

Internship report on
Sales procedure and Steps of Rancon Automobiles Limited

Prepared for,

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BBA (Major In Marketing)

United international University



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Letter of Transmittal

September 2 , 2018

Muhammad Rehan Masoom

Assistant Professor

School of Business & Economics

United international University

Dhaka

Subject: Submission of Internship Report

Sir,

This is the Report on Sales Procedure and steps of Rancon Automobiles Limited that is the requirement for fulfillment of My graduation. It is my pleasure to present it before you.

I have tried my level best to follow your guidelines on my report. I have collected all the information , that is necessary for the report. I am thankful to you for your guidance. I hope you will appreciate my effort.

Sincerely yours,

.....

Md. Tanvir Ahamed Siddiqe

ID: 111 143 019

Acknowledgement

First of all, I would like to thank the Almighty for giving me the knowledge .After that I would like to thanks to my honorable Supervisor Mr. Rehan Masoom for his guidance during , preparing the internship report.

I would like to express my gratitude to Ferdousy Sultana, Sales Support Lead and Nurin Akter Rabeya, Sales Support Executive whose cooperation and guidance have made this project as proximate to perfection. I would also like to thanks my organizational colleagues for their sincere cooperation during the completion of my internship .

I would also like to express my gratitude to Mr. Romo Rouf Chowdhury, Managing Director of Rangs Group. My sincere thanks goes to various personnel I had contacted for completion this internship report.

Executive Summary

As part of Internship at United International University, I have been assigned for doing an internship project at Rancon Automobiles limited- a concern of Rangs Group . I have worked in Sales Support Department. My Daily Activity was Scrutinizing sales process documentation & pre-sales documentation and updating in database, Maintaining pre-sales checklist and keeping soft copy records of the documents in the system, Assisting Line Manager for monthly sales count calculation per sales person Assisting Line Manager to calculate sales bonus as per policy Preparing sales process documents for pre-audit and post audit.

Sales Support Activity is a complex process as in this department Executive needs to update a lot of documents in daily basis. As an intern ,though I have face tough duty while doing intern, but I have learned a lot of things that will help to do better in my future career.

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Chapter 1 : Introduction

1.1 History of Rangs Group: Rangs group is one of the diversified and growing group of Companies representing global brand in Bangladesh. Rangs started its business in 1979. Rangs group believes in operational expertise to meet customer need with diversification and a very rich variety of production. It has earned reputation From the Bangladesh as well as other country of the world.



Rangs Group	
Type	Public
Industry	automobile, electronics, real estate, shipping, pharmaceuticals
Headquarters	Dhaka, Bangladesh.
Number of employees	5000 (Approx)

Source: Wikipedia

1.2 Business Segments: Rangs Group Business Segments are:

1. Automobiles
2. Electronics
3. Banking
4. Media and Publication
5. Real Estate
6. ICT
7. Hospitality
8. Security Service
9. Petrochemical

1.3 Strategic Business Unit of Rangs Group : Strategic Business unit of Rangs Group are:

1. Rancon automobiles Limited
2. Rancon Motorbikes Limited
3. Rangs Limited
4. Rangs Electronics
5. Bank Asia
6. Rangs IIT Limited
7. Dainik Shokaler Khobor
8. Rancon Hospitality
9. Guarda Sheild

1.4 Vision of Rangs Group: We set our Vision to be a leader and role model in diversified Business Sectors that cater to even growing human need.

1.5 Mission of Rangs group: We Consistently strive to implement the particular initiative require to achieve our vision guided by relentless focus on our Values. In doing this, We deliver operational Excellence in every corner of the company and meet our commitments to the community we serve.

1.6 Values of Rangs Group : Rangs Group holds some values while operating Business. Their values are:

1. Integrity
2. Commitment
3. Determination
4. Speed

1.7 Product Line of Rangs Group : Rangs has multiple product line line . Brand of Rangs are:

1. Mercedes-Benz
2. Mitsubishi
3. Suzuki
4. JMC
5. KAMA
6. FUSO
7. Mahindra
8. Rankstel
9. Dainik Shokaler Khobor

Chapter 2 : Sales Method of Rancon Automobiles Limited

The First of Rancon's winning entities RANGS Limited Began the Journey in 1979. Over the year the group has grown to be one of the leading conglomerate in the country. Rancon Automobiles Limited Work With China Jiangling Motor Corporation in 2010. Since then, Rancon is the authorized Distributor of JMC commercial Vehicle in Bangladesh .

