

**“Market Development and Positioning
strategies of WALTON. A hands-on initiative
with the Behavioral Intelligence Department”**



Internship Report on

Market Development and Positioning strategies of WALTON.

**A hands-on initiative with the Behavioral Intelligence
Department**

Submitted TO:

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BBA Program

School of Business and Economics

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United International University

Letter of transmittal

February 6, 2022

To,

Sarker Rafij Ahmed Ratan

Assistant Professor, SoBE

United International University

Sir,

I'm pleased to submit the Internship report as part of my BBA program requirement. I am proud to share this internship report on " Market Development and Positioning strategies of WALTON. A hands-on initiative with the Behavioral Intelligence Department". WALTON Head office. I did my best to work diligently to cover all points of view regarding the problem. Feasible creation is critical for getting started in this sphere of gift truth functioning. I've gathered a reliable statistic and am well-versed in the organization's primary mission. To set up the document, I had to deal with a few rules.

In any case, if an explanation is required, I pledge to provide one.

Obedient

Fahad Hossen Shawan

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BBA Program

School of Business and Economics

United International University

ACKNOWLEDGEMENT

The internship opportunity I obtained with WALTON was a wonderful opportunity for me to learn and develop skills. In this way, I feel fortunate to have been to become a part of it. I am extremely grateful for the opportunity to meet so many great people and specialists who have guided me get through this internship term.

In light of the foregoing, I'd like to express my heartfelt gratitude to my academic supervisor, Mr. Sarker Rafij Ahmed Ratan, Assistant Professor, United International University's School of Business and Economics, for his constant guidance, supervision, and input, which has enabled me to prepare a well-organized report. Without his support, this report would not have reached its current state. I'd want to express my heartfelt gratitude to my family for their constant support, drive, and care for me throughout my courses.

Mr. Muhammad Golam Muktadir, Deputy Operative Director Corporate Office, is my organization's supervisor, and I express my deepest gratitude to him. for participating in important decisions and providing essential cues and direction, as well as organizing all facilities to make life easier I've chosen this particular moment to thank him for his dedication. for his thoughtful and invaluable instruction, which was incredibly beneficial to both my theoretical and practical studies.

I'd also like to express my gratitude to the "WALTON." authority for providing me with the opportunity to perform my internship at their prestigious bank, as well as for supplying me with essential data and publishing papers.

Executive Summary

My internship report is based on my theoretical understanding as well as my practical experience. It is intended for students to gain practical experience while learning about theatre. The paper represents the culmination of a three-month internship with Walton HTPCL. The study includes an introduction, a summary of Walton HTPCL, and recommendations of Market Development and Positioning strategies of WALTON.

The report's goal and limitations have also been highlighted; the limitations have included time constraints, confidentiality, knowledge & experience and so on.

I gave a quick overview of Walton HTPCL's history. Here's a quick rundown of Walton HTPCL. The Objectives, Motivation, Scope and limitations of the Report, Definition of Key terms, Company Analysis, Overview and history, Trend and growth, Customer mix, Product/service mix, Operations, Industry analysis, Specification of the industry, Size, trend, and maturity of the industry and so on are all included in this section.

I've talked about Walton HIPCL's marketing techniques. This section consists primarily of the consumer marketing strategy.

Based on my report, I add Internship Experience, Recommendation for Walton High-Tech Public Listed Company in that section. In terms of the activities, they might engage in. I think they will better outcome from my suggestion and the ultimate conclusion is provided from my perspective.

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Chapter 01 Introduction

1.1 Background of the Report:

The primary purpose of my internship is to gain work experience and have the opportunity to apply theoretical concepts in a real-world setting and gain a general understanding of Market Development and Positioning strategies of WALTON. The Company has been operating with a considerable presence since the late 1990s. Walton is a private limited corporation based in Bangladesh that manufactures high-tech products. R.B. Group has a tight relationship with Walton. Walton is one of the leading manufacturers of electrical and autos in South Asia. Walton Limited is now regarded as the Global company and region's leading provider of electronics and machinery services. Walton is a domestic firm in the United States. Walton is now Bangladesh's largest electronics, motors, types of machinery company.

