Thesis Report
on
Distribution Strategy of Electronics Industry in Bangladesh: A Case Study on Walton Digi-Tech Ltd.

Submitted by:

Md. Toufic Raihan

ID: EMBA2301028018

Major: Marketing

Semester: Spring-2024

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: May 05, 2024

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Submitted to:

Sharmila Sikder

Assistant Professor

Department of Business Administration

Sonargaon University (SU)

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



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Date of Submission: May 05, 2024

Letter of Transmittal

May 05, 2024

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

Subject: Submission of thesis paper.

Dear Madam

With great gratification, I am submitting my research paper titled "**Distribution Strategy of Electronics Industry in Bangladesh: A Case Study on Walton Digi-Tech Ltd**." As per partial accomplishment of the requirements for the EMBA degree of the course code: (BA-5000 Thesis) under the EMBA Marketing program, I have completed the master paper from the Walton Digi-tech industry of Bangladesh. It is an enormous prospect for me to gather vast information and appropriately grasp the subject matter. I found the research 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 Distribution Strategy 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

Md. Toufic Raihan
ID: EMBA2301028018
Major: Marketing
Department of Business Administration
Sonargaon University (SU)

Declaration of Student

This is to notify you that, the thesis paper on "**Distribution Strategy of Electronics Industry in Bangladesh: A Case Study on Walton Digi-Tech Ltd.**" 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 **Sharmila Sikder**, Assistant Professor, 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

Md. Toufic Raihan
ID: EMBA2301028018
Major: Marketing
Department of Business Administration
Sonargaon University (SU)

Certificate of Supervisor

This is to certify that the thesis report "**Distribution Strategy of Electronics Industry in Bangladesh: A Case Study on Walton Digi-Tech Ltd.**" 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 **Md. Toufic Raihan**, bearing ID: EMBA2301028018 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 Allah 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 Walton Digi-Tech Ltd**.** was a great chance for deep learning and prof essional 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 of facial supervisors Asadullah Al Galib Director, Service and Product Development, Walton Digi-tech Limited, and Mr. Kazi Zakyrul Islam, Executive Director, Walton Digi-Tech Ltd**.** for allowing me the role of Assistant Manager, Manager to practice and knowledge generation of after-sales service at Walton Digi-Tech Ltd**.** without those contributions, it would have not been possible for me to conduct this period of work.

Abstract

The work is originated in result of my thesis, which I have done, as a requirement of E MBA program. The environment of the Walton Digi-Tech Ltd. is well and friendly. The staffs and Colleagues are specialized in their respective fields. Each of them works on their own and their id supervised from the top management. The motivation of the staff, I believe comes from the very sense of responsibility. Walton Digi-Tech Ltd. is the largest Electronics Company of Bangladesh. Walton Digi-Tech Ltd**.** follows the rules and regulation prescribed by the Bangladesh Government. The Introductory part starts with overviews of the Electronics industry in Bangladesh as well as the organization Walton Digi-Tech Ltd. itself. I have discussed on various points but actually focus on objective of the study and Shedding some light on the organization's background. The Second part of this report, I have discussed profile of the organization. In this chapter I have discussed on various points but focuses on historical background, Distribution strategy, mission, vision, objectives, and SWOT of Walton Digi-tech Limited Ltd. The Third part of this report, I have discussed on conceptual framework. In this report I mention the findings of my study and describe the recommendations. Some major findings and recommendations are, customer-centric approach, four c's of distribution, development and customization, understanding and differentiations. And the recommendations are continuous training and awareness, enhanced personalization, integration with emerging technologies, adaption in changing customer's needs, promotion of customer advocacy. customer segmentation, automation for efficiency etc. The study concludes by valuable insights into the distribution strategies of Walton Digi-Tech Industries LTD. in the Bangladeshi electronics industry. These findings contribute to the existing body of knowledge on distribution strategy and provide practical findings contribute to the existing body of knowledge on distribution strategy and provide practical recommendation of electronics manufacturers operating in Bangladesh. It is hoped that this research will serve as a valuable resource for industry practitioner, academics, and policymakers interested in understandings and improving the electronics industry in Bangladesh.

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Chapter: 01
Introduction

1.1 Introduction:

Walton is the latest multinational electrical, electronics, automobiles and other appliances brand with one of the largest well-equipped R & D facilities in the world carried out its production through different subsidiaries under the banner of Walton group headquarters in Bangladesh. Walton Digi-Tech Industries Ltd is a sister concern of Walton Group. Today, Walton has a workforce of more than 20000+ in total 22 production bases under 680+ acres of factory area. The capacity of yearly production is 10 million units based on the market demands. Walton is the giant prof sessional manufacturer in the relevant industry and has gained high reputation in terms of its unbeatable capability for producing Electrical and Electronics goods in the most competitive way in aspect of quality, cost, design and innovation.

With the biggest and most advanced R&I facilities, Walton is the first and most well-known, reputable, and renowned Bangladeshi Tech-Giant, Electrical, Electronics, Home, Kitchen, and Electrical Appliances Brand. It possesses a cutting-edge manufacturing facility, widely recognized as being among the best in South Asia and Bangladesh. Walton Digi-Tech Industries Limited began production of desktop computers, laptops, mobile phones, networking devices, monitors, projectors, motherboards, data storage devices, peripherals, wearables, workstations, and tablet PCs in 2018. These are just a few of the products they produce. A company's most precious asset is its people since they have the power to make or break its fortunes. The success of every corporation depends on having the right people in the correct training in today's extremely competitive business environment. The training of an inspection firm is essential to achieving their long-term objectives. The long-term sustainability of every firm relies on efficient human resource planning to ensure that the appropriate number and type of people are empowered every organization requires to put a number of tactics into place. Organizational learning is essential in such situations. It is recommended that the training and development processes undergo a step-by-step strategic assessment since skills scarcity and the rapid spread of new technologies are placing heavy pressure on how businesses carry out post-training activities. It enables the corporation to employ high-performing staff members who enjoy their employment.

Organizations discover and recruit people to fill open positions using recruitment as a strategy. According to work standards, whether a new position or a replacement for an open position is required, the affected section must complete a job application form and get the necessary clearance from the department supervisor before sending it to HR. Recruitment is the process used by businesses to find and recruit candidates to fill unfilled positions. A methodical approach to managing an organization's human assets in a way which gives the industry a competitiveness also described called HR management. It must be created to illustrate a bidder's objectives and purposes by enhancing employee performance. HR concentrates on the supervision of people in businesses, policies, and systems.

In order to replace employees who are starting out or gradually going on, to acquire current skills, and to support future growth, the majority of firms face a constant need to hire modern personnel.

1.2 Origin of the Report:

This thesis paper is the outcome of extensive research conducted on the Distribution Strategy of Electronics Industry in Bangladesh in Bangladesh. The author, having a keen interest in marketing and a passion for the Digi-tech sector, identified the need for a comprehensive analysis of the Distribution Strategy employed by major Digitech manufacturers and importers. The report draws

upon various primary and secondary sources, including interviews with industry experts, market reports, company publications, and academic literature.

1.3 Scope of the Study:

The study will be conducted on "Distribution Strategy of Electronics Industry in Bangladesh in Bangladesh: A Case Study on Walton Digi-Tech Ltd." The report is descriptive. The study covers only various functional areas of Distribution Strategy and focuses on the challenges in Establishing Sustainable Distribution Strategy in the Digi-tech industry of Bangladesh. No attempt is made to perform a detailed analysis of the effectiveness of the department. The findings are strictly based on the information provided by respective personnel and the information gathered from different sources. The concentration is on the facts as discovered.

1.4 Background of the Study:

The Digi-tech industry in Bangladesh has experienced remarkable growth in recent years, driven by factors such as improvement our society and increasing purchasing power of consumers. The entry of both domestic and international manufacturers has intensified competition, leading to a diverse range electronical product available in the market. To gain customer satisfaction, companies need to develop effective Distribution Strategy with consumer preferences and market demands.

1.5 Objectives of the Study:

1.5.1 Broad Objective:

The broad objective of the report is the partial fulfillment of the degree of an Executive Master of Business Administration.

1.5.2 Specific Objectives:

To frame the challenges in adopting an optimum sustainable Distribution Strategy in Bangladesh. The objectives of the study are given below:

- Evaluate the Effectiveness of Current Distribution strategies.
- Explore the integration of advanced technologies in Distribution.
- Analyze the impact of Distribution on customer retention and acquisition.
- Enhance customer satisfaction and loyalty.
- Optimize Customer Engagement and Interactions.
- Data-Driven Decision Making and Personalization.

1.6 Methodology of the Study:

This study is based on secondary data to investigate the Distribution Strategy of Walton Digi-Tech Ltd**.** within the context of the electronics industry in Bangladesh. To enhance the meaningfulness of the report, primary data was gathered through informal interviews with industry experts, including service managers, customer relationship managers, and executives from various companies.

1.6.1 Source of Data:

- **Primary Data:** Primary data was collected through informal interviews with industry experts, including service managers, customer relationship managers, and executives from different companies.
- **Secondary Data:** Secondary data is sourced from company annual reports, industry publications, academic journals, and relevant books. To augment the report's significance, websites and relevant documents were utilized. Secondary data, collected from external sources, includes information related to the company obtained directly from internal and external sources. The sources of secondary data for this report encompass the company's annual report and official website, the companies of facial Facebook page, publications, and various articles on the internet.

1.7 Limitations of the Study:

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:

- The time limit of the report was not sufficient.
- Detailed information was not possible due to regulations and restrictions given by the organization.
- The adoption of the organization takes a lot of time.
- Relevant papers and documents were not enough.

Chapter: 02

Literature Review

2.1 Literature Review:

According to **Kusum L. Ailawadi, Paul W. Farris (2020),** Distribution Strategy refers to the plan or method a company uses to deliver its products or services to customers. It encompasses various decisions regarding the Distribution channels, logistics, and processes involved in getting products from the manufacturer or supplier to the end consumer.

Definition and Components of Distribution Strategy:

A Distribution Strategy encompasses several components that work together to ensure products or services reach customers efficiently and effectively. Here are the key components:

Channel Selection: **According to Charles A. Ingene, James R. Brown, the late Rajiv P. Dant (2019),** Choosing the appropriate Distribution channels through which products or services will be sold. Channels can include direct sales, wholesalers, retailers, distributors, e-commerce platforms, or a combination of these.

Market Coverage: **According to Maureen Guirdham · (1972)**, Determining the extent to which the target market will be covered. This could involve selective Distribution, intensive Distribution, or exclusive Distribution strategies depending on factors such as product type, target market, and competitive landscape.

