation for being a progressive and creative force in the market, ready to offer its clients cutting-edge solutions. Walton is able to predict market trends and provide goods and services that cater to the changing needs of its target market by staying ahead of technical breakthroughs.

Overall, Walton's targeting strategies focus on understanding customer needs, specializing in specific industries, staying abreast of technological advancements, and prioritizing customer satisfaction. By effectively targeting its customer segments and industries, Walton can better serve its clients and maintain its competitive edge in the consumer electronics and home appliances market.

6.2.3 Market Segmentation

Segmentation is one of the most important components of marketing strategy. The process of identifying and focusing on a particular market is known as market segmentation. It's the technique of dividing a market up into distinct customer segments. There are several reasons to segment a market. Market segmentation takes into account variables including psychographics,

behavior, location, and demography. Walton primarily concentrates on the target audience. The demographic foundation of Walton includes individuals from several age groups and socioeconomic backgrounds. Three categories are identified by Walton within the age group: younger, adult, and older generations. They separate the income category into middle-class and low-class groupings. Walton's goal is to "Go Global," thus they have already started to build their marketing team further. Walton enters the market using a variety of strategies in an attempt to increase the market share of E&E products in the nation.

6.2.4 Marketing Mix

The term "marketing mix" describes how a company combines functional, adaptable marketing tactics to generate the desired reaction from its target audience. This section covers every action an organization can take to influence the demand for its product. Walton, for example develops a marketing strategy based on the traditional Four Ps of marketing for its competitors in the market.

- **Product:** Walton's products stand out due to their exceptional and superior packaging and branding. Walton uses two different approaches to product strategy. There are two sorts of intangible attributes: the real product and the other. A real product is anything actual and substantial that needs to be obtained in order to achieve the main product. Mobile phones, home appliances, cars, and consumer electronics are just a few of the many things that Walton sells. With a portfolio that includes televisions, refrigerators, air conditioners, washing machines, microwave ovens, rice cookers, blenders, smartphones, computers, motorbikes, and electric vehicles, Walton places a strong emphasis on innovation and quality while making sure its goods satisfy worldwide standards. The corporation can introduce new items and upgrade existing ones to meet changing consumer needs because of its strong focus on research and development.

- **Price:** The marketing mix's most adaptable component is the pricing approach. A pricing model can help a business get into the best possible position. Cost-based, value- or demand based, and competition-based pricing are the three types of pricing strategies. Walton employs a value- or demand-based pricing strategy for mobile phones. Walton uses "New product price strategies" for new areas, among other things. Walton adopts a

competitive strategy to make its products accessible to a wide range of customers. By leveraging economies of scale and efficient manufacturing processes, Walton maintains cost leadership while ensuring high-quality standards. This pricing strategy offers value for money, appealing to both budget-conscious and quality-seeking consumers. Additionally, Walton provides various financing options and installment plans to facilitate purchases.

- **Place**: This category describes the distribution strategy used by Walton. Walton offers a broad selection of products. It helps the company to guarantee profit margins and focus on the mass market. If a company lacks a distribution hub of its own, then a large product. It is nearly always challenging to distribute a line. Walton uses this marketing mix to help disseminate its product to consumers. The company established a large number of sales locations across the nation. Over time, Walton has expanded its nationwide sales network. Walton has a vast distribution network that uses a multi-channel approach to reach both urban and rural areas. To ensure product availability across regions, a wide network of authorized dealers and distributors is in place, as are exclusive showrooms showcasing the entire product range. Additionally, e-commerce platforms like Walton's official website and well-known online marketplaces are in place to serve the expanding online shopper base. Customer satisfaction is increased by the maintenance and after-sales support offered by a large number of service facilities.

- **Promotion:** Additionally, they successfully execute a national marketing campaign. Walton uses a range of advertising and promotional strategies to create demand for its products. Walton makes extensive use of television commercials, yet additional strategies like one-tone marketing, social media marketing, special offers, and outstanding packaging. Promotionally, Walton employs an integrated marketing communication strategy to promote its products and brand image. Key activities include extensive use of television, radio, print media, and digital platforms to reach a broad audience, along with seasonal discounts, promotional offers, and bundled deals to attract and retain customers. Walton also participates in trade shows, product launches, and corporate social responsibility activities to build its brand reputation. Active engagement on social media

platforms connects Walton with younger demographics, while sponsorships and endorsements with celebrities and influencers enhance brand visibility and credibility.

