Internship Report

on

Analysis of Walton and It's Industry: An Internship Experience Perspective

Course code: INT 4399

Submitted To

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Letter of Transmittal

April 06, 2022

Dr. Md. Mohan Uddin
Professor
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Subject: Submission of Internship Report.

Dear Sir,

With due respect, I am submitting my internship report on "Analysis of Walton and its Industry: An Internship Experience Perspective" which is part of the Bachelor of Business Administration degree and the INT course 4399. To make this report comprehensive and coherent, I have combined my work experience at Walton with the study of market development and strategies, as well as the substance of certain secondary material from their website.

I hope this report will meet your expectations. I would be grateful if you would accept my internship report with the utmost appreciation.

Megha 06-04-22

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Declaration of the Student

I am **Mst Rubaia Akter**, student of Bachelor of Business Administration, major in Marketing, United International University. I am completing my internship report under the supervision of **Dr. Md. Mohan Uddin,** Professor, Business and Economics at United International University.

I hereby declare that,

- The information included in this internship report is based on three months of practical experience in the department of Behavioral Intelligence at Walton Corporate Office.
- The internship report on "Analysis of Walton and its Industry: An Internship Experience Perspective" has been prepared by my original works and efforts.
- Without following any unethical ways, I have not prepared the report and this report is prepared for only academic purpose.

Megha 06-04-22

Mst Rubaia Akter

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Acknowledgement

My sincere thanks to Allah for providing me with the strength and ability to complete my internship report and submit the report on time.

I would also like to express my gratitude to Dr. Md. Mohan Uddin, Professor, School of Business and Economics, United International University for all of his helpful guidance and support over my academic journey so far. Without his invaluable guidance, assistance, and participation throughout the process, I would not have been successful in completing the report on time and with accuracy. In addition, I am happy about having the opportunity to complete my report under his supervision.

Finally, I would like to thanks to all employees and specially audit department, artificial intelligence and marketing teams of WALTON Corporate Office for their time and effort on participating in the interview sessions.

Executive Summary

The electrical and electronics (E&E) sector of Bangladesh is underdeveloped due to lack of technical knowledge and production capacity. But with the growing population and improved standards of living, Bangladesh is importing huge amounts of consumer electronics products to meet the increasing demand. China remains the largest supplier of electronics products for Bangladesh. On the other hand, many foreign brands hold most of the market share in the industry of E&E of Bangladesh. The study involved on an analysis of overall external and internal environment of E&E industry in Bangladesh and how Walton meets these challenges and gains the competitive market.

Walton is the world's largest professional producer of electrical and electronic products and has established a reputation for its unrivaled capacity to produce electrical and electronic items in the most competitive manner in terms of quality, pricing, design, and innovation. Walton implemented artificial intelligence and automation into the manufacturing process in order to assure the manufacture of high-quality items in the most cost-effective and efficient manner. Among the major players in the E&E business, they have developed the country's first comprehensive production facility in Bangladesh. But after analyzing the industry and company analysis, some of the challenges have been sorted for Walton. Due to early adoption and introduction of new technologies, there is a high risk of competition among the current market competitors and they need to take some steps to keep the leading position in Bangladesh. Beside, the threat of a prospective new entry with an international brand in Bangladesh’s E&E market is high; therefore, Walton should use a variety of materials to construct barriers against as well as need to take some strategies for it.

The internship experience at Walton have been involved in this report and based on internship experiences, some of their operational, business and product risks have been identified and also provided some recommendations.

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CHAPTER 01

INTRODUCTION

1.1 Background of the Report

One of the fastest-growing sectors in the US economy is the E&E sector. Approximate estimates place the number of E&E companies in the country at about 3,000, with representation from a wide range of industries and other enterprises. A million individuals have been hired by them. There has been a 15 percent increase in the industry over the last year. With the right rules in place, Bangladesh might become a source of E&E exports. A subset of the Energy Savings industry, which also includes LEDs and tube lights, is this one. Many E&E manufacturing enterprises have sprung up as a result of the country's improving living standards and per capita income. The television, refrigerator, and air conditioner industries are among the fastest-growing E&E sectors in the nation.

Online retail platforms that can deliver the goods needed by clients to their doorsteps are increasingly being sought out by electronics firms. There are reports that this will help manufacturers generate at least enough revenue to weather the effects of Covid 19. The increasing middle class in the United States is the key market for home goods like televisions and refrigerators. The last 10 years have seen the sector expand at a 15% yearly rate on average. Major players in domestic consumer electronics include the Walton Group, Transcom Electronics, Rangs Electronics and Rangs Toshiba, as well as the Best Group, the My One Electronics Industries and the Jamuna Group, as well as the PRAN RFL (Vision) and Esquire Electronics and the Super Star Group (SSG).

1.2 Objectives of the Report

The objective of this report is to analysis of external and internal environment of Walton Hi-Tech Industries Limited and improvements of the organization’s performance.

1.3 Methodology of the Report

Data have been used in this study and analysis came from two different sources. The following are the details:

1.3.1 Primary Sources

Primary data may also be gathered in the following ways:

- Conversation and discussion with the employees of Walton.
- An in-depth observation of the development of marketing and business operations in Walton Corporate Office.

1.3.2 Secondary Sources

The following secondary data sources were used to compile the report:

- Books and Journals which are related to the concept of marketing activities in Bangladesh.
- Annual Report and website of Walton.

1.4 Limitations of the Report

- The division's operations are so wide that even a 3-month study is not be sufficient to provide a comprehensive understanding of all the division does. This amount of time is insufficient for a thorough investigation. Even though there were several constraints, I made every attempt to provide the report.
- It was difficult to acquire thorough information due to the organization's constraints and limitations.

