

# Market Development Activities of EZZY Automation Limited: A hands-on Practice through the Technology and Sales Department

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This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

Market Development Activities of EZZY Automation Limited: A hands-on practice through the Technology and Sales Department



**Submitted to**

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Major: Marketing

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**School of Business and Economics**

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## Latter of Transmittal

December 27, 2022

To

Dr. Sarker Rafij Ahmed Ratan

Associate Professor

School of Business and Economics

United International University

Subject: submission of Internship report "Market Development Activities of EZZY Automation Limited. A hands-on practice through the Technology and Sales Department."

Dear Sir,

I am pleased to inform you that I have successfully prepared my Internship report on market development activities of EZZY automation, which is playing an important role as a platform for business function. The title of my report that I have prepared for this study is "Market Development Activities of EZZY Automation Limited. A hands-on practice through the Technology and Sales Department."

I have done interesting investigation in this report. I enjoyed many academic knowledge in doing this report. By explaining the business development activities of EZZY automation, I live my academic knowledge life. I have applied my academic knowledge in this internship and observe how marketing core action which is called sales can affect the whole business function. The report I have prepared are highly based on primary information source and a little secondary sources which is very minimum. I got support by my colleague of getting this information. There is no information I copied directly from the source.

I, therefore, pray and hope that you will accept my internship report and provide me your valuable remarks.

Your obedient student,

MD. Shahriar Hasan Badhon

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BBA Program

School of Business and Economics

United International University

## Declaration of the student

I myself, Shahriar Hasan Badhon, declare that I have prepared the internship report on "Market Development Activities of EZZY Automation Limited. A hands-on practice through the Technology and Sales Department.". All information used in this report is collected and analyzed prior to use in the study. All the information provided in the study is valid and relevant. Also, no information is copied or shared directly in the report without sharing the proper reference.

**MD. Shahriar Hasan Badhon**

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Major: Marketing

BBA Program

School of Business and Economics

United International University

## Acknowledgement

At first, I thank Almighty ALLAH and my parents for giving me the patience, strength, and courage to pursue these 4 year BBA programs from United International University and making me able to finally finish it.

I am delighted to express my deepest gratitude to all who provided data to finalize this report. Special thanks to my Project Supervisor and Faculty of Marketing *Dr. Sarker Rafij Ahmed Ratan, Associate Professor, School of Business and Economics, United International University*, whose suggestions and efforts have motivated me to prepare the report.

I also want to offer recognition to Mr. Sabbir Rahman, deputy manager of sales department, at EZZY automation who guide me to marketing development actions, business and the opportunity to understand how to deploy different marketing tools in the sales function and promote the business.

Last but not least, I want to thank all of my friends and colleague who supported me while I got stuck in any conceptual theory. Without cooperation and mutual support, it would not be possible to carry out all the tasks.

Finally, I sincerely thank the United International University Authority for organizing this student internship program. It really allows students to apply their theoretical knowledge in a practical platform before entering the business world.

# Executive summery

Business development activities is the vital activity for any business. It establishes and creates market. Every business uses this activity to develop their market and grow the business. It is held as core activity of sales or marketing department. Through total marketing is more than that but vital activity of marketing department is business development activity. EZZY also has this activity in the name of technology sales. This department are the only marketing department of EZZY automation. this department is responsible all the complex activity of marketing. The duty is not specifically on forcing to the market and selling. Rather, it also consists of some digital marketing and offline marketing activities. Part of digital marketing, an employee has to do email marketing, speech writing, some content creating. The offline marketing activities consist of analyzing customer needs, segmenting, targeting and positioning. There also additional activities a sales employee has to do that is the self-promoting of the products. There is no established branding and creative department for marketing activities in the EZZY automation. So, the sales force has to do activities at some extent of branding and promotion alone. I have mentioned the process of business development of EZZY automation also explained the over job responsible throughout the report on various points. I have also explained the nature of the service that they provide and the cost structure for that service. The study encompasses the whole business criteria in short. I tried to explain the internal environment and the external environment and it related core competencies that play as competitive advantage among the competitor. So other things can be analyzed but the report purpose does not allow me to include it. I also tried to verified the effect it impacts in its industry in industry analysis. But lack of some information made me unable to do so. Such as, economic analysis of the industry and the impact the EZZY has its industry cannot be explained because of unavailable information.

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# Chapter 1

## 1.1 Background of the report:

At the very end of the BBA course semester, an internship or project is a prerequisite for students to obtain a BBA degree from United International University. Every student who chooses an internship program must join the organization as an intern for at least three months to learn the actual job duties under the supervision of the instructor provided by the university. While performing internship duties during this period, students are required to prepare an internship report based on the selected subject and their field of study.