6.2.5 Financial Performance and Accounting Practices

Walton Group, a prominent conglomerate in Bangladesh, has demonstrated robust financial performance and sound accounting practices over the years. With a compound annual growth rate (CAGR) reflecting steady growth in revenue and net profit, Walton has maintained its position as a leading player in the consumer electronics and home appliances market. This growth can be attributed to several factors, including the company's focus on delivering high-quality products, its diverse product portfolio, and effective cost management practices.

Walton's financial reporting adheres to international accounting standards and best practices. The company's financial statements undergo regular audits by external auditors to ensure accuracy and compliance with regulations. This commitment to transparency and accountability reflects Walton's strong financial position and market reputation, facilitating the raising of capital from both domestic and international sources to support its growth initiatives.

In terms of accounting practices, Walton utilizes modern ERP software, such as Oracle, for various financial functions including invoicing, payroll management, and financial reporting. This enables the company to streamline its accounting processes, improve efficiency, and maintain accurate financial records.

Regarding foreign currency transactions, Walton follows established principles where income and expenses are recognized based on the exchange rate prevailing on the day of the transaction. Monetary instruments denominated in foreign currencies are adjusted using the relevant exchange rates at the balance sheet date. Any translation discrepancies arising from transaction settlements and currency adjustments are duly accounted for in the financial statements, ensuring compliance with international accounting standards and providing stakeholders with transparent financial information.

Overall, Walton Group's strong financial performance and adherence to best accounting practices underscore its commitment to financial integrity and sustainable growth. By maintaining sound financial management practices and leveraging modern accounting technologies, Walton continues to strengthen its position in the market and deliver value to its stakeholders.

6.2.6 Target customers, targeting and positioning strategy

Target Customers: Walton produces a wide range of electrical and technological goods. They consider a wide range of target customers when developing their various products. For instance, they give modest phones that satisfy their fundamental needs to the elderly and the underprivileged. Multimedia phones are available for everyone who enjoys entertainment. Then, for Android smartphone users, the smoother-running Primo series was introduced.

Market Position: Due to its substantial capital setup and other 16 factors, Walton has established itself as the market leader in the business and carved itself a sizable portion of the market acquired a competitive edge. Walton has also recently focused on the worldwide market and made a number of changes to enhance the value of its brand.

- **Prospect of Export Market:** In addition to the previously mentioned, exporting Electrical and Electronics (E&E) goods into foreign markets have a bright future. Redesigning its International Business Unit, the conglomerate is concentrating on the export market in order to achieve its stated goal. The company's profitability will increase significantly as a result of these tactics in the upcoming years.

- **Prospect of Local Market:** Reasonable pricing and fast rural electrification are driving up demand for electrical, electronics, and home appliances. Increasing number of middle-class households with two incomes, as well as Bangladesh's long-term average GDP growth. Customers now see these products as basic necessities for their homes and personal lives rather than as luxuries. Walton has shown resilience by putting "Made in Bangladesh" first. With the satisfaction of maintaining the slogan "It's Our Product." Walton is committed to highlighting the significance of social, economic, and environmental issues by offering high-quality products at reasonable costs to middle-class and lower-class urban consumers.

6.2.7 SWOT Analysis

Export & Growth Potential of Electronics Industries in Bangladesh

Strengths	Weaknesses
▪ **Strong Brand Recognition and Market Share** ▪ **Diverse Product Line** ▪ **Affordable Pricing** ▪ **Extensive Distribution Network** ▪ **Sound Research and Innovation**	▪ **Reliance on Imported Components** ▪ **Potential Quality Issues** ▪ **Limited Customer Support** ▪ **Skilled Labour Shortages**
Opportunities	**Threats**
▪ **Market Expansion** ▪ **New Product Development** ▪ **Increased Sales** ▪ **Strategic Partnerships**	▪ **Increasing Foreign Competition** ▪ **Economic Instability** ▪ **Changing Customer Demands** ▪ **Political Instability**

Table 7.1: SWOT Analysis of Walton Hi- Tech Industry PLC

Walton Hi-Tech Industries PLC is Bangladesh's largest electronics manufacturer, with strengths in product diversity, strong brand recognition, and affordable pricing. However, it faces weaknesses like reliance on imported components and potential quality issues. Opportunities exist in expanding its market reach and product line, while threats include increasing foreign competition and fluctuating economic conditions.