CHAPTER 02

ANALYSIS OF INDUSTRY

2.1 Specification in the industry

Walton implemented artificial intelligence and automation into the manufacturing process in order to assure the manufacture of high-quality items in the most cost-effective and efficient manner. Among the major players in the Electrical & Electronic (E&E) business, they have developed the country's first comprehensive production facility in Bangladesh.

Refrigerator Assembly Line

TV Assembly Line

LED Testing Lab

Articulated Robot

Green Sand Pressure Molding Line

Pressurized Pouring Furnace

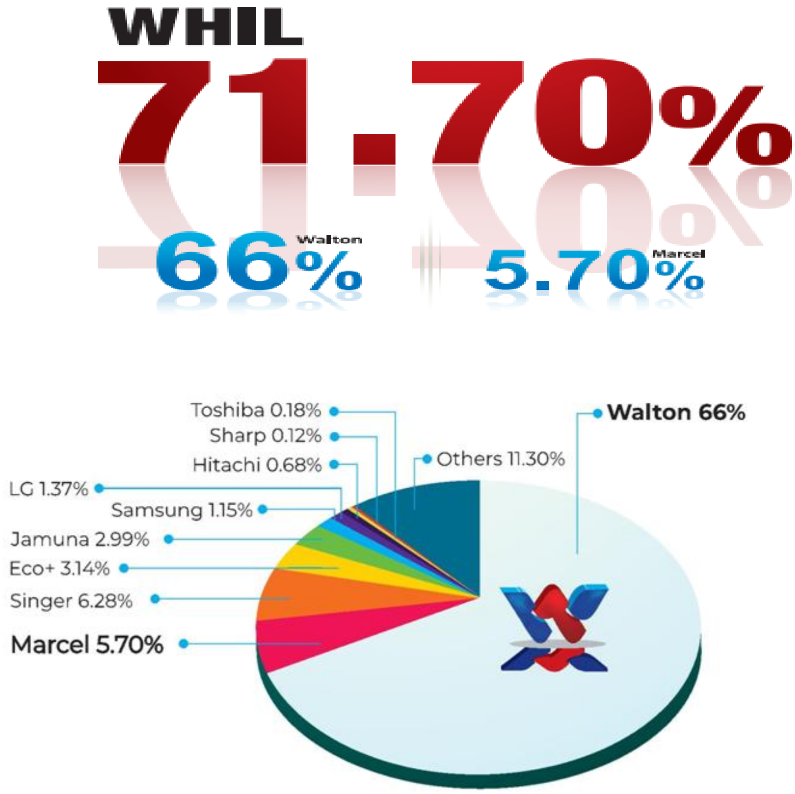
Packaging Facilities

They produce a wide range of electrical and electronic equipment. Based on market demand, the annual manufacturing capacity is 10 million units. When it comes to creating electrical and electronic items in the most cost-effective manner possible while maintaining the highest levels of quality, design, and innovation, Walton is the industry's largest professional manufacturer. This innovative company utilizes a wide range of modern technology and specialized experience to help create a society that is technologically advanced, environmentally friendly, and long-term sustainable.

2.2 Size, Trend and Maturity of the Industry

For a long time, Bangladesh was totally dependent on imported E&E goods. Even assemblers and manufacturers are considering exporting their products to other countries nowadays. E&E might become a new export industry if it is properly developed.

In the E&E business, growth is rapid. Approximately 3,000 E&E enterprises operate in the country, encompassing all industries and related businesses. Million people employed the industry has grown by roughly 15%. With the right policies, Bangladesh might export E&E. This sector covers LED, tube light, and various sub-sectors. In recent years, the country has created several E&E manufacturing firms. Television, refrigerator, and air conditioner industries are the fastest growing E&E sectors.



*WHIL= Walton Hi- Tech Industry

Figure 2.1: Market Share of Local Brands in the E&E Industry of Bangladesh[1]

2.3 Seasonality

Electronics manufacturers are increasingly looking forward to online shopping platforms that will deliver things directly to consumers' homes. According to industry insiders, this will help producers generate enough revenue to withstand the effects of Covid-19. Home appliances, such as TVs and refrigerators, are now in high demand among the country's increasing middle class. The industry has grown by about 15% annually over the last 10 years. tube light and others. In recent years, the country has created several E&E manufacturing firms. Television, refrigerator, and air conditioner industries are the fastest growing E&E sectors.

Transcom Electronics, The Walton Group, Rangs Electronics, Electra International, Rangs Toshiba, Jamuna Electronics, My One Electronics Industries, PRAN RFL (Vision), Esquire Electronics, Best Electronics, and Super Star Group are among the major participants in the domestic consumer electronics sector (SSG).

[1] FCS, M. R. (2020-2021). Annual Report. Bangladesh: Walton Hi-Tech Industries Limited.

Meanwhile, multinational firms such as Samsung, LG, General Electric, Sharp, and Whirlpool are also well-liked by customers in the Bangladesh.

Electronic companies in Bangladesh, for example, provide high-quality light bulbs and fans that are available at low prices. Example companies are Walton and Transcom, both of whom have amassed vast fortunes in the local consumer electronics industry. Consumer electronics failed to fulfil even the basic minimum sales objectives during this year's Eid-ul-Fitr and Eid-ul-Azha shopping seasons, despite promotional incentives such as cash back and discounts.