Distribution Partnerships: **According to Ron Kunitzky · (2010)** Forming strategic partnerships with other companies, distributors, or retailers to extend reach, access new markets, or improve Distribution efficiency. These partnerships can involve co-marketing agreements, joint promotions, or co-branded initiatives.

Logistics and Transportation: **According to Nor Aida Abdul Rahman, T.C. Melewar, Pantea Foroudi · (2024)** Planning the physical movement of products from manufacturing facilities to Distribution centers, and ultimately to the end consumer. This includes decisions regarding transportation modes (e.g., trucking, rail, air, and ocean), inventory management, warehousing, and order fulfillment processes.

Inventory Management: **According to David Frederick Ross · (2015)** Ensuring optimal levels of inventory to meet customer demand while minimizing holding costs and stockouts. This involves forecasting demand, managing reorder points, safety stock levels, and implementing inventory tracking systems.

Customer Service: **According to Christopher Lovelock (2011),** providing excellent customer service throughout the Distribution process to enhance the overall customer experience. This includes aspects such as order tracking, returns management, warranty support, and after-sales service.

E-commerce Strategy: **According to Zheng Qin, Yang Chang, Shundong Li · (2014)** Developing and implementing strategies for selling products or services online. This includes

website design and optimization, digital marketing efforts, online payment processing, and fulfillment capabilities for online orders.

International Distribution: **According to Dr. P.Y. Mishra (2017)** for companies operating in multiple countries, developing an international Distribution Strategy involves addressing additional complexities such as navigating different regulatory environments, customs requirements, currency exchange considerations, and cultural differences.

Channel Management: **According to Russell W. McCalley (1996**) Managing relationships with channel partners to ensure alignment with the overall Distribution strategy. This may involve providing training and support, establishing performance metrics, and resolving conflicts that may arise.

Evaluation and Optimization: **According to Tim Ash, Maura Ginty, Rich Page (2012),** continuously monitoring and evaluating the effectiveness of the Distribution Strategy and adjusting as needed. This could involve analyzing sales data, customer feedback, and market trends to identify areas for improvement and optimization

2.2 Case Study: Walton Digi-Tech Ltd.

This study is on "Factors influencing the sustainable Distribution network designing in an organization: A case study of Walton group". This study aims to get into a critical diagnosis about the key factors. The objective of this case study is to describe sustainable Distribution-designing network of Walton.

In depth, investigation of Distribution network designing of Walton with the help of my case study and analyze relevant theoretical concepts from various sources. The purpose of the case study is to help in bringing the understanding difficult issues that can extend experience or add strength to the existing knowledge through previous investigations.

Also, this case study focusses on the location of manufacturing operations, the number and location of Distribution centers and the re -configuration of the company's customer base (mass merchants, department stores, specialty retailers and online businesses) and showing the comparison with SINGER Bangladesh in terms of networking system.

Chapter: 03
Organizational Profile

3.1 History of Walton

With a few of the largest and best-equipped R&I facilities in the era, Walton is a new international company that manufactures appliances, electronics, cars, and other electrical goods through a number of subsidiaries that operate under the Walton group headquarters in Bangladesh. Walton currently employs more than 30000 people across 22 production bases spread across 700+ acres of plant space. Based on market need, there can be 10 million units produced annually.

A strong position for providing Electrical & Electronics items that are as comparable as possible in terms of product quality, pricing, style, and creation has already been articulated by Walton, the biggest commercial manufacturers in the industry. The Walton is a multidimensional firm including it headquarter in Dhaka, the country's capital. It's just a component of the diligence of the R.B Group. The R.B. Group is affiliated with Walton Family. The Walton Electronics, Motors, Mobile, Vehicles, and other businesses that deal with products related to deliveries are part of the Group. The Walton Group innovated in 1977. S.M. Nazrul Islam appointed as the first chairman. It too began life as a trading enterprise.

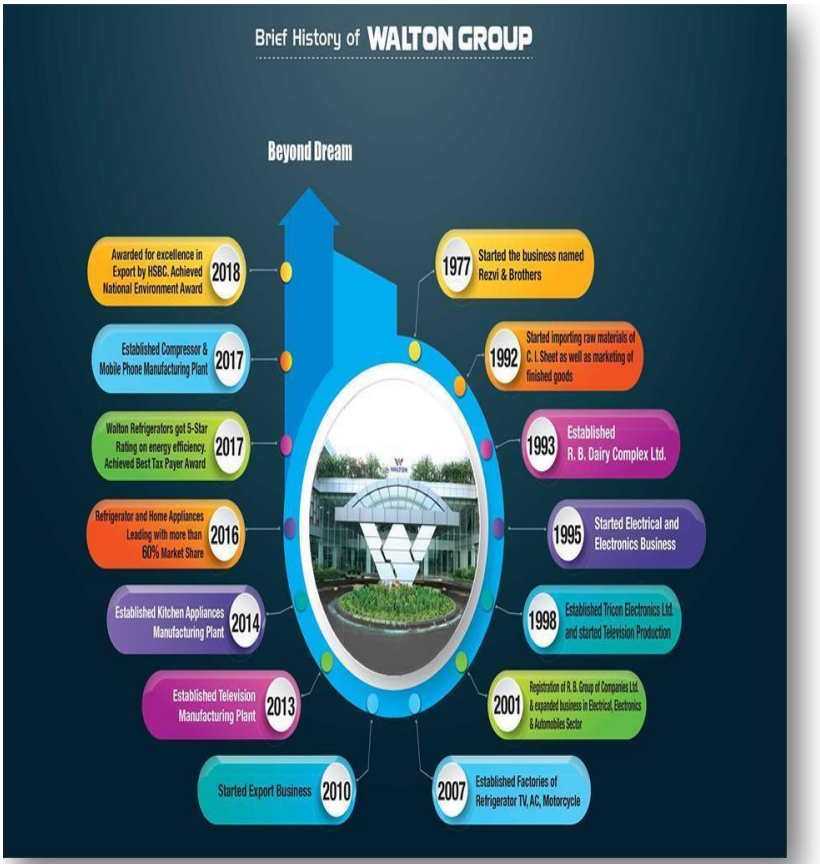
Walton has entered the electrical outfit business in the manufacture of electrical and electronic products. After also, Walton expanded into different sectors. In addition, in the late1970s, Walton began working in the sword sector and the electronics and automotive assiduity in the early 2000s. As a result, this diversified business expansion will drive Walton's growth in Bangladesh. In addition, since 2000, Walton has diversified into electronic bias and buses. This expansion has come a major source of income for the company. S.M Nazrul Islam is the author of Walton Group. Nazrul started his career as a small businessman. After the independence, he started a separate business. In 1977, he innovated a new company named after his eldest son S.M Nurul Alam Rezvi called Rezvi & Sisters, shortened as R.B. Group. At that time, they used to import boxes.

After S.M. Nazrul Islam's demise in 2017, his eldest son S.M. Nurul Alam Rezvi succeeded him as firm president. Walton opened the nation's only first compressors production facility during April 2017. With inauguration of the plant, Bangladesh has grown rapidly to become the eighth-largest

producer of compressors in Asia and the world, respectively.

Walton will introduce the first ever laptop manufacturing factory around January 2018. The initial Bangladeshi company to ever export locally built computers to Nigeria did so at the same time. Walton began selling handsets to the United States as a renowned American brand's original Bangladeshi outfit producer in February 2020. Contract manufacturing is the term used to describe this kind of product. To produce 4.8 million compressors annually, Walton purchases three European brands in

April 2022. Italia Wanbao-two ACC's other brands, Zanussi Electromechanics (ZEM) and Verticutter (VOE), have been acquired by Walton Hi-Tech Industries PLC. The renowned three European electronics companies and their production facility, together with a trademark, patent, design, and software, were purchased by the Bangladeshi electronics behemoth during a 50-year period. Walton is now on track to have a significant presence in European nations after purchasing the Italia Wanbao-ACC compressor brand, which has been around for more than 50 years.



3.2 Vision

Walton has set a milestone to become the highest exporting Bangladeshi Tech-Giant in the field of E'E and establish itself as an influential Global Brand within 2022. The company is intensively working towards becoming one of the World’s Top 5 Brands within 2030.

3.3 Mission

- Walton envisions building a more advanced, sustainable and
- Environment-friendly society through the combination of advanced technologies
- Industry-leading expertise.
- Customer expectations.
- Walton has gained a high reputation in terms of its unbeatable capability to produce Electrical ' Electronics (E'E) products most competitively in aspect of quality, cost, design, innovation, extensive market coverage.
- Last but not the least, the prompt after-sales services.

3.4 Hierarchy of Walton



3.5 Overview of Walton

Type: Public Limited Company
Traded as DSE: WALTONHIL **CSE**: WALTONHIL
Industry: Telecommunications, Consumer Electronics, Information technology, Smartphones, Electronics

Corporate Office:

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

Headquarters:

Kaliakair, Gazipur, Bangladesh

Area served: Worldwide

Services: Electronics manufacturing services

Revenue: IncreaseUS$867 million (2023)
Net income: IncreaseUS$327 million (2023)
Total assets: IncreaseUS$1.58 billion (2023)
Total equity: IncreaseUS$1.09 billion (2023)
Number of employees: 30,000+
Subsidiaries: Walton Motors, Walton Micro-Tech Corporation
Website: waltonbd.com

3.6 Products of Walton

Refrigerator & Freezer

Walton Ultra Cold Fridges have 100 % condensers and Nanotechnologies. Because of the range of products, they provide, as well as their design, color scheme, and visual appeal, Walton refrigerators provide the most upscale appearance. From their broad list of attributes, you could choose the commodities without convenience. The following characteristics help Walton freezers look sophisticated.

- Walton freezers have an innovative display facility
- Smart coolers with artificial intelligence
- Certain fridge is equipped with a large storage system
- True tempered glass doors
- Nutrient LED light technology
- Five-star ratings for Walton refrigerators
- A super cool mode





Television

Walton is Bangladesh's most popular electrical brand. This original business has been around for a long time and has always done its stylish to deliver effects that are both useful and respectable for its guests. They produce LED boxes that are energy-effective, fashionable, elegant, and long- lasting. People choose to watch Walton's LED television because of its high quality. Walton manufactures the loftiest- quality boxes in Bangladesh, which are erected to last. Walton goods have constantly entered positive feedback and referrals from guests. They're Bangladesh's major TV business. Client backing is handed 24 hours a day, seven days a week at Walton. Their client care representatives are always willing to help. They expedite the delivery of the wares across the country. They can confirm your order and stay for it to be delivered to your home. Credit and dis-benefit cards are accepted, as well as mobile banking and cash on delivery.