On the other hand, students who choose a project plan do not need to directly join in an organization as interns but must observe and collect all valuable information about any company, any overall industry, or a specific department of the industry within three months of the project, and then are required to analyze, prepare and submit the final project report to their designated project supervisor. At the same time, university project supervisors are selected from the university's faculty and staff to guide students to correctly analyses all information.

However, I choose the internship period because it gives me enough opportunity to observe a business marketing activities and condition keenly from the very near. Where I can observe and learn How different elements in marketing works and impact in both the organization and customers or market itself. By my internship, I also get the opportunity to learn the effect that a long-term marketing strategy affects in accomplish the vision mission of a company.

## 1.2 Objective of the study:

The study objectives concisely describe what the researcher is attempting to achieve. These summarize the achievements that the researchers hope to achieve within the

framework of the project and guide the study. The objectives of the study must be achievable, that is, the research must be carried out on the basis of the available time, infrastructure, and other resources required for the study. Before formulating learning goals, I reviewed several published studies in my area of research and identified knowledge gaps that needed to be addressed. Finally, I made some general learning goals during my internship. Those are given below;

1. To prepare the project report to achieve the Bachelor Degree on BBA program from United International University.
2. To learn how to use my marketing knowledge in practical business environment.
3. To observe the market development activities for business growth.
4. To learn the affection of different marketing tools, impact in the business process and its aim.
5. To learn how service marketing work in our nation.
6. To gather industry practicing on marketing activities.
7. To analyze the threats and opportunities in the business.
8. To learn the gapes and way to fill up those gapes.

### 1.3 Motivation of the report:

This report is prepared for the prerequisite of completion of BBA degree. The topic was selected by the honorable teacher for study relatable to my academic. Though, it was an out force for to prepare this report but after I start to prepare this report, I got motivation from different interest. I got help from my colleague and bosses to prepare the report and its relevant information. Our honorable sir has guided me about the format of the report. The topic of the report was directly related to my job in internship. So, I easily related with the study. This study helps me learn practically and very nearly many different mechanism of business which I learned in my BBA course. It helped me a lot to increase my

understanding about business functions and its heart the market. I take help from my office stuff and colleagues to collect necessary information to prepare this report. I personally collect many information relatable or non-relatable to the report. I take help from my academic books to prepare it more wisely. Seeking help from the academic books, makes every think clear about a business works in Bangladesh. The topic of report helps me understand me the heart of the business “**market**”. The process of customer acquisition makes things clear about a business and its internal and external environment. The trends, customs, and the practice of an industry how affects the activities of a business and its competitors. Industry practicing is a very important thing for a study of marketing. The way of an industry practice to business reflects the significance and importance of the business in the country and its portion of the total market. This report gives me scope to study not only the marketing activities but also the trend of the industry practices and how its competitors affects by a competitive action taken by a business. This study helps me understand in a better way about the business environment and different forces effect to the business.

## Chapter II: company & Industry review

### 2.1 company overview

EZZY GROUP is a unique ISO 9001:2015 and ISO 27001 certified organization. It deals in diverse fields of intelligence solutions like as, IT services, oil & gas solution as well as manufacturing. Their primary concern is EZZY automation. EZZY automation has its long history to tell. It started its journey since 1986 as small enterprise now. It made itself as a group of company from an enterprise in 37 years. It has included hospitality, fire protection service, security & access control, service and resource management, inspection and testing. They are pioneer of home automation in Bangladesh. Their experience in home automation is huge and vast.

### 2.2 Trend & Growth

EZZY automation is trying to grow more in IT sector in Bangladesh. They are reaching at every services relating IT in Bangladesh day by day. As a result, they have step over a service called BMS (building management system). BMS stands for total building management system in one platform. They are also the first venture in automation industries who includes BMS system in their services. They are technology related company. Their business is focused on building related IT solution in one platform.

The business growth depends on the customer's affordability. As the increase of posh people in the society their business rises as well. They believe that day by day people are becoming more tech-savvy and search for comfort. If they do so, then people have to come to the EZZY automation for meeting their thrusts. Nowadays rich people are searching for comfort at a priceless demand. They are demanding highest quality of products at any price. They basically follow a niche market of rich people. Day by day, their markets are rising. Right now they are stepping at government sites with their

valuable products. They provide USA based products which are very high in quality. So, for the quality of their products, they are in demand in government sector. Due increase investment capability of the government, it also seeks for good quality product in high priced.