2.4 External Economic Factors

The effect of the COVID-19 epidemic on the world economy has intensified Bangladesh's economic downturn. The economic environment has a considerable impact on E & E industries' operations and performance, particularly the company's line of Electrical & Electronics products. Economic considerations have a significant impact on consumers' buying choices and the whole market's behaviour. For a long time, Bangladesh was totally dependent on imported E&E goods. Even assemblers and manufacturers are considering exporting their products to other countries nowadays. E&E might become a new export industry if it is properly developed. Several aspects are discussed below, including macroeconomic and microeconomic ones:

- Slow down of economic conditions of Bangladesh due to maintaining health and safety regulations during the Covid-19 epidemic.
- Government interference in the free market, as well as associated technological developments.
- Exchange rates and the stability of the host country's currency are important considerations.
- Comparison of comparative advantages of the host nation and the technology industry in a certain country.
- The degree of skill of the employees in the E&E Peripherals sector.
- The infrastructure quality in the E&E Peripherals business is excellent.
- Business cycle stage (e.g. prosperity, recession, recovery).
- Economic growth rate
- Discretionary income
- Unemployment rate

- Inflation rate
- Interest rates

2.5 Technological Factors

A broad variety of industries are being transformed by new technology. This viewpoint is best illustrated by the transportation industry. Established enterprises have not had time to adapt to the new climate in which they find themselves after 2005 when the industry underwent major change. The pace at which technology disrupts an industry should be taken into consideration when doing an industry-specific technical analysis. Adapting to and being profitable in the face of rapid technological change is more difficult in an environment of slower technological disruption. The E&E business has to know about the following technological consequences:

- R&I facilities have been expanded, allowing it to take in new product, system, and service innovations.
- Automation and artificial intelligence (AI) were integrated into the manufacturing process.
- E&E Industries included e-commerce into its business plans sooner than other market competitors in order to reach a larger number of consumers and get a greater proportion of the market.
- The greatest ICT infrastructure in order to speed up and streamline its business operations and communications.
- Maintenance of software and hardware to ensure that it is up to date.

2.6 Political, Legal and Regulatory Factors

There are a lot of legal issues to deal with in the E&E sectors and enterprises, and they do so with greatest care and attention to detail. The businesses have a separate legal department with a number of lawyers and consultants on staff to handle legal matters. The following is a list of the many political, legal, and regulatory factors that affect the energy and environmental sector:

- Including certain Covid-19 issues, the political landscape has been quite steady in the previous several years from a commercial standpoint
- Maintaining employment rules (e.g., Labor Law) is a top priority for E&E Industry.

- Companies of E&E Industry have experienced an easy economic climate for imports and exports except during the Covid-19 times. As an exporter of electronic and electrical items, it receives certain government subsidies. During the epidemic, several commercial tactics, including import/export, were used (COVID-19).
- The government, consumers, and the general public have all grown more concerned about health and safety risks from the outbreak of COVID 19.

2.7 Barriers to Entry

There is no entrance obstacle for global brands to invest in CAPEX to produce domestically. As a result, the threat of a prospective new entry with an international brand is rather high. Furthermore, the threat of a potential new entry from the local market is quite minimal due to domestic companies' extensive capital structure, which includes excellent research and development and customer loyalty in E&E industry of Bangladesh.

2.8 Supplier Power

The suppliers' bargaining power depends on the brand name, size of the company as well as the strategic importance of the supplies. In Bangladesh, in particular South Korea, Taiwan, China and Japan have a great influence in hardware market. Therefore, suppliers' bargaining power over local manufacturers in the E&E business in Bangladesh is quite strong, since all essential raw materials are imported from outside.

2.9 Buyer Power

In the E&E or home appliance market, the customers' bargaining power is rising because of the increasing number of choices in the brands of E&E industry. Apart from that, customers have all required information so that they can bargain effectively. In Bangladesh, there are different types of TV, AC, Refrigerators and Smart-phones at different prices. However, low-end TV like JVCO, Vision, Rangs are popular here. Recently, some leading brands of the world like Samsung, LG, and Sony started supplying Televisions in Bangladesh with low prices. This is because the number of opportunities to switch from one product to another is becoming higher and customers have lot of bargaining power in Bangladesh.

2.10 Threat of Substitutes

When you consider the E&E industry's different product base, the threat of substitute items is quite low.

Presence of substituted product is a great threat for the survival of a business organization. Threat of substitutes in the E&E market of Bangladesh is very low. Now Internet is available in Bangladesh. In the case of Television product, people can easily you tube on their mobile phone. However, due to advancement of new features and applications E&E devices like TV, lights, fans, ac and refrigerators are growing popular. In Bangladesh, low-income people choose cheaper low-end home appliance devices and high-income people choose high-end home appliance devices. The existing companies are trying to give cheaper price of E&E or home appliance devices s with high configuration.

2.11 Industry Rivalries

Due to early adoption and introduction of new technologies, there is a high risk of competition among the current market competitors. The degree of rivalry depends on some factors: similarities of companies, competitor size, number of players, low-cost switching, level of differentiation, etc. In Bangladeshi market the rivalry among existing E&E or home appliance companies is very high. Most common reasons are the Bangladeshi market the rivalry among existing E&E or home appliance industry is dynamic by nature with short product life cycles, consumers' tastes are changing. In most cases, customers are switching to superior packages which add better value in services.

My One Electronics Industries, Jamuna Electronics, PRAN RFL (Vision), Esquire Electronics, Electra International, and Super Star Group are among the major participants in the domestic consumer electronics sector (SSG). Meanwhile, multinational firms such as Samsung, LG, General Electric, Sharp, and Whirlpool are also well-liked by customers in the Bangladesh.

2.12 Summary of Challenges and Opportunities

Electrical & Electronics (E&E) business is the largest sector in Bangladesh's manufacturing sector, contributing considerably to the country's exports (32.8 percent) and employment (27.2 percent) in 2020. But in this sector, there are some challenges and opportunities which are listed below:

A. Challenges

- The electronics companies in Bangladesh are locally manufacturing consumer electronics products like refrigerators, television, light bulb, fan, etc. that are perceived to be of good quality with competitive prices. My One Electronics Industries, Jamuna Electronics, PRAN RFL (Vision), Esquire Electronics, Electra International, and Super Star Group are among the major participants in the domestic consumer electronics sector (SSG) have created their very successful electronics and electrical empires in the local market.