That is the only Bangladeshi corporation working in this industry. Walton Company has more stability than any other company in Bangladesh. They provide individuals in Bangladesh with high-quality, long-lasting products and services at a reasonable price. They are steadily increasing the product's value day by day. This substance is readily not only in our country but also all over the world. Walton has a positive impact on the people of Bangladesh's living standards, and it is available at inexpensive costs. Walton's market share surpassed.

1.2 Objective of the Report

This report's main goals are to Market Development and Positioning strategies of WALTON from hands-on initiative with the Behavioural Intelligence Department.

Brand Objective

To learn about Market Development and Positioning strategies of WALTON, its strengths and flaws. Which will assist R.B Group of Companies Ltd in implementing an effective distribution and promotional strategy that will boost sales.

Specific Objectives of The Study

- To learn more about the behavioral improvement.
- To determine the amount of satisfaction that customers have with the company.
- To identify the issues that the various personnel in change of behavioral are facing.

This paper, titled "Market Development and Positioning strategies of WALTON. A hands-on initiative with the Behavioural Intelligence Department". This research will aid the company in its near-future planning and, as a result, in accomplishing its objectives.

1.3 Motivation of the Report

I enjoyed doing this work, it's very interesting work. To visit new places, new people, new culture, different approaches. I loved it to do this work. I noticed that nowadays people live a more comfortable existence. This time has been presented as a continuously developing toward this time when they focus on a people behavior, and they are impressed or motivated by people approaches and it's depending on the marketing technique is expanding on the amusement of the people throughout this time. As a result, global demand for stylish items is expanding, and many electronic corporations are paying notice.

Customer and Consumer are critical to the satisfy of any electronic company since they contribute significantly to the marketing and promotion of trendy items, also behavioral approaches of stuff.

As a result, the more efficient and effective customers and parties are, the more interest to buy the company's product can generate. Judge Walton's market position necessitated the development of this study program. Walton has traditionally had a strong ambition for long-term returns and transactions, which motivates both external and internal great performers in the global market. With their efforts, outstanding image, and reputation, the business is being pressed by more severe competitors. Walton realized that there was no way to be more active in marketing to meet the big sales target of fighting expanding competition in the industry. Through developing their plaza culture and improving their behavioral approaches.

1.4 Scope & Limitations of the Report:

The Deputy Director of the company recommended that I visited in Forty-Five area, where I was supposed to work, to measure the behavioral approaches of staff and performance of its Walton Plaza. For a better concentration and absorption of the research, I cover the North and South-Bengal area. Because these places house one of the largest collections of Plaza in the country, they are capable of representing any other region.

- ❖ Line manager is always busy, so they couldn't provide me with enough facts and numbers, documents or information on the hidden strategy process.
- ❖ The full visited process was difficult for me because a fresh executive's efforts in this organization are not documented.
- ❖ Own obstacles, such as my inability to understand some official terminology an office paper, etc. cause me a few troubles.
- ❖ A big factor was the time shortage. Because three month is so short time to know about the whole process.
- ❖ And secondary data isn't available as usual.

1.5 Definition of Key terms

Chapter-2 Company & Industry Preview

2.1 Company Analysis

2.1.1 Overview and history



The Company has been operating with a considerable presence since the late 1990s. Walton is a private limited corporation based in Bangladesh that manufactures high-tech products. R.B. Group has a tight relationship with Walton. Walton is one of the leading manufacturers of electrical and autos in South Asia. Walton Limited is now regarded as the region's leading provider of electronics and machinery services. Walton is a domestic firm in the United States. Walton is now the largest electronics, types of machinery and service provider company in Bangladesh.

Company's Vision:

The company aspires to produce cutting-edge technology-based goods that feature innovative design, high quality, and a variety of models and capabilities. Concerned about this, Walton HIPCL management pledges to uphold any value standard.

Mission:

That organization is committed to manufacturing thoughtfully designed products of the maximum level of quality, under environmentally responsible conditions. They strive to provide these products to all consumers in the distribution chain at the most economical cost, with the most efficient and friendly service.

