

Internship Report On

Marketing Department Practices of

BYD Bangladesh

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Bachelor of Business Administration

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

Marketing Department Practices of BYD Bangladesh

SUBMITTED TO:

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Course Code: INT 4399
Major: Marketing



United International University
School of Business and Economics

Date of Submission – July 22, 2026

Letter of Transmittal

22 July 2026

Dr. Khandoker Mahmudur Rahman

Professor

School of Business and Economics

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Subject: Submission of the Internship Report

Dear Sir,

I am Naimul Hasan Nabil submitting my internship report on the topic “Marketing Department Practices of BYD Bangladesh”. The report is a part of the requirements for a Bachelor of Business Administration degree from the United International University. It is a product based on my internship experience in Marketing Department of BYD Bangladesh, Distributed by CG Runner BD Ltd.

The internship gave me a first-hand exposure to a variety of things related to dealer marketing, ATL & BTL activities, vehicle launches, showroom activations, event coordination, creation of content, dealing with leads and reporting on campaigns with the Brand Marketing team. A summary of the company context, the tasks I undertook, the key learnings I gained from the experience and recommendations are given.

I have relied on information from the company's own sources, direct observation, company records and/or reliable information made available to the public. There has been no sharing of confidential information. I tried to write the language in a clear manner, also keep the analysis relevant to my internship position.

Thank you very much for your Supervision and guidance. I hope this report is adequate for the internship course for the academic requirements.

Sincerely,

Naimul Hasan Nabil

Student ID: 111213027

Program: BBA

Major: Marketing

Certification of Similarity Index

This report meets the standards established by the aforementioned body and complies with the conditions stated in the United International University's Similarity Index policy. According to the institutional policy in this respect, the author will be subject to disciplinary actions if non-compliance, exceeding the acceptable limit of resemblance, or illicit duplication of work without giving due acknowledgment is discovered. This report, which is subject to similarity review in accordance with the current policy in effect, is applicable and comprehensible on a particular and pertinent date and time when the similarity evaluation was completed.

Declaration of the Student

I, Naimul Hasan Nabil, student ID 111213027, certify that the internship report entitled "Marketing Department Practices of BYD Bangladesh" is my own work and is a result of my internship experience, observation and analysis. The report has been prepared for the Bachelor of business administration in United international university (UIU).

During the internship time at BYD Bangladesh from CG Runner BD Ltd, information regarding my duty and learning have been collected, while all other information published in the companies and industries were cited in APA format of writing. I have not plagiarized any of the past works knowingly, and also have not used any secret information from any company without consent or prior approval.

I certify this report to be accurate and that I prepared it from my original work.

Corporate Evidence



May 03, 2026

Naimul Hasan Nabil
Dhaka, Bangladesh

Dear Mr. Nabil,

With reference to your application dated May 03, 2026 we are pleased to offer you an internship position at CG RUNNER BD LTD as an Intern. This letter outlines the terms and conditions of your internship.

Position Details:

Position Title : Intern
Company : CG RUNNER BD LTD
Location : BYD Flagship
Reporting To : Imtiaz Nawsher, Category Development & Marketing Division
Start Date : May 03, 2026
End Date : July 30, 2026
Work Schedule : 09:00 AM to 06:00 PM

Compensation and Benefits:

Meals : Lunch and Snacks will be provided,

Code of Conduct:

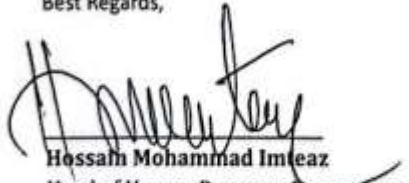
You are expected to adhere to the company's code of conduct, including all policies related to cyber security, data protection, and professional behavior. A copy of the company's code of conduct is attached for your reference.

Termination:

This internship is at-will, meaning either you or the company may terminate it at any time, with or without cause or notice.

You are required to submit your internship report to the HR department at the end of your internship. We wish you a rewarding and enriching internship journey with us.

Best Regards,



Hossain Mohammad Imteaz
Head of Human Resource Department
CG RUNNER BD LTD

CG RUNNER BD LTD.

Head Office: 37, Shaheed Tajuddin Ahmed Ave, Tejgaon, Dhaka 1208
Call: 09639795795 Web: www.bydauto.com.bd

Acknowledgement

In the first place, I am indebted to Allah S.W.T. for enabling me to accomplish my BBA courses and Internship Report.

Sincere thanks to my academic supervisor Dr. Khandoker Mahmudur Rahman (Professor) School of Business and Economics, United International University. Thanks to him, I could structure the report, relate theoretical knowledge with real-life experience and present it in a neat format.

Besides, I am grateful towards my corporate supervisor Mr. S M Sazzad Hossain (Marketing Manager, BYD Bangladesh) for his guidance, suggestion and trust during the internship period. I am thankful to Mr. Imtiaz Nawsher (Chief Marketing Officer) and Mr. Charles Ren (Country Manager) for providing me with a professional learning environment and enabling me to see the working of a growing automotive brand in Bangladesh.

I would also like to thank the cooperation of Mr. Kaosar, Ms. Rimi, Mr. Rezwan, Mr. Ranan, Mr. Niloy, Ms. Shahnuma, Mr. Nakibul and Mr. Sayem. I have learnt about dealer marketing, event execution, content coordination, sales support and every daily thing that comes about in the job thanks to their support.

Lastly, I want to thank employees, agency partners, dealers, customers and event participants who did or did not directly and indirectly support my research. Overall, it has further sparked my ambition to pursue a career in the automotive field.

Executive Summary

This report is the result of my Internship in the Marketing Department of BYD Bangladesh (Distributed by CG RUNNER BD Ltd). The internship period was to be from 3 May until 30 July 2026; the report is for work undertaken during the full internship period to the date of its preparation. I had the opportunity to work in the Brand Marketing Team, as a Marketing Intern – primarily supporting dealer marketing and offline ATL / BTL marketing.

In March 2024, BYD officially came to Bangladesh via CG Runner BD Ltd. To raise awareness to electric and plug-in hybrid vehicles, the brand has been promoting it through vehicle launches, shop shows, dealer marketing, web media, communication with influencers, corporate communications, sponsorship programs and test Drives. According to BYD Bangladesh, having been introduced to the market, over 1,000 new energy vehicles have now been put on road; highlighting the growing demand for this category from customers (The Business Standard 2026, July).

Some of my primary duties ranged from dealer co-ordination, agencies, vendors, customers, and sales teams to support social media content, captions and influencer scripts, lead collection and forwarding, exhibitions and test drive events, to collect and monitor campaign portal data and to prepare the BYD Bonanza Open House Report. I have helped with launch/activation jobs for cars like Seal 5, Seal 6, Sealion 6 AWD, Sealion 5 and Atto 3. Key activities were the BYD Bonanza campaign, activation of the Tejgaon showroom, MIST and Marvel of Tomorrow showcases, influencers coordination and the Banglalink showcasing event at Gulshan 1, etc.

The internship revealed that the promotion through integrated marketing communication is of significant importance for BYD Bangladesh. To many customers, the idea of EV and PHEV may be still new and therefore it is crucial to have physical presence, a chance to test ride, the salesperson explain it and the after sales to assure the customer. Its position in the market is backed by the company's technology, design, product quality, recognition all over the world and warranty marketing as well as the expanding network of dealers. Nevertheless, challenges of limited-service coverage outside of Dhaka, occasional coordination failures, charging availability and price perception are significant.