 Air Conditioner

Intelligent Inverter: Because of its variable-speed compressor, the inverter is by far the most energy-efficient air conditioner. When compared to a fixed-speed air conditioner, it is more accessible less expensive, and easier to operate and it is better for the environment. The power generation is modified by the intelligent inverter technology. In addition to complying with the design temperature this same intelligent inverter ac diminishes. Its electrical output whenever the specific limit is exceeded requiring lesser energy.

It has a daylight detection system that can switch to solar-powered battery charging.

- The ingenious inverter switches to electric charging when natural lighting is insufficient
- When the battery is running low, it is powered by electricity to be charged

Twin fold Inverter: Walton offers split-type air conditioners that are environmentally friendly and give your family clean, hygienic air. You can conserve energy by using our twin-fold inverter technology and its smart control on your smart phone. Air can move in four directions thanks to the horizontal and vertical swing features of the Walton twin-fold inverter air conditioners and the room will be comfortably cool throughout.

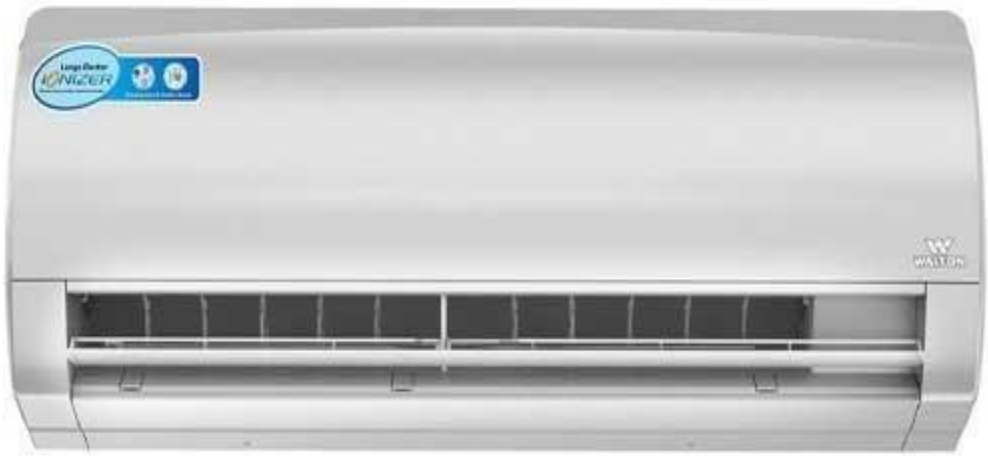
- When operating at full capacity, a double-fold inverter system is more stable because the rotors rotate at a 180-degree angle
- Which results in fewer vibrations and less noise
- A quicker cooling time is an additional benefit of precision temperature control in

response to an external demand the rotor speed is changed

Ionizer: The most efficient advanced technology containing is the ionized, a type of extra filter. Ions are emitted by the Cold Plasma ionizer, which purifies the air and lessens odors in the area. For the local market, "Walton," the biggest electronics producer in the country, has unveiled a new kind of air conditioning system that utilizes Air cleaning technique. By removing toxins, smoke, bacteria, and odors. The most recent version of Walton's air conditioner will guarantee clean, hygienic air throughout the area.

- A collapse is less likely to occur
- It is inexpensive
- Using a low decibel setting
- Reduced operating expenses
- Improved warranty terms
- Changes in weather patterns are less likely to result in issues
- The home's cooling needs are less responsive to changes
- The compressor doesn't require manual starting or stopping.

Currently, split-type cooling systems appear in a number of configurations, each of these adapted to a diverse house or apartment. They have quite a BTU (British thermal unit) or weight mechanism that determines how efficiently an air compressor could cool or heat a unit. It will be convenient to pick the appropriate air conditioning capacity for your apartment. For separated cooling systems assembled on walls, there seem to be various different based products and services systems available: 1 ton, 1.5 ton, and 2 tons.





Wāshing Machine

Walton provides premium washing machines of a good caliber. There is a large selection of options. Because they only sell original stuff.

- Every Walton washing machine includes a completely tempered glass cover with captivating patterns on it
- The Walton washing machine's whole body is made of plastic, thus exposure to water and air won't cause any rusting
- The washing machines also have antibacterial qualities, which means that fewer bacteria will spread to our clothing and that it will remain in pristine condition
- We can rely on Walton Washing Machines if we need to wash a lot of garments at once since they have extremely large washing capacity
- The fantastic added function called fabric care wash that Walton washing machines

have taken care of your clothes by being gentle with them, extending the life of your clothing

- Walton washing machines include efficient air-dry technology, allowing the goods to utilize the wind's natural power to dry clothing more quickly.



Kitchen Appliances

Modern family kitchen equipment includes a wide variety of equipment. Every kitchen appliance, including the stove and dishwasher, is up for inspection. According to industrial history, one of the largest markets is for home and kitchen appliances. We may get full sets of them to match the style of our kitchen. They work well for cleaning and cooking.

Walton assesses and ensures that all product developments are manufactured in high performing, technologically advanced manufacturing facilities in accordance to consumer demands and ambitions.

Some of Walton's essential culinary tools for daily usage include the following:

Fry pan with Glass lid

1) Environmentally friendly FDA-approved Oil-saving 3-layer non - stick covering that is free of PFOA, LEAD, & cadmium, up to 60%
2) Easy to clean
3) Dishwasher and oven safe up to 302°F (150°C)
4) A recyclable object
5) Maintaining a calm demeanor when battling hot temps Handle made of Bakelite
6) Long-lasting and temperature-resistant Lid, Tempered Glass

Casserole Pan

1) Prevents environmental damage OIL Could save UP TO 60% PFOA, LEAD, and CADMIUM-FREE 3 LAYER NON-STICK Paint FDA Registered
2) Simple to recycle
3) Dishwasher and oven safe up to 302°F (150°C).
4) Recycled products
5) High Temperature Resistance Stay Cool with Baked-In Ergonomic Handle
6) Long-lasting and resistant to extreme temperatures Durable Glass Lid

Tawa Pan

1) Environmentally friendly FDA-approved Oil-saving 3-layer non - stick covering that is free of PFOA, LEAD, & cadmium, up to 60%
2) Easy to clean
3) Dishwasher and oven safe up to 302°F (150°C)
4) A recyclable object
5) Maintaining a calm demeanor when battling hot temps Handle made of Bakelite

Wok Pan

1) Environmentally friendly FDA-approved Oil-saving 3-layer non - stick covering that is free of PFOA, LEAD, & cadmium, up to 60%
2) Easy to clean
3) Dishwasher and oven safe up to 302°F (150°C)
4) A recyclable object
5) Maintaining a calm demeanor when battling hot temps Handle made of Bakelite

Pizza Pan

1) Environmentally friendly FDA-approved Oil-saving 3-layer non - stick covering that is free of PFOA, LEAD, & cadmium, up to 60%
2) Easy to clean

3) Dishwasher and oven safe up to 302°F (150°C)

4) A recyclable object

5) Maintaining a calm demeanor when battling hot temps Handle made of Bakelite

- **Milk Pan**

1) Environmentally friendly FDA-approved Oil-saving 3-layer non - stick covering that is free of PFOA, LEAD, & cadmium, up to 60%

2) Easy to clean

3) Dishwasher and oven safe up to 302°F (150°C)

4) A recyclable object

5) Maintaining a calm demeanor when battling hot temps Handle made of Bakelite 6)

Long-lasting and temperature-resistant Lid, Tempered Glass

- **Combo Cookware**

1) Walton offers a selection of nonstick cookware with ceramic and PTFE coatings at reasonable prices. Production methods utilized to create Walton Cookware include die casting and forming.

2) Cookware equipped with an induction base may be used with an induction cooker. When using induction cookware, conventional cooktops are compatible.

3) A variety of colors are offered. Cooking with less oil is perfect because to the nonstick cookware's useful surface.

4) Environmentally friendly FDA-approved Oil-saving 3-layer non - stick covering that is free of PFOA, LEAD, & cadmium, up to 60%

5) Easy to clean

6) Dishwasher and oven safe up to 302°F (150°C)

7) A recyclable object

8) Maintaining a calm demeanor when battling hot temps Handle made of Bakelite 9) Long-lasting and temperature-resistant Lid, Tempered Glass



Electrical Accessories

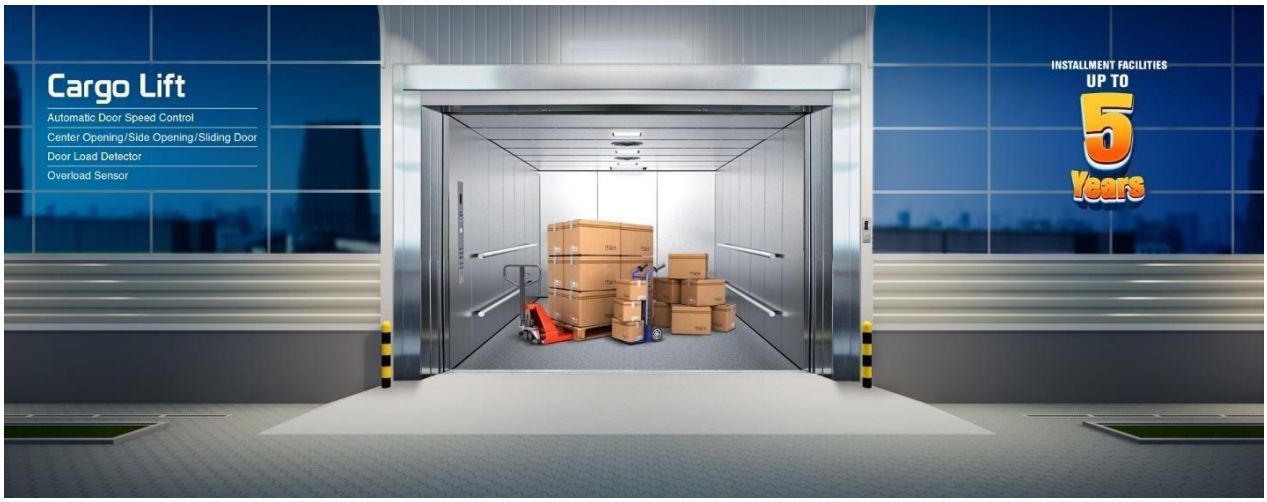
Walton's main electrical accessories include holders, ceiling roses, capacitors, led lights, extension sockets, smart switches, piano switches, circuit breakers, DB boxes, fan hook boxes, and piano switches.



