



**Walton's market development and positioning strategy: The case of Behavioral Intelligence Division**

**Internship Report**  
**On**  
**Walton's market development and positioning strategy: The**  
**case of Behavioral Intelligence Division**

**Course code: INT 4399**

**Submitted To**

**Muhammad Rehan Masoom**

Assistant Professor

School of Business and Economics

United International University

**Submitted By**

**Redwan Howlader**

ID: 111 171 203

Bachelor of Business Administration

Major in Marketing

United International University

**Date of Submission**

**March 30, 2023**



**United International University**  
*QUEST FOR EXCELLENCE*

## Letter of Transmittal

30 March, 2023

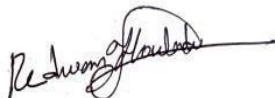
**Muhammad Rehan Masoom**  
Assistant Professor  
School of Business and Economics  
United International University

**Subject: Submission of Internship Report, titled “Walton's market development and positioning strategy: The case of Behavioral Intelligence Division”.**

Dear Sir,

Respectfully, I am presenting my internship report on the market development and positioning strategy of Walton's Behavioral Intelligence Division. This report is a requirement for the Bachelor of Business Administration degree and the INT course 4399. In order to ensure comprehensiveness and coherence in this report, I have integrated my professional experience at Walton with an analysis of market development and strategies, as well as pertinent secondary material sourced from their website.

It is my sincere hope that the present report will fulfill your anticipated standards. I would greatly appreciate it if you could kindly accept my internship report with the utmost gratitude.

A handwritten signature in black ink, appearing to read 'Redwan Howlader', with a horizontal line extending to the right.

.....  
Signature

Redwan Howlader  
ID: 111 171 203  
BBA Program  
Major in Marketing  
School of Business and Economics  
United International University

## Acknowledgements

The internship program at WALTON afforded me a valuable opportunity to acquire and enhance my skill set. Thus, I deem myself fortunate to have had the opportunity to be involved in it. I express my gratitude for the valuable opportunity to interact with a diverse group of individuals and experts who have provided me with invaluable assistance in successfully completing my internship tenure. Considering the aforementioned, I would like to extend my sincere appreciation to Mr. Muhammad Rehan Masoom, an Assistant Professor at the School of Business and Economics of United International University, for his unwavering mentorship, oversight, and contributions that have facilitated the development of a meticulously structured report. The current state of this report is attributed to the invaluable assistance provided by him. The author wishes to convey sincere gratitude to their family for providing consistent support, encouragement, and care during their academic pursuits. The author expresses their profound appreciation to Mr. Sanjoy Chandra Banik, the Deputy Operational Director of the Corporate Office, who holds supervisory responsibilities over their organization. At this juncture, I express my gratitude towards him for his unwavering commitment and insightful pedagogy that proved to be immensely beneficial for my academic pursuits, encompassing both theoretical and practical domains. The individual in question played a pivotal role in making important decisions, offering essential guidance and direction, and effectively coordinating resources to enhance overall quality of life. I would like to express my gratitude to the authorities at the "WALTON Group" for affording me the opportunity to undertake my internship at their esteemed organization. Additionally, I extend my appreciation for the invaluable information and publication of papers that were made available to me during my tenure.

Redwan Howlader

## **Executive Summary**

This internship report is based on the practical experiences and the conceptual understanding of an intern. It is meant to help students learn about theater while also giving them real-world experience. The four-month internship with Walton HTPCL has culminated in the writing of this paper. An introduction, a synopsis of Walton HTPCL, and suggestions for WALTON's market development and positioning strategies are all included in the report. Some of their operational, business, and product risks were identified, as well as some recommendations. The report starts with a brief overview of Walton HTPCL followed by outlining the objectives, motivation, limitations, and scope of the report, as well as the definitions of key terms, company analysis, a company's history, and an overview. Those sections include information on trends and growth, customer mix, product/service mix, operations, industry analysis, industry specification, size, trend, and industry maturity, among other topics. The report gives particular focus on Walton HTPCL's marketing strategies. The intern purposes of the report and its restrictions such as time restrictions, confidentiality, knowledge and experience have also been noted.