- On the other side, electronics companies from China, South Korea, and a few other countries specializing in electronics hold large share of the consumer electronics market in Bangladesh. There is huge demand for the brands from these countries in Bangladesh as they are well-known and trustworthy to the customers. Thus Indian electronics exporters will have to go through the long process of gaining the trust of the customers and lower the prices significantly if they want to replace these countries as the top exporters of electronics in Bangladesh.

B. Opportunities

- Demand for consumer electronically and electronics is rising with rapid economic growth. This demand will not be met completely by domestic manufacturers.
- All the E&E companies in Bangladesh import parts of electronic products and new technologies from foreign countries to manufacture their products locally.
- Additionally, Walton can also strengthen its presence in the Bangladeshi market through collaborative arrangements for knowledge sharing and technological partnerships.
- There is rising demand of consumer electronics products, especially television and refrigerator in rural areas of Bangladesh. This means there is demand for televisions and refrigerators in lower price ranges among the less affluent majority group of people. If Bangladeshi suppliers can provide cheap TVs and refrigerators then they can capture the E&E market, particularly in that segment.

CHAPTER 03

ANALYSIS OF COMAPNY

3.1 Overview and the History of WALTON

Since its founding in Bangladesh, Walton Group has grown to include dozens of new global corporations in the fields of electrical goods, consumer electronics, and transportation, as well as a slew of specialized R&D centers throughout the globe. Walton now employs over 35,000 people across 22 manufacturing facilities spanning 700+ acres. Based on market demand, the company's annual manufacturing capacity is 10 million units. Walton is the world's largest professional producer of electrical and electronic products and has established a reputation for its unrivaled capacity to produce electrical and electronic goods in the most competitive manner in terms of quality, pricing, design, and innovation.

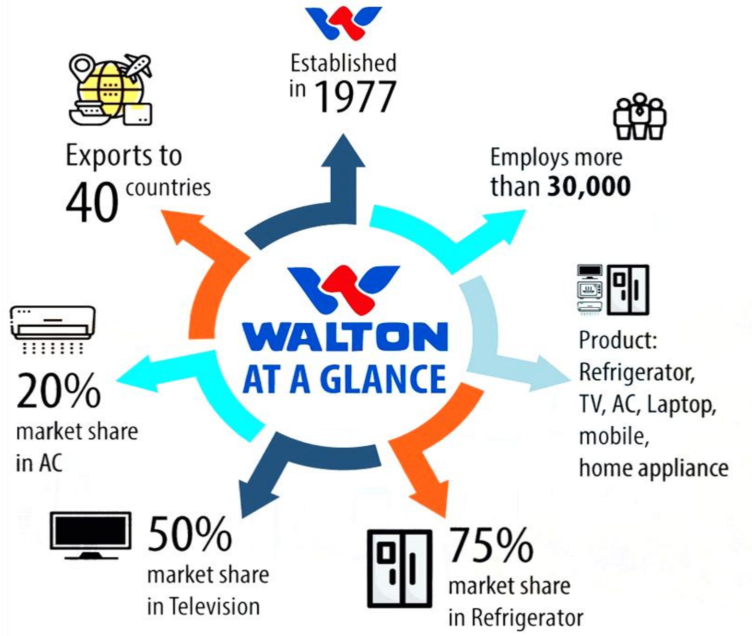


Figure 3.1: WALTON at a Glance[2]

Beginning in 1977, WHIPLC began producing refrigerators, air conditioners, and freezers, compressors before growing into other areas such televisions, homes, and other electrical appliances in the early part of 2008. In Bangladesh, Walton & Marcel has grown to be the most trusted and respected brand in the E&E business because of its strong production capabilities, superior goods, competitive pricing, wide distribution network, and, not least, its

[2] Ovi, I. H. (2020, November 29). *Walton- 'Our vision is to be among the world's top five brands'*. Retrieved from Dhaka Tribune : https://archive.dhakatribune.com/business/2020/11/29/our-vision-is-to-be-among-the-world-s-top-five-brands

rapid after-sales support. Thus, within a very short period, both brands have gained significant market share and have become Bangladesh's most prominent E&E players. In addition to refrigerators, freezers, air conditioners, and compressors, WHIPLC also makes televisions. Walton has a 75% share of the refrigerator market, a 50% share of the television market, and a 20% share of the air conditioner market (Ovi, 2020).

Walton now sells to 40 countries in Africa, Europe, and Asia, making a dizzying assortment of products that range from cell phones to laptops, washing machines to microwaves, blenders to gas stoves, electric fans to LED lamps.

Mission

- Responding to the ever-changing needs of consumers and markets via responsible innovation ability and established quality standards is our top priority.

Vision

- Aspiring to be a visionary leader among the top 5 worldwide E & E brands in terms of innovation and creativity.

Core Values and Corporate Culture

Core Values

- Consumers are priority one.
- Competent innovative brilliance.
- Dynamic Quality.
- Compliance Standards.
- Demand facing predictive market presence.
- Human Resources.

Corporate Culture

- Respect your teammates.
- Never be another grapevine, work for progress, and be positive.
- Be creative and innovative; own what you do in full.
- Be social responsible
- Empathy and maturity go hand in hand.

Figure 3.2: Core Values and Corporate Culture of WALTON[3]

[3] FCS, M. R. (2020-2021). Annual Report. Bangladesh: Walton Hi-Tech Industries Limited.