As of the recommendations, the report suggests besides the shared campaign calendar, more coordination between digital and offline marketing teams, selling dealers improved guidelines for communication, more consistent salesperson availability, there must be structured follow-up to leads, dealers must be educated on charging, battery safety, PHEV usage and ownership cost, in addition to being regularly informed about 3S services. The internship helped my skills in communication, to manage events, short briefing on the content, reporting, to be a lead, to problem solve and time management. Bringing myself toward the Automotive career.

Table of Contents

Letter of Transmittal	iii
Certification of Similarity Index	iv
Declaration of the Student	v
Corporate Evidence	vi
Acknowledgement	vii
Executive Summary	viii
List of Abbreviations	xiii
Chapter 1: Introduction	1
1.1 Background of the Report	1
1.2 Origin of the Study	1
1.3 Objectives of the Study	2
1.3.1 General Objective	2
1.3.2 Specific Objectives	2
1.4 Scope of the Study	2
1.5 Methodology	3
1.5.1 Primary Sources	3
1.5.2 Secondary Sources	3
1.5.3 Data Processing and Presentation	4
1.6 Limitations of the Study	4
1.7 Organization of the Report	5
Chapter 2: Company and Industry Analysis	6
2.1 Global Overview of BYD	6
2.2 BYD Bangladesh and CG Runner BD Ltd.	6
2.3 Brief History of Runner Group	7
2.4 Mission, Vision, and Values	7
2.5 Organizational and Marketing Structure	8
2.5.1 Simplified Working Structure Observed During the Internship	8
2.6 Main Functions of the Marketing Department	9
2.7 Product Portfolio During the Internship	10
2.8 Core Technology and Brand Promise	12
2.8.1 Blade Battery	12
2.8.2 DM-i Plug-in Hybrid Technology	12
2.8.3 Intelligent Cockpit and Vehicle Features	12
2.9 Showroom, Dealer, and Service Network	12
2.10 Bangladesh EV and PHEV Industry Context	13
2.11 Target Customers and Buying Considerations	14
2.12 Competitor Analysis	15

2.13 Marketing Channels and Integrated Communication.....	16
2.14 Sales and Lead Flow.....	17
2.15 Main Industry Opportunities and Challenges	17
Chapter 3: Internship Experience	19
3.1 Internship Placement and Role	19
3.2 Daily Responsibilities	19
3.3 Dealer Marketing and Content Planning.....	20
Main Learning from Dealer Marketing.....	21
3.4 BYD Bonanza Social and Open House Campaign.....	21
Work Process	21
3.5 Vehicle Launch Campaign Support	22
Key Lessons from Launch Work	22
3.6 Tejgaon Showroom Launch and Activation.....	23
3.7 MIST Competition and Innovation Event Showcasing.....	23
3.8 Project Glimpse	24
Banglalink Showcasing at Tigers Den.....	24
MIST Blitz Competition.....	25
BYD Bonanza Open House Dealer Tour	25
3.9 Influencer and Media Collaboration	26
Influencer Briefing Principles Learned.....	26
3.10 Lead Management and Sales Support	27
3.11 Test-Drive Activities and Customer Interaction	27
3.12 Campaign Data and Reporting.....	28
3.13 Agency and Vendor Coordination	28
3.14 Software and Tools Used	29
3.15 Skills and Personal Learning.....	29
Chapter 4: Analysis and Findings	31
4.1 Analytical Approach	31
4.3 Main Findings on Marketing Practices	32
4.3.1 Strong Use of Experience-Based Marketing.....	32
4.3.2 Consistent Brand Positioning with Some Coordination Gaps	32
4.3.3 Digital Communication Creates Reach, but Offline Contact Builds Trust.....	33
4.3.4 Dealer Marketing Is Important for Expansion	33
4.3.5 Ethical and Transparent Communication Supports a New Category.....	33
4.4 Customer Findings.....	33
4.5 Selected Campaign and Engagement Indicators	35
4.6 Operational and Coordination Findings.....	36
4.7 Link with BBA Marketing Courses.....	36

Chapter 5: Recommendations	38
5.1 Recommendations	38
5.1.1 Create One Integrated Campaign Calendar	38
5.1.2 Balance Digital Reach with More Physical Experience	38
5.1.3 Strengthen Dealer Marketing Guidelines	38
5.1.4 Improve Customer Education on EV and PHEV Use	38
5.1.5 Communicate the Expanding 3S Network More Clearly	38
5.1.6 Ensure Consistent Salesperson Availability	39
5.1.7 Introduce a Structured Lead Follow-up Process	39
5.1.8 Improve After-Sales Communication	39
5.1.9 Use a Standard Event Execution Playbook	39
5.1.10 Build a Simple Marketing Performance Dashboard	39
5.1.11 Expand Charging Partnerships and Practical Guidance	40
5.1.12 Continue Ethical Communication and CSR	40
5.2 Priority Action Matrix	40
Chapter 6: Conclusion	42
References	43
Appendices: Supporting Documents and Images	44

List of Abbreviations

Abbreviation	Meaning
ATL	Above-the-Line
BTL	Below-the-Line
BYD	Build Your Dreams
CMO	Chief Marketing Officer
CSR	Corporate Social Responsibility
EV	Electric Vehicle
HOD	Head of Department
IMC	Integrated Marketing Communications
KPI	Key Performance Indicator
NEV	New Energy Vehicle
PHEV	Plug-in Hybrid Electric Vehicle
POSM	Point-of-Sale Material
SEC	Socioeconomic Class
3S	Sales, Service, and Spare Parts
OOH	Out of Home
KAM	Key Account Managers

Chapter 1: Introduction

1.1 Background of the Report

The internship is a necessary element of the BBA course of study because it enables the student to use what he's learnt in class in an actual organization. Marketing courses cover topics like consumer behavior, branding, integrated marketing communication, sales support, market positioning, and campaign evaluation. The internship demonstrates how these concepts are applied in real time under various deadlines, budgets, approvals and customer expectations.

BYD is no.1 in New Energy Vehicles (NEV) and I had my internship in their Marketing Department – The national distributor of BYD Bangladesh is the CG Runner BD Ltd. giving me a useful scenario to learn the modern concepts of automotive marketing. This is a relatively new category and marketing is not just limited to pushing a vehicle. It also needs to sort out new technology, address customer doubts, assure them after sales, help them to observe/experience the product etc.

My offers primarily have been in the Brand Marketing Team, where I specialized in Dealer Marketing and offline ATL/BTL activities. I also handled digital content, influencer communication, event coordination, handling leads, succoring campaign information, and communication with the sales team. This is the report about those responsibilities and is an analysis of the marketing practices observed.

1.2 Origin of the Study

This report is the partial fulfillment of the course INT 4399 for the completion of the BBA course at United International University. The internship time duration was 3 months, from 3rd May to 30th July 2026. The report has been prepared prior to the scheduled end date, so it has only been able to capture the activities and learning that was done up to the report preparation stage.