## Table of Contents

Letter of Transmittal .....	3
Acknowledgement .....	4
Executive Summary .....	5
<b>CHAPTER 01: INTRODUCTION .....</b>	<b>8</b>
1.1 Background of the Report .....	9
1.2 Objective of the Report .....	9
1.3 Methodology of the Report .....	9
1.3.1 Primary Sources .....	9
1.3.2 Secondary Sources .....	10
1.4 Scope & Limitations of the Report .....	10
<b>CHAPTER 02: ANALYSIS OF COMPANY .....</b>	<b>11</b>
2.1 Overview and the History of WALTON.....	12
• Mission.....	13
• Vision.....	13
• Corporate Cultures & Values .....	13
• Organization Structure .....	13
2.2 Business Trends and Growth .....	14
2.3 Customer Mix .....	14
2.4 Product Mix .....	15
2.5 Business Operating System.....	15
2.5.1 Distribution Process and Network in Local Market.....	15
2.5.2 Corporate Sales .....	16
2.5.3 Global Network.....	16
2.6 SWOT Analysis .....	17
<b>CHAPTER 03: ANALYSIS OF INDUSTRY .....</b>	<b>18</b>
3.1 Specification in the industry .....	19
3.2 Size, Trend and Maturity of the Industry .....	20
3.3 External economic factors.....	20
3.4 Technological factors.....	21
3.5 Barriers to entry .....	21

3.6 Supplier Power.....	22
3.7 Buyer Power.....	22
3.8 Threat of Substitutes .....	22
3.7 Industry rivalry.....	23
CHAPTER 04: INTERNSHIP EXPERIENCE.....	24
4.1 Position, duties, and responsibilities .....	25
4.2 Training Facilities .....	25
4.3 Contribution to Departmental Functions.....	25
4.4 Evaluation .....	26
4.5 Application of Knowledge and Skills .....	26
4.6 Development of New Skills .....	26
4.7 Application of Academic Knowledge.....	26
CHAPTER 05: RECOMMENDATIONS AND CONCLUSION .....	28
5.1 Recommendation for improving departmental operations.....	29
5.5.1 Risk at Operational.....	29
5.5.2 Risk at Business .....	29
5.5.3 Risk at Product and Price .....	30
5.2 Conclusion .....	30
5.3 References.....	31
Appendix-A: .....	31

# **CHAPTER 01: INTRODUCTION**



## **1.1 Background of the Report**

My internship's main goals are to obtain work experience, have the chance to put theoretical ideas to use in a practical situation, and develop a comprehensive awareness of WALTON's Market Development and Positioning methods. Since the late 1990s, the Company has had a considerable presence in the marketplace. Walton is a privately held company with its headquarters in Bangladesh that produces high-tech goods. Walton and R.B. Group have a close working relationship. One of the top producers of electrical and automotive products in South Asia is Walton. Walton Limited is presently recognized as the world's largest firm and the leading supplier of machinery and electronics services in the region. Walton is a domestic company in the US. Walton is presently the biggest manufacturer of machinery, motors, and electronics in Bangladesh.

The only Bangladeshi company operating in this sector is that one. Compared to other businesses in Bangladesh, Walton Company is the most stable. They offer people in Bangladesh long-lasting, high-quality goods and services at fair prices. Day by day, they are gradually raising the product's value. This chemical is widely available not just in our nation but also throughout the entire planet. Walton improves the standard of living for Bangladeshi citizens and is reasonably priced, Overtaken by Walton's market share.

## **1.2 Objective of the Report**

This report's goal is to analyze Walton Hi-Tech Industries Limited's internal and external environments and make improvements to the organization's performance.

## **1.3 Methodology of the Report**

### **1.3.1 Primary Sources**

Primary Data had been gathered by the following ways which has been listed below:

- Conversing and discussing with Walton staff.
- A detailed analysis of the evolution of the marketing and business operations at Walton Corporation.
- Going out in the market to analyze the market and understand the market situation
- Making various report on the market visit.

### 1.3.2 Secondary Sources

Secondary Data had been gathered by the following ways which has been listed below:

- Publications and magazines that discuss the idea of marketing operations in Bangladesh
- Walton's annual report and website.

### **1.4 Scope & Limitations of the Report**

Due to the division's extensive operations, even a 4-month study would fall short of giving an in-depth grasp of all the division performs. This short period of time is not enough to conduct a complete inquiry. Even though there were many obstacles, I tried my best to deliver the report. The company's deputy director suggested that I go to the **Thirty-Five districts**, where I was meant to work, to assess the performance of its Walton Plaza and the behavioral approaches of its employees. I cover both North and South Bengal in order to better focus and absorb the research. These locations can serve as a representative of any other region because they are location to one of the nation's largest collections of plaza.