Organization Chart

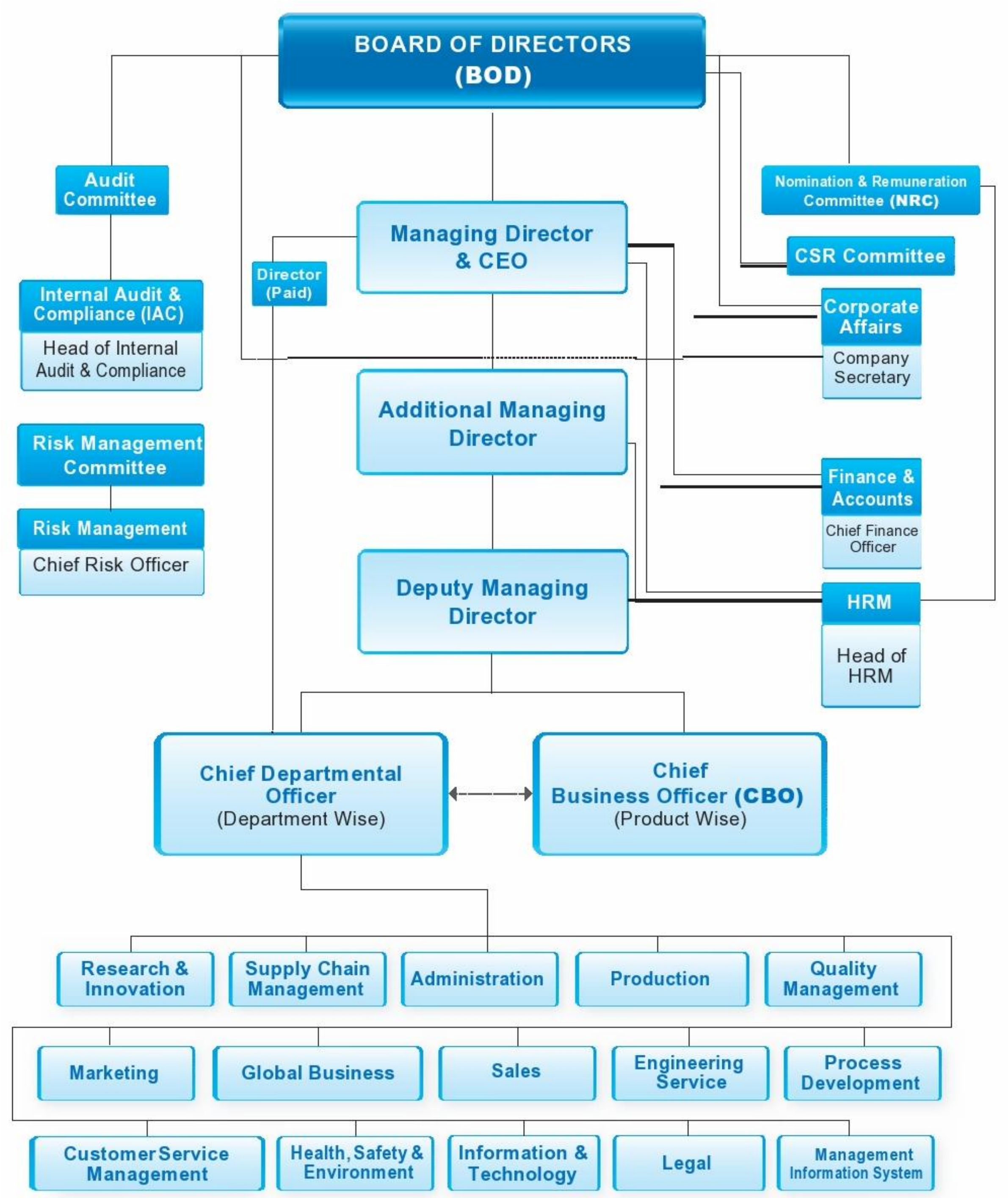


Figure 3.3: Organogram (Organization Chart) of WALTON[4]

[4] FCS, M. R. (2020-2021). Annual Report. Bangladesh: Walton Hi-Tech Industries Limited.

3.2 Business Trends and Growth

Walton has gained a significant amount of market share and established itself as the industry's market leader as a result of an extensive capital investment and other strong competitive advantages. In addition, Walton has lately concentrated on the worldwide market, launching a number of efforts to position its brand values in other countries.

3.2.1 Financial Performance-Revenue (2020-2021)

A 70.28 percent increase, or Taka 2,887.07 core, was recorded in the income statement for the fiscal year 2020-2021, compared to the previous year's fiscal year. Refrigerators and compressors grew 86.47 %, Electrical Appliances expanded 104.86 %, Home Appliances grew 72.38 %, and Television gained 9.85 % for the firm this year. For the twelve months from 2020-2021, a prominent product line like Air Conditioner had a 0.27 percent growth over its previous year's performance. Due to the company's success, revenues increased as a consequence. Competition remained fierce owing to the rising presence of major, locally based rivals that had access to advanced production facilities. The overall state of the economy and the political climate were noticeably better than they had been in the previous year. The company had to cope with fervent purchasing habits of its customers. With a major volume of production and capacity expected for 2020, the firm continues to expand on its successful manufacturing operations for refrigerators, panel TVs and air conditioners throughout the year. The company's income was unaffected, as was the case with the 2nd wave of Covid-19. Efforts would be made to find new product introductions and distribution channels that might be expanded upon. Traditional sales promotions, as well as digital and social media like SMS promotions, Face book (fan page) promotions, etc., continued to be used by the company to find new customers.

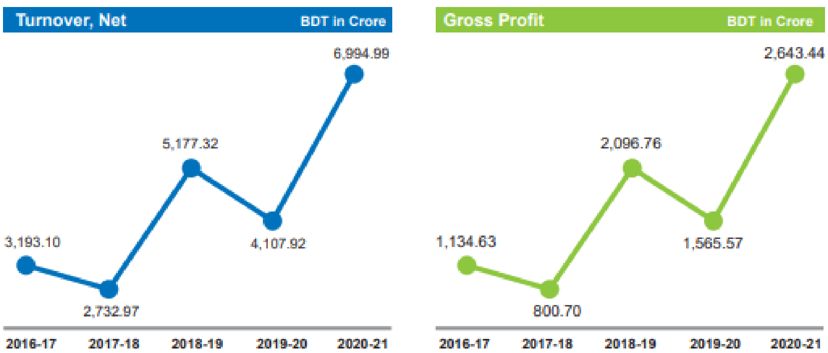


Figure 3.4: Turn over, Net and Gross Profit of Walton[5]

[5] FCS, M. R. (2020-2021). Annual Report. Bangladesh: Walton Hi-Tech Industries Limited.