So, I very naturally chose the topic as Marketing Department Practices of BYD Bangladesh as my day-to-day work was in the area of brand communication, dealer support, events, campaign execution, customer leads etc. It also serves as an actual

case study to scope how a brand-new Car company can gain awareness and trust in a new EV and PHEV market.

1.3 Objectives of the Study

1.3.1 General Objective

Through my internship experience with BYD Bangladesh Marketing Department, I could get a clear idea of the company's marketing practices and have the opportunity to evaluate and analyze those marketing practices; the ultimate aim is to have understanding about the marketing practices of BYD Bangladesh.

1.3.2 Specific Objectives

- To know the background of the company, its product line, its position in the market and marketing structure of BYD Bangladesh.
- To describe the daily tasks and the important projects accomplished of the internship.
- To explore how dealer marketing, ATL, BTL, digital communication, events and sales are inter-dependent.
- To determine the key strengths, weaknesses, opportunities and threats BYD Bangladesh is facing.
- To analyse customer concerns and the importance of product education, test drives, warranty communication and after-sales support.
- To bring relevance between the Marketing concepts studied in BBA programme and practical aspect.
- To develop and present realistic recommendations for enhanced marketing coordination, customer engagement, lead follow-up and service communication.

1.4 Scope of the Study

The study has been done on the Marketing Department of BYD, Bangladesh where I personally noticed the activities or where I directly contributed. Key areas include dealer marketing, brand communication, support with social media content, influencer scripts, briefings, marketing events and vehicle launches, showcasing, test-drives, lead collection, campaign portal data, and internal reporting.

Information about BYD, major competitors, customer concerns, the showroom and service network, and major developments in policy influencing electric mobility are also provided in the report. The analysis only includes information that could be provided without breaching company confidentiality.

Scope Boundary

The report does not reveal how much money was spent during the campaign, sales records which are not made public, internal client records or protected agency documents or private Excel files. Where suitable, indicators are rounded and aggregated.

1.5 Methodology

The report is descriptive and experience based. The data were gathered from primary sources as well as secondary sources. The aim was not to perform a real academic trial but to record and examine the real marketing process undertaken during the internship.

1.5.1 Primary Sources

- Observing marketing meets, event preparation, show room activities, and customer interactions.
- Real experiences in the dealer communications, content audits, lead management, campaign portal management, event planning and more.
- Conversations with the corporate supervisor, marketing, sales, product experts, dealers, agencies, vendors and customers in an informal manner.
- Captions, influencer scripts, branding briefs, proposals, meeting notes, campaign notes and the BYD Bonanza Open House Report are reviewed.

1.5.2 Secondary Sources

- The official global website of BYD and the official website of BYD Bangladesh.
- Official Runner Automobiles website and information.
- Government budget and policy documents concerning EVs and charging stations.
- Reputable business news is published on the BYD Bangladesh entry, assembly, and industry updates.

- Marketing textbooks and marketing academic ideas about branding, integrated marketing communication, consumer behavior and customer value.

1.5.3 Data Processing and Presentation

The information collected was grouped under topics. Information that was repeated or confidential was deleted. The activities were listed in chronological order/functional order and the findings were classified under the categories of marketing communication, customer response, co-ordination and learning. Tables were created to facilitate the understanding of the information of companies, products, competitors, and campaigns.

1.6 Limitations of the Study

- This report is prepared prior to the scheduled end date for the internship, and therefore later activities are not included.
- Some financial, sales, customer and agency information were confidential and could not be disclosed.
- The internship was only three months long and, as such, there was a lack of a long observation period in order to see the results of campaign and customer retention.
- My job was primarily on the marketing execution side and coordination; not all strategic decisions were made available to me.
- The Bangladesh EV market is evolving rapidly, and prices, policies, model availability, location of dealers, as well as competition can change post the date of this report.
- Audited performance data was not provided and rounded internal range data was provided for some performance figures.

1.7 Organization of the Report

Chapter	Content
Chapter 1	Introductions, objectives, scopes, methodology, and limitations.
Chapter 2	Company profile, industry analysis, products, customers, competitors, and marketing channels.
Chapter 3	Internship role, daily responsibilities, major activities, and learning.
Chapter 4	SWOT analysis, findings, customer insights, campaign indicators, and operational observations.
Chapter 5	Recommendations and conclusion.
References and Appendices	APA 7 references and blank sections reserved for supporting documents and images.

Chapter 2: Company and Industry Analysis

2.1 Global Overview of BYD

BYD - Build Your Dreams is a global giant - multinational technology company deeply rooted in the automotive, electronics, renewable energy and rail transit sectors. BYD was Founded in the mid-1990s in Shenzhen, the company initially built up its know-how in rechargeable batteries. It was later expanded into other clean-energy solutions and new energy vehicles. The new energy vehicles launched by BYD are now available in over 100 countries and regions (BYD, 2026).

BYD's automotive strategy is based on control of core technologies. These are among the important technologies: Blade Battery, DM-i plug-in hybrid system, e-Platform 3.0, intelligent cockpit systems and vehicle-body integration technologies. The technologies complement the brand's positioning on safety, efficiency, innovations and sustainable mobility (BYD, 2026).

The company defines new energy vehicle as battery electric vehicle or plug-in hybrid electric vehicle. It is relevant in markets where charging networks are still developing, and is a broader product approach. Battery-electric vehicles benefit customers by providing zero-tailpipe-emissions operation, and PHEV vehicles can help customers transition to electric operation on day one without relying on public charging stations.

2.2 BYD Bangladesh and CG Runner BD Ltd.

In March 2024, BYD official announcement in Bangladesh by launch of the BYD Seal and BYD has launched its first flagship showroom at Tejgaon. CG Runner BD Ltd are the official national distributor and have launched the brand for the first time brand (The Daily Star, 2024) The local company will handle importing and distributing cars and all of the dealer network/building, marketing/selling and customer care.

It is an amalgamation of BYD's international capability in vehicle technology and Runner Group's extensive know-how in the local automotive market. Why this structure is important, new auto brands need more than products, but also market knowledge, dealer coordination, aftersales support, customer education and a massive long-term investment in servicing skills.

In July of 2026, BYD Bangladesh claimed that more than 1000 energy vehicles had been carried to Bangladeshi roads by the launch of the brand. In a quick duration, there was an increase in recognized and consumer self-assurance with the 'Driven Miles milestone' (The Business Standard, 2026).

Runner Automobiles had also announced an agreement in March 2026 to assemble these BYD electric vehicles in Bangladesh. This facility, aided by a technical support team from BYD, was to be established in Bhaluka, Mymensingh. The Local assembly can drive the technology transfer, skill development, job generation, and cost reduction if implemented as planned (The Daily Star, 2026).

2.3 Brief History of Runner Group

Runner Group's automotive experience dates back to 2000. It gained expertise in ride, commercial vehicles, distribution, manufacturing and service. Runner later diversified into other sectors, including energy and real estate. Runner Automobiles PLC has a local foundation for managing the entry and growth of BYD in Bangladesh with the group having an automotive background (n.d.).

CG Runner BD Ltd. – Chowdhury group as joint venture with the Runner, represents a further stage in that growth. Through the BYD partnership, the company has moved into the passenger new energy vehicle market, which requires a stronger focus on technology communication, premium customer experience, charging knowledge, and specialized service support.