Rancon Automobiles Limited maintains stock of commercial Vehicle under the supervision of supply chain department. Supply Chain Department looks after the vehicles chassis number and engine number. When a final customer want to buy a car and deposit the downpayment , then the supply chain department provide those number to the sales department .

2.1 Post Purchase Memo & Content: To find a potential customer for selling the commercial vehicle , Rancon Automobiles Limited run different program through their Dealer Point and The marketing Team.

- **Dealer Point:** Rancon Automobiles limited have 113 Dealer point throughout the country under the supervision of Zonal In charge /Zonal Manager. It has Six Zonal Manager who is responsible for the progress of selling in his Zone. Rancon Automobiles Limited Divided the whole country in Six Zone . These Zone are:
 1. **Zone A:** Dhaka, Savar, Narayangong, Keranigonj, Tangail,Gazipur
 2. **Zone B :** Chittagong, Chadpur, Laxmipur, Comilla
 3. **Zone C:** Bogra, Rajshahi, Rangpur, Panchagar
 4. **Zone D :** Bhola, Barishal, Jessore, Khulna, Kustia
 5. **Zone E:** Sylhet, B. Baria, Moulovibazar
 6. **Zone X :** Corporate

Each Zone have 13 sales person called National Sales Executive. Zonal Manager Gives them Monthly Target. Sales Executive Push The dealer frequently to meet their target. The sales executive have to go through continuous field visit . Sometimes they meet the truck owner to the truck stand .

- **The Marketing Team:** Rancon Automobiles Limited marketing team arranges road show, fair,in the various location to make aware people about their vehicle.Mostly they arrange fair in the truck stand and offer various gift with the vehicle Like LED Television , Android Mobile Phone. In the Month of Ramadan 2018, Rancon Autombiles Limited runs a marketing Campaign named “ Scratches and Win “ . Rancon Marketing Team Frequently put advertisement on local

newspaper. They provide brochure, leaflet in the bus or truck stand. Sometimes Marketing Team Provide ads on broadcasting media like television channel and on internet website like bikroy.com, carhat.com, facebook.com.

2.2 Sales Procedures and Steps: Rancon Automobiles Limited Divided it's customer in Five Category. Those Categories are:

1. **C0(Customer Type 0):** This Type of customer shows their interest for the vehicles.
2. **C1(Customer Type 1) :** This Type of Customer are Potential Customer. They Fix Their Mind to Buy a vehicle, search in the market within his budget.
3. **C2(Customer Type 2) :** This Type of Customer have willingness to pay the booking Money.
4. **C3(Customer Type 3) :** This Type of customer are the final customer who fulfill the whole process or financial term of the company.
5. **C (Cancel Customer):** This type of Customer are called zero profit customer .It refers Those customer who cancel the Purchasing process.

2.3 Sales Mode: Rancon Automobiles Limited Sales their Vehicle in three Mode . Those Modes are;

1. **Full Cash Sales**
2. **Hybrid Policy**
3. **Hire Purchase**

Full Cash Sales: In this Method , Customer gives the full payment of the vehicle. In that case customer get cash discount from 50 Thousand to 1 Lack Taka.

Hybrid Policy: Hybrid Policy Known as Early Settlement Process. It is basically a semi cash process . Hybrid Policy is for 18 months. In this policy customer don't have to give interest . Initially they give 50% of total payment and rest 50% payment will give within 18 Months . If it is cross 18 months to pay the rest amount then Hybrid Policy Will become void. Then this policy will Become Hire Purchase Policy.

Hire Purchase policy : In this Method customer have to pay 3 lack 60 thousand taka as down payment and rest of the money will give within 18 to 48 Month.In this Process Customer Have to give interest for every Month .