3.2.2 Financial Performance-Gross Profit (2020-2021)

Profit for the year under review was Taka 2,643.44 core, up from Taka 1,565.57 core the year before, a rise of 68.85 % that outpaced sales growth. Over the last year, the company's gross margin percentage declined from 38.11 percent to 37.79 percent. There was a 0.32 percent drop in the gross profit margin for the quarter. The company's gross margin remained constant in absolute terms from the previous year, due in part to an increase in sales.

As a result of the company's increased mix of high-margin items, such as refrigerators—which have grown significantly in sales compared to other conventional high-margin product lines including TVs, electrical appliances, and home appliances—the company's gross margin % has declined. Higher-margin items continued to expand despite the company's efforts to clear out slow-moving inventory by offering discounts. As a consequence of the pricing changes and product mix, gross margin remained steady. To add insult to injury at this era of highly competitive market circumstances, it became more difficult to maintain product margins. Keeping and gaining market share was a top priority for the business, as it hoped to profit in the long run.

3.3 Customer Mix

An important part of creating customer lifetime value is looking beyond today's transaction and considering what it will take to not only sell a product but also maintain the client's loyalty for future transactions.

3.3.1 Product Variation

Walton's success may be attributed to its ability to adjust manufacturing capacity and customize new items to customers' requirements. For each product category, Walton offers a wide range of models to meet the diverse needs of its customers. As a result, one of the organization's most significant business strategies for success in the sector is the adaptability of its product line.

3.3.2 Competitive Price Offering with Superior Quality Products

When it comes to ensuring that consumers are satisfied, Walton places considerable emphasis on superior quality. Quality items at competitive prices have always been Walton's primary goal for its customers. Its management is always investing in the development of its backward linkage to provide high-quality goods at affordable pricing and to maintain the company's position as an industry leader in this regard.

3.3.3 Strong Marketing and Distribution Channels

In addition to Walton Plaza, Walton E-Plaza, Exclusively Distributors, Dealers and Sub-Dealers, as well as ODM (Original Design Manufacturer), OEM (Original Equipment Manufacturer) and International Business Unit, Walton has more than 21,000 Sales Points around the country. The company's distribution method is both economical and effective. Walton's extensive distribution network is also a major asset. There are several outlets and channels around the country.

3.3.4 Reliable and Efficient After Sales Services

It has a nationwide distribution and after-sales service network. Refrigerator compressors are covered for 12 years by Walton. Additionally, it provides a 10-year home replacement guarantee and a 3-year commercial replacement warranty.

3.4 Product/ Service Mix

A wide range of electrical and electronic items is manufactured by Walton Hi-Tech Industries Limited. They create a diverse selection of items that are available in a variety of models and colors. Their product line is divided into six categories, each with a variety of models, colors, and sizes to meet the needs of our customers. These categories are as follows:

Refrigerator & Freezer	**Air Conditioner**	**Television**
Electrical Appliances	**Home & Kitchen**	**Elevator**

Figure 3.5: Product Line of Walton Hi- Tech Industry

They provide a wide range of items in a variety of categories, all with unique models. As simply detailed below, they make certain that our goods are effectively marketed and distributed so that they may be delivered to the intended recipients:

a) **Differentiation Product Attributes**

- There are several distribution channels all around the country.
- Product variation in terms of different models, colors, and sizes.

3.5 Business Operating System

A. **Distribution Process and Network in Local Market**

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

Figure 3.6: Distribution System of Walton Hi- Tech Industry Limited (WHIL)

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

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

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

B. **Corporate Sales**

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

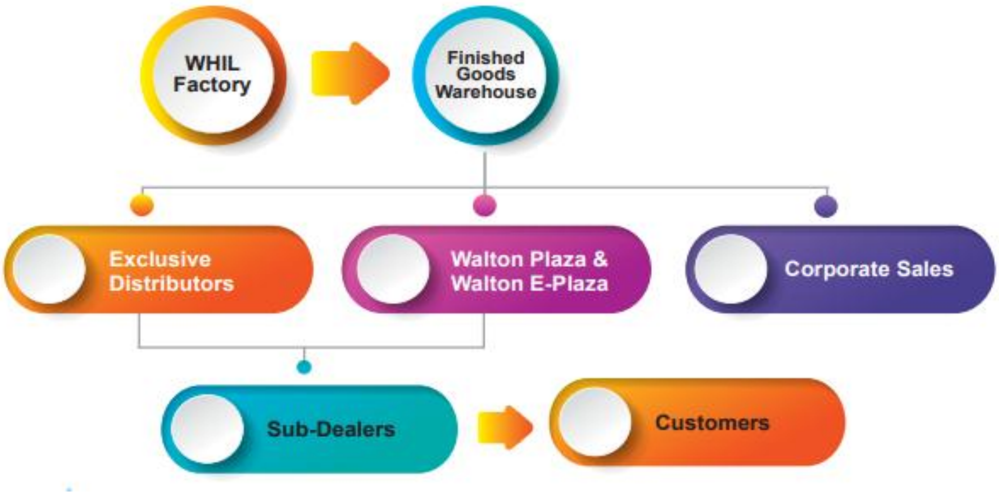


Figure 3.7: Marketing & Sales Operations of WHIL for Domestic Market

C. **Global Network**

WALTON HIPCL, a Bangladeshi electronics manufacturer, has positioned itself as the country's leading exporter. In India, Bhutan, Nepal, the Maldives, Myanmar, the UAE, Qatar, Nigeria, and West Africa, their industry is flourishing.