## 2.3 Customer Mix

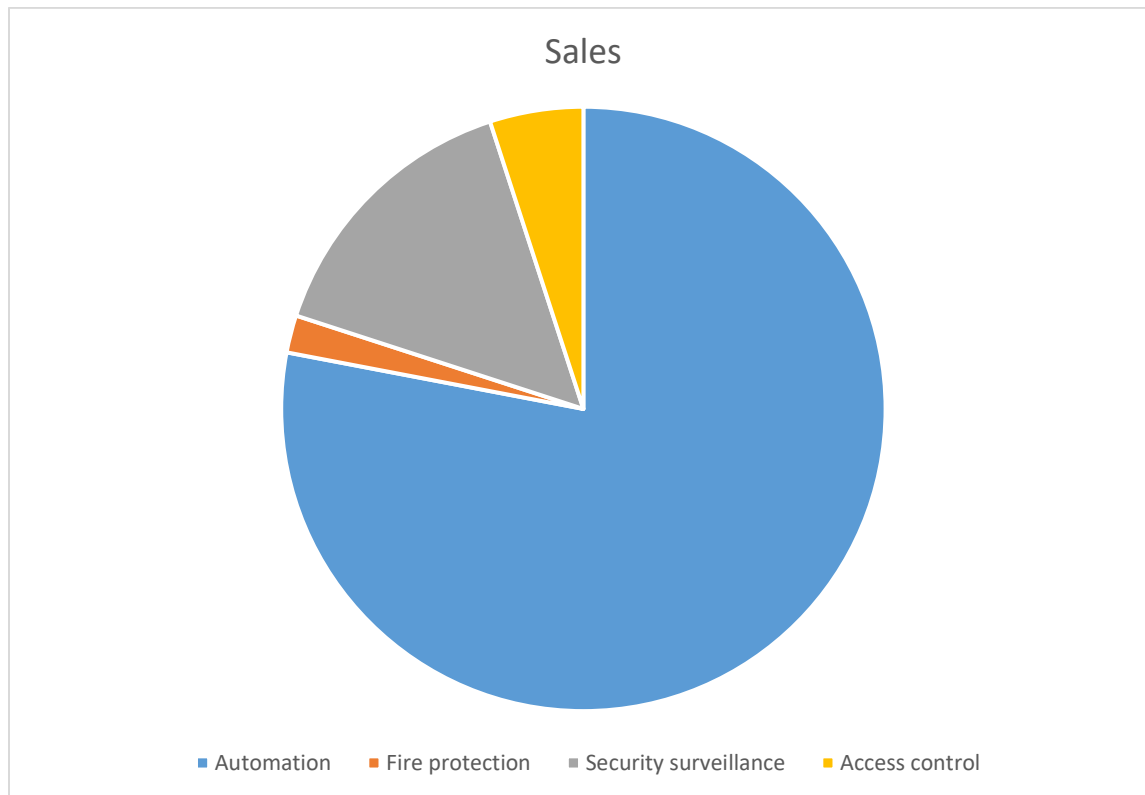
They mainly compete on niche market which is up-class market, such as commercial customers. Commercial customers are the main customers for them. They do business in B2B system. They provide multiple electronic products which can be used as an integrated system for BMS.

**2.3.1 Automation:** automation is a luxurious product for rich customers. It is highly customizable. Very rich people seek automation for their house or room only for their own comfort. They are pioneer in this segment. That's why they have captured almost 78% automation market in Bangladesh. Even, the competitors they face in the market place in automation are grown from EZZY group. Ex-employees who left the job earlier made them-self competitor to the EZZY group.

**2.3.2 Fire protection:** this segment of EZZY group is not that much of popular than automation. Because high competition. They usually do this job into a lower price to catch high price in their other segment. Their customer in these is also commercial though the try to sell it also in the residential sector. They have catch 6% market in fire automation. It contributes 2% of their business of total market covered.

**2.3.3 Security surveillance:** this segment particularly focusses on bank market. Nowadays, commercial banks are need of security cameras, volt protection, lesser protections etc. Banks are opening new branches of their almost every year. They also focus on universities for these products. Universities needs camera for surveillance of their own interest. Actually, universities are the market of three products they sold, security surveillance, access control and fire protection system. It contributes 15% the total market.

**2.3.4 Access control:** In this segment, their markets are big shopping malls and universities. They also offer total parking solutions in this segment. Universities are the big customers for access control segment.



## 2.4 Service/Product Mix:

EZZY automation has its wide range of products in their automation segment. They do not produce products rather they are the authorized dealer of a specific brand. They are authorized dealer of Crestron brand. They do their automation business with the Crestron products. Though they have stock other brand's products. But they do not have authorization of those. Below are given some products category of Crestron.