Goal:

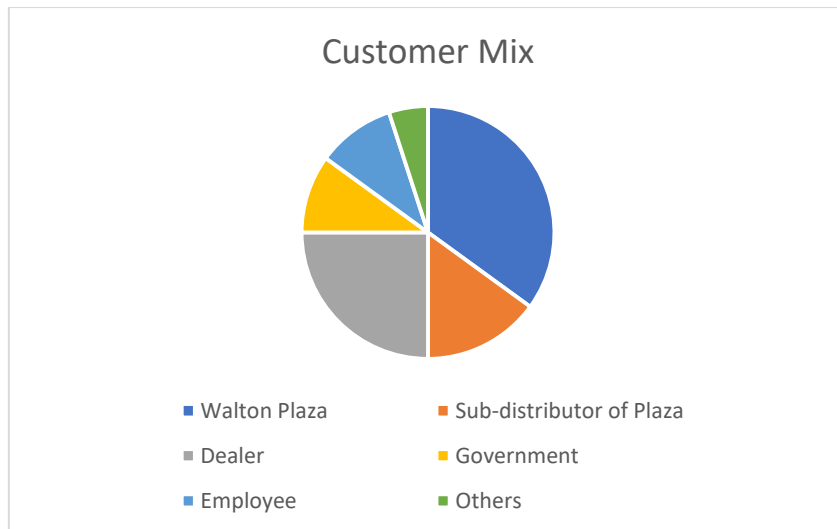
Market leadership, profitability, good corporate citizenship, and achieving sustainable growth.

2.1.2 Trend and growth

Walton HIPCL is the only Bangladeshi corporation working in this industry. The Company has more stability than any other company in Bangladesh. They provide individuals in Bangladesh with high-quality, long-lasting products and services at a reasonable price. They are steadily increasing the product's value day by day. This substance is readily not only in our country but also all over the world. Walton HIPCL has a positive impact on the people of Bangladesh's living standards, and it is available at inexpensive costs. Walton's market share surpassed 30% million with 30% by the end of 2011. Walton HIPCL has 120 chain stores across the country, allowing customers to purchase Walton products wherever they are.

2.1.3 Customer mix

Customer mix indicates the proportion of a company's total sales that are influenced by a distinct aspect of the customer segment. The customer mix determines which client groups the company provides. It identifies which client segments are most significant in generating sales and which are lagging.



2.1.4 Product/service mix



2.1.5 Operation

With a global presence in over 20 countries, WALTON HIPCL has established itself as the highest exporting Bangladeshi firm in the field of electronics. Their business is booming in India, Nepal, Bhutan, Myanmar, the Maldives, the United Arab Emirates, Qatar, Nigeria, and West Africa.

Shortly, WALTON want to enter the markets of the Australia, the Europe, the United States, the South Africa, the Singapore, Poland, Romania, the Saudi Arabia, Sri Lanka, and CIS countries. Already they moved on to Sri Lanka, the USA, Canada.

2.1.6 SWOT analysis:

This is a strategic plan approach that helps an individual or organization analyze the strengths, weaknesses, opportunities, and risks linked with business contests or project plans. Its goal is to establish the objectives of the company, enterprise, or project, as well as appropriate and responsive internal and external variables for achieving these objectives.

Users of SWOT analyses are typically helpful in responding to their questions and collecting relevant data for each component in order to discover their competitive advantages. It's been described as a tried-and-true instrument for strategic analysis.

2.1.6.1 Strengths:

- ❖ Bangladesh's massive electronic foundation.
- ❖ Effective Plaza location.
- ❖ Top product and service.
- ❖ Better resources and infrastructure higher account throughout the country.
- ❖ 1st class guarantee on product.
- ❖ Excessive Ethical.
- ❖ Standard Knowledgeable management team.
- ❖ Well-known brand name and reputation.

2.1.6.2 Weakness:

- ❖ A limited selection of goods is available.
- ❖ An internal issue has arisen.
- ❖ Very much a part of the company's thinking.
- ❖ Several departments aren't cooperating.
- ❖ Usually, it has a proclivity to be missed.
- ❖ A high employee rates.

2.1.6.3 Opportunities:

- ❖ There is a lot of space for shows.
- ❖ There is no long-term Distribution/Channel technique available.
- ❖ Make a point of emphasizing the additional necessity.
- ❖ Technological systems and network coverage have been developed.
- ❖ Socialization has increased.
- ❖ There is a demand for new and innovative products.
- ❖ Provide online purchasing options.
- ❖ Boost the brand's image by focusing on the key offering.
- ❖ The most recent and upgraded distributor.
- ❖ Electronic services are in high demand.
- ❖ Walton Smartphone is available at a reasonable price.
- ❖ Bangladesh's economic development.