For the time being, WALTON plans to join the markets of Australia; the United States; South Africa; Europe; Singapore; Romania; Poland; Saudi Arabia; Sri Lanka; and the CIS nations, among others. They've already been to Sri Lanka, the United States, and Canada.

3.6 SWOT Analysis

In order to identify aspects of your organization that are operating well, you need conduct a SWOT analysis. These are the crucial success criteria that will determine your company's long-term success and provide it with a competitive edge. Identifying your competitive advantages may assist you in ensuring that you preserve them and do not lose your competitive edge. On the other hand, Strengths, weaknesses, opportunities, and threats (SWOT) analysis is a strategic planning framework that is used to analyze a company's competitive position and produce strategic planning.

An organization's strengths explain what it specializes at and what distinguishes it from the competitors. Examples of strengths include a well-established brand and customer base, a good financial situation, innovative technologies, and so on. An organization's weaknesses prevent it from reaching its full potential. A lack of cash, a weak brand, a high turnover rate, excessive debt, or an insufficient supply chain are all areas where the company has to improve in order to stay competitive. Opportunities are external variables that might provide a firm an edge in the marketplace. Factors that have the potential to affect an organisation are called threats.

Table 3.1: SWOT Analysis of Walton Hi-Tech Industry

Strengths	• Cost advantages in Manufacturing. • A sufficient supply of relatively affordable labor. • Utilities at a reasonable cost. • Followed and maintained of the Government's Industrialization Policy.
Weaknesses	• Proper monitoring problem. • Low Quality Hardware. • Providing satisfactory customer services. • Unable to Capture High Income Group.
Opportunities	• Electricity development throughout the country is increasing market demand. • Population Growth is on the Rise.

	• GDP growth that is continuous and beneficial the buying power of a certain client. • Taking advantage of the export market.
Threats	• Potential competitors are injected into the mix. • Continual evolution of technological advances • Understanding of Customers' Buying Behavior. • Fluctuations in foreign currencies.

3.7 Steps/ Strategies to Meet Challenges and Opportunities

a) Due to early adoption and introduction of new technologies, there is a high risk of competition among the current market competitors. Walton, they need to position their brand in Bangladesh through:

- Full-scale production delivers and additional advantage in pricing.
- Large economies of scale in the manufacturing process.
- Strong backward connection and vertical integration in manufacturing industry.
- Setting up huge capital.
- Products of world-class quality available at a competitive price.
- Reliable and effective post-sale support.
- Loyal Customers.

b) The threat of a prospective new entry with an international brand in Bangladesh's E&E market is high, Walton should use a variety of materials to construct barriers against entry through:

- A significant outlay of capital
- Management system for responsive service
- Developing a reputable brand image and
- Distribution channels have been established around the country.

CHAPTER 04

INTERNSHIP EXPERIENCES

4.1 Internship Experiences at WALTON

4.1.1 Position, Duties and Responsibilities

Behavior Intelligence Department within Internal Audit & Compliance Department is where I now work as an evaluation intern. In the internship period, my tasks and responsibilities include paying a visit to their shopping centre as a client. Then keep an eye out for and observe the approach of the plaza employees or management. What matters is how they interact with the consumer, how they deliver accurate information about a product, how friendly they are, and so forth. A marking sheet like that survey form is what I use, and I use it to make notes on each item on the list and then compile a report for my immediate supervisor. In the end, supervisor addressed the error and shared it with all of the relevant organizations. For any plaza that has a report that is not up to par, immediate action will be taken. This may result in a reduction in the motivation, a reduction in the reward, and so on.

4.1.2 Training Facilities

Initially, they just offered me with one week of training. My training consists of the following components:

- How to approach, how to enhance myself, how to dress in a way that the plaza personnel or management will not be able to track me down, in short, how to behave like a detector.

4.1.3 Contribution to Departmental Functions

This plaza's internal issue and their regular behavior with consumers are two things I helped identify as part of the audit department's job.

- What about the actual target audience?
- For the purpose of drawing prospective customers' attention to their product on 45 areas in Bangladesh.

4.1.4 Evaluation

This endeavor on the part of the management group is a great decision. As a result, they are able to meet the objectives and establish themselves in the minds of the customers. Eventually, every organization will have a product, but only a small portion of them will really provide the service to the client. Customers are also on the lookout for professional and friendly behavior. As a result, I believe that the recognizing initiative in this competitive environment is a positive development.

4.1.5 Application of Knowledge and Skills

My investigative talents came in handy in this case. As I progress in my position, I've come to appreciate how adept I am at makes it appear and how to deal with the specific issues and take prompt action when they arise. When I was in the condition to do my job, I provided them my all efforts. Even on my days off, I continue to work as if I were a regular employee. The bottom line is that my work is of the highest quality, and I'm confident in the fact that my efforts have been rewarded.

4.1.6 Development of New Skills

I am a business student at the moment. I don't have any hands-on experience with business culture or the workplace. During this period, I learned how to approach a problem, how to deal with it, how to act as an employee, and how to do the task. I have made significant improvements in myself, and I believe that this will benefit me in my future professional life.

4.1.7 Application of Academic Knowledge

From completing the academic course of "Consumer Behavior", I gained the theoretical knowledge that is Consumer behavior is the study of consumers' action during searching for, purchasing, using, evaluating and disposing of products and services they expect will satisfy their need. It helps marketers in understanding consumer decision-making process. Beside this it can help to understand buyers think, feel and decide, businesses can determine how best to market their products and services. This helps marketers predict how their customers will act, which aids in marketing existing products and services.

By using this theory, I can empathies with the consumer's viewpoint of my job task. What do they want from the business and what do they want from the product? And all of this aids me in my work. As a result, I'm able to put my academic training and participation in university forums to good use. These items have been quite helpful to me.

CHAPTER 05

RECOMMENDATIONS AND CONCLUSION

5.1 Recommendations for Improving Departmental Activities

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

a) Operational Risk:

Walton operates in a capital-intensive industry, and the maintenance of critical equipment is vital.