**2.4.1 video conferencing:** Crestron has a products called flexed for video conferencing. It is used for interaction on the online platform. It is used in corporate world for virtual interactions. Creston`s video conferencing system is one of the most advance system and expensive in the world. It is a product of USA. One of the feature of the system is buffer less video conferencing facility which is huge popular in the customers. At present, EZZY automation seeking market for this products in large corporate offices and private universities.





2.4.2 Sound system: they also provide sound system for hall conferencing. Their strategic partner Creston support the with its world-wide famous products. They provide speakers, multi-room audio system etc. this solution is given by EZZY automation in intercontinental hotels.



**2.4.3 Other parts in the automation:** other instruments such as, motors, curtain, switch boards for these EZZY automation has different partners for each category. For those they have both expensive & inexpensive brands. They offer those according to the budget of customers.



**2.4.4 Security surveillance:** their another big segment is the security surveillance system. They also possess a huge market in this segment. They have several brands for this segment. Like as, Honeywell, Huawei, Axis, Uniview, Alhua etc. they provide complete solution in security surveillance. They provide cameras with servers and server room fire protections. Which makes complete solution for the client. They usually sold cameras in a set system. A set could be consisted of 4 cameras or 8 cameras & above of it. Their central controlling system has access to those cameras of clients for further monitoring. By the central controlling system, they control customer problems.





## 2.5 Operation:

A standard organizations have some internal departments to manage and control the business overall. EZZY automation also has some internal departments to manage and monitor their business. They don't call it in the traditional way of some departments. Those departments and their responsibilities are given below.

**2.5.1 HR department:** Human Resource department is liable for Employ hunting and selection, Salaries and pension calculation, document of employee information, keep secrecy about employee information, approving different types of leaves, making company polies for employee enhancement etc.

**2.5.2 Accounting Department:** accounts department is liable for collecting balances about all kind of company expenses and revenue. Any financial requirements by any department`s employee needs approval of accounting department.

**2.5.3 Sales Department:** there is no marketing department in EZZY automation. Only sales exist for doing all marketing responsibilities. Sales department has to do branding, making marketing polies, getting advertised in magazines, analysis supply and demand, liable for front line marketing activities, developing markets and inventing new markets, final sales activities, developing relationship with customers etc.

**2.5.4 Presales Department:** this department is consisted of engineers. This department is liable for installation of products. After getting an order, sales department & presales department works very closely. Customers speaks up their requirements and needs with the sales person and sales person make understand the presales person those requirements. After understanding, presales are liable to do according customer satisfaction and connect to the aftersales department.

**2.5.5 Aftersales Department:** aftersales department is consisted of call center facility. They handle customer complaints and queries. They also monitor services and products provided by the company and warranty issues.

**2.5.6 Commercial Department:** the responsibility of the department is mixed and complicated. This department ensure all supplies, deals with vendors, monitor over-all manage of the company, control additional and expensive expenses, filing all the documentation activities, making additional duties of any employee from any department in the company if it needs.

**2.5.7 Admin Department:** this department is responsible for official expenses and requirements such as, stationary items, furniture used in the offices, visiting client expenses, reception activities etc.

**2.5.8 Their overall process structure & attribute:** their office type is **front office**.

Front office is a process with high customer contact where service provider interacts directly with the internal & external customers. It is a highly customized product. So, process complexity & divergence both are high. Customer involvement is also high which make the price high. They maintain hybrid office for their security surveillance segment where some standard products are used and moderate levels of customer contact happens. Their capital intensity is also high because the capability of the technology they use is rising day by day. For the high customization and customer involvement, the process yields high price. For minimizing their cost, they stock some equipment which are general-purpose used.

## 2.6 SWOT Analysis:

### 2.6.1 Strength:

#### **Lower operating expense:**

the average salary of the industry is low. So, they can find out employees with lower range of salary to operate the core function of the business. Such as, one of the core function of the business is sales. EZZY automation can run its sales department with a lower range of wages & benefits. Such as, they provide half of the salary as a bonus.

#### **Quick response to the market changes:**

EZZY automation is a technology-based company. They have several expertise in the field of technology. They can provide any solution though they primarily show few or major solutions in the pamphlets. So, they have the capability to respond quickly to the market

changes. They have well-established engineering team with high skilled employees. They can take any challenge arise from the market condition.

**Product flexibilities:**

the products they use in their service low weight in most of those. So, carrying is easy to show the potential customers. However, they also use heavy products in their services.