2.1.6.4 Threats:

- ❖ From the company, progressive marketing.
- ❖ Price competition.
- ❖ The customer's switching power has been boosted.
- ❖ Government regulations and laws are more stringent.
- ❖ Expenses for marketing and operations have increased.
- ❖ Consumer negotiating power has increased.
- ❖ Installation facilities are scarce.

2.2 Industry analysis

2.2.1 Specification of the industry

Walton follows its created and certified refrigerators and air conditioners division, refrigerators and air conditioners department, and certified occupational health and safety management systems to the letter. To assure management must reduce the accidents and maintain a corporate reputation.

Their strategic charity and CSR efforts are integrated with their main business, with a particular emphasis on Traffic police, Road map, Road divider, Cultural program, technology, and the environment, all of which promote them. Walton is devoted to corporate citizenship and environmental responsibility for its goods, initiatives, habits, and people.

2.2.2 Size, trend, and maturity of the industry



Walton is Bangladesh's most well-known electronics manufacturer, with a portfolio that includes refrigerators, televisions, air conditioners, light automatic stoves, and kitchen gadgets. After addressing domestic demand, the Bangladeshi electric behemoth exports the things it produces. Walton currently controls more than 75% of

Bangladesh's overall refrigerator market share. Walton Hi-Tech Industries Limited made its IPO in the stock market in 2020. Since then, the company has risen to the top of Bangladesh's stock market. Walton has built a consumer base both domestically and internationally thanks to its high-quality goods, innovative design, and affordable pricing.

Walton's products are currently exported to more than 40 countries, and the company employs over 30,000 people worldwide.

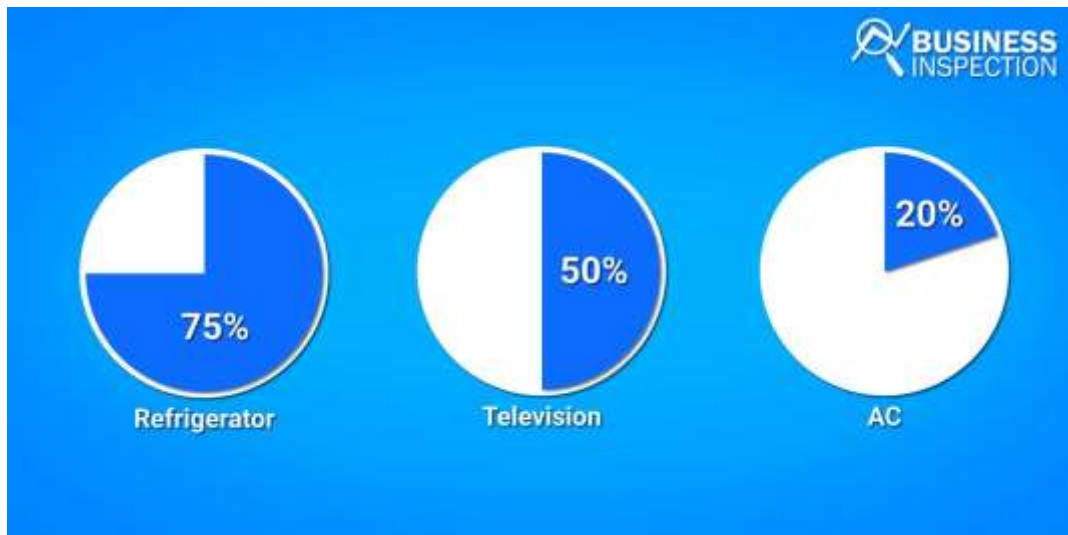
Walton invested 50 crore BDT in Bangladesh's first lift manufacturing plant at Chandra, Gazipur, in 2020. The company began exporting washing machines to India in November of the same year. Walton Hitech Industries Limited began its stock market journey that year when it was placed on the Dhaka Stock Exchange. By offering merely 0.97 percent shares, Walton was able to raise 100 crore BDT from the market to expand its business and repay a bank loan.

Furthermore, the business's net profit after tax climbed by 124% to 1642 crore, and the corporation has suggested a 250 percent cash dividend for public shareholders and a 170 percent cash dividend for sponsors and directors. Walton Hi-Tech had a net asset worth of 12,131 crore BDT at the time. The company's EPS climbed by 124 percent to 54.21 BDT during the fiscal year.