2.4 Mission, Vision, and Values

Area	Statement
Mission	To enable Bangladesh to transition towards sustainable mobility at a fast pace through the adoption of highest new energy vehicles which will create lower emissions and wider EV applicability in all areas.
Vision	Build BYD into the most accessible, relevant and reliable new energy vehicle brand in Bangladesh & promote electric and plug-in hybrid mobility to give at-scale access.

Area	Statement
Innovation	Utilize cutting-edge battery, powertrain, cockpit and vehicle-platform technologies to optimize the Driver Experience – also BYD is regular on 20-50 patents on average.
Sustainability	Support sustainable mobility and responsible use of energy & resources.
Trust and Transparency	Establishing confidence with customers through accurate information, dependable service guarantees, ethical advertising messages/engagement tactics and reliable partnerships.
Customer Focus	Providing products, various related professional sales and after sale service test drive access potential or one to buy warranty communication.

2.5 Organizational and Marketing Structure

There are a couple of connected functions that BYD Bangladesh is used to operate on like management, marketing, sales and product, supply chain dealer operations finance customer service & after-sales services. As an intern, I had a mostly marketing experience - but worked closely with sales at least once a week through coordination across product specialists, dealers/agencies/vendors and supply-chain colleagues.

2.5.1 Simplified Working Structure Observed During the Internship

Level	Main Role
Country Management	Overall business strategy and alignment with BYD regional teams and CG Runner leadership
Managing Director	All of the C-level reports to him and organizational strategy maker.

Level	Main Role
Chief Marketing Officer / Department Heads	Brand positioning, campaign approval, yearly priorities and partnerships/cross-functional assets
Marketing Manager	Campaign development, team management, dealer marketing activities (3rd party channels), agency handling and execution with reporting.
Brand Marketing Team	ATL, BTL, dealer content on launches > activations & branding materials/Sponsorship / Customer engagement
Digital Marketing and Creative Support	Social media, content development and optimization influencer advertising creative design & digital campaign execution.
Marketing Intern	Dealer communication, content helping out for smooth flow of event handling leads report and coordination.

Important Note

A basic working structure derived from observing an internship. This is not represented as an official confidential organogram for CG Runner BD Ltd. or BYD Bangladesh.

2.6 Main Functions of the Marketing Department

Function	Main Activities
Brand Marketing	Brand Marketing Establishing brand positioning, campaign themes key messages, maintaining identity (control) and communication consistency.
Dealer Marketing	For developing dealer content including local activation support, showroom materials, dealer coordination and lead support.

Function	Main Activities
ATL Communication	Mass only advertising, PR, outdoor visibility and bigger chunk of campaign communications.
BTL and Activation	This covers the showroom events, test drives, exhibitions of automobile models at auto shows or other corporate locations where a direct contact with customers could be made.
Digital Marketing	Social content, campaign posts (promotional), community management and moderation, add paid media support if required by the contract terms as well performance monitoring.
Influencer and Media Collaboration	Influencer + Media One-on-One Choosing creators, crafting scripts and briefs, content reviews, schedules.
Agency and Vendor Management	Creating and reviewing proposals, communication via email/chat/calls for Visual CSR campaigns.
Lead Support	Lead Support Collecting, recording, qualifying and passing customer inquiries to sales corporate-sales teams.
Reporting	Campaign-specific portal summary, Event reports; Visitor and lead Summaries Lessons learned for future activity
Brand strategy	Making strategic decisions regarding the Branding Plan and Execution

2.7 Product Portfolio During the Internship

Locally, the portfolio contained both battery-electric and plug-in hybrid models. Different body styles and powertrain options let the brand speak both to customers with diverse budgets, driving patterns, and readiness for electric mobility.

Model	Vehicle Type	Marketing Relevance
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Model	Vehicle Type	Marketing Relevance
BYD Atto 3	Battery-electric cross-over compact SUV	A useful small electric SUV for city families and technicians' boys. You are equivalent to the test-drive and every day-use communication.
BYD Seal 5	Plug-in hybrid sedan	A fuel-powered engine coupled to an electric driving system allows for a brand-new passenger vehicle that will ease the concerns of customers with regard charging access.
BYD Seal 6	Battery-electric sedan	A new midsize electric-caliber car settled on design, luxury technology and usable EV range.
BYD Sealion 5	Plug-in hybrid SUV	A spacious, tech-savvy midsize plug-in that offers the flexibility to run with electric power or let a gasoline engine take over when needed.
BYD Sealion 6	Plug-in hybrid SUV, including AWD positioning	A dynamic, luxury long-distance flexible SUV It is great fit for experience led campaigns and product walkthroughs.
BYD Seal	Battery-electric sedan	The flagship model that first introduced the brand (and BYDs designs and performance) to Bangladesh.

2.8 Core Technology and Brand Promise

2.8.1 Blade Battery

Battery safety is one of the biggest issues when marketing EVs. The Blade Battery is marketed as one of BYD's key safety and durability technologies. Here, in addition to its technical value for customer communication the resource also allays concerns regarding battery heat and damage as well as their reliability over time.

2.8.2 DM-i Plug-in Hybrid Technology

An internal-combustion engine is also retained - for longer journeys or when charging cannot be guaranteed outside of a DM-i tech subsidy. This is important for Bangladesh because consumer wants lower fuel consumption and electric drive but still the public charging coverage details provide them a surprising degree of apprehension.

2.8.3 Intelligent Cockpit and Vehicle Features

A big screen, fully-connected, next-gen driver-assistance and tech-laden camera all wrapped in a shell of smart interior design and creature comforts makes for an appealing showroom offering, all of these connected to E-platform 3.0. These are the types of features you will highlight (not describe) in static ads. Enter product specialists, salesperson back from dealers (and Walk-ins), doing a test drive & Events enablement is playing ace.

2.9 Showroom, Dealer, and Service Network

To gain customers BYD Bangladesh will be using a flagship showroom, as well as dealer-operated outlets and service center. About this job While interning, I was involved in the promotional activities of the main showrooms in Dhaka. It also included a Chattogram outlet in the network, that hinted at the start of its plans to expand regionally.

Location	Address
Flagship Showroom and Main Office	37, Shaheed Tajuddin Ahmed Avenue, Tejgaon, Dhaka 1208

Location	Address
BYD Paltan – Merchant Auto	178 Shahid Syed Nazrul Islam Sarani, Bijoy Nagar, Dhaka 1000
BYD Uttara – Noor Autos	House 08, Road 9C, Sector 15, Uttara, Dhaka 1230
BYD Madani Avenue – Otto Fix	100 Feet Madani Avenue, Dhaka
BYD Tejgaon – Beg Autos	Aristo Tower, 239 Bir Uttam Mir Shawkat Sarak, Tejgaon, Dhaka
BYD Chattogram – Autotec	201/206 Nasirabad Industrial Area, Bayezid Bostami Road, Chattogram
Flagship Service Centre	Beside the flagship showroom in Tejgaon, Dhaka

A broader 3S network is critical for customer confidence. It will be easier for customers to accept new technologies that have sales, service and spare-parts support in front of them. Also, with the expansion of the regional service, it will remove the idea that EV ownership is only pragmatic in Dhaka.