**Quick decision making:**

the whole organization is worked like a cross functional team. They can take complicated decision in short time by the bonding existing between the departments. Employees are periodically switched between departments so that they can understand each other works & complications and increase their skills also.

## 2.6.2 Weakness:

**High workload:**

They are pioneer and most experience organization in the automation industry. Their customer base is high in relative to their direct competitors. Nowadays, they are also having short employees. So, workload of each employee is higher than estimated. It ultimately comes in some performance loss which in turn unsatisfying some of their regular customers. As, it is a job process service for the employee, they have to satisfy unique need of the customers. Do so, sometime they have to give personal attention to their customers.

## 2.6.3 Opportunity:

### 2.6.3.1 Space to increase market share:

EZZY automation has its opportunity to increase its markets share by stepping their foot in other market segments in field of automation. There are some supplies in automation industry that cost lower than current supplies of EZZY automation. Such as, products produce in china can be lower price than branded one. So, EZZY automation grab the opportunity and compete in lower priced segment in the market. Though its require

additional management facilities but the profits in those segment cling to is much more than the additional investment. It also makes them pioneer in the segment which create a strong position among its competitor.

#### 2.6.3.2 Space for market development:

Their plenty of opportunity to step out in the new markets. As it is a technological company. They have many skills and expertise in the field of technology. They can use their engineers in diversified research in the field of technology. For an example, their IT department is being used only for the official internal problem solving such as, installing software, servicing computers establishing officials network systems etc. this IT department can be used for a distinct business segment which target different and flourishing markets. Such as, website markets, graphic design market etc.

#### 2.6.4 Threat:

##### 2.6.4.1 Easy to the market:

There is an easy system going in into the industry that barrier to the entry in the market is easy to enter. There many companies or brand in globe which are producing automation products. The market is also increasing day by day in the Bangladesh. So, competitors can easily be made and the amplification of the competition can be increased.

##### 2.6.4.2 Cost of technology:

as it is a business of service industry, the initial cost of the industry is low. A new venture may not stock products as much as EZZY automation. They can easily gauge the scope and demand and design their supply chain according to the plan which makes them cost saving than the competitor.



#### 2.6.4.3 Business vendor's loyalty:

some brands that are produces multipurpose products may not loyal to the EZZY. Competitor can give them better business in other sectors. So, the partners can move to them.

### 2.7 Industry analysis:

#### Specification of the industry:

The automation industry in Bangladesh is not well established. Because the companies doing business under this industry are not well established. Maximum of the companies are not that much of capable in this field. Because of the unexperienced, they failed to calculate the exact size and position of the market. Member of this industry is high. Easy excess to substitute products and many substitute products makes an intense competition. The competitors of this industry compete aggressively with each other. But there is a scope for ESSY automation as a pioneer of this industry. They have strategic flexibility in their business. They are confident about their capability to solve any problem regarding their business field.

#### 2.7.2 Industry size, trend and maturity:

The industry of automation in Bangladesh exists more than 20 years. But the growth of the industry is not so much. The industry starts its journey from 90's. Due to the bad economic condition, the industry could not flourish. The growth of the industry is slow but progressive. For the slow growth, the size of the industry is not so big. But it is expanding day by day. Market trend of this industry is niche marketing. Members of this industry are competing for the same market niche. It is yet not possible to strive for other segment in the market. From the above discussion, we can come to a conclusion that the industry is not matured. So, lots of scope is in the industry to exploit. In essence, the industry is not matured enough yet. There is lots scope to do business in it.

Size: the size of the industry is small. Because the competitors are not large enough. There are actually few companies in the marketing competing on automation industry.

Trend: the business trend is innovative and up-to-date technology. The industry is tech savvy. The industry competes on complicated technological dimension. Suppliers are the strategic partner of the company. Perpetual innovation is recommended in this industry. R&D team is deliberately working in the field to introduce new technology in a better way that satisfy customers very well than previous one.

Maturity: the industry is not matured enough. Competitors are not large enough for high competition. The market is niche. So, few competitors are competing in the market.