2.2.3 External economic factors

At the end of the 2019-20 fiscal year, Walton Hitech Industries Limited had a net revenue of 4,110 crore BDT and a net profit after tax of 730 crore BDT. In the fiscal year 2019-20, the corporation has decided to pay a 200 percent cash dividend to regular shareholders and a 75 percent cash dividend to sponsors and directors. In the 2020-21 fiscal year, the company's sales increased by 70% over the previous fiscal year, to almost 8,000 crore BDT.

2.2.4 Technological factors



2.2.5 Barriers to entry

New entrants pose a significant threat to Walton's mobile phone. Local businesses may purchase phones from China at a low cost and in large quantities, then rebrand and sell them. This makes it relatively easy for new players to enter the mobile phone market. Multinational corporations can also establish industries in economic zones and benefit from a tax break of up to seven years as well as other tax advantages. Foreign corporations are encouraged to invest in Bangladesh as a result of this.

The risk of a Walton mobile phone being replaced is negligible. This is because the mobile phone is a one-of-a-kind technology that serves several purposes. In reality, it has absorbed a large portion of the market for single-featured technology such as land phones, digital cameras, and computers. Modern cell phones' portability and adaptability have lessened the threat of substitution. Consumers may prefer to spend their funds on a DSLR rather than a new phone, therefore contemporary DSLR cameras may be the

closest equivalent for Walton mobiles. Even still, DSLRs are at least three times the price of a Walton Smartphone, making them a poor replacement.

2.2.6 Supplier Power

Here are four things in Intensive of rivalry. One is the Supplier's power. When customer bargaining power is low, then understanding the organization has supply capacity is high, they can be produced high so that they fulfil the customer demand. WALTON has this capacity. They are the market leader. And they can fulfil the supply-demand.

2.2.7 Buyer Power

The government does not assist the corporation in importing accessories instead, the company imports its own. More competitors entering the market News channels have just informed us that several corporations are interested in selling products in our local market.

As a result, they will be unable to conduct monopolistic operations in our country. Customer demand has shifted. In today's world, technology is rapidly evolving. Our youthful age, in particular, is becoming increasingly ambitious in terms of technological advancements. Prospects for the future Because public demand changes daily, they will be unable to sustain public satisfaction in the future if they do not respect public demand. The most important factor in running a profitable and well-organized firm is public satisfaction.

2.2.8 Threat of Substitutes

Political Factor: Walton imposes a high import charge on imported home appliance products and participates in Bangladesh government export promotion

programmers. They also provide tax incentives for plant imports. When needed, they provide Constant Government Support.

Economic Factor: Walton has a substantial increase in per capita income, and their GDP high disposable income is steadily increasing. They've reached a level of stability that allows them to increase their spending power.

2.2.9 Industry rivalry

It refers to the number of competitors in a given market. Rivalry can limit revenues and lead to competitive moves, which can include all marketing campaigns. Suppliers and customers can go for work elsewhere if they don't obtain what they want from a certain company. Furthermore, if there is little or no rivalry and no one else is doing what the company is doing, the company will most likely have significant strength and profits.

In Bangladesh, Walton may encounter competition from several well-known brands, including Vision, Minister, and other foreign names. There are a lot of competitors like this. It will be difficult because established well-known companies already have electronic items in this area and have large followings, and tight competition amongst existing players is one of the key reasons why many new entrants fail. Furthermore, the large enterprises in this industry benefit from economies of scale, which they value and strive to maintain.

CHAPTER 3 INTERNSHIP EXPERIENCE

3.1 Position, duties, and responsibilities

Here, I work as an assessment Intern at Behaviour Intelligence Department under Internal Audit & Compliance Department.

My duties and responsibilities are doing visit their plaza as a customer. Then observe and monitor the plaza staff or manager approaches. How they handle the customer, how they provide actual information about a product, how polite they are, and so on. Then I have a marking sheet like that survey questionnaire, then do marking through the specific criteria then writing a report under my line manager. Then, he corrected it and post the report to existing groups. If the report is satisfied then okay, but if any plaza report is under the marks, then they get immediate action. That can demotion or deduction the incentive and so on punishment.