□ Elevator

In 2014, Walton decided to build the first elevators of this kind in Bangladesh. Since then, Walton has put more than $500 million into BDT's infrastructure, state-of -the-art research and development facilities, and the installation of the most advanced high-precision equipment available. To raise the caliber of Walton elevators to a world-class level, more than 50 technically proficient engineers, designers, and technicians are working together. Walton is the most well-known electronics manufacturer in Bangladesh, and its goods are always of the highest caliber. Cargo and passenger elevators are the two types of elevators they mostly offer.





- **Passenger Elevator:** The maximum weight limit for passenger elevators is 10,000 pounds. Most of them have a capacity of between 2,500 and 5,000 pounds. Depending on the kind of building, certain elevators will need specific features, such as room to transport stretchers in a hospital. Walton provides a reasonably priced, elegant, secure, and technologically advanced conventional elevator that runs smoothly. Customers now have a quieter and more pleasant journey thanks to improved operation of the Walton Passenger Elevator.

- **Cargo Elevator:** Cargo elevators generally have lifting capacities between 2300 and 4500 kg since they are bigger and can support greater loads than consumer lifts. Especially, to avoid destruction during the both loading and unloading, commercial lifts of ten include strong inside coatings and manually controlled doors. All such lifts are designed to survive that difficulty of transferring heavy loads because it might be difficult.

The Walton freight elevator is an excellent example of a platform that successfully blends cutting-edge technology, well-designed modules, premium materials, and useful safety features to provide a durable, high-quality asset. These elevators are available in a number of setups to handle a variety of weights, from light freight to heavy loads. Included are a sliding/center opening/side opening door, an overload sensor, automated door speed control, and a door load detector.

Industrial Solutions

Manufacturing industries are support products intended being used by a company, such as a store or service organization, as opposed to commodities for personal human needs. For a number of logistical and business-related reasons, industrial objects are routinely acquired, and their use requires a certain level of expertise. The three components of industries are listed below.

- **Capital items:** Even though resources support an industrialized commodity's production capabilities, machinery and equipment somehow doesn't form part of the finished product. Capital equipment includes factories, permanent equipment like generators, and auxiliary equipment like copiers, calculators, and other business of face supplies.

- **Materials and parts:** When a physical product is processed or blended from raw resources, such as livestock, wood, textiles, or food, a new physical one is produced. Raw materials also refer to agricultural products used in the mass manufacture of food, such as produce. Industrial clients are given component components like wheels, gears, or wires to integrate into final products.

- **Business services and supplies:** Maintenance supplies are commodities that sustain a company's operation, making them the corporate equivalent of a consumer convenience good like printer ink or repair tools. Industrial services could comprise immaterial goods like legal counsel and fundamental equipment upkeep.

- **Generators:** A quality Walton product eases our concerns and protects us from regular power outages. The electronics and other gadgets in our homes, businesses, and workplaces depend on Walton generators to provide a smooth and simple power supply.



- **Home Appliances:**

 Microwave

The Walton microwave oven is the ideal product for Bangladesh since it has three model variations and employs a special set of parts. For a low price, you may choose a microwave oven from Walton's third variation that combines the advantages of a conventional oven in addition to its microwave functionality.

The following are some of the advantages of using a Walton microwave oven:

1) Cooking time is reduced
2) Saves time by cooking more effectively
3) The power levels may be changed to meet your requirements
4) The door is made of heat-resistant tempered glass, which reduces the risk of getting burned
5) It comes with an interior nonstick coating that makes spill cleaning simple 6) A lot of features and services at a reasonable cost

- **Blender**

For a home cook, buying a kitchen appliance—especially one as often used as a blender—is a big step. It does not help that mixer available in a broad variety of sizes, speed, & strengths.

1) Walton blenders include a 4-in-1 feature that enables you to utilize one product for a variety of purposes

2) They make use of food-grade plastic, which does not contaminate the food

3) Offers a variety of power options that let users adjust the speed to suit their tastes

4) This fantastic stainless-steel blade makes chopping a snap

5) It has an overheating prevention device that stops the appliances engine from overheating and malfunctioning

6) The product's fourth container, the meat cutter, is also a terrific addition to the WBL-12M330. This will help to ensure that your fresh fruits and vegetables are not contaminated by bacteria from raw meat. Additionally, the meat chopper includes a stainless-steel blade made specifically for chopping meat

7) Walton provides a 12-month EMI plan for purchases exceeding BDT 10,000, so you won't have to worry about burning a hole in your wallet

8) The blenders are backed by a strong, secure guarantee for up to a year

- **Walton Electric Kettle**

Everything that we require to boil—including water, tea, coffee, cappuccino, or a variety of other beverages—can be swiftly done with the Walton Electric Kettle.

The stainless-steel facet of the Walton kettle ensures rapid boiling and cleaning. We don't run any danger at all.

1) It features a lovely, cool-touching double-layer body

2) Materials fit for food that is healthier

3) Quick boiling activities

4) The outside housing is made of plastic, while the interior is constructed of stainless steel.

5) The LED light shows if the device is powered on

6) Anti-scan prevention

7) Cordless electric kettle with a 360-degree rotatable base

8) High-performance heating component

9) An underground heating element

10) A timer and weight jog dial

11) Stainless panel and silver pull door

12) Avoiding overheating

13) A signal lights

14) Slight boil



 Laptop

Walton has officially announced a multitude of laptops to go along with our range of availability. It provides a diversified diversity of grab from based on user's requirements, whether it's for distinctive or of facially recognized usage. Our computers are equipped with all the functionality you'll need to maximize each moment of pleasure we provide. They have the flexibility, thinness, and battery life we need to complete all of our work on schedule. In its warehouse, Walton has five different laptop series. Laptops marked with a marking Made in Bangladesh products are produced at Walton's cutting-edge installation facility.

Four laptop models — Prelude, Passion, Tamarind, and Karonda Series — were Walton's original offerings. With these four new laptops, there are presently 21 kinds of Walton laptops available, according to the product director of Walton Computer. Depending on their budget, people can buy these laptops with distinctive features and configurations at a variety of pricing points. According to the plans and points of the Deputy Managing Director of Walton Computer Project, the Prelude and Passion series target guests who are

scholars and immature people of the country. These Prelude and Passion series of laptops are made for the use of studies and allowed for shops, designs, and entertainment.

These laptops are slim and handy and the Passion series of laptops have"15.6" bigger screen with a numeric pad in the keyboard so that the addicts can fluently serve asked purposes for studies or sanctioned shops and can fluently carry their laptops in their laptop bags with great portability as and always handed by Walton.

So, these are budget-friendly laptops for home and sanctioned uses. Walton Tamarind's series of laptops are especially designed for administrative officers, university preceptors, and scholars to serve their common purposes. This series of tablets principally focuses on satiny metallic design, feather light designs integrated with bottommost-fast SSD, RAM, and long battery life to ensure a great experience.

This Tamarind series of laptops allows guests to complete their regular tasks easily similar to, donations, assignments, programming, web development, designs, etc. The Karonda and Waxjambu series of laptops with erected- in high- performance GPU is especially designed for graphic contrivers, content editors, and gamers. Equipped with a bottommost CPU, GPU, RAM, and SSD, these laptops have swish performance above all in terms of speed and trust capability to perform in every type of plant, icing the swish of the guests.

The bottommost generations of Intel Core processors with GPU from NVidia ensure the extreme performance of this series of laptops.

Freelancers can use Walton laptops for their nonstop dispatches and complete their quotidian tasks with ease.

With its installation, Walton Digi- Tech predicated in Gazipur, Dhaka Division, and Bangladesh, Walton manufactures a variety of modern, largely optimized laptops and 2- in- 1 Tablet PCs every day at low and accessible costs.

The thing of the Walton Computer Project is to offer the swish laptops available in Bangladesh's technology sector at competitively lower rates. All of Walton’s laptops are made with motherboards, SSD cards, RAM, keyboards, and display panels. To guarantee quick performance and satisfy client demands, the most recent processors from both Intel and AMD are being employed. Walton Offers options to choose from its gaming laptops packed with NVidia devoted plates for the swish plate’s performance.

To present high- quality HD and FHD vids on its laptops and hence guarantee a fluid viewing experience, Walton uses both IPS and TN display panels. This laptop's main storage device, an SSD, ensures hastily data recovery and storage times, enhancing overall performance. The maturity of the Walton laptop series models features an expandable RAM niche, furnishing the topmost RAM expandability. In Bangladesh, Walton has shaped its laptop prices to give guests with the most cost-effective laptops possible.

The Walton Tamarind EX10 Pro and Walton Tamarind MX11 are two of the most recent laptop models in the Tamarind line. With prices ranging from BDT, 000 to, 000, the Walton Tamarind series Offers business- class laptops with high configurations and luxury designs. Using these laptops gives you a decoration experience and largely quick performance.

The" CRORE TAKA EDUCATION SCHOLARSHIP" program for scholars at sodalities and institutions across Bangladesh regarding the Covid- 19 epidemic issue was recently declared and started by Walton Computer Project. Scholars who buy laptops, desktop computers, each- by- one computers, and 2- in- 1 tablet PCs have a 12- month installment option with 0 interest. Guests can buy laptops and desktops from Walton with just a 20 down payment and a 12- month installment plan. To deliver quick and top- notch after- deals care, Walton maintains a vast service network across the nation.