- Line managers were unable to give me enough data, documentation, or details on the secret strategy process since they were constantly busy.
- The fact that a new executive's efforts in this organization are not documented made the entire visit process challenging for me.
- My own challenges, such as my inability to comprehend some office documents or formal terminology, etc., cause me some issues.

# **CHAPTER 02: ANALYSIS OF COMPANY**

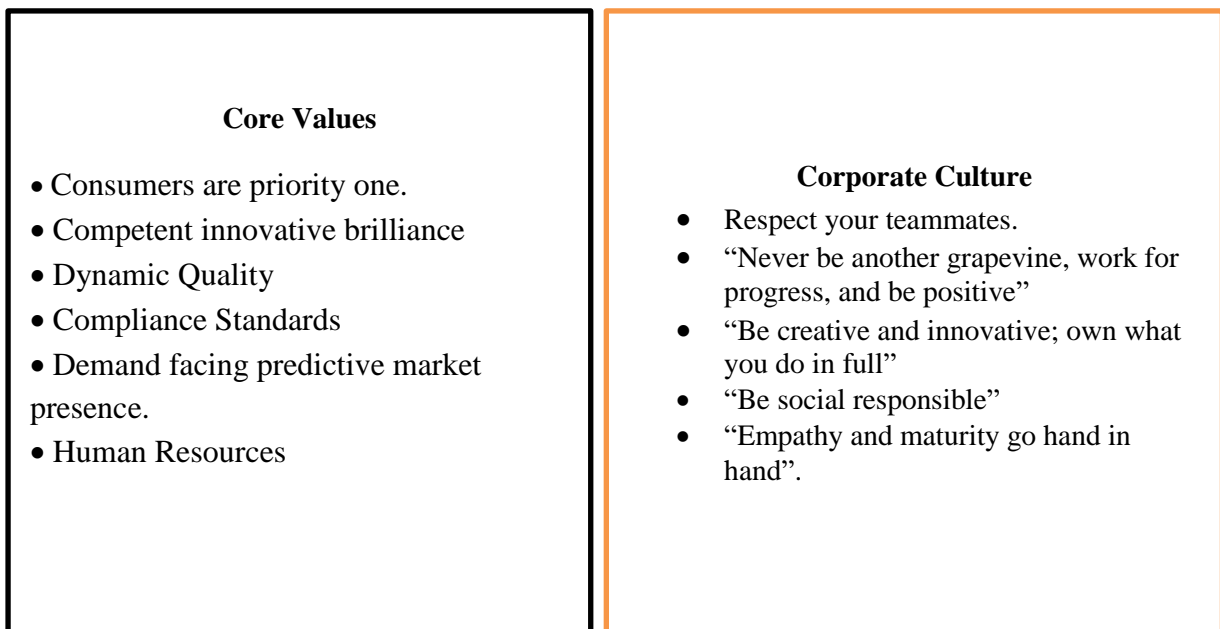
## 2.1 Overview and the History of WALTON

WHIPLC was founded in 1977, and in early 2008, the company began manufacturing cooling appliances. The business has recently expanded into the manufacturing of electronics including televisions and other home appliances. Because of its extensive production capabilities, high-quality products, competitive prices, extensive market reach, and fast after-sales service, Walton & Marcel has become the most trusted brand in Bangladesh's E&E business. Because of this, both Brands have rapidly expanded their market share and become two of the most successful companies in Bangladesh's E&E sector. WHIPLC sells a variety of appliances including refrigerators (both frost-free and regular), freezers, air conditioners, compressors, and televisions. Walton, a new global brand with headquarters in Bangladesh and one of the world's largest and best-equipped research and development (R&D) facilities, manufactures appliances, electronics, autos, and other electrical items through a network of wholly-owned subsidiaries. More than 30,000 people are presently employed by Walton across 22 manufacturing sites totaling more than 700 acres of plant area. Ten million pieces per year may be manufactured depending on demand. Walton is the industry's largest professional manufacturer, and its Electrical & Electronics goods are widely regarded as among the best available examples of their kind in terms of pricing, design, and innovation.