2.10 Bangladesh EV and PHEV Industry Context

The passenger EV AND PHEV market in Bangladesh is in the nascent stage but the trend is moving towards a positive direction. Fuel price, Technology, Environment and Driving experience are the parameters driving the interests of Customers. At the same time high sell prices with price access charges, uncertainty with respect to resale, lack of technical ability, and access to service can all delay acceptance.

Government policy is shaping up to be a substantial market variable. The government declared at July 2026 that 30 percent of road vehicles will be converted to Electric Vehicles by 2030 (Bangladesh Sangbad Sangstha, 2026). The proposed FY2026-27 budget also included lowering import duties on EVs and PHEVs, the registration advance income tax on EVs, support of Chargers and local EV manufacture (Government of the People's Republic of Bangladesh, Ministry of Finance, June 2026).

Which can make them approachable and alluring to employees for investment. However, the market will grow according to the timing of policy implementation and how technology will develop in terms of charging, financing, customer education and the ability to provide after sales. If successful, the local assembly deal Runner signed with BYD can also strengthen the industry's long-term capability.

2.11 Target Customers and Buying Considerations

Throughout the internship, BYD Bangladesh primarily targeted affluent and upper middle-class customers, but also attempted to generate interest among lower middle-income professionals and families. Key customer segments included business owners, corporate executives, tech-savvy customers, eco-conscious buyers, corporate customers, large families, and customers desiring premium safety and comfort.

Customer Need	Marketing Response
Trust in new technology	Demonstrations, product specialist explanations, warranty messaging, safety messaging, test drives.
Price justification	Elaborate on features, cost of ownership, fuel savings, maintenance, technology, and long-term value in addition to purchase price.
Charging concern	Display informative graphics to support home charging, public charging and range, and PHEV utility
After-sales confidence	Detail service points, certified mechanics, warranty protection, availability of spare parts, and support contact for customers.
Brand credibility	Use international BYD expertise, local partner powers, customer achievements, events, media coverage and open dialogue.
Driving experience	Organise test drives, exhibitions, corporate exhibitions, showroom visits and live feature demonstrations.

2.12 Competitor Analysis

BYD has competitors similarly placed as well as indirectly against them. Competitors really come down to existing EV (and PHEV) models, plus a few from Chinese, Korean and European automakers. Hybrid and premium fuel-powered vehicles are indirect competitors because the customer is viewing the entire budget, not just powertrain. A secret is that, we are focused on overcoming Toyota.

Brand / Model	Competitive Strength	Area for BYD Response
MG ZS EV	New Accessible Small Electric SUV Positioned at Affordability	Electric Cars Size, Battery, Accessory Element, Safety, Option, Test drive experience
Haval H6 Hybrid	The practical hybrid SUV Reverse rei ownership of hybrid	PHEV and EV; electric-first DM-i
Changan / Deepal	Strong strategy positioning in technologies	Through industry Campaign Repeatability: Dealer level Product knowledge & Awareness: Customer experience consistency/engagement.
Chery and related brands	Speed to market/introduction of a product — Whether or not they are Rapid model introduction and feature-focused communication.	Safeguard brand integrity, post sales confidence, product quality and unified messaging.

Brand / Model	Competitive Strength	Area for BYD Response
Toyota hybrid and fuel models	Optimistic feeling towards resale and service in Bangladesh.	Establish trust in ownership over long-term, geographic coverage of services, and substantiation of customer satisfaction.

2.13 Marketing Channels and Integrated Communication

Integrated marketing communication: This is a systematic delivery of a specific brand message throughout various channels (Belch & Belch, 2021) In terms of marketing strategy, BYD Bangladesh utilizes a combination of digital, traditional, experiential, dealer, and public-relations channels. This is relevant because there needs to be awareness and product experience among the customer.

Channel	Use in BYD Bangladesh
Social media	Model data, campaign news, event materials, customer interactions, short clips, and leads.
Influencers and Content Creators	Easy explanation of the product, lifestyle, and communication, tech review, and audience reach.
Showrooms and Test Drives	Done right with customer qualification and conversion support.
Dealer Marketing	Localized content, showroom promotion, area-specific lead generation, and dealer-based events.
Events and Exhibitions	Vehicle presentation, face-to-face dialogue, prospects identification, and category formation.
Corporate Showcases	Availability to set displays and business audiences in offices and structured event events.
ATL Media and Out of Home (OOH)	ATL Media and Outdoor Primary focus: mass awareness, brand visibility, model launches, and recall of the campaign.

Channel	Use in BYD Bangladesh
BTL	Dealer Marketing, Events & Exhibitions, Corporate Showcases, Public Relations, Sponsorship & CSR.
Public Relations	News about launches, milestones, partnerships, and market development.
Sponsorship and CSR	Linkage with innovation, education, technology, community activity, and responsible brand values

2.14 Sales and Lead Flow

Automotive marketing and sales are complementary fields. Even if a campaign raises awareness, it generally involves multiple steps before a user is ever ready to purchase. The basic flow that we followed in the internship:

- The customer sees a campaign, event, influencer post, showroom display, or dealer communication
- The buyer finds out through social media, phone, an event booth, and/or a showroom.
- It records the inquiry and tags it to a sales or corporate-sales person.
- They are trained on the specifics of the model, price, what sort of finance options exist, warranty, service, how frequently they will have to charge or use PHEV.
- The customer may go to a showroom or sign up for a test-drive.
- Sales team follows up, answers objections, and assists the booking process.
- Post delivery also, service and customer-care communication affect satisfaction, referral, and the overall brand loyalty.

Such a flow explains why lead quality, speed of response, salesperson follow-up, after-sales communication are pressing marketing challenges, too, and not merely salutation challenges.

2.15 Main Industry Opportunities and Challenges

Opportunities	Challenges
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Opportunities	Challenges
Increased interest in EV and PHEV tech	Consumer Behaviour: Reconditioned vehicles instead of New EV's
Fuel consumption and fear of fuel cost.	Lack of EV charging centers, hardly any and / or easy access to it.
Government tax and manufacturing support.	Chinese EV brands suffer from consumer mistrust in Bangladesh.
Corporate fleet and institutional demand.	New PHEV adaption among bangladeshis
Technical transfer and/or local assembly potential.	Approach to lack of trained technicians, parts and service coverage.
Environmental awareness and sustainability goals.	Not much consumer awareness of battery safety & charging and need for different powertrains
Dealers and 3S centers to expand beyond Dhaka	Increased competition and numerous model launch from other brands.

Chapter 3: Internship Experience

3.1 Internship Placement and Role

On 3 May 2026, I take a paid Internship in BYD Bangladesh as a Marketing Intern. The internship was set to conclude on 30th July 2026. I worked five days a week, clocking in for eight hours each day at the BYD Bangladesh flagship showroom-cum-head office in Tejgaon, Dhaka.

I had the support of Mr. S. M. Sazzad Hossain (Corporate Supervisor- Marketing Manager). I was closely aligned to the Brand Marketing Team with the most time spent was on the dealer marketing, as well as offline ATL & BTL activity. I was in a position where I not only dealt with internal teams, but also dealer representatives, agencies, vendors, and salespeople.