2.4 EMI Calculation: Suppose JMC 1.5 ton Pickup Price is 1600000/- . Initially Customer Gives 360000/- As down payment.

*So rest of the amount is $= (1600000 - 360000) \text{Tk}$

$$= 1240000 \text{tk}$$

*Yearly Interest Rate is 12% (According to Policy)

*So, Interest of 1 year is $= (1240000 * .12) \text{tk}$

$$= 148800 \text{tk}$$

*Interest of 4 year is $= (148800 * 4) \text{tk}$

$$= 595200 \text{tk}$$

*So, After 48 month Customer have to pay $= (1240000 + 595200) \text{tk}$

$$= 1835200 \text{tk}$$

*For vehicle Tracking system Customer have to give 600tk per month. So, In 48 month Customer will give $= (600 * 48) \text{tk}$

$$= 28800 \text{tk}$$

Final Payable of Customer: Total Payable of Customer is $= (1835200 + 28800) \text{tk}$

$$= 1864000 \text{tk}$$

This Payable is divided by 48 months Installment. A customer Have to give $(1864000 / 48) \text{tk}$

$$= 388340 \text{tk per month}$$

2.5 Important Documents and Process For Delivering a Vehicle: Rancon Automobiles Limited Takes 12 important documents for delivering a vehicle to the customer. Without those documents a delivery of vehicle will not be possible. 12 Documents are :

1. Buyer Application Form (4pp Size Photo of Buyer and Dealer Comments are attached with that)
2. Receipt of Booking Money
3. NID of Buyer
4. NID of Nominee (1pp of Nominee is attached with that)
5. NID of First and Second Guarantor
6. Utility Bill Copy
7. Bank Statement
8. 10 MICR cheque (Blank Cheque with Proper Signature of Buyer)
9. Assessment From Recovery
10. Delivery Challan
11. Price Approval Sheet
12. Tax Token/Route Permit/Fitness/ Insurance/Registration

Client Name: <u>Mr. Shakti Kant Jaisan</u>		ID: <u>1428</u>	
Documents needed for HP or HB Sales		Yes	No
1. Money Receipt. (M)		☒	
2. Price Approval Sheet.		☒	
3. Special Price Approval (If applicable).		☒	
4. Complete Buyer form. (M)		☒	
5. National ID card or valid passport or Birth Certificate and Citizenship Certificate of the buyer. (M)		☒	
6. 4(four) copies of Passport size photo of the buyer. (M)		☒	
7. Complete Nominee's Information. (M)		☒	
8. 01(one) copy Nominee's passport size photo attested by buyer. (M)		☒	
9. National ID card or valid passport or Birth Certificate and Citizenship Certificate of the Nominee's. (M)		☒	
10. Complete Guarantor form & Passport size photo (01) one copy of two guarantors. (M)		☒	
11. Certificate. (M)		☒	
12. Comments of Dealer and sign. (M)		☒	
13. Assessment from Recovery/Inspection Clearance form. (M)		☒	
14. Utility bill copy.		☒	
15. Up dated Trade Licence (If Applicable).		☒	
16. Up dated e-Tin Certificate (If Applicable).		☒	
17. Partnership deed (If Applicable)		☒	
18. Board Resolution (If Applicable)		☒	
19. Bank Certificate. (M)		☒	
20. Account Statement. (M)		☒	
21. Cheque Signature Verification Certificate (M)		☒	
22. Installments MICR Cheque. (M)		☒	Installment Cheque
23. Security MICR Cheque. (M)		☒	Security Cheque
24. Challan. (M)		☒	
25. Invoice.		☒	
26. Driving Licence copy. (M)		☒	
27. Deed of Credit Agreement (M)		☒	
28. Registration/Fitness/Tax Token/Route Permit/Insurance Copy		☒	

M- Mandatory

Prepared By

Figure: Checklist of A delivery

1. **Buyer Application Form:** Buyer Application form is the first Document For Delivering a Vehicle. It is Basically a Application Form to the Managing Director of Rancon Automobiles Limited for Buying a Pickup. When a buyer Fix his mind and have the willingness to buy a Pick up, Then he

Visit to Rancon Dealer point . Dealer gives him the application where the necessary Information of the buyer and his 4pp size photograph attached with that form. After collecting those information Dealer Initially makes comment on Buyer on the buyer Form and Gives an Unique ID to the customer.