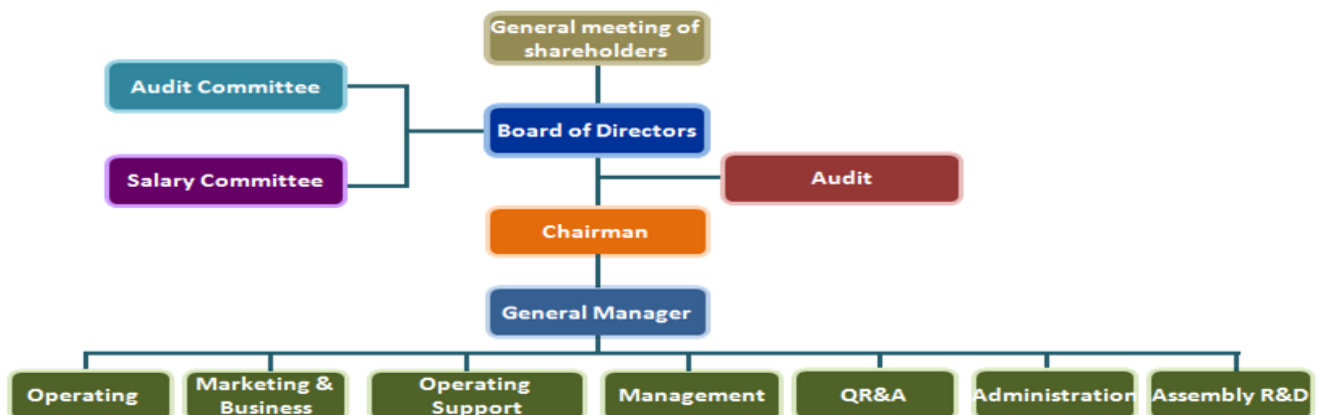
*Figure 2.1: Walton History*

- **Mission**  
Using responsible innovation, recognized quality standards, and market and customer demands as a guide, we can respond to the constantly changing demands of both.
- **Vision**  
Aiming to be a great leader among E&E's top 5 worldwide brands.
- **Corporate Cultures & Values**



*Figure 2.2: Walton Corporate Cultures & Values*

- **Organization Structure**



*Figure 2.3: Organization Structure*

## **2.2 Business Trends and Growth**

The only Bangladeshi company operating in this sector is Walton HIPCL. Compared to other businesses in Bangladesh, the Corporation is the most stable. They provide people in Bangladesh lengthy, high-quality goods and services at affordable costs. Day by day, they are gradually raising the product's worth. This chemical is widely available not just in our nation but also throughout the entire planet. Walton HIPCL improves the level of living for Bangladeshi citizens and is reasonably priced. At the end of 2011, Walton's market share had reached 30% million with 30%. With 120 chain stores spread out around the nation, Walton HIPCL makes it possible for people to buy its goods wherever they are.

## **2.3 Customer Mix**

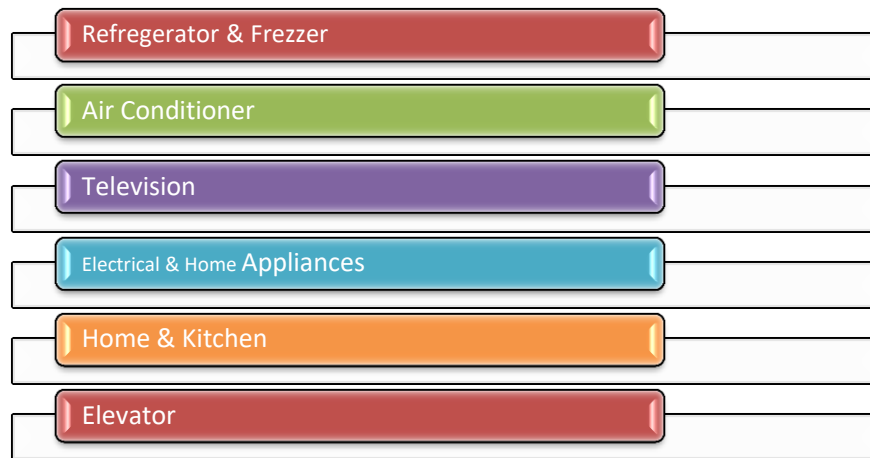
The percentage of a company's total sales that are affected by a certain characteristic of a particular client group is known as customer mix. The client categories the business serves are determined by the mix of customers. It reveals which customer groups are more important for generating sales and which are underperforming.