It was not the most highbrow appointment, but it was lots of hard work. Certain days were about planning, content, briefs, and data. Other days included work in the showroom, preparing for events, meeting with customers, gathering leads, and troubleshooting on-site. This sensitivity quickly shed light to the way how a marketing plan evolves from an idea to an execution.

3.2 Daily Responsibilities

Responsibility	Work Performed
Dealer Marketing	Aligned with dealer needs, supported content planning, distributed brand direction and managed local marketing activities.
Meetings	Attended team meetings, took notes, followed up on action points and learned approval/coordination processes.
Content Support	Assisted in choosing, reviewing, and improving social posts, captions, branding elements, and campaign communication
Influencer Communication	Prepared or crafted out scripts and briefs, and reviewed proposals made by creators and organizations.

Responsibility	Work Performed
Agency Coordination	Coordinated with Exxelo, Asiatic, Singularity, and other partners via the marketing team.
Sales Support	Sales Support Deal with customers, provide basic information, gather leads and pass them to either sales or corporate-sales.
Event Support	Event Support Assisted with showrooms, exhibitions, activations, launches, corporate displays and test-drive activations.
Data and Reporting	Data and Reporting Worked campaign portal data for Bonanza, Utilized Excel and Google Sheets (BYD Bonanza Open House Report)
Branding Materials	Prepared standee, booth component, display and some kind of material to make branding physical.
ATL and BTL	Worked on the ATL (general awareness campaigns, media, outdoor) and BTL (business activations, exhibitions, showcases, hands on) activities.

3.3 Dealer Marketing and Content Planning

Dealer marketing was the area of work I was most often involved in. BYD Bangladesh operated through dealers and dealers-built showrooms, each needing support for content and activations, while using the same template of brand identity. The question was how to communicate locally without having different or inconsistent versions of the BYD brand.

Provided communication support to a branch of dealer marketers by reviewing content needs, coordinating with the central team for a seamless experience, and helping with branding elements. I was taught that dealer messaging must include

model name, approved product information, correct visual identity, contact details, show room geo location and a direct call to action.

Content is consistent and approvals are quicker when dealers, digital teams, designers, and salespeople already know the campaign priority. Relates to how event flow may be changed when content providing instructions late

Main Learning from Dealer Marketing

- Need to balance the central brand control and local dealer flexibility.
- Purposeful campaign consistency – the same campaign message should be in showroom, dealer posts, salesperson explanations, and lead follow-up.
- Dealers required templates that are complete and workable on the particular templates, validated product information's, and approved timeline.
- Local activations are also beneficial as customers want to be able to see and experience vehicles in their region.

3.4 BYD Bonanza Social and Open House Campaign

One of the campaigns I supported a lot was BYD Bonanza. It was a mix of digital touchpoints and showroom and open-house feedback. The aim was to draw attention, detail the different models and offers, generate leads and draw customers to showrooms for test drives.

The tasks I performed involved editing and revising posts, checking brand elements, dealer communication support, monitoring of campaign portal data, liaising with sales promoted teams, and preparing of the BYD Bonanza Open House Report. Depending on the task I used software such as Microsoft Excel, Google Sheets, PowerPoint, Word, Meta Business Suite, and sometimes Canva and Adobe basics.

Work Process

- Conducted the campaign objective and the information that customers required to comprehend
- Landed support in the selection and refinement of both social-media posts and of branding elements.
- Coordinated with the dealers and internal team to keep the campaign message seamless.

- Monitored and assisted lead acquisition from campaign initiatives and showroom visits.
- Manipulated portal data to triage response, lead, and participation
- Developed a report that articulated activity, observations, and opportunities.

In the end, the campaign demonstrated that customer understanding benefits when what is online is underscored by a physical explanation. Many messages about the models and the technology before the campaign was basically gibberish to many possible customers before the campaign. Understanding the product mechanism and the model differences in each showroom became easier for customers after seeing more content and talking to people in the showroom. It has also produced an enhanced deck of leads.

3.5 Vehicle Launch Campaign Support

My support was marketing work related to the launch and promotion of BYD Seal 5, Seal 6, Sealion 6 AWD. A vehicle launch demands collaboration across the product, marketing, sales, supply chain, creative, agency, showroom, media, and management teams. The customers see the final event or campaign as almost a seamless process, however behind the scenes multiple tasks have to be executed correctly.

This was followed by content development support, branding-element briefs, agency coordination, on-ground support from our end, customer facing, and coordination with the sales guys as well as product specialists. I watched on how the product team turns more technical aspects into customer-facing messaging. That launch message needs to address four basics: What is it? Who is it for? How is it different? And what should they do next.

Key Lessons from Launch Work

- Production-ready product information before creative production.
- All touch points must be on-brand, this includes screen contents, standees, registration area, booth construction, and staff dress code.
- The far faster you sing the same tune to your sales and product teams before customers read it.

- A launch involves media visibility, but also a clear and trackable process for lead capture and follow-up.
- To avoid disturbance with the flow of the event, late changes need to be controlled at a single point of decision

3.6 Tejgaon Showroom Launch and Activation

BYD Tejgaon exclusive showroom at Aristo Tower, operated by Beg Autos: I was involved in the launch and activation of this showroom. What made the activity significant was the role of a showroom as both a sales point and a brand-experience venue. Exhibition, cleanliness, availability, product knowledge, test-drive method, quality of the follow-up - customers assess the brand through these factors.

I was involved in placement and branding, liaising with the event and dealer teams, assisting customer flow, and helping with communication pertaining to sale topics, as required. I noticed that if everything from the vehicle display to the welcome desk including product specialists, salespeople, refreshments, lead forms, and test-drive process is laid out to function as a single customer journey, an activation can function much more effectively.

It taught that having your sales staff available all the time can help. The showroom may be full of visitors thanks to marketing, but if there is no well-trained person available to answer more detailed questions or gives a proper follow-up, the opportunity can be easily lost.

3.7 MIST Competition and Innovation Event Showcasing

BYD was a title or mobility partner for events focused on innovation, including a contest at the Military Institute of Science and Technology and the “Marvel of Tomorrow” platform. These events aligned with the brand positioning around technology and sustainability, and they also reached students, professional audiences, innovators, and institutional audiences.

I collaborated with marketing peers and other disciplines to maintain vehicle positioning and booth flow throughout the event (Smoothness in Showcasing).

Sponsorship of this sort is capable of creating more value than the mere visibility of the logo. Brand gets resonated when visitors can sit inside, ask questions, explore the display and register interest. Plus, the event gives the marketing team an

immediate feedback loop to understand what people understand and what still confuses them.

3.8 Project Glimpse

Banglalink Showcasing at Tigers Den

Item	Details
Project Name	Banglalink Showcasing
Date	28 June 2026
Duration	Day-long activity
Location	Gulshan 1, Dhaka
Featured Model	BYD Sealion 5
Objective	To exhibit the vehicle, detail major features and obtain qualified customer leads.
Departments Involved	Marketing and Supply Chain, supported by sales.

My primary role was to oversee booth management, vehicle placement and execution on-site. Additionally, I operated a sales-support role by greeting walk-ins, explaining basic information about the vehicles, responding to frequently asked questions, and taking contact information from interested consumers.