তারিখ: 08/01/2022

ব্রাহ্মণ,
ম্যানেজিং ডিরেক্টর,
রানকন অটোমোবাইলস লিমিটেড
৩৬৭, হেডল্যান্ড পি/এ,
ঢাকা - ১২০৮

ID #1458

বিষয়: কিস্তি/ক্যাশে গাড়ী ক্রয়ের আবেদন পত্র।

জানাব,
আপনার সদয় অবগতির জন্য জানাইতেছি যে, আমি, হুমায়ুন কবীর/৩২/৩০/৮৫ আপনার প্রতিষ্ঠানের প্রদত্ত নিয়মাবলী অনুযায়ী জি.এম.সি/ডিএফএসকে.আই.সি.এন.সি মাস ৪৫ এর কিস্তি/ক্যাশে গাড়ী ক্রয় করিতে ইচ্ছুক।

গাড়ী ক্রয়ের জন্য প্রয়োজনীয় তথ্যাবলী নিম্নে বর্ণিত হইল:

নাম: হুমায়ুন কবীর/৩২/৩০/৮৫

যেবাইল নং: ১৭৮৮৮৮৮৮৮৮

পিতার নাম: হুমায়ুন কবীর

মাতার নাম: সুজাতা কবীর

জন্মের তারিখ: ৩০/০৮/৮৫

বর্তমান ঠিকানা: হুমায়ুন কবীর/৩২/৩০/৮৫

হিস্ট্রী ঠিকানা: হুমায়ুন কবীর/৩২/৩০/৮৫

বর্তমান ঠিকানা: হুমায়ুন কবীর/৩২/৩০/৮৫

জাতীয়তা: বাংলাদেশী গাড়ীর মূল্য: ২৬,৬৫,০০০/- বিক্রয় টাকার: ২০,০০০/-

ক্রয়মূল্য: ৬,৬৫,০০০/- ক্রেতার নাম: হুমায়ুন কবীর/৩২/৩০/৮৫ ক্রেতার ঠিকানা: হুমায়ুন কবীর/৩২/৩০/৮৫

পরিচালকের স্বাক্ষর:

আমি এই মর্মে স্বীকারোক্তি দিতেছি যে, উপরোক্ত বর্ণনা শুদ্ধ সম্পূর্ণ সত্য। এতদসঙ্গে আমার নাগরিকত্ব সনদ পত্র, চার কপি পাসপোর্ট সাইজ ফটো, ব্যাংক স্টেটমেন্ট ও ব্যাংক সার্টিফিকেট সংযুক্ত করা গেল।

আপনার বিশ্বাস,
হুমায়ুন কবীর
অবেদনকারীর স্বাক্ষর

হুমায়ুন কবীর
কোম্পানী প্রতিনিধি
Tajul Ahamed

Deef
ডিলার/বিক্রেতার নাম ও স্বাক্ষর
DEWAN ENTERPRISE

Figure: Buyer Application Forms

2. **Receipt of Booking Money and Down Payment:** After Completing buyer Application form, a Customer Gives Booking Money of 20000/- and Down payment of 340000/- .From this steps a

delivery process start. This Booking Money and down payment is taken by the Sales Executive of Rancon Automobiles Limited.

RANCON AUTOMOBILES LIMITED
387, Tejgaon I/A, Dhaka-1208
Tel : Off : 9144528, 9137830, 9118777, Fax : 88-02-9143341

MONEY RECEIPT

No. : 18491 Date : 12/11/17

Received with thanks from Md. Shakhawat Hossain (10-11-17)

Address : Tejgaon I/A, Dhaka-1208

Via Cash / Cheque / Pay Order / D/D / TT No. 388,000/- Dated 12/11/17

Drawn on : Branch : Tejgaon I/A, Dhaka-1208

On Account of : Booking for 3rd 3rd

Taken in words : Three Lakhs Eighty Eight Thousand only

Rs. = 3,00,000/-

This Receipt is Valid Subject to Realisation of Cheque/ P. Order/ D.D/ TT

Client's Signature : Accounts Manager

No. : 17521 Date : 21/11/17

Received with thanks from Md. Shakhawat Hossain (10-11-17)

Address : Tejgaon I/A, Dhaka-1208

Via Cash / Cheque / Pay Order / D/D / TT No. 388,000/- Dated 21/11/17

Drawn on : Branch : Tejgaon I/A, Dhaka-1208

On Account of : Booking for 3rd 3rd

Taken in words : Three Lakhs Eighty Eight Thousand only

Rs. = 388,000/-

This Receipt is Valid Subject to Realisation of Cheque/ P. Order/ D.D/ TT

Client's Signature : Accounts Manager

Figure: Booking money Receipt

- 3. National ID Card of Buyer :**In this Step, Dealer Collect the National ID card of the Buyer Because All the documents, Vehicle Registration, Tax Token ,Route Permit, Insurance will be made under this ID card.