***Figure 2.4: Customer Mix Chart***

## **2.4 Product Mix**

Walton Hi-Tech Industries Ltd produces a wide variety of electrical and electronic products. They produce a wide range of goods that are offered in several models and colors. Six categories constitute their product line, each having a range of models, colors, and sizes to suit our clients' requirements. The following are these categories:



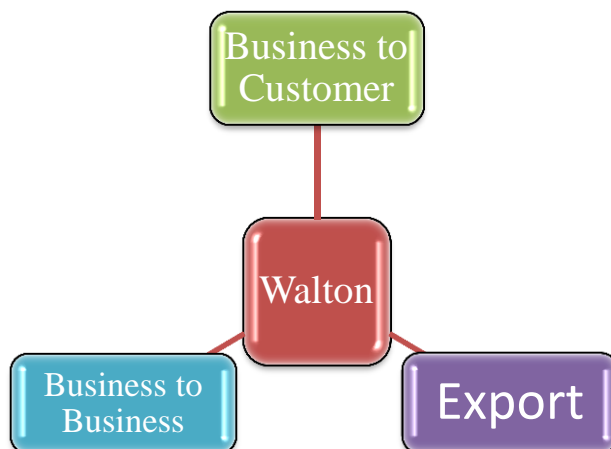
*Figure 2.5: Product Line of Walton*

## **2.5 Business Operating System**

### **2.5.1 Distribution Process and Network in Local Market**

Thanks to a number of distribution channels, including Walton Plaza, Walton E-Plaza, Exclusive Distributors, Dealers, Sub-Dealers, Corporate Sales, ODM (Original Design Manufacturer), OEM (Original Equipment Manufacturer), and International Business Unit, Walton has more than 21,000 POS (Points of Sale) throughout the nation. The organization has an efficient distribution strategy that is also cost-effective. Another significant advantage is Walton's enormous distribution network. Across the country, there are several sources and channels.

The graphics below may help you better understand Walton's product distribution.



***Figure 2.6: Distribution process of Walton***

### **2.5.2 Corporate Sales**

WHIL also engages in direct sales to corporations to offer its products. A company fulfills the needs of its clients by procuring the goods and services from corporate orders.

### **2.5.3 Global Network**

WALTON HIPCL has made a name for itself as the top electronics exporting Bangladeshi company with a presence in more than 20 nations. In India, Nepal, Bhutan, Burma, the Maldives, the United Arab Emirates, Qatar, Nigeria, and West Africa, their industry is flourishing.

WALTON plans to gradually join the markets of South Africa, Australia, Europe, the United States, Singapore, Poland, Romania, Saudi Arabia, Sri Lanka, and the CIS nations. They have already gone on to Canada, the USA, and Sri Lanka.



## 2.6 SWOT Analysis

It is an operational plans technique that aids in the analysis of the strengths, weaknesses, opportunities, and risks related to projects or business plans. Establishing the organization, enterprise, or project's objectives as well as suitable and responsive internal and external factors for accomplishing these objectives is its main purpose.

In order to find their competitive advantages, users of SWOT analyses are often useful in answering their queries and gathering pertinent data for each component. It has been said to as an effective tool for strategic analysis.

<b>Table 3.1: SWOT Analysis of Walton Hi-Tech Industry</b>	
<b>Strengths</b>	<ul style="list-style-type: none"> <li>• Bangladesh's largest electronic base with a robust distribution</li> <li>• Network and customer support</li> <li>• Leadership in product and service development</li> <li>• Standard competent management group.</li> <li>• A plentiful and reasonably priced labor pool.</li> </ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"> <li>• Problems with proper monitoring.</li> <li>• Some departments aren't working together.</li> <li>• A high staff turnover rate.</li> <li>• Having trouble Grabbing High Income Group</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>• Long-term Distribution/Channel techniques are not yet available.</li> <li>• Consistent GDP growth that increases a particular client's purchasing power</li> <li>• Electronic services are highly sought after.</li> <li>• Capitalizing from the export market.</li> </ul>
<b>Threats</b>	<ul style="list-style-type: none"> <li>• Price competition</li> <li>• Knowledge about consumer purchasing habits.</li> <li>• Consumers now have more bargaining power.</li> <li>• The laws and regulations of the government are stricter.</li> </ul>

# **CHAPTER 03: ANALYSIS OF INDUSTRY**

### **3.1 Specification in the industry**

Walton strictly adheres to its established and recognized occupational health and safety management systems, refrigerators and air conditioners department, and refrigerators and air conditioners division. Management must decrease accidents while upholding the company's reputation.