### 2.7.3 Barrier to Entry:

EZZY automation has create some barriers in the industry to enter for others. They are the first mover of its business. So, their learning curve is higher than its competitors. They have formulated a well-defined company in its business than competitors. They have economies of scale regarding Creston products. They have franchised with Creston. They established a good source of supplier partnership relative to their competitor. EZZY automation is a dynamic business and it has developed way of related resources. Automation industry in Bangladesh is an expensive business. The price of the products is high in nature. The total business of the industry is low. So, the competitors find little scope of doing business in front of giant company like EZZY automation. EZZY automation has increase its barrier by giving other facilities to customers like, support services. The company has already established a good command in its market and now trying to develop new one. They have developed some its development channels in areas like Dhaka and Chittagong where its competitor fear to step. Chittagong is growing market for automation and EZZY automation has stepped its foot print in the market than its competitors. No competitors have gone through the Chittagong market yet. Many competitors are not well established yet. In this case, they face difficulties in extracting investment from the market. But EZZY automation has adverse condition on that. The

company can extract money from the market as they are practicing a well-defined business role in the market. EZZY automation can apply vigorous retaliation to its competitors to entry into the market. EZZY automation has its major stake in the automation segment. So, the firm will protect its stake in the industry.

#### 2.7.4 Bargaining power of suppliers:

The bargaining power of supplier is moderate in the business of EZZY automation. For the automation sector, it uses Creston products in large parts though there are some other brands but offer Creston first. So, Creston exercise huge power on the price of the products. Though the price matter is variable by other factors. But still the impact of Creston is huge. But the exercise level is minimum because of existence satisfactory substitute products in the market. Another reason is that EZZY automation is the significant buyer in Bangladesh for Creston.

#### 2.7.5 Bargaining power of buyers:

The bargaining power of buyer is high in nature. EZZY automation generally seeks business buyers for its products and service. Business buyers are responsible for large purchase which result of significant profit. Increase profitability results in high power in buyers. Buyer has a negotiation power which makes the price variations.

#### 2.7.6 Threat of substitute products:

The threat of substitute product is huge. EZZY automation competes in electro products and its related services which very common in the market now. There serval products which can be substantial as direct substitute or indirect substitute. In the case of EZZY automation, the number of direct and indirect is huge. There several brand from china and all over the globe exist in Bangladesh market offering different prices on which competitor competes over EZZY. So, customers have different choices about selecting a

product or brand. Although the switching cost is high in the market for a customer. Because maximum customer are business customers and invest significant amount in the brand choice. Such as, Creston sound system has substitute from a Chinese company brisk system.

#### 2.7.7 External Economic condition:

The market is not mature so there is lots of chance to get extra money from the industry.

#### 2.7.8 Technological Factors:

The industry is fully formulated on technology. Many different kinds of technology use in this industry to done the work successfully. The main technology is electronics. But to implement it, different kinds of software are used. To continuing the business, the organization requires some professional individuals as engineers. In labor market like Bangladesh, the industry get labor easily and leverage them effectively. The technologies used in the industry are not available in the country. The companies have to import them from different countries. For this, time and money cost get high in price. The company uses heavy and dependable software to handle hardwires. Their business depends on mainly customized package of service. Every customer is unique and the software and hardwires use in the service have to be customized in demand. So, each package has to be highly efficient in nature. EZZY collects its hardwires and software from renown companies around the world. So, that they can better serve the customers by customizing the package uniquely.

## Chapter: 3

### Market development activities of EZZY Automations

Business development activities is the vital activity for any business. It establishes and creates market. Every business uses this activity to develop their market and grow the business. It is held as core activity of sales or marketing department. Through total marketing is more than that but vital activity of marketing department is business development activity. EZZY also has this activity in the name of technology sales. This department are the only marketing department of EZZY automation. this department is responsible all the complex activity of marketing. The duty is not specifically on forcing to the market and selling. Rather, it also consists of some digital marketing and offline marketing activities. Part of digital marketing, an employee has to do email marketing, speech writing, some content creating. The offline marketing activities consist of analyzing customer needs, segmenting, targeting and positioning. There also additional activities a sales employee has to do that is the self-promoting of the products. There is no established branding and creative department for marketing activities in the EZZY automation. So, the sales force has to do activities at some extent of branding and promotion alone. I have mentioned the process of business development of EZZY automation also explained the over job responsible throughout the report on various points

#### **1. Information collecting process:**

they basically collect information by visiting road side on-going projects. They collect the detail information from projects where information is written at board out each projects. They also collect information from the development company's sites. They also collect information from internal lobbying.

#### **2. Screening out:**

after collecting information, they screen out the information on the basis of their interest. They segment the information as their concern and market value. In this process they try to predict their scope of each projects.

### **3. Market Segmentation:**

they usually segment the market on the basis of market value. Such as, residential and commercials. In commercials, they segment it further like hotel, offices or banks.

### **4. Preparing portfolio:**

After the market segmentation process, they go for preparation of their portfolio for each segments and introduce that portfolio primarily by junior sales executive.

### **5. Approaching to clients:**

they basically approach to the final client through development companies. They actually first introduce their products to the development companies for their various projects. After the satisfaction of the procurement department, they try reach at the final customer.