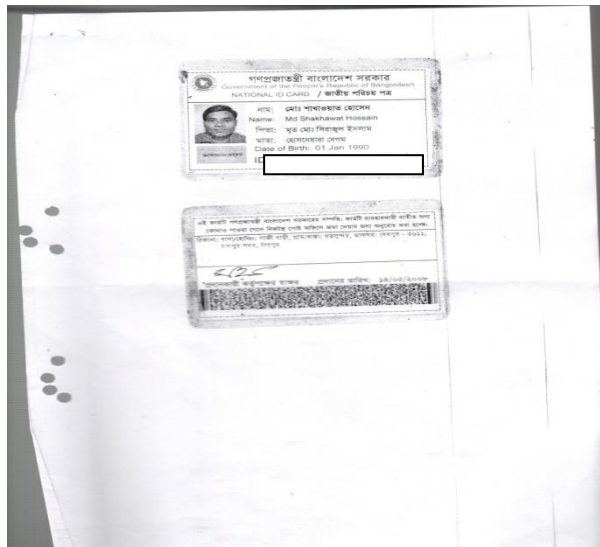


Figure: NID of Buyer

- 4. National ID Card of Nominee :** In this step, Dealer Collect the National ID card of Nominee who will be the owner of the vehicle in absence of the Buyer

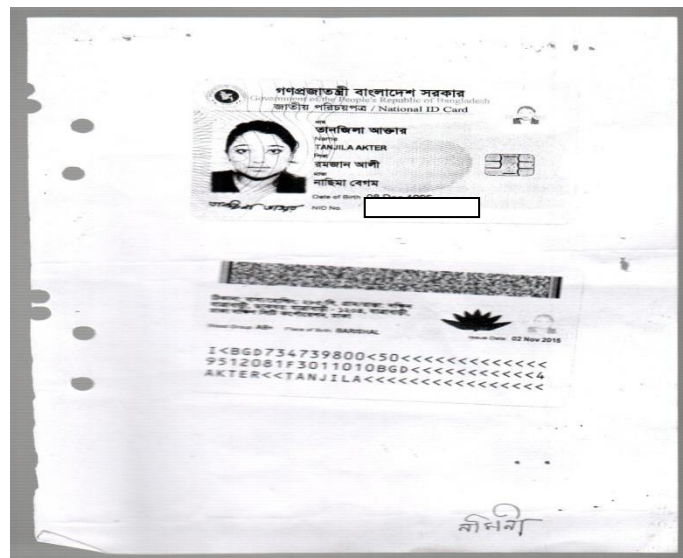


Figure: NID of Nominee

- Utility Bill Copy :** Utility Bill Copy proves the present address of the Buyer. So in the six step Dealer Collect the Utility bill of the buyer , it may be Electricity Bill or Telephone Bill or GAS bill.

Figure: Utility Bill Copy

- Bank Statement:** Strong Bank Statement proves that Buyer will be able to pay the installment. With The bank Statement Dealer Collect Bank Certificate of the Buyer . All the transaction of Installment will be done by this bank account.

Figure: Bank Statement

8. **Ten MICR Cheque:** MICR Cheque Means Magnetic Ink Character Reader cheque .In the 8th steps Dealer Collect ten Blank MICR cheque from the customer .The account number should be the same of bank Statement's Account Number. Company Reserve those cheque for security Purpose. This is the last steps done by Dealer and Sales Executive.

The image shows three identical blank MICR cheques from Mercantile Bank Limited, Donia Branch (140271423). Each cheque is payable to Rancon Automobiles Ltd. and has a unique MICR line at the bottom. The cheques are numbered SA 1417361, SA 1417362, and SA 1417363. Each cheque has a signature line and a box for the sum of taka.