A diverse range of electrical and technological products is manufactured by the company. The annual production capacity is determined by market demand and currently stands at 10 million units. Walton is a leading expert manufacturer in the electrical and electronic products sector, with a focus on cost-effectiveness and maintaining superior standards in quality, design, and innovation. In order to facilitate the advancement of a society that is both technologically advanced and environmentally conscious, this innovative entity employs a diverse range of modern technologies and specialized expertise.

### **3.2 Size, Trend and Maturity of the Industry**



With a product line that includes refrigerators, televisions, air conditioners, light automated stoves, and kitchenware, Walton is the most well-known electronics producer in Bangladesh. The Bangladeshi electric powerhouse first meets domestic need before exporting its output. Now, Walton has more than 75% of Market share of refrigerators sold globally in Bangladesh. In 2020, Walton Hi-Tech Industries Ltd went public on the stock market. The business has since become the leader on Bangladesh's stock market. Walton has established a clientele both locally and abroad as a result of its premium products, cutting-edge styling, and competitive prices. Walton's employs more than 30,000 people globally and exports its goods to more than 40 nations. In 2020, Walton invested 50 crore BDT in Chandra, Gazipur, the country's first lift manufacturing facility. In November of the same year, the firm started exporting washing machines to India. When Walton Hitech Industries Ltd was listed on the Dhaka Stock Exchange in that year, its stock market adventure officially began. Offering just 0.97 percent of the shares, Walton was able to secure a sum of 100 crore BDT from the market with the purpose of financing business expansion and repaying loans. The organization has put forth a proposition for a 250 percent cash dividend to be distributed among the public shareholders, while a 170 percent cash dividend has been suggested for the sponsors and directors. Furthermore, the organization's net profit subsequent to taxation exhibited a surge of 124%, amounting to 1642 crore. At the given point in time, the asset value of Walton Hi-net Tech was recorded as 12,131 crore BDT. During the fiscal year, the company experienced a notable increase in its earnings per share (EPS), which rose by 124 percent to reach a value of 54.21 BDT.

### **3.3 External economic factors**

The COVID-19 epidemic's impact on the global economy has made Bangladesh's economic crisis worse. The operations and performance of the E & E industries, notably the company's

range of Electrical & Electronics goods, are significantly impacted by the economic situation. Several aspects are discussed below, including macroeconomic and microeconomic ones:

- Bangladesh's economy has slowed down as a result of upholding health and safety standards during the Covid-19 crisis.
- Governmental interference in the free market and related technical advancements.
- Comparison of the relative advantages of the host country and the local technological sector.
- In the business cycle (e.g. prosperity, recession, recovery).
- The level of expertise possessed by workers in the E&E Peripherals industry
- Rate of unemployment

### **3.4 Technological factors**

The emergence of new technologies is transforming a wide range of sectors. The transportation sector serves as the greatest example of this point of view. When the sector underwent significant upheaval in 2005, established businesses have not had time to adjust to the new environment in which they now find themselves. The E&E business has to know about the following technological consequences:

- The R&I department's facilities have been enlarged to accommodate new product, system, and service advancements.
- To reach more customers and capture a larger share of the market, E&E Industries included e-commerce into its business strategy earlier than other market rivals.
- Keeping gear and software up to date through maintenance.
- Throughout the production process, automation and artificial intelligence (AI) were implemented.

### **3.5 Barriers to entry**

Walton's mobile phone is being threatened by new competitors. Cheaply and in big quantities, local companies may import phones from China, rename them, and then sell them. Because of this, it is comparatively simple for new competitors to enter the mobile phone industry. Moreover, multinational businesses are permitted to create sectors in economic zones and take

advantage of additional tax benefits, including a seven-year tax exemption. This encourages foreign firms to make investments in Bangladesh. There is very little chance that a Walton cell phone will be replaced. This is due to the unique technology that is the mobile phone, which has a variety of uses. In actuality, it has mostly absorbed the market for single-featured technologies, including PCs, digital cameras, and landlines. The fear of replacement has decreased because to the mobility and flexibility of modern cell phones.

### **3.6 Supplier Power**

The brand recognition, corporate size, and strategic value of the goods all affect the suppliers' ability to negotiate. South Korea, Taiwan, China, and Japan in particular have a significant impact on the hardware sector in Bangladesh. As a result of the importation of all necessary raw materials, suppliers in Bangladesh's E&E industry have considerable negotiating influence over local producers.