### **6. Arranging meeting with clients:**

They try to arrange meetings by visiting them frequently. As, they do not do branding of their services they actually depend on sales pitch for client hunting. They totally depend on sales team for their sales.

### **7. Negotiation with clients:**

After reaching at final customer they usually negotiate the price with them. Often the development companies participate at the process of negotiation behalf of the client and negotiate with the provider. Some discounts may offer from the provider to grab the project. There are also some unfair means way used to get a project from them.

Lessen: their services are not differentiated in the market. So, their position is not well defined. They are using sale force for both sales and

### Their overall process structure & attribute: (service)

their office type is **front office**. Front office is a process with high customer contact where service provider interacts directly with the internal & external customers. It is a highly customized product. So, process complexity & divergence both are high. Customer involvement is also high which make the price high. They maintain hybrid office for their security surveillance segment where some standard products are used and moderate levels of customer contact happens. Their capital intensity is also high because the capability of the technology they use is rising day by day. For the high customization and customer involvement, the process yields high price. For minimizing their cost, they stock some equipment which are general-purpose used.

## Chapter: 4

4.1 Position: Name of the position is “Technology Sales”

### 4.2 Duties & responsibilities:

the duties and responsibilities were huge. I was to responsible for the sale and new market development activities for the company. I had to go to the potential customers and existing customers to find out expected sales. Doing these activities, I was introduced their existing market and its customers. Their opportunities are basically on new constructions of commercial buildings. I had to find out those happening in around the city area and report to the department head about those information. Doing so, I need to present my statement in manner. For that, I need to know about my company`s product. For that, I was provided some trainings about the products and technologies uses by company. I was to attend those training session in a timely manner.

### 4.3 Training:

I got several training sessions in my internship period. Those training ware related with the company`s technology and its uses. I was introduced Creston products during training session. I know how different products of Creston serve different market in Bangladesh. I know their uses and pros & cons. I also was introduced about substitute of Creston products. I got to know how a product can serve two different markets. Such as, door lock security system serves both residential and commercial market. I know what are the main components of different security markets. I came to how a home or room can be automated by different but linked technology. What distinguishes automation from other competitive services.



#### 4.4 Contribution to the departmental activities:

I have done the survey they need to develop their markets. I have noted many information to serve them. My collection of information served them very well by knowing them what are the hopes they have in the market now. They also tried to grow some existing market by me by sending me to them with the training of presentation of products they serve at. Such as, I have gone through every private university to any scope existed in there. Specially, new private universities whose campus are on process in construction. I went there and find any scope for the market of access control & security surveillance. I also have gone through many private corporate offices to see any scope for door lock system or any other security requirements. By my effort and collection of information they have develop new plans for short term business activities. I also make some market which was unreachable for them in previous period. Such as, construction company BTI. I create a link with bti construction company for them which was huge beneficial for them.

#### 4.5 Evaluation:

EZZY automation is a service based company. It produces no physical products. It sells electronic products of other company and serves the customers by support services. Support service requires some electronic engineering. I worked in sales team in a EZZY automation company. Sales is a crucial department for this company. There is no marketing department except sales. Sales is the only effort for the company in marketing activities. Sales team are highly pushed for sales. Sales team uses their intellectuality to pursue new sales. For this, they have to constantly visit to the prospective clients. They also search for new markets constantly. The products and related service the company provide is a high-end-technology products and services. The sales team need train and constantly update them self about the latest trend of the field. Their company is good at corporate practicing like, training on different issues about the department and products. They have cross functional team playing system in their corporate culture. So that, every department is linked with each other and by this, they can solve any business problem

effectively. They practice to educate their every employee in vast matters regarding corporate activities. Such as, I have learned some HR functions during my sales internship which increase my capability and learning module.

#### 4.6 Application academic knowledge:

I have applied a vast amount of skills during my internship as my department was directly related with my major concentration in BBA. I have shown behavior in corporate form what I learned in my subject called corporate behavior. I have applied the activities required for **job process** system in business which I learned in BBA. I have applied my knowledge about service marketing. In short I have applied a vast amount of knowledge I gather from my academic. Also I need to acute in other skills then learned from BBA to do the job effectively. I segment the market on the basis of income and quality priority. I made my own planning for developing new markets and retain the existing. I also need to do some promotional activities which hadn't any separate department.