Figure: MICR Security Cheque

9. **Assessment from the Recovery team:** When All the documents come from the dealer point to Rancon Automobiles Head Quarter , then the first Step is done by the Recovery Team. They Visit the Buyer Present and Permanent address to collect information whether he gives the information true or not. In this stage Recovery office check his all Asset like House, Agricultural land, Business and other things. If the Assessment is positive then Company will give him the vehicle but if the assessment is negative then Company will not sale the vehicle .In that case company refund the booking money .

RANCON AUTOMOBILES LIMITED					
Customer details		Finance details			
Name: Mr. Shakhawat Hossain		Propose Date: 20-Dec-17			
Address: ZMC, purba dinajpur, Doria Thana-Kodmottol, Dis: Dinajpur		Delivery Date: 20-Dec-17			
Phone: 01993927891		Installation Start Date: 3-Feb-18			
Contract Name and Number: Md Shakhawat Hossain : 01993927891		Delivery Site: RAL			
Dealer's Name: Late Sirajul Islam		Vehicle SL: 1438			
Dealer's Name: Sirajul Islam Enterprise		Client ID: 1438			
Dealer's Name: Sirajul Islam Enterprise		Work Order Date:			
Dealer's Name: Sirajul Islam Enterprise		Sales Mode: HP			
Dealer's Name: Sirajul Islam Enterprise		VTS IMEI No: 358899055073970			
Dealer's Name: Sirajul Islam Enterprise		Registration Type: Commercial Mini-Truck			
Dealer's Name: Sirajul Islam Enterprise		Registration Under Bank			
Dealer's Name: Sirajul Islam Enterprise		Insurance No:			
Dealer's Name: Sirajul Islam Enterprise		Registration No:			
Dealer's Name: Sirajul Islam Enterprise		Commission Disbursement Information:			
Dealer's Name: Sirajul Islam Enterprise		Dealer: 50,000			
Dealer's Name: Sirajul Islam Enterprise		Broker: -			
Dealer's Name: Sirajul Islam Enterprise		Sales Person: 7,000			
Dealer's Name: Sirajul Islam Enterprise		Team: 7,000			
Vehicle details		Remarks			
Vehicle: JMC 3 Ton Mini-Truck 6 wheel Met: 2017					
Color: Blue					
Chassis No LEFACG22HHN58266					
Model No: JX1043DL2R					
Engine JX493ZQ4AH7098844					
Description		Unit Price (BDT)	Qty	Total (BDT)	Remarks
Rock Bottom Price		1,685,000	1	1,685,000	
Add: Expenses:					
Registration					
Insurance					
Sub Total					
Less: Total Price		1,685,000			
Dealer Commission		-			
Special Discount		-			
Gift Value Discount		-			
Sub Total		1,685,000			
Net Selling Price		1,685,000			
Selling Mode & Details					
Down Payment Received		340,000			
Downpayment In Percentage		20.18%			
Receivable Amount (Principal)		1,345,000			
Interest Rate %		12%			
Number of Installments		48.00			
Interest Amount		645,600			
Total Receivable Amount		1,990,600			
VTS Payment monthly		600			
Total VTS Amount		28,800			
Monthly installment Amount		41,471			
Total Monthly Installments Amount (VTS + Ints)		42,071			
Accessories & Others:					
Diesel 10 litre @ Tk. 65 net litre per vehicle					
VTS					
Tools Box					
Service Manual					
Financial Record:		Amount	Money Receipt		Dated
DP Amount/Registration/Insurance		340,000	18491, 18441, 17521		
Remarks (F & A Department):					
DP received Tk = 340,000 / 808 MICR cheques received (14 17521-68) 20/12/17					
Remarks (Sales Department):					
Remarks (HOP/COO):					
Service Warranty: 3 Free Service with materials and 1 year's warranty or 50,000 Km which one comes first.					
Prepared by:		Zonal Manager Sales:		Recovery Dept:	
Head Of Operation:		Chief Executive Officer:		Head Of F & A:	
Prior to Delivery:		Supply Chain Mgt.		Audit:	

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- 12. Tax Token/Route permit/Insurance/ Registration :** This is the optional part of the whole delivery process. If Customer want to give responsibility for registration /Route permit/Insurance/Tax token to the company , then Company takes 20 to 25 days for making those documents, otherwise Customer have the choice to make it by own.