### **3.7 Buyer Power**

Instead of receiving government assistance, the enterprise buys its own accessories. Expanding the number of rivals in the market some firms is interested in selling items in our local market, according to news outlets.

They won't be able to carry out monopolistic operations in our nation as a result. Demand from consumers has changed. The world of technology today is changing quickly. Particularly our younger generation is getting more ambitious in terms of technical breakthroughs. the potential for the future If they disregard public demand, which changes every day, they won't be able to maintain public contentment in the future. Public satisfaction is the key to managing a successful and well-run business.

### **3.8 Threat of Substitutes**

Walton engages in government export promotion programs in Bangladesh and charges a hefty import duty on imported home appliance items. Also, they offer tax breaks for imported plants. They offer ongoing government support as necessary.

Walton's GDP high disposable income and per capita income have both increased significantly in recent years. Their financial situation is now stable enough for them to expand their purchasing power.

### **3.7 Industry rivalry**

The early adoption and implementation of new technology poses a significant risk of competition among existing market players. The level of competition is impacted by a range of factors, such as the degree of similarity between companies, the size of competitors, the number of players in the market, the costs associated with switching between products or services, and the level of differentiation among offerings. The level of competition among the existing electrical and electronic or household appliance companies is intense in the market of Bangladesh. The prevailing reasons for this phenomenon are attributed to the competitive nature of the current electronic and home appliance industries, the short product life cycles, the shifting customer preferences, and the Bangladeshi market. It is a common phenomenon for customers to upgrade to higher-tier packages that provide enhanced service values.

Walton may face competition from other renowned brands such as Vision, Minister, and other global entities in the Bangladeshi market. There exist multiple competitors within this particular industry. The task at hand presents a formidable challenge due to the presence of established corporations with significant market recognition and a large customer base in the electrical products industry. The intense competition among these players is a primary factor contributing to the failure of many new entrants.

# **CHAPTER 04: INTERNSHIP EXPERIENCE**



#### **4.1 Position, duties, and responsibilities**

As an intern for the Behavior Intelligence Department within the Internal Audit & Compliance Department, I am currently engaged in assessment-related tasks. As part of my internship duties and obligations, I was tasked with assuming the role of a customer and visiting their shopping center. Subsequently, remain vigilant and take note of the arrival of plaza personnel or administration. Of significance is the manner in which they engage with the consumer, furnish precise product details, exhibit amicability, among other factors. I employ a marking sheet akin to the aforementioned survey form to annotate each item on the roster and subsequently generate a report for my direct superior. Subsequently, the supervisor rectified the mistake and duly notified all pertinent entities. In the event that a plaza's report fails to meet the required standards, prompt measures will be implemented. This phenomenon may lead to a reduction in motivational drive, a decline in the perception of reward, and similar outcomes.

#### **4.2 Training Facilities**

They first just provided me a week of instruction. I receive the following types of training:

- How to act like a detector by how to approach, how to improve myself, how to dress so that the plaza staff or management would not be able to find me.

#### **4.3 Contribution to Departmental Functions**

I assisted the audit department in identifying two things as part of their work: The internal problem with this plaza and their typical consumer behavior.

- What about the intended audience itself?
- To promote their goods in 45 locations around Bangladesh and attract potential clients to them.
- 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, Natore Area, Pabna Area, Rajshahi Area, Sirajgonj Area, Dinajpur Area, Joypurhat Area, Lalmonirhat Area,Rangpur Area, Saidpur Area etc. And I visited almost 38 districts within 4 months of my internship period.

#### **4.4 Evaluation**

The owner group made a wonderful choice with that project. Because of this, they are able to achieve the goal and become associated with the customer. Every company will have a product in the future, but only a small number will offer their entire consumer base the actual services. Consumers are also looking for decent manners and assistance.

In light of this, I believe that the world of competition is valuing initiative.

#### **4.5 Application of Knowledge and Skills**

My skills as an investigator came in handy in this situation. As I advance in my role, I've grown to appreciate how skilled I am at making it seem, how to handle the particular challenges and how to move quickly when they emerge. I gave them my all-out effort when I was able to execute my work. I continue to work as if I were a regular employee even on my days off. The fact that my work is of the finest caliber ultimately means that I am confident in the fact that my efforts have been successful.

#### **4.6 Development of New Skills**

I don't have any first-hand knowledge of corporate culture or the workplace. I used my investigative abilities here. I learnt how to approach an issue, how to deal with it, how to behave as an employee, and how to complete the assignment during this time. I've changed a lot about myself, and I think that this will help me in my future professional life.