- So for keeping away from operational risk, in operational department, the addition and upgrading of machinery are required on a regular basis to meet the increasing quantity demand.

b) Business Risk:

A constantly changing competitive landscape where consumers have a varied variety of alternatives driven by technology advancement is just what Walton is attempting to navigate in the face of an unpredictably changing market situation that can be impacted on their financial and intellectual capital.

In this case, Business department, they need to focus on internal control system and develop appropriate control system in a place that will focus on:

- The formulation and execution of advanced maintenance practices to improve plant availability and reliability;
- Best-in-class practices and technology for detection and protection of critical installations have been implemented;
- Strong quality assurance processes are in place to ensure reliability of equipment;
- Inventory levels have been optimized to achieve reduction in working capital without interruption of operations and
- Proper planning and higher project implementation pace.

c) Product and Price Risk:

Walton Hi- Tech Industry, sometimes they face on customers' complains about defective products or product price, functionality or perceived value. And for it, they are also liable to be rendered obsolete. So, price competitions, availability of variety of products and changes of customers' choices also have an exposure to indirect product risks that can be impacted on their financial and manufacturing capital.

- So for keeping away from product risk, market department should research the market by regularly,
- Collect feedback from filed supervision in case of placing of new products
- Quality control team needs to check properly as well as product assurance system is ensured.
- Finance department should estimate the product cost and the marketing department needs to compare other similar industries and adding reasonable profit, determines the market price of a product to make it competitive

5.2 Conclusion

Walton is one of Bangladesh's biggest electronics manufacturers. It is committed to producing and providing high-quality items that allow customers to have more fun and comfort. For example, Walton encourages its staff to perform that its goods and services are of the highest quality. Walton is without a doubt one of the best four players in Bangladesh. It's no secret that Walton has worked hard to boost sales throughout the nation. They are confident in their ability to expand and prosper indefinitely.

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

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Appendix

Financial Statement of Walton (Five Years' Highlights)

Five Years' Highlights

Current Year's with Preceding Five Years' Highlights:

Particulars	2020-21	2019-20	2018-19	2017-18	2016-17	2015-16
Statement of Profit or Loss and Other Comprehensive Income						
Total Turnover/ Annual Sales with VAT	7,196.49	4,255.18	5,236.77	2,732.97	3,193.10	2,656.63
Turnover, Net	6,994.99	4,107.92	5,177.32	2,732.97	3,193.10	2,656.63
Gross Profit	2,643.44	1,565.57	2,096.76	800.70	1,134.63	918.99
Operating Profit before Interest and Taxes	1,934.53	1,100.33	1,690.00	589.21	955.08	765.07
Profit after Finance Cost	1,818.40	883.47	1,548.55	403.42	816.99	690.49
Profit before Tax	1,780.52	833.01	1,476.61	381.24	784.54	658.26
Net Profit after Tax	1,639.20	726.45	1,376.11	352.32	734.48	621.46
Earnings before Interest, Tax, Depreciation & Amortization (EBITDA)	2,119.46	1,254.76	1,834.81	762.85	1,072.37	886.75
Business Growth on Financial Performance						
Total Turnover/ Annual Sales with VAT, Growth	2,941.32	(981.60)	2,503.80	(460.13)	536.47	557.04
Total Turnover/ Annual Sales with VAT, Growth in %	69.12%	-18.74%	91.61%	-14.41%	20.19%	26.53%
Turnover, Net, Growth	2,887.07	(1,069.40)	2,444.35	(460.13)	536.47	557.04
Turnover, Net, Growth in %	70.28%	-20.66%	89.44%	-14.41%	20.19%	26.53%
Gross Profit Growth	1,077.87	(531.19)	1,296.06	(333.94)	215.65	228.54
Gross Profit Growth in %	68.85%	-25.33%	161.87%	-29.43%	23.47%	33.10%
Net Profit after Tax Growth	912.75	(649.66)	1,023.79	(382.16)	113.02	118.91
Net Profit after Tax Growth in %	125.65%	-47.21%	290.59%	-52.03%	18.19%	23.66%
Statement of Financial Position						
Authorized Capital	600.00	600.00	600.00	600.00	20.00	20.00
Paid up Capital	302.93	300.00	300.00	300.00	10.00	10.00
Number of Ordinary Shares Outstanding	30.29	30.00	30.00	30.00	1.00	1.00
Retained Earnings	5,909.65	4,498.11	3,858.75	2,479.73	2,417.41	1,682.93
Share Money Deposit	-	60.97	-	-	-	-
Revaluation Reserves	3,133.24	3,136.15	3,139.06	3,141.96	-	-
Total Shareholders' Equity or Fund	9,438.99	7,995.22	7,297.81	5,921.69	2,427.41	1,692.93
Total Non-current Liabilities	385.70	524.97	707.89	1,002.42	486.58	239.62
Total Current Liabilities	3,620.24	3,122.91	2,337.11	1,312.09	2,377.09	1,394.75
Total Non-current Assets	6,735.85	6,410.19	6,023.03	5,869.63	2,327.38	1,421.15
Property, Plant & Equipment	6,229.53	5,971.21	5,757.56	5,486.28	1,862.34	946.44
Investments	110.60	59.49	49.42	79.39	28.00	10.00
Total Current Assets	6,709.08	5,231.91	4,319.78	2,366.57	2,963.70	1,906.15
Total Assets	13,444.93	11,642.10	10,342.81	8,236.20	5,291.08	3,327.30
Net Current Assets / (Liabilities)	3,088.84	2,109.01	1,982.66	1,054.48	586.61	511.40
Business Growth on Shareholders Equity or Fund and Total Assets						
Total Shareholders' Equity Growth	1,443.77	697.42	1,376.11	3,494.28	734.48	621.46