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
বাংলাদেশ রোড ট্রান্সপোর্ট অথরিটি
ফিটনেস সনদপত্র **FC 4843284**
 2-2231074 2-003374208

যানের পরিচিতি :
 রেজিস্ট্রেশন নম্বর :
 যানের বর্ণনা :
 চালিস নম্বর :
 ইঞ্জিন নম্বর :
 খালি পাঠের ওজন : 2000 কেজি বোঝাই ওজন : 4990 কেজি ব্লক : LLOW
 টায়ারের সংখ্যা : 6 টায়ারের সাইজ : 7.00X16
 পরিমাপ : দৈর্ঘ্য (মি) প্রস্থ (মি) উচ্চতা (মি)
 ওজারহোল্ড : সামনে (%) পিছনে (%)
 নাম : SOCIAL ISLAMI BANK LTD. A/C RANCON AUTOMOBILES LTD.
 পিতা/স্বামীর নাম : N/A
 ঠিকানা : 99 MOHAKHALI C/A DHAKA-1212 BANGLADESH

ট্রান্সমিশন : N/A
 বৈধতার মেয়াদ : 28/12/2017
 ইস্যু : 28/12/2018
 পরীক্ষার তারিখ :
 প্রদান :
 নাম : MD. REAZUL ISLAM
 পদবী : MW
 এলাকা : DHAKA METRO

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
বাংলাদেশ রোড ট্রান্সপোর্ট অথরিটি
ফিটনেস সনদপত্র **2171788**

যানের পরিচিতি :
 রেজিস্ট্রেশন নম্বর :
 যানের বর্ণনা :
 চালিস নম্বর :
 ইঞ্জিন নম্বর :
 খালি পাঠের ওজন : 2000 কেজি বোঝাই ওজন : 4990 কেজি ব্লক : BLUE/YELLO
 টায়ারের সংখ্যা : 6 টায়ারের সাইজ : 7.00X16
 পরিমাপ : দৈর্ঘ্য (মি) প্রস্থ (মি) উচ্চতা (মি)
 ওজারহোল্ড : সামনে (%) পিছনে (%)
 নাম : COMMERCIAL
 পিতা/স্বামীর নাম : SOCIAL ISLAMI BANK LTD. A/C RANCON AUTOMOBILES LTD.
 ঠিকানা : 99 MOHAKHALI C/A DHAKA-1212 BANGLADESH

ট্রান্সমিশন : BRACKBANK LTD./ N/A
 বৈধতার মেয়াদ :
 ইস্যু : 28/12/2017
 পরীক্ষার তারিখ : 27/12/2018
 প্রদান :
 নাম : MD. SHAMSUL WAHER
 পদবী : ASSISTANT DIRECTOR
 এলাকা : DHAKA METRO

Figure: Tax Token/Fitness

2.6 Deed of Credit Agreement : As initially , Customers give only down payment of 3 lack 60 thousand tk ,so it become necessary to go with the credit agreement that have two party.1st party is Company Itself and 2nd party is buyer. This Credit agreement Includes all the term and condition of financial transaction, Uses of the vehicle and Seized Policy(if Customer fails to pay the installment). This credit agreement is done under the 3 witness signature.



কথ ৭০৪৫৪৮১

চুক্তিপত্র

চুক্তি নং-১৪৩৮/আরএএল/জেএমসি, তারিখ- ২০/১২/২০১৭ ইং

“রানকন অটোমোবাইলস লিমিটেড”, একটি প্রাইভেট লিমিটেড কোম্পানী, যাহার ব্যবসায়িক অফিসের ঠিকানা- ২১৫, ভেজগাঁও শিল্প এলাকা, ঢাকা- ১২০৮ (সোস্যাল ইসলামী ব্যাংক লিমিটেড, মহাখালী ব্রাঞ্চ, ৯৯, মহাখালী সি/এ, ঢাকা- ১২১২ এর প্রদত্ত আমোক্তারনামা দলিল নং- ১৪৮, তারিখ- ০৩/০৮/২০১৬ এর ক্ষমতাবলে) এর পক্ষে উক্ত কোম্পানীর চীফ এক্সিকিউটিভ অফিসার জনাব শোয়েব আল আশরাফ ।