3.2 Training

How to approach, how to improve me, how to wear a dress so that the plaza staff or manager can't trace me, basically act like a Detector.

3.3 Contribution to departmental functions

I contributed to the audit department's work, and I help them to find the plaza's internal problem and their actual behaviour, which they do as usual with the customers. And what will impact the real customer? So that, customers can feel interested in their product.

Here 45 Area Walton capture the market. That is given the below:

- Dhaka North Area

- Dhaka South Area
- Dhanmondi Area
- Rampura Area
- Mirpur Area
- Savar Area
- Gazipur West Area
- Tangail Area
- Chandpur Area
- Cumilla Area
- Narayangonj Area
- Noakhali Area
- Gazipur East Area
- Jamalpur Area
- Kishoregonj Area
- Mymensingh Area
- Brahmanbaria Area
- Moulvibazar Area
- Sylhet-North Area
- Sylhet-South Area
- Cox's Bazar Area
- CTG East Area
- CTG West Area
- Feni Area
- Barisal Area



- Faridpur Area
- Madaripur Area
- Patuakhali Area
- Pirojpur Area
- Jashore Area
- Jhenaidah Area
- Satkhira Area
- Khulna Area
- Kustia Area
- Bogura Area
- Naogaon Area
- Nature Area
- Pabna Area
- Rajshahi Area
- Sirajgonj Area
- Dinajpur Area
- Joypurhat Area
- Lalmonirhat Area
- Rangpur Area
- Saidpur Area

And I visited that all areas.

3.4 Evaluation

That initiative is a great decision from the owner group. For that reason, they can fulfil the target and set them to the customer's mind. In the future, every organization has a product but a little bit of organization will have the actual services to the entire customer. Customers also searching for good behaviour and service.

So, I think in my perspective, that the appreciating initiative on this competition world.

3.5 Skills applied

Here, I applied my detective skills. Doing this job, I realize that, I am good at observing mistakes. And how to correct the specific issues and take immediate action. I give them high effort when I was in a duty mood. Even, I work in off day, as like a permanent employee. So, I can say that I give my best in that work and I believe that hard work paid off.

3.6 New skills developed

I am a marketing student. I don't have practical knowledge about corporate culture and work. In this time, I learned how to approach, how to handle the situation, how to behave like an employee, how to do work. I have lots of improvement on myself and I feel it, it will help me in my future job life.

3.7 Application of academic knowledge

First of all, I want to thank my faculty member who was take me the lessons. Especially my Consumer Behavior faculty Mr. Ratan sir. For that reason, I can understand the position of the consumer. What things do they expect from the organization and their product? And the entire things help me to do this job. So here

I apply my academic knowledge and my forum activities, which are things I do at my campus. These things help me a lot.



Chapter 4 Conclusion & Key Facts

4.1 Recommendation for improving departmental operations:

- ❖ I believe Walton needs to improve his co-relationships with all of his vendors and sellers.
- ❖ Price stability is what I recommend to Walton. The "underrated" approach is causing a slew of issues for presenters. Smooth selling as an "underrated" develop product and price-fixing is a major issue; price consistency for all products is critical.
- ❖ Their products are currently more competitive than those of rivals. However, I urge that Walton cut the price of their products slightly to grab the market and reach all types of clients.
- ❖ I advise Walton to use Standard advertising. Because advertising is crucial to the success of a company. However, in my research, I discovered that Walton's television commercial is unsatisfactory. As a result, the corporation will place a greater emphasis on advertisements.
- ❖ Because Walton's target market is always middle-income consumers, product quality must be maintained.

4.2 Conclusion:

Walton HIPCL is a significant step toward prestige of Walton's founding brand Bangladesh for manufacture of fridge, air conditioners. Walton HIPCL was the first research and development business, as well as the first to supply advanced research and production technology and equipment for refrigerators, motorbikes, and air conditioning, among other things. Walton has established itself as a proud exporter in Bangladesh. Bangladesh has been transformed from a consumer to a producer of home appliances because of Walton. And doing this type of improvement practice, that will work in future and they will have lots of customer.



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Appendix-A:

	Acronyms and Abbreviations
RB	Rizvi & Brothers
HIPLC	Hi-Tech Public Listed Company
SOWT	Strengths, Opportunities, Weakness, Threat
PPC	Premier Pavilion Category