The task required professionalism, straightforwardness and promptness in attendance to the needs of the event team and visitors to the event. I even arranged to ensure that the booth area was cleaned up and that one or more of the sales staffs was available to do anything that required a backfill.

This event affected and produced a lot of hot leads. But most importantly: Execution is smooth, when the preparations are thorough, there is a clear sense of ownership over tasks, and decisions are calm in the moment of pressure. Even with none of the event heat, a car that is in the proper location along with a representative who is proactive can supply important customer engagement.

MIST Blitz Competition

Item	Details
Project Name	MIST Blitz Competition
Date	June 28, 2026
Duration	Full day
Location	MIST University
Featured Model(s)	Sealion 6, Seal 5, Atto 3
Objective	To raise awareness and experience
Departments Involved	Marketing, Procurement, Sales

I was tasked to do booth setup, vehicle showcasing, and working with Marketing Procurements and Sales department. Interacted with participants, provided vehicle information and conducted brand experience-fortified conversation.

Key Learnings: Keeping detailed plans, problem-solving thinking on the fly, and coordinating with the team are all important for smooth operation and maximum engagement.

BYD Bonanza Open House Dealer Tour

Item	Details
Project Name	BYD Bonanza Open House Dealer Tour
Date	June 21, 2026
Duration	Full day
Location	Three BYD Showrooms

Featured Model(s)	All BYD Models
Objective	Awareness and booking acceleration
Departments Involved	Marketing

Conducted managed visitation/demonstrations in three showrooms, were involved in customer contact, handed out information about the products and assisted in bookings.

Key Learnings: When there are multiple showrooms required to coordinate in a day it all comes down to time management, communication with fellow staff and showing initiative in the problem-solving arena – the better you can do all of this, the more you are going to maximize customer interest and bookings.

3.9 Influencer and Media Collaboration

We were also exposed to influencer communications. I provided captions, scripts, branding briefs and reviewed collaboration proposals with RJ Zibraan, Mohai the Picci Pola, and Shuvashish Bhowmick (Baap Ka Beta/ SamZone). Not every script is going to be beneficial to each creator, as different creators correspond to different audiences.

Where I come in as a medium was to ensure the content, execute correctly, sounded natural and projected the brand. Technical claims needed verifying, model names verifying, and the tone had to be appropriate for both the author in question and BYD's premium but accessibility-focused image. An influencer brief should include its purpose, target audience, facts to mention, claims to avoid, visual style, timeline and what action you want the influencer to take.

Influencer Briefing Principles Learned

- Write technical features in plain language.
- No unsupported claims or flawed comparisons
- Protect the message of the brand, while maintaining the style of the creator
- Instead of reading specifications, show the vehicle in real use.

- What we need next is obviously a call to action, either visit our showroom, schedule a test drive, contact the dealer.

3.10 Lead Management and Sales Support

Customer lead from all sorts of source like events, showroom, campaign, and inquiry directly. Since I was not in a structured CRM, I was very meticulous about recording and handover. When customers needed basic information, I referred them to the appropriate corporate-sales or showroom-sales team and helped clarify communication.

This study demonstrated that lead management is not simply information-gathering (such as collecting phone numbers). An ideal lead must include information such as, the name of the customer, their contact details, the model they are interested in, the preferred location with regards to a dealership, the time frame for their purchase, if they need a test-drive, and their immediate concern. With it in full condition this allows the sales team to follow up further.

On the other hand, I saw social media is also a useful communication contact, and follow-ups by phone should be done. Others feel that messages are better, some will respond to a direct call. A scheduled follow-up process prevents the opportunity to engage interested customers after an event or campaign.

3.11 Test-Drive Activities and Customer Interaction

Internships which I participated in were test-drive and customer-engagement activities. In an area crucial to marketing electric and plug-in hybrid electric vehicles, test drives enable unique customer familiarity with acceleration, quietness, comfort, display functions, camera systems and driving modes. It is difficult to express these features in its entirety in a post or brochure.

I helped with registration, directing visitors, collecting leads, and basic customer communication. I also saw a trending question about price, charging, battery life, warranty, service, resale, etc. Price was a big issue in the early days of the internship. The government announced lower duty and tax measures for EVs and PHEVs then the issue seemed to slide from the top of customer discussions.

Customers felt that support through after-sales service, availability of sales personnel to assist, etc. were some of the benefits of the online medium. Charging availability continued to be a frequent obstacle for full EVs. Customers were sensitive to the price for PHEVs as well and needed the benefits of electric and fuel operation to be explained to them.

3.12 Campaign Data and Reporting

Worked on Bonanza campaign portal data and used Excel and Google Sheets to organize data. The BYD Bonanza Open House Report I also put together. It was meticulously reported to lift concerns of data opacity, concern with labels, and provide substantive justification of what the figures meant for future action.

Campaign indicators that were available were aggregated and rounded. Backed by high penetration and reaction across digital, showrooms, events and test drives. Since the underlying files were classified as confidential, results are only grouped into broader ranges in the findings chapter later on.

The reporting task improved my skill of converting activity records into management information. An informative report should not just mention what happened. It must describe the successes and failures, customer requests, lead follow-ups, and changes for the next campaign, which leads require follow-up, and what should change in the next campaign.

3.13 Agency and Vendor Coordination

Agencies like Exxelo, Asiatic and Singularity exchanged information with me while vendors were usually handled through the agencies. I collaborated with creative designers who were in-house. Agencies coordinated by sharing briefs, reviewing outputs, adhering to deadlines, and communicating changes among themselves.

It is important to point out that this experience demonstrates how a well-written brief saves time and money. A poor brief can lead to iterations of the same concept, inconsistent use of the brand, or a delayed rollout. A good brief would have dimensions, location, use case, model, key message, reference design, must have elements, timeline, installation needed and person who needs to approve.

It also taught me the value of polite, straightforward communication. While agencies and vendors require sufficient information to work well, they also require the client

team to make decisions quickly. The approvals can delay production, installation, and preparations for the event.

3.14 Software and Tools Used

Tool	Use During Internship
Microsoft Excel	Campaign portal data, lead lists, basic analysis, tracking, and reporting.
Microsoft PowerPoint	Internal Presentation, Event Communication & Reporting
Microsoft Word	Reports, briefs, meeting minutes, captions and written documentation.
Google Sheets	Shared tracking, collaboration and team status.
Meta Business Suite	Simultaneously perform omni-channel social-media audits, comprehensive campaign troubleshooting and brand communications monitoring
Canva	Canva Basic design support, creative review, and fast delivery of visual assets.
Adobe Tools	Support related to Creative files when needed Review on the Adobe Tools
Campaign Portal	Monitoring and organizing Bonanza campaign information.

3.15 Skills and Personal Learning

Skill Area	Learning
Marketing	All those basics of top-of-mind brand, consistent communication, dealer marketing, event execution, ATL and BTL integration, and customer education.

Skill Area	Learning
Technical	Campaign portal management, increased use of Microsoft Office applications, well-structured minutes, Leads data and report preparation.
Communication	Professional internal & external communication with customers, Agencies, Dealers, Vendors, also with another department.
Teamwork	Working with marketing, product specialists, digital marketing, sales, supply chain and creative teams.
Problem-Solving	Ability to stay calm on-site, adapt to the needs of the events, and problem-solve logistics issues
Time Management	Ability to work within tight deadlines, keep to timelines, prioritizing event work, juggling several duties.
Career Direction	The internship acted to reaffirm my desire to begin a career in marketing in the automotive industry.