#### **4.7 Application of Academic Knowledge**

I learned some theoretical things. Consumer behavior is the study of how customers behave when they look for, buy, use, evaluate, and discard goods and services they believe will meet their needs. It aids marketers in comprehending how consumer's decisions-making process works.

I can understand the perspective of the consumer on my job task by applying this approach. What do they expect from the brand and the company, respectively? And everything helps me in my work. I may therefore utilize my academic background and participation in university forums. These things have really helped me out.

# **CHAPTER 05: RECOMMENDATIONS AND CONCLUSION**

## **5.1 Recommendation for improving departmental operations**

Many risks are connected to our company's activities and the company across all aspects. They undoubtedly go above and beyond standard safeguards in terms of risk management and risk reduction techniques. They have a specialized staff and a defined process for determining the scope of business risks and creating strategic plans. These are some of their issues and risks, along with suggestions and suitable solutions: My own challenges, such as my inability to comprehend some office documents or formal lingo, etc., cause me some issues.

### **5.5.1 Risk at Operational**

Walton works in a sector that requires a lot of capital investment, therefore maintaining essential machinery is essential.

- To avoid operational risk, the addition and upgrading of machinery in the operational department is required on a regular basis to meet the increasing quantity demand.

### **5.5.2 Risk at Business**

Walton is attempting to negotiate a continually shifting competitive field where consumers have a wide range of alternatives driven by technological innovation in the face of an unpredictable changing market condition that can have an effect on their economic and knowledge structures.

In this instance, the business department needs to concentrate on developing an effective internal control system in a location that will focus on:

- The creation and application of innovative maintenance techniques to increase the availability and dependability of plants;
- Best-in-class procedures and tools have been used to identify and safeguard crucial installations;
- Strict quality assurance procedures are in place to verify equipment durability;
- Inventory levels have been optimized for a working capital decrease without operations disturbance and
- Proper preparation and faster project execution.

### **5.5.3 Risk at Product and Price**

Walton Hi-Tech Industries occasionally receives complaints from customers concerning faulty items, product prices, performance, or potential price. Also, they run the risk of becoming outdated as a result. Price competitions, the availability of a variety of products, and changes in consumer preferences all expose companies to lower variable risks that may have an impact on their production and capital resources.

- So, the market research department should constantly study the market in order to avoid product risk.
- Receive comments from the area team when placing new products.
- A proper check must be made by the quality control staff, and the product carefully designed is required to be in place.
- To make a product competitive, the marketing department must compare it to products in related markets, add a suitable profit, and estimate the product's cost in the finance department.

## **5.2 Conclusion**

One of the largest producers of electronics in Bangladesh is Walton. It is dedicated to creating and offering high-quality products that let consumers enjoy greater comfort and enjoyment. For instance, Walton motivates employees to guarantee that the company's products and services are of the greatest standard. Walton has no doubt one of Bangladesh's top four players.

It's no secret that Walton has made a lot of effort to increase sales across the country. They are certain that they will continue to grow and succeed.

Yet, I've come to the conclusion that Walton's customer support is ineffective and inconsistent based on my study and dynamics with staff members. Due to a variety of problems, Walton is unable to compete with its peers. Although Walton's service isn't the greatest in the business, a number of its peers are. They react immediately, service the showrooms, and even travel to your home to help. They also keep cordial relationships with all of the company's dealers and sales agents. Dealers receive incentives from them, as well as periodic gifts and other things. The Sales of Walton are falling behind their peers in this regard. Walton's management and marketing department should be more committed and creative. Even so, the firm would surely be

able to take the top spot in Bangladesh if the Walton management takes urgent and adaptive efforts to solve the difficulties mentioned above.

### **5.3 References**

- <https://waltonbd.com/Global-Operation>
- <https://www.dhakatribune.com/business/2023/01/10/curtain-falls-on-worlds-largest-tech-event-ces-waltons-smart-ai-products-get-huge-response>
- <https://www.slideshare.net/SyedFaimulHasan/organogram-of-a-company-walton-bangladesh-ltd-92013065>
- <https://eplaza.waltonbd.com/index.php?route=pavblog/blog&id=651>
- <https://businessinspection.com.bd/history-and-rise-of-walton-bangladeshs-leading-electronics-and-tech-giant/>
- <https://waltonhil.com/about>

### **Appendix-A:**

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