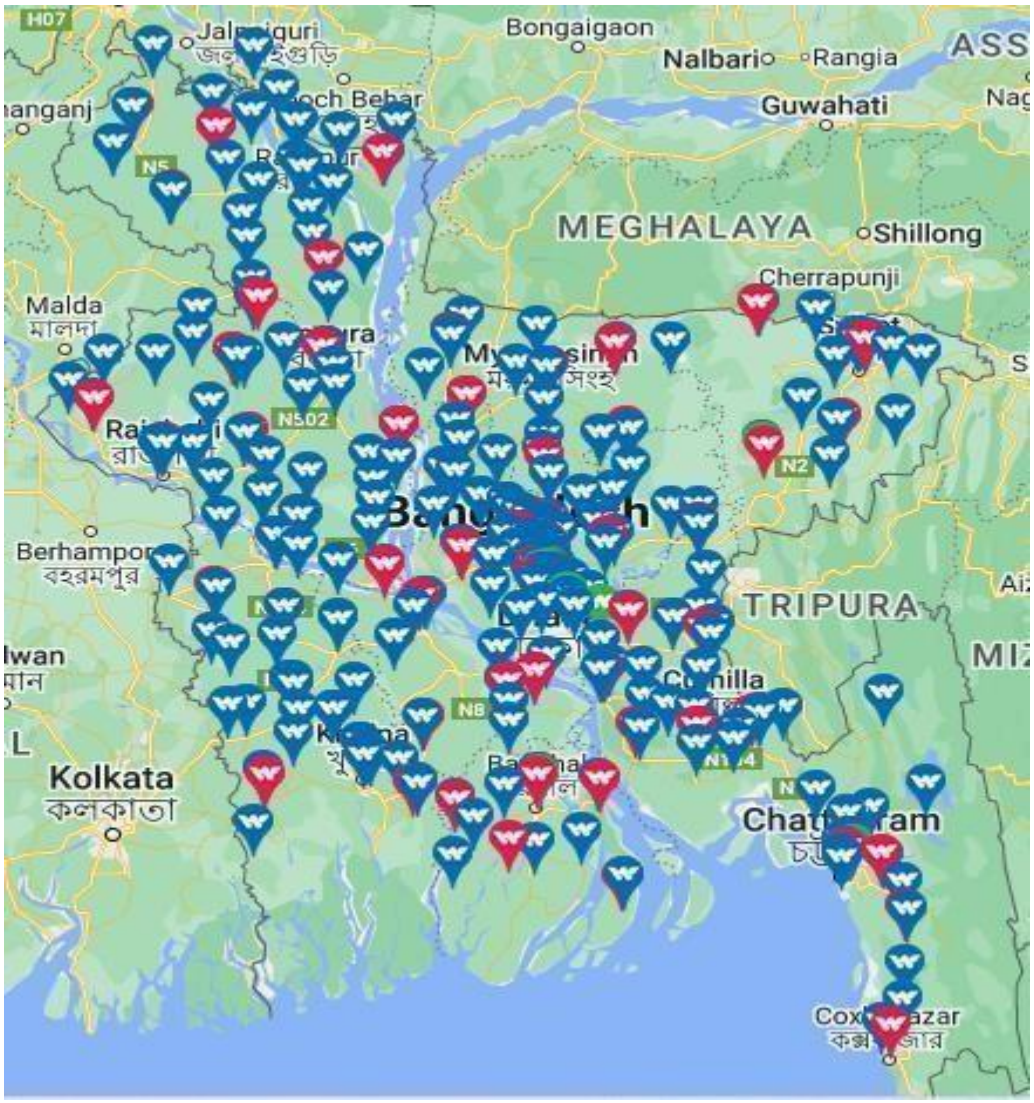
Walton pledges to offer Bangladesh's top electronics products. The topmost affordable laptops, desktops, each- by- one PCs, spectators, keyboards, mice, routers, pen drives, memory cards, digital bias, etc. are available from this company. Walton Computer Project's operation is putting a lot of trouble into converting Bangladesh's IT business.

Walton’s thing is to come one of the top 5 brands in the world by 2030 by excelling in the IT sector.





3.7 Walton's Showroom



3.8 Factory of Walton

Mainly, Walton become a worldwide company that manufactures electrical items, electronics, cars, and other commodities. It maintains one of the best-equipped and largest research and development facilities throughout the world. On 700 acres of manufacturing space, it currently employs over 30,000 people across 22 production locations. Based on market demand, its annual manufacturing capacity is 10 million units.



3.9 Import / Export of Walton

With a global presence in more than 20 countries, WALTON has made history as the top exporting Bangladeshi business in the electronics sector.

In the markets of India, Nepal, Bhutan, Myanmar, the Maldives, the United Arab Emirates, Qatar, Nigeria, and West Africa, our operations are in full swing. The markets of Australia, Europe, the United States, South Africa, Singapore, Poland, Romania, Saudi Arabia, Sri Lanka, and the CIS Countries are already being penetrated by our company.

We have received a number of honors, both national and international, in recognition of our contribution to serving the worldwide markets. These awards recognize our commitment, knowledge, and creativity to meet international standards.

Some of the most recent awards are The Asia Best Employer Brand Awards 2015, The Golden Globe Tiger Award 2015 for Excellence & Leadership Brand, and the DHL-The Daily Star Bangladesh 15th Business Award 2014 for Best Enterprise in Bangladesh.

WALTON has always needed to maintain a 100% compliance rate to keep its position solid and enduring. The company has successfully implemented extensive occupational health and safety management systems, as a result of which the Refrigerators & Air Conditioner Division has been accredited under ISO 14001:2004, the ISO 9001:2008 standard, and the OHSAS 18001:2007 Certificate. The business has successfully completed the necessary requirements for worldwide export. For its continuous international operations, WALTON keeps representative offices in the USA, China, Thailand, Nepal, Qatar, and other countries.

3.10 CSR of Walton

Better Bangladesh Hereafter, a sustainable campaign of Walton Hi-Tech Industries PLC, aspires for effective and comprehensive conduct for a sustainable Bangladesh Hereafter. Although Bangladesh has made great strides toward meeting the Sustainable Development Goals of the United Nations, this WALTON-supported effort will collaborate with the People's Republic of Bangladesh's administration to advance that purpose and encourage sustainable growth. However, the United Nation's objectives to encourage sustainable conduct are not new, Mr. Golam Murshed of Walton High-Tech PLC, the nation's youngest managing director and CEO, has found comfort in these goals. While artificial invention has been driving product growth and generating profitable liberation, with his vision of giving commodity back to the country every day, Better Bangladesh hereafter is the action to suppose about invention in a further focused way about the vestiges and drive programs that produce practicable enterprise for sustainability across the country. Better Bangladesh hereafter is his concoction to base that vision of sustainability into conduct, while aiming for hookups and collaborations for the pretensions all the while maintaining innovative brilliance and superior life for the people in this country. Inspiring positivity and structure mindfulness to let everyone live in peace is the main thing of Better Bangladesh Tomorrow. As much as responsible consumption and product cycles go, our sustainable practices in the assiduity will be more focused in order to achieve reflective growth in terms of people, poverty and hookups to drive policy position changes towards a better future for everyone under the flag of red and green. With Better Bangladesh hereafter we aim to drive sustainable practices from being a responsibility to an act of good passions commodity that will be comfortable to be put in practice.



Chapter: 04
Distribution Strategy of Walton Digi- Tech Ltd.

4.1 Distribution Strategy:

Distribution Strategy refers to the plan or method a company uses to deliver its products or services to customers. It encompasses various decisions regarding the Distribution channels, logistics, and processes involved in getting products from the manufacturer or supplier to the end consumer.

4.2 Types of Distribution Strategy:

Distribution strategies can vary based on factors such as the nature of the product or service, target market, competitive landscape, and company objectives. Here are some common types of Distribution strategies:

- **Intensive** Distribution: This strategy involves making a product available in as many retail outlets as possible. It is often used for convenience products like snacks, beverages, or household items where widespread availability is important. Manufacturers work with a large number of retailers to maximize market coverage.
- **Selective** Distribution: Selective Distribution involves selling products through a limited number of carefully chosen retailers or distributors. This strategy is common for products that require special handling, have specific customer requirements, or target niche markets. It allows manufacturers to maintain greater control over the brand image and customer experience.
- **Exclusive** Distribution: Exclusive Distribution involves granting exclusive rights to a single distributor or retailer to sell a product in a particular geographic area or market segment. This strategy is often used for luxury brands, high-end products, or specialized equipment. It can help maintain brand exclusivity and provide a unique selling proposition for the chosen distributor.
- **Direct** Distribution: In a direct Distribution strategy, the manufacturer sells products directly to consumers without intermediaries such as wholesalers or retailers. This can be done through company-owned retail stores, e-commerce websites, or direct sales representatives. Direct Distribution gives manufacturers greater control over pricing, branding, and customer relationships.
- **Indirect** Distribution: Indirect Distribution involves using intermediaries such as wholesalers**,** distributors, or retailers to sell products to end consumers. Manufacturers rely on these intermediaries to reach a wider customer base and handle tasks such as inventory management, order fulfillment, and customer support. Indirect Distribution can help reduce costs and expand market reach.
- **Online** Distribution: With the rise of e-commerce, many companies adopt online Distribution strategies to sell products through digital channels. This can involve selling through company-owned websites, third-party e-commerce platforms like Amazon or eBay, or partnering with online

retailers. Online Distribution Offers the advantage of reaching a global audience and catering to the growing trend of online shopping.

- **Dual** Distribution: Dual Distribution involves using multiple Distribution channels to reach different customer segments or geographic markets simultaneously. For example, a company may sell its products through both traditional retail stores and online channels. Dual Distribution allows companies to leverage the strengths of each channel and maximize market coverage.

4.3 Distribution in the B2B market:

Distribution in the business-to-business (B2B) market involves the movement of products or services from manufacturers or suppliers to other businesses that will use, resell, or further distribute them. B2B Distribution channels can be complex and may involve multiple intermediaries. Here are some key aspects of Distribution in the B2B market:

- **Direct Sales:** Many B2B companies sell their products or services directly to other businesses without intermediaries. This can involve a sales team that identifies and targets potential customers, negotiates contracts, and manages ongoing relationships. Direct sales are common for high-value or complex products that require customization or consultation.
- **Distributors and Wholesalers**: Distributors and wholesalers play a significant role in B2B Distribution by purchasing products in bulk from manufacturers and selling them to retailers, contractors, or other businesses. They often provide value-added services such as warehousing, inventory management, order fulfillment, and logistics.
- **Value-Added Resellers (VARs):** VARs are businesses that purchase products from manufacturers**,** add value through customization, integration, or bundling with other products, and then resell them to end customers. VARs may specialize in specific industries or product categories and of ten provide expertise, technical support, and implementation services to customers.
- **Original Equipment Manufacturers (OEMs):** OEMs manufacture components or parts that are incorporated into finished products by other companies. They typically sell their products to other manufacturers or assembly companies rather than directly to end customers. OEMs may use distributors or sales representatives to reach their target markets.
- **Sales Representatives and Agents**: Manufacturers may engage independent sales representatives or sales agents to promote and sell their products to businesses in specific geographic regions or industries. These representatives work on commission and act as intermediaries between manufacturers and customers, facilitating sales transactions and providing market insights.
- **E-commerce Platforms**: B2B companies increasingly use e-commerce platforms to facilitate online sales and streamline procurement processes. These platforms allow businesses to browse product catalogs, place orders, track shipments, and manage accounts online. E-commerce platforms may be operated by manufacturers, distributors, or third-party providers.
- **Supply Chain Partnerships**: Collaboration and partnership between businesses along the supply chain are essential in B2B Distribution. This can involve forming strategic alliances, joint

ventures, or supply chain partnerships to improve efficiency, reduce costs, and enhance value for customers. Collaborative initiatives may include sharing resources, technology, and market intelligence.