Gaining insight into leadership, teamwork, and quick execution of an event in two days was the biggest learning. Biggest challenge was the duration of the internship. It was wide ranging but the time span meant I couldn't really see more strategic campaign outcomes over a longer period or have much in the way of accountability.

Chapter 4: Analysis and Findings

4.1 Analytical Approach

This chapter is analyzed using direct internship observation, experience with the customers, participating in events, data-ranges on negotiation and meetings with marketing and sales teams. Findings are more practical as opposed to statistical generalizability. They are the primary trends I noted in each of my reviews of BYD Bangladesh marketing endeavours.

4.2 SWOT Analysis of BYD Bangladesh

STRENGTHS	WEAKNESSES
• High-tech EV and PHEV. • Blade Battery and safety communication-strong. • BYD brand awareness internationally and the quality of the basic product. • Trendy design and features, advanced cockpit • Live ATL, BTL, event response and launch response. • Addition of dealer network and local distributors. • Warranty, sales team and post-sale support.	• The absence of popular awareness of EVs and PHEVs use. • Pricing of certain models. • The coverage of the services was limited to several premiere areas. • Lack of charging infrastructure, range anxiety. • Availability of models might not be optimal in all segments. • Integrated Communication, Coordination Gaps at Times.

OPPORTUNITIES	THREATS
• Increasing popularity of electric mobility. • Operating-cost Interest: Fuel-price Concern. • Time to have the government charge, tax and support you in production. • Fleet and institutional demand. • Transfer of technologies and Local Assembly. • Expansion of regional dealers and 3S. • Environmental and sustainability awareness	• Growing competition and model new releases. • Changes in exchange rates, importing-policies, and taxes. • Slow charging-network development • Consumers experiencing problems making long term predictions of resale value and ownership. • A shift in the demand of luxury cars. • To be outpaced by no technology change or comparison.

4.3 Main Findings on Marketing Practices

4.3.1 Strong Use of Experience-Based Marketing

BYD The frequent events include launches, showcases, showroom events, test drives and sponsorships in BYD Bangladesh's displays and of course test drives too. This is an effective strategy since EV and PHEV products have to be described and tried out. By physically viewing the car, it will offer customers more information about the brand since they can see it, sit in it, use the screen and talk to someone who is well-trained.

4.3.2 Consistent Brand Positioning with Some Coordination Gaps

It is generally perceived as always innovative, high end, inclusive and versatile in terms of customer base. When messages were relayed during launches, dealer action, digital posts and actual branding are in sync with one another, it will aid in recall. Late instructions may hamper integrated communication, or it happens that

differences can occur between teams. This issue might be diminished by having a common calendar and better-defined approval flow.

4.3.3 Digital Communication Creates Reach, but Offline Contact Builds Trust

AWARNESS & LEADS: The most important ones are social and influencer content. However, customers need to visit the showroom, make phone calls, do test drives and demonstrations of the products before they are assured. It is not digital vs offline, the case is the best combination. The digital part is in creating interest and the offline aspect is in transforming insights into knowledge and then action as a connected process.

4.3.4 Dealer Marketing Is Important for Expansion

A dealer network will allow BYD Bangladesh to reach out to clients beyond its flagship showroom. Dealer marketing can far and widen local presence and accessibility. On the other hand, all Dealers should also possess effective brand rules, pre-approved content, message-trained salespeople to sustain continuous communications in order to create the same experience to the customer in each dealership.

4.3.5 Ethical and Transparent Communication Supports a New Category

Whenever you are in a state of confusion as far as charging is concerned as well as batteries, warranty, maintenance or resale customers will be very reluctant. And that is why you must never exaggerate but maintain an open free flow of communication. The interning period saw a significant amount of brand representation, a permitted content, customer care services, and premeditated messaging. This should be a practice always as the industry continues to grow.

4.4 Customer Findings

Observation	Interpretation
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Observation	Interpretation
Price was initially a major concern.	The first issue money. It was all Pricing to begin with They then compared these to the front running (and understood gasoline cars and hybrids were brand new). While for all of the dusting and piddling the duties have become over the last five years, it may brighten up a life -- value must still be sold to people, while doing so with no undertones of such responsibilities necessarily feeling light.
Charging was the main concern for full EVs.	The cost of BEV was the primary concern raised for BEV. The one place that you have encountered with 100 percent EVs is charging! Hubs and electric chargers: Average user needs to be informed too; Information up to October 2023 (limited hrs of flight)
PHEV customers focused on price and system understanding.	As a measure of knowledge of PHEVs, Price concerns are focused on as well, given that the PHEV customers were engaged with the understanding of the cost and system. Make proper notes, before training B, the workings of DM-i, Electric-first in which application has distance train etc.
Warranty and after-sales support created confidence.	Increased knowledge and awareness of the services over time, communication flow and higher confidence based on the warranty and after sales supporting services.
Salesperson support mattered strongly.	This was due in part to the performances of the sales personnel. Their sales team is more personal, friendlier and knowledgeable to enhance their guest's showroom - and home experience.

Observation	Interpretation
Customers responded well to direct demonstrations.	Directly exposed to you, such a familiar customer. Test drives and demos of features would still need to be the mainstay of your marketing plan.

4.5 Selected Campaign and Engagement Indicators

The aggregated internal ranges, and were rounded to the integers. These are provided to demonstrate the magnitude of campaign activity, not as audited financial or sales data.

Indicator	Reported Range	Meaning
Social-media reach / impressions	1 million+	They have long online reach over campaign and model communication.
Reported engagement / content interactions	500K+	Heavy interaction or viewership with cross-media and over longer periods
Campaign leads	1,000+	You are experienced through digital, event and showroom activities.
Test-drive registrations	500+	Significant transition from knowing to product usage.
Event attendance	1000+	Direct engagement with the target consumers and stakeholders.
Showroom visitors	5,000+	Strong ability to leverage for invoicing and product explanation
Reported lead conversions / progressed leads	500+	A large volume of leads transitioned to a better sales stage.
Customer or test-drive survey responses	500+	A learner base for inspecting frequently asked questions and associated response patterns.

Data Caution

The figures are wide internal ranges provided for the purpose of this report. The original files are secure, and were not attached.

Note: Engagement is the sum of interactions or views across various campaign assets and should not be compared with only a single reach number.

4.6 Operational and Coordination Findings

- When the final command is not communicated via a single medium, it may create misalignment across lower-tier teams or external partners.
- New directions in the middle of production or installation can interrupt event flow.
- Any campaign is only as good as how well marketing, sales, product, supply chain, dealers, agencies and customer care can move in lock step, with a common timeline and agreed message.
- Salesperson should be available depending on the expected number of visitors as per timeline determined beforehand (Showrooms, Open Houses, Events).
- A Lead handover should have an explicit Owner and a follow-up date. Note: Without a CRM, tracking discipline becomes more critical within a shared environment.
- Attendance should not be the only information captured through post-event review instead it should capture customer queries, lead quality, operational challenges and steps that can be taken in the future.

4.7 Link with BBA