.....প্রথম পক্ষ ।

মোঃ শাখাওয়াত হোসেন, পিতা- মৃত মোঃ সিরাজুল ইসলাম, মাতা-হোসেনয়ারা বেগম, বর্তমান ঠিকানা: বাসা/হোন্ডিং :২৯২ গ্রাম/রাস্তা: পূর্ব দোলাইপাড়, ডাকঘর: দনিয়া, থানা: কদমতলী, জেলা: ঢাকা ও স্থায়ী ঠিকানা: বাসা/হোন্ডিং: গাজী বাড়ী, গ্রাম/রাস্তা: বড় সুন্দর, ডাকঘর: দেবপুর-৩৬১১, থানা: চাঁদপুর, জেলা: চাঁদপুর এবং যাহার জাতীয় পরিচয় পত্র নং- ১৩১২২৮৫৩৪০৭৭৪ ।

.....দ্বিতীয় পক্ষ/ক্রেতা ।

যেহেতু প্রথম পক্ষ ও উন জেএমসি ২৭৭১ সিসি পিকআপ আমদানী এবং কিস্তিতে মূল্য পরিশোধের ভিত্তিতে গাড়ী বিক্রয়ের ব্যবসার সহিত জড়িত এবং যেহেতু দ্বিতীয় পক্ষ কিস্তিতে মূল্য পরিশোধের ভিত্তিতে “ক” তফসিল বর্ণিত একটি ও উন জেএমসি ২৭৭১ সিসি পিকআপ প্রথম পক্ষের নিকট হইতে খরিদ করিতে আগ্রহী ।

অতএব, অন্য ২০/১২/২০১৭ ইং তারিখে নিম্নে বর্ণিত শর্তাবলীর ভিত্তিতে উপরোক্ত পক্ষদ্বয়ের মধ্যে অত্র চুক্তি সম্পাদিত হইল ।

- ১। “ক” তফসিলে বর্ণিত একটি ও উন জেএমসি ২৭৭১ সিসি পিকআপ কিস্তিতে বিক্রয় মূল্য টা: ২৩,৩০,৬০০/- (তেইশ লক্ষ তিরিশ হাজার ছয়শত টাকা) মাত্র পক্ষদ্বয়ের অত্র চুক্তির মধ্যে নির্ধারিত হইল ।
- ২। “ক” তফসিলে বর্ণিত একটি ও উন জেএমসি ২৭৭১ সিসি পিকআপ কিস্তিতে বিক্রয় মূল্য টা: ২৩,৩০,৬০০/- (তেইশ লক্ষ তিরিশ হাজার ছয়শত টাকা) মাত্র মাত্র এবং উক্ত টাকার মধ্য হইতে দ্বিতীয় পক্ষ প্রথম পক্ষ কে নগদ টা: ৩০,০০০/- (তিন লক্ষ চল্লিশ হাজার টাকা) মাত্র ডাউন পেমেন্ট হিসাবে প্রদান করিয়াছেন ।



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৳১০০০

একশত টাকা

কথ ৭০৪৫৪৮৫

আমরা এই আবেদন পত্র দ্বারা, এক্ষেত্রে আমি জানানো যেমন সত্য গোপন করি নাই। আমি অর্থাৎ ১৭/১২/২০১৭ ইং তারিখে এই প্রদীপক লব্ধি অর্থ প্রদত্ত অর্থাৎ প্রদত্ত করিলাম।

আবেদনকারীর নাম:

আবেদনকারীর স্বাক্ষর

শ্রীঃ শ্রীঃ শ্রীঃ শ্রীঃ শ্রীঃ

শ্রীঃ শ্রীঃ শ্রীঃ শ্রীঃ শ্রীঃ

Chapter 3 : Recommendations and Conclusion

3.1 Recommendation : My recommendations are:

1. For light commercial vehicle they should focus more on auto tempo
2. For passenger vehicle segment companies should focus on Human hauler as the size of the vehicle is small . It is suitable for Narrow road
3. More Incentive should be given to the dealer so that they will Push Rankon vehicle
4. Selling process should be on digital system rather than manually.

3.2 Conclusion: For the last few year automotive leader have witnessed an industry in threat. Slowing global economy is responsible for that . In today's world success depends on economy. The Increased raw material, unstable crude oil price, poor road infrastructure decline the total sales. Now automobile Company should increased the number of service sectors in order to build customer relation.

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