- **Customized** Distribution **Solutions**: B2B companies often require customized Distribution solutions tailored to their unique needs and requirements. This may involve implementing specialized logistics, inventory management systems, and order fulfillment processes to meet customer demands efficiently. Customized Distribution solutions can help businesses differentiate themselves and gain a competitive advantage in the market.

4.4 Distribution Strategy Influencing Factor:

Several factors influence the choice and effectiveness of a Distribution strategy. Here are some key factors:

- **Nature** of **Product or Service:** The characteristics of the product or service, such as its complexity, perishability, value, and size, can influence the Distribution strategy. For example, highly technical products may require direct sales and specialized support, while perishable goods may need fast and efficient Distribution channels.
- **Target Market**: Understanding the needs, preferences, and behaviors of the target market is crucial in determining the appropriate Distribution strategy. Factors such as geographic location, demographics, buying habits, and industry trends can influence channel selection and market coverage.
- **Competitive Landscape**: Analyzing the competitive environment and the Distribution strategies of competitors can provide insights into opportunities and threats in the market. Companies may need to differentiate their Distribution approach to gain a competitive edge or respond to changes in the market.
- **Company Resources and Capabilities**: The resources, capabilities, and infrastructure available to the company can impact its Distribution strategy. Factors such as financial resources, logistics capabilities, technological infrastructure, and human resources influence the feasibility and effectiveness of different Distribution channels and processes.
- **Regulatory Environment**: Legal and regulatory factors, such as trade policies, product regulations, customs requirements, and industry standards, can influence Distribution decisions. Companies need to ensure compliance with relevant laws and regulations when developing and implementing Distribution strategies, especially in international markets.
- **Economic Factors:** Economic conditions, including GDP growth, inflation rates, exchange rates, and consumer purchasing power, can affect Distribution channels, pricing strategies, and market demand. Companies may need to adjust their Distribution strategies in response to economic fluctuations and market conditions.
- **Technological Advancements**: Rapid advancements in technology, such as e-commerce platforms, mobile applications, digital marketing tools, and supply chain management systems, have transformed Distribution strategies and capabilities. Companies need to leverage technology effectively to optimize Distribution processes, enhance customer experience, and stay competitive in the market.

- **Channel Partner Relationships**: The availability and quality of relationships with channel partners, such as distributors, wholesalers, retailers, and online marketplaces, can influence Distribution Strategy effectiveness. Strong partnerships built on trust, communication, and mutual value creation are essential for successful Distribution channel management.
- **Consumer Preferences and Trends**: Understanding consumer preferences, purchasing behavior, and market trends is critical in shaping Distribution strategies. Factors such as the shift towards online shopping, demand for personalized experiences, and sustainability concerns can drive changes in Distribution channels and processes.
- **Scalability and Flexibility**: Distribution strategies should be scalable and flexible to accommodate business growth, market expansion, and changes in customer needs. Companies need to continuously evaluate and adapt their Distribution approaches to stay agile and responsive in dynamic market environments.

4.5 Distribution Strategy's Essential Elements:

The essential elements of a Distribution Strategy encompass various components that collectively determine how products or services will be delivered to customers. Here are the key elements:

- Channel Selection
- Market Coverage
- Distribution Partnerships
- Logistics and Transportation
- Inventory Management
- Customer Service
- E-commerce Strategy
- International Distribution
- Channel Management
- Evaluation and Optimization

4.6 Software for Distribution Strategy:

Several software solutions can assist businesses in managing and optimizing their Distribution strategies. Here are some types of software commonly used for Distribution strategy:

- **Enterprise Resource Planning (ERP) Systems:** ERP systems integrate various business processes, including inventory management, order processing, procurement, and logistics, into a centralized platform. ERP software helps businesses streamline Distribution operations, optimize inventory levels, track shipments, and manage supply chain activities efficiently.
- **Inventory Management Software**: Inventory management software helps businesses track and manage inventory levels across multiple locations, channels, and warehouses. These tools

provide features such as inventory tracking, demand forecasting, reorder point optimization, and barcode scanning to ensure accurate inventory control and reduce stock outs.

- **Transportation Management Systems (TMS):** TMS software helps businesses optimize transportation operations, including route planning, carrier selection, freight optimization, and shipment tracking. TMS solutions enable businesses to reduce transportation costs, improve delivery efficiency, and enhance visibility into the shipping process.
- **Customer Relationship Management (**DISTRIBUTION**) Software**: DISTRIBUTION software helps businesses manage customer relationships, track sales activities, and analyze customer data. DISTRIBUTION solutions enable businesses to identify sales opportunities, track customer interactions, and personalize marketing and sales efforts to improve customer satisfaction and retention.
- **Demand Planning and Forecasting Software:** Demand planning and forecasting software helps businesses predict future demand for products or services based on historical data, market trends, and other factors. These tools enable businesses to optimize inventory levels, allocate resources effectively, and meet customer demand more accurately.

Business Intelligence (BI) and Analytics Tools: BI and analytics tools provide businesses with insights into Distribution performance, market trends, and customer behavior. These tools enable businesses to analyze data, generate reports, and make data-driven decisions to optimize Distribution strategies, improve operational efficiency, and drive business growth.

4.7 Purpose of Distribution Strategy:

The purpose of a Distribution Strategy is to ensure that products or services reach the target customers efficiently, effectively, and profitably. Here are some key purposes of Distribution strategy:

- **Market Access**: Distribution strategies provide businesses with access to target markets by establishing channels through which products or services can be made available to customers. This involves selecting the most appropriate Distribution channels, such as wholesalers, retailers, e-commerce platforms, or direct sales, based on market characteristics and customer preferences.
- **Market Expansion**: Distribution strategies enable businesses to expand into new geographic regions, demographic segments, or market niches. By leveraging Distribution channels and partnerships, businesses can reach new customers, penetrate untapped markets, and capitalize on growth opportunities.
- **Customer Reach**: Distribution strategies aim to maximize the reach and visibility of products or services to ensure they are accessible to a wide range of potential customers. This involves selecting Distribution channels that effectively target and reach the desired customer segments, whether through physical storefronts, online platforms, or other channels.
- **Customer Satisfaction**: Distribution strategies play a crucial role in meeting customer needs and expectations by ensuring products or services are available when and where customers want them. By providing convenient access, fast delivery, and reliable service, Distribution strategies contribute to higher levels of customer satisfaction and loyalty.

- **Competitive Advantage**: Effective Distribution strategies can provide businesses with a competitive advantage by enabling them to differentiate themselves from competitors. Whether through superior Distribution channels, faster delivery times, or better customer service, businesses that excel in Distribution can stand out in the market and attract and retain customers.
- **Cost Efficiency**: Distribution strategies aim to optimize the allocation of resources and minimize Distribution costs while maximizing value for both the business and customers. This involves evaluating factors such as transportation costs, inventory holding costs, and Distribution channel margins to ensure profitability and efficiency in the Distribution process.
- **Channel Management**: Distribution strategies help businesses manage relationships with channel partners, such as distributors, wholesalers, and retailers, to ensure alignment with business objectives and goals. This may involve negotiating contracts, providing training and support, and monitoring performance to optimize channel effectiveness and productivity.
- **Market Intelligence**: Distribution strategies provide businesses with valuable market insights and feedback from customers, intermediaries, and other stakeholders involved in the Distribution process. By monitoring Distribution metrics, analyzing sales data, and gathering customer feedback, businesses can make informed decisions and adapt their strategies to changing market conditions.

4.8 Customer's Satisfaction & Loyalty

Customer satisfaction and loyalty are crucial components of a successful business, and they are closely intertwined. Here's how they are related:

- **Customer Satisfaction**: Customer satisfaction refers to the degree to which customers' expectations are met or exceeded by the products, services, or experiences provided by a business. It reflects customers' perceptions of the quality, value, and overall experience they receive when interacting with a business. Satisfied customers are more likely to make repeat purchases, recommend the business to others, and remain loyal over time.
- **Loyalty**: Customer loyalty goes beyond satisfaction and describes the emotional attachment and commitment that customers feel towards a brand or business. Loyal customers are those who consistently choose to do business with a particular company, even when presented with alternative options. They demonstrate repeat purchase behavior, advocate for the brand, and are less likely to switch to competitors.
- **Here's how customer satisfaction and loyalty are interconnected:**

- **Positive Feedback Loop**: When customers are satisfied with their experiences, they are more likely to develop a sense of loyalty towards the brand. They may become repeat customers, make larger purchases, and spread positive word-of -mouth recommendations to friends, family, and colleagues. This, in turn, reinforces the business's reputation and attracts more customers, leading to a positive feedback loop of satisfaction and loyalty.

- **Trust and Reliability**: Satisfied customers tend to perceive the brand as trustworthy and reliable based on their positive experiences. This trust forms the foundation of loyalty, as customers feel confident in their decision to continue doing business with the brand over time. Conversely, consistent dissatisfaction can erode trust and lead to customer defection to competitors.
- **Emotional Connection**: Loyalty of ten involves an emotional connection between customers and the brand, which goes beyond rational factors such as product features or pricing. Positive experiences that exceed customer expectations can create emotional bonds and foster a sense of loyalty, making customers more likely to forgive occasional shortcomings and remain loyal in the long term.

Retention and Lifetime Value: Satisfied and loyal customers are more likely to remain with the brand over time, contributing to higher customer retention rates and increased customer lifetime value. Businesses that prioritize customer satisfaction and loyalty can benefit from higher revenue streams, lower acquisition costs, and sustainable long-term growth.