#### 4.7 New skill develops:

I have learned lots of things from my internship. I have learned core marketing activities of a company. For marketing, EZZY automation only has the sales department. So, lots of marketing activities have to do solely by the sales department. I have learned how to develop new markets, how to retain existing one. How to report the activities done by a sales executive. How to maintain relation with the both vertical and horizontal partners. How building relationship make a stream of purchase in future, I observed it closely. I have learned how to search for customer demand both explicit and implicit. How to approach customer in manner to present the products appropriately. How to work with a cross functional team which may solve a complex problem aggregately. How to gather information about business and its related competitors. How to analyze competitor's strength and weakness. How the substitute products are serving the market and how well ours are doing competitive to them. I have learned how a project gets done from the scrape. I have acquired answer of all the question above mentioned and tried to face them with the knowledge and potential I retained from my university education. I have

also learned how the production, support, and HR department effects the business function. There is also a very crucial department called after sales which the responsible of customer satisfaction. After sales department works on customer quarries and complaint problem which is highly linked with the customer satisfaction. This department helps us to find out implicit core demand of the customer that is needed to satisfy importantly which help us to improve customer demand and reliability and also develop our work and capability. They also give us hind about future characteristic of demand and skills needed to acquire.

## Chapter: 5

### 5.1 Recommendation for improving departmental operation:

EZZY automation does not have promotion department which is very important for tech based company. The company does not manufacture any product rather it manufactures service related to the imported products. Those services are basically support services and installation services. Products they offer in market have huge substitute exists in the market. So, customers get huge option than EZZY's offerings. So, it is very important to provide promotional effort to the market to catch the potential customers. I found lake of promotional effort during developing new market. The customer, especially commercial customers, often forget the name of the company and its symbol. Because EZZY automation only has the sales team to liable for the sales and promotion as well. A sales person has to visit frequently to promote the brand which is not sufficient. Business is growing so better marketing strategy is needed. If the brand name is not in the mouth of customers, then big market acquisition is not possible for them. Only sales force cannot carry out the big marketing strategy. So, I think they need to develop promotion strategy fast to ahead of competitors. Also they need to define their market because the market condition is changing very fast. In this fast environment, they have response very fast so that no gape exists for competitors. Basically they lack of perfect position in the market. They have created a useful positioning strategy for it market to ensure its interest on the market.

### 5.2 Key understanding:

There are lots of think I have understood about the business of EZZY automation. The understanding is written below.

1. Understanding of raw market of EZZY automation.

2. Market development activities of EZZY automation.
3. How slight change of external environment can affect the business opportunity in huge.
4. How keen are the competition is?
5. What are the competitive response from EZZY automation in response of their competitor's actions?
6. The process involves in a sales done
7. Bids for commercial projects.
8. Internal organizational environment.
9. External organizational environment.
10. Marketing strategy for short term goal.
11. Organizational behavior.
12. Sale speech.
13. Information hunting about a specific matter.
14. Analyzed how the core competencies increase can be a competitive advantage of a company.
15. Learned about the corporate culture.

### 5.3 Conclusion:

The EZZY automation is a growing company in its industry. It is the pioneer of its industry. The market is not mature enough to compete. So, there are lots of scope for EZZY to do business. As time passes, the country is developing and people are educating. Advance country need advance technology. EZZY is there for the people who are tech savvy. They are producing products which is consisted of advanced technology and engineering activities. Sales department is the heart of the company. This department is responsible for the sales and estimated revenue. Sales team are the only team that does all the marketing activities. Core marketing activities like; segmenting, targeting and positioning are done by the sales team. They have to do all the task alone. They have to do frontline

working for the company. They maintain positive relationship with the client from the company. EZZY does not produce any physical products. Rather they produce service on the basis renowned brand. So, they have to focus on service marketing. Our country's service marketing is not flourished fully yet. They face some limitation in doing service marketing. There are lots of pressure on sales team as they have to do the hole marketing process solely.

The information about the market is not explicit. So, they have to do some information hunting activities to develop the market and planning on it. Product substitutes are huge in the market. So, they face heavy competition in the market. Some of the competitor are not direct competitor. But some time, they possess a luxurious portion the market by increasing relationship with the customers. Long term relationship is very important for EZZY automation because their services are not well differentiated in the market.

That because their position in the market is not strong enough. They do not do any promotional activities. Customers cannot find the brand value when it expresses the need. They need to create a differentiate position in the market. Basically they are trying to pursue competitive advantage on the scale of good relationship with the clients as, they are lack of rare capability.

## Reference

### Primary:

This section is high impact on my report. Because maximum information I gathered from internal sources like; product slides

Security surveillance presentation slide

EZZY automation presentation slides

Creston internal training session.

### Secondary:

isual-paradigm.com/guide/strategic-analysis/what-is-swot-analysis/

<https://www.creston.com/>

text books.