Chapter 7
Findings

7.1 Summary of findings:

Walton Hi-Tech Industries PLC is a dominant player in Bangladesh's Electrical and Electronics (E&E) sector, known for its "Made in Bangladesh" products, extensive manufacturing infrastructure, and strong market presence. A thesis on Walton could explore its success factors, competitive advantages, and potential challenges in a rapidly evolving global market

Market Dominance and Growth:

Walton holds a significant market share in Bangladesh, a fact that is often attributed to its strong brand reputation, competitive pricing, and extensive distribution network. A thesis could analyze the factors contributing to this market dominance and project future growth potential.

Manufacturing and Supply Chain:

Walton's extensive manufacturing infrastructure, including its own compressor plant, is a key differentiator. Research could delve into the intricacies of its supply chain management, focusing on its impact on product quality, cost, and efficiency.

Innovation and R&D:

Walton's commitment to R&D, particularly its own research facilities, is a significant advantage. A thesis could examine the role of innovation in driving product development and market positioning, and assess the impact of R&D investments on future growth.

Competitive Analysis:

Walton faces competition from both domestic and international players. A thesis could analyze its competitive landscape, focusing on its strengths and weaknesses in relation to competitors, and propose strategies for maintaining market leadership.

Global Expansion:

Walton is expanding its operations internationally, exporting products to various countries. Research could explore the challenges and opportunities associated with global expansion, and analyze the effectiveness of its export strategies.

Social and Environmental Impact:

As a major industrial player, Walton's impact on the local economy, employment, and the environment is significant. A thesis could examine its corporate social responsibility initiatives, focusing on its impact on sustainable development and stakeholder engagement.

Digital Transformation:

Walton is increasingly leveraging digital technologies in its operations, including e-commerce and digital marketing. Research could analyze the impact of digital transformation on its business model, customer engagement, and competitive advantage.

Chapter 8
Recommendations
&
Conclusion

8.1 Recommendations:

There are a variety of hazards associated with our business operations and the firm as a whole. They certainly take additional precautions in terms of risk management and risk mitigation measures. They have a team of dedicated and formal procedure for assessing the amount of company risks and developing strategic plans. Some of their problems and risk have been detailed below with recommendations and proper solutions:

Strategic Growth:

- **Diversify Product Portfolio:** Consider expanding into new product categories like home automation, smart home devices, and potentially renewable energy solutions, to tap into growing market trends.
- **Expand into New Markets:** Explore opportunities in other South Asian countries and possibly the Middle East, leveraging Walton's existing brand recognition and cost-competitive advantage.
- **Strengthen Digital Presence:** Invest in robust online platforms and social media marketing to reach a wider customer base, especially younger demographics.

Market Penetration:

- **Pricing Strategies:** Consider market penetration pricing for new product launches to quickly gain market share, while maintaining quality standards.
- **Distribution Network:** Optimize distribution channels, potentially by exploring e-commerce platforms and partnerships with regional retailers, to ensure product accessibility.
- **Focus on Customer Service:** Enhance after-sales support and customer service initiatives to build brand loyalty and improve customer satisfaction.

Operational Efficiency:

- **Supply Chain Optimization:** Improve supply chain efficiency through technological advancements, strategic sourcing, and vendor management to reduce costs and improve lead times.

- **Employee Training and Development:** Invest in continuous training and development programs for employees to enhance skills and foster a culture of innovation and quality.
- **Technology Adoption:** Embrace new technologies like artificial intelligence and automation to optimize production processes and enhance product quality

8.2 Conclusion:

Walton Hi-Tech Industries PLC has made significant contributions to the Bangladeshi economy by creating employment, fostering industrial growth, and promoting "Made in Bangladesh" products. The company's vision of becoming a global brand leader in the electronics and electrical goods industry is ambitious, and its continued focus on innovation, quality, and customer satisfaction is crucial for achieving this goal. The company's success is a testament to the potential of the Bangladeshi manufacturing sector and its ability to compete on a global scale. By implementing the recommended strategies, Walton can further solidify its position as a regional leader and continue its path towards global expansion.

However, based on my research and experiences with Walton employees, I've concluded that the firm's customer service is inefficient and disorganized. Walton is unable to compete with its rivals due to a number of issues. Walton's service isn't the best in the industry, but many of its competitors are. They are quick to respond, service the showrooms, and even come to your house for assistance. In addition, they maintain friendly ties with all of the firm's distributors and sales representatives. They provide bonuses to distributors, as well as occasional presents, and so forth. In this way, the Sales of Walton are lagging behind their competitors. Management and marketing professionals at Walton should be more engaged and proactive. However, if the Walton management takes immediate and imitative actions to address the issues stated above, the organization would undoubtedly be able to achieve the number one position in Bangladesh.

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