4.9 Distribution Increases Customer Satisfaction & Loyalty:

Absolutely, Distribution plays a significant role in increasing customer satisfaction and loyalty. Here's how:

- **Convenience**: Distribution channels that provide convenient access to products or services make it easier for customers to obtain what they need when they need it. Whether it's through physical stores, online platforms, or other channels, convenient Distribution options save customers time and effort, leading to higher satisfaction levels.
- **Availability**: Effective Distribution ensures that products or services are consistently available to customers. When customers can rely on a business to consistently meet their needs, they are more likely to develop trust and loyalty towards that brand.
- **Timely Delivery**: Distribution processes that prioritize timely delivery of products contribute to customer satisfaction. Whether it's fast shipping for online orders or prompt delivery to retail locations, meeting delivery expectations enhances the overall customer experience and fosters loyalty.
- **Variety** of **Choices**: A well-designed Distribution Strategy can offer customers a wide variety of choices in terms of products, brands, and price points. By providing diverse options through multiple Distribution channels, businesses can cater to different customer preferences and increase satisfaction.
- **Personalization**: Distribution channels that incorporate personalized experiences, such as targeted promotions or recommendations based on past purchases, can enhance customer satisfaction. Personalized interactions demonstrate that the business understands and values individual customer preferences, fostering a stronger emotional connection and loyalty.
- **Efficient Customer Service**: Distribution channels of ten serve as touchpoints for customer service interactions. Businesses that provide efficient and responsive customer support through

Distribution channels—such as order tracking, returns processing, or inquiries handling—can positively impact customer satisfaction and retention.

- **Consistency**: Consistency in Distribution processes, such as reliable product availability, accurate order fulfillment, and consistent service quality across channels, is essential for building customer trust and satisfaction. When customers know they can rely on a business to consistently meet their expectations, they are more likely to remain loyal over time.
- **Post-Purchase Experience**: Distribution channels also influence the post-purchase experience, including factors like ease of returns, warranty support, and after-sales service. Positive post-purchase experiences contribute to overall customer satisfaction and encourage repeat purchases and brand advocacy.

4.10 Four C's of Distribution Strategy:

The "Four C's" of Distribution Strategy is a framework that emphasizes four key elements businesses should consider when developing their Distribution strategies. These elements are often referred to as:

- **Convenience**: Convenience refers to making products or services readily available to customers when and where they need them. This involves selecting Distribution channels that are convenient for customers, such as physical retail locations, online platforms, or mobile apps. Businesses aim to minimize barriers to purchase and streamline the buying process to enhance convenience for customers.
- **Coverage**: Coverage refers to the extent to which the target market is reached through Distribution channels. Businesses need to determine the optimal level of market coverage based on factors such as customer demographics, geographic reach, and competitive landscape. This may involve selective coverage focusing on specific segments, intensive coverage aiming for broad market penetration, or exclusive coverage targeting limited Distribution.
- **Consistency**: Consistency refers to maintaining uniformity and reliability in the Distribution process to ensure a consistent experience for customers. Businesses strive to deliver products or services consistently across different Distribution channels, locations, and interactions. This includes consistent pricing, product availability, quality standards, branding, and customer service to build trust and loyalty with customers.
- **Cost-effectiveness**: Cost-effectiveness refers to achieving Distribution objectives efficiently while minimizing costs and maximizing value for both the business and customers. Businesses need to balance the costs associated with Distribution, such as transportation, warehousing, and inventory management, with the value delivered to customers. This may involve optimizing Distribution processes, leveraging economies of scale, and implementing cost-saving measures to achieve a competitive advantage.

4.11 Distribution Strategy Cycle:

The Distribution Strategy cycle refers to the iterative process of planning, implementing, evaluating, and refining Distribution strategies to achieve business objectives effectively. Here's an overview of the Distribution Strategy cycle.

- **Planning**: The cycle begins with the planning phase, where businesses assess market conditions, customer needs, and competitive dynamics to develop a Distribution strategy. This involves setting goals, defining target markets, selecting Distribution channels, and outlining tactics for reaching customers efficiently.
- **Implementation**: Once the Distribution Strategy is planned, businesses move into the implementation phase, where they execute the planned strategies and tactics. This involves setting up Distribution channels, establishing partnerships, deploying logistics and transportation processes, and implementing inventory management systems.
- **Evaluation**: After implementation, businesses evaluate the effectiveness of their Distribution strategies by monitoring key performance indicators (KPIs), analyzing Distribution metrics, and gathering feedback from customers and stakeholders. This evaluation helps identify areas of success, as well as areas needing improvement or adjustment.
- **Refinement**: Based on the evaluation findings, businesses refine their Distribution strategies by adjusting, optimizations, or enhancements to improve performance and achieve better results. This may involve modifying Distribution channels, reallocating resources, fine- tuning logistics processes, or adapting to changes in market conditions.
- **Iterative Cycle**: The Distribution Strategy cycle is iterative, meaning that it repeats continuously over time as businesses adapt to evolving market dynamics, customer preferences, and competitive pressures. Each iteration of the cycle builds upon the insights gained from previous cycles, leading to incremental improvements and refinements in Distribution strategies over time.
- **Continuous Improvement**: Throughout the Distribution Strategy cycle, businesses strive for continuous improvement by learning from their experiences, experimenting with new approaches, and embracing innovation. By fostering a culture of continuous improvement, businesses can stay agile, responsive, and competitive in dynamic market environments.

4.12 Understand and Differentiate

Understand and differentiate is to grasp the unique characteristics, features, or distinctions between two or more entities, concepts, or ideas. Here's a breakdown of the processes of understanding and differentiation

- **Understanding**: Understanding involves gaining insight, knowledge, or comprehension about a particular subject, topic, or situation. It often entails learning about the fundamental principles, underlying concepts, or essential attributes associated with the subject matter. Understanding allows individuals to grasp the meaning, significance, or implications of a concept and make informed judgments or decisions based on that understanding.

- **Differentiation**: Differentiation involves distinguishing, identifying, or recognizing the differences, variations, or unique qualities between two or more entities, concepts, or ideas. It entails comparing and contrasting their characteristics, features, or attributes to discern their distinctiveness or uniqueness. Differentiation helps individuals to categorize, classify, or classify entities based on their specific qualities or properties and understand how they differ from one another.

4.13 Development and Customization

"Development and customization" can refer to various processes within a business context, particularly in relation to products, services, software, or systems. Here's how development and customization are typically understood in different contexts:

- **Product Development**: In the context of physical products, development refers to the process of creating, designing, and manufacturing new products or improving existing ones. This involves conducting research, prototyping, testing, and refining product features, functionalities, and specifications to meet customer needs and market demands.
- **Service Development**: For service-based businesses, development involves designing, defining, and delivering new services or enhancing existing ones to address customer requirements and preferences. This may include developing service offerings, designing service processes, training staff, and implementing service quality standards.
- **Software Development**: In the realm of software and technology, development refers to the process of designing, coding, testing, and deploying new software applications, systems, or platforms. This includes gathering requirements, writing code, creating user interfaces, integrating functionalities, and ensuring compatibility and security.
- Customization: Customization involves tailoring products, services, software, or systems to meet the specific needs, preferences, and requirements of individual customers or user groups. This may include modifying product features, adapting service offerings, configuring software settings, or integrating additional functionalities to address unique customer needs.
- **Business Process Development**: Development can also refer to the creation or improvement of business processes, workflows, and procedures to enhance operational efficiency, productivity, and effectiveness. This may involve analyzing existing processes, identifying bottlenecks or inefficiencies, redesigning workflows, and implementing process improvements or automation.
- **Marketing and Brand Development**: Development in the context of marketing and branding encompasses activities aimed at creating, shaping, and promoting brand identity, messaging, and positioning to attract and engage target audiences. This may involve developing marketing campaigns, designing branding materials, and implementing strategies to build brand awareness and loyalty.
- **Training and Skill Development**: Development can also refer to the process of training, upskilling, and developing employees to enhance their knowledge, competencies, and capabilities.

This may involve providing training programs, workshops, mentorship, or coaching to help employees acquire new skills, improve performance, and advance their careers.

4.14 Importance of Distribution at Walton Digi-Tech Limited:

- **Market Reach**: Distribution allows businesses to extend their market reach and access a wider customer base. By making products or services available through various channels and locations, businesses can reach customers in different geographic regions, demographics, and market segments.
- **Customer Convenience**: Distribution makes it easier for customers to access and purchase products or services. By providing convenient locations, multiple purchasing options, and flexible delivery methods, businesses can meet the diverse needs and preferences of customers, enhancing the overall customer experience.
- **Competitive Advantage**: Effective Distribution strategies can provide a competitive advantage by enabling businesses to differentiate themselves from competitors. Whether through faster delivery, better product availability, or superior customer service, businesses that excel in Distribution can stand out in the market and attract and retain customers.
- **Efficiency and Cost Savings**: Distribution helps optimize the flow of goods from production to consumption, reducing inefficiencies and costs in the supply chain. By streamlining logistics, inventory management, and order fulfillment processes, businesses can minimize transportation costs, inventory holding costs, and other overhead expenses.
- **Revenue Generation**: Distribution channels serve as avenues for revenue generation by facilitating the sale of products or services to customers. By effectively managing Distribution channels and maximizing market coverage, businesses can increase sales volume, expand market share, and generate higher revenues.
- **Customer Satisfaction and Loyalty**: Distribution plays a key role in customer satisfaction and loyalty by ensuring that products or services are delivered promptly, accurately, and reliably. Positive Distribution experiences, such as fast delivery times, hassle-free returns, and responsive customer support, can enhance customer satisfaction and foster long-term loyalty.
- **Market Expansion**: Distribution enables businesses to expand into new markets and reach customers in different regions or countries. By establishing Distribution channels in new territories, businesses can capitalize on growth opportunities, tap into new customer segments, and diversify their revenue streams.
- **Brand Building**: Distribution channels serve as important touchpoints for brand building and promotion. By delivering consistent brand experiences across all Distribution channels, businesses can reinforce brand identity, build brand awareness, and strengthen brand reputation among customers.
- **Adaptability and Flexibility**: Distribution allows businesses to adapt to changing market conditions, customer preferences, and competitive dynamics. By continuously monitoring market trends, customer feedback, and performance metrics, businesses can adjust their Distribution strategies and tactics to stay agile and responsive in dynamic environments.
- **Long-Term Sustainability**: Distribution contributes to the long-term sustainability and growth of businesses by ensuring that products or services are effectively delivered to customers

over time. By investing in Distribution infrastructure, capabilities, and partnerships, businesses can build a strong foundation for continued success and resilience in the marketplace.

4.15 Distribution Implementation at Walton Digi-Tech Limited:

Distribution implementation refers to the process of putting a Distribution Strategy into action. It involves executing the various components of the Distribution Strategy to ensure that products or services are effectively delivered to customers. Here's a step-by-step guide to Distribution implementation

Plan Development: Begin by developing a detailed Distribution plan that outlines the specific goals, objectives, and strategies for reaching customers. Consider factors such as channel selection, market coverage, logistics, inventory management, customer service, and technology requirements.

Resource Allocation: Allocate the necessary resources, including financial, human, and technological resources, to support the Distribution implementation process. This may involve investing in Distribution infrastructure, hiring and training staff, and acquiring Distribution software or technology solutions.

Channel Setup: Set up the Distribution channels identified in the Distribution plan. This may involve establishing relationships with distributors, wholesalers, retailers, or e-commerce platforms, negotiating contracts and agreements, and ensuring that all necessary arrangements are in place to facilitate product Distribution.

Logistics and Transportation: Implement logistics and transportation processes to ensure the efficient movement of products from manufacturing facilities to Distribution centers, and ultimately to customers. This includes selecting transportation modes, managing warehousing and inventory, optimizing order fulfillment processes, and implementing tracking and monitoring systems.

Inventory Management: Implement inventory management systems and processes to ensure optimal levels of inventory to meet customer demand while minimizing holding costs and stock outs. This includes setting up inventory tracking systems, establishing reorder points, managing safety stock levels, and implementing inventory control measures.

Customer Service: Implement customer service processes and procedures to provide excellent support throughout the Distribution process. This may involve setting up customer service channels such as phone support, email support, live chat, or self-service portals, training staff to handle customer inquiries and issues effectively, and establishing service level agreements (SLAs) for response times and resolution.

E-commerce Integration: If selling products online, integrate Distribution processes with e-commerce platforms to facilitate seamless order processing, inventory management, and fulfillment. This may involve setting up online storefronts, configuring shopping cart and checkout

functionalities, implementing payment processing systems, and integrating with shipping carriers for order fulfillment.

Training and Communication: Provide training and communication to employees involved in the Distribution process to ensure that they understand their roles and responsibilities and are equipped with the necessary knowledge and skills to execute their tasks effectively. This may include training on Distribution processes, technology systems, customer service protocols, and compliance requirements.

Testing and Optimization: Conduct testing and optimization activities to identify and address any issues or inefficiencies in the Distribution process. This may involve conducting pilot programs, performing system testing, gathering feedback from customers and employees, and adjusting as needed to improve performance and efficiency.

Monitoring and Evaluation: Continuously monitor and evaluate the effectiveness of the Distribution implementation process to ensure that goals and objectives are being met. This involves tracking key performance indicators (KPIs), analyzing Distribution metrics, identifying areas for improvement, and making data-driven decisions to optimize Distribution processes and strategies.

4.16 Customer Interaction Using Distribution Software:

Customer interaction using Distribution software can enhance the overall customer experience and streamline communication between businesses and their customers. Here's how Distribution software can facilitate customer interaction:

Order Tracking: Distribution software of ten includes features that allow customers to track their orders in real-time. Customers can access information about order status, shipment tracking numbers, expected delivery dates, and any updates or delays in the delivery process. This transparency helps build trust and confidence in the company's ability to fulfill orders promptly.

Self-Service Portals: Many Distribution software solutions offer self-service portals where customers can manage their accounts, place orders, track shipments, view order history, and access invoices or receipts. These portals empower customers to take control of their transactions, reducing the need for manual intervention and improving efficiency.

Automated Notifications: Distribution software can automate the process of sending notifications to customers at various stages of the order fulfillment process. This includes order confirmation emails, shipping notifications, delivery confirmations, and alerts for any issues or delays. Timely and proactive communication keeps customers informed and reassured about the status of their orders.

Customer Support Integration: Distribution software may integrate with customer support systems, allowing customer service representatives to access order details, inventory information, and shipping status directly from the software interface. This enables faster resolution of customer inquiries, as agents have real-time access to relevant data and can provide accurate updates to customers.

Personalized Communication: Distribution software can capture customer data and preferences to facilitate personalized communication. Businesses can send targeted marketing messages, promotions, and product recommendations based on customer purchase history, preferences, and browsing behavior. Personalization enhances engagement and fosters stronger relationships with customers.

Feedback Collection: Distribution software can include tools for collecting feedback from customers about their purchasing experience, product satisfaction, and suggestions for improvement. Surveys, ratings, and reviews can be integrated into the software platform, providing valuable insights that help businesses identify areas for enhancement and address customer concerns proactively.

Integration with E-commerce Platforms: For businesses selling products online, Distribution software can integrate seamlessly with e-commerce platforms to provide a unified customer experience. Customers can place orders through the company's website or online marketplace, and the Distribution software automates order processing, inventory management, and fulfillment.

Mobile Accessibility: Many Distribution software solutions of for mobile apps or responsive web interfaces, allowing customers to access account information, place orders, and track shipments from their smartphones or tablets. Mobile accessibility provides convenience and flexibility, enabling customers to interact with the company anytime, anywhere.

Chapter: 05
Findings

5.1 Findings:

Based on the analysis of the motor industry in Bangladesh and the Distribution Strategy practices of Walton Digi-tech Limited, several key findings emerge:

- **Customer-Centric Approach:** Walton Digi-tech recognizes the paramount importance of maintaining a customer-centric approach for sustained success. The company understands the dynamic nature of customer preferences and the need for effective communication.

- **Types of Distribution Implementation:** Walton Digi-tech strategically implements DISTRIBUTION practices, leveraging advanced software tools for marketing, customer service, and contact centers. The company has adopted Distribution in both B2C and B2B environments, tailoring systems for specific customer management conditions.

- **Four C's of Distribution:** Walton Digi-tech emphasizes correlating, combining, cognizing, and connecting in its Distribution practices to build valuable relationships with customers.

- **Distribution Cycle:** The study introduces the Distribution cycle, highlighting the continuous nature of Distribution Strategy.

- **Understanding and Differentiation:** Walton Digi-tech emphasizes the importance of understanding customer needs, preferences, and behaviors through profiling, segmentation, and primary research. The company acknowledges the challenge of achieving true one-to-one marketing but focuses on actionable segments.

- **Development and Customization:** Walton Digi-tech aligns its product and channel development with customer needs, fostering a customer-focused approach. The extent of customization is determined by the potential value delivered by customer segments.

- **Importance** of distribution **at** Walton Digi-Tech**:** Distribution is integral to Walton Digi-tech business strategy, enabling a customer-centric approach, data-driven decision-making, and adaptability to market changes.

- **Distribution Implementation at** Walton Digi-Tech**:** Walton Digi-tech employs "SELENE - THE DISTRIBUTION SOLUTION" as its comprehensive Distribution software, integrating

seamlessly across departments. The Distribution system facilitates lead management, sales automation, and customer service, enhancing overall operational efficiency.

Walton Digi-Tech Ltd**.** possesses strong brand equity, experienced leadership, and a focus on customer segmentation and quality positioning. However, addressing pricing challenges, adapting to new market segments, and refining promotional strategies can further enhance its competitive position in the dynamic Bangladeshi motor industry.

Chapter: 06
Recommendations and Conclusion

6.1 Recommendations:

Improving the Distribution Strategy (Distribution) of Walton Digi-Tech Ltd**.** involves enhancing processes, technology, and strategies to better understand, engage, and serve customers. Here are some recommendations:

- **Continuous Training and Awareness:** Implement continuous training programs for effective DISTRIBUTION tool utilization. Increase awareness about distribution's importance in enhancing customer relationships and driving business growth.

- **Enhanced Personalization:** Leverage distribution system capabilities for further personalization in customer interactions. Utilize customer profiles for targeted marketing campaigns and tailored services.

- **Feedback Mechanism Improvement:** Enhance distribution system feedback mechanisms to gather direct insights from customers. Utilize customer feedback for real-time improvements in products, services, and overall customer experience.

- **Integration with Emerging Technologies:** Explore the integration of emerging technologies like AI and machine learning for enhanced predictive analytics. Leverage advanced technologies for accurate customer segmentation and personalized recommendations.

- **Cross-Departmental Collaboration:** Encourage collaboration by seamlessly integrating distribution across departments. Ensure distribution serves as a central platform for communication and data sharing among Sales, Marketing, and Service.

- **Regular System Audits:** Conduct regular audits to identify and address potential issues in the distribution system. Ensure the distribution system remains up-to-date with the latest features and functionalities.

- **Adaptation to Changing Customer Needs:** Stay vigilant and adaptable to evolving customer needs by monitoring market trends. Modify distribution strategies to align with changing customer expectations and industry dynamics.

- **Promotion** of **Customer Advocacy:** Implement strategies to identify and reward loyal customers, encouraging customer advocacy. Leverage distribution data to identify customers serving as brand ambassadors.

- **Implement a Comprehensive Distribution System:** Invest in a robust, user-friendly DISTRIBUTION system that integrates with business processes. Ensure the system can handle the specific needs of Walton Digi-tech Limited.

- **Customer Data Management:** Regularly update and clean customer data for accuracy. Implement data quality checks for consistency across the distribution system.

- **Customer Segmentation:** Segment customers based on demographics, purchasing behavior, and preferences. Tailor marketing and communication strategies for each segment.

- **Automation for Efficiency:** Automate routine tasks like data entry and lead follow-ups. Use workflow automation to streamline internal processes.

- **Personalized Communication:** Utilize customer data for personalized communications. Implement targeted campaigns based on preferences and behavior.

- **Customer Service Excellence:** Train representatives for excellent service. Implement tools like catboats for quick issue resolution.

- **Mobile Distribution:** Ensure mobile accessibility for sales representatives. Enable real-time updates and access to customer information.

- **Feedback Mechanism:** Establish a systematic feedback mechanism. Use feedback to identify areas for improvement.

- **Integration with Other Systems:** Integrate Distribution with ERP and marketing automation. Ensure consistency and accuracy across departments.

- **Training and User Adoption:** Provide comprehensive training for effective Distribution use. Encourage user adoption to maximize benefits.

- **Regular Analysis and Reporting:** Analyze distribution data regularly to identify trends. Generate reports for key performance indicators and adjust strategies.

- **Stay Updated on Industry Trends:** Keep abreast of industry trends and incorporate new technologies. Implement best practices into the distribution strategy.

Implementing these recommendations will contribute to a more effective customer-centric distribution for Walton Digi-tech Limited. Regularly reviewing and refining these strategies based on performance data and feedback will help ensure ongoing success.

6.2 Conclusion:

In Bangladesh, there was a time when only a few companies could import vehicles and they maintained the total commercial market. Then the quality of the product was not good enough and the price was very high. But day by day it has been changed with import policies, rules and regulations, customs restrictions, Duties, and tax policies. By revising these important things now it's possible to import quality products and also, it's easy to promote them to the customers through the Internet. The availability of the Internet also helps in this business. Walton Digi-tech has just picked the chance to promote something new and durable commercial vehicle in the Bangladesh market which has been needed for a very long. As they had great goodwill earlier it is expected that the customers will be very loyal to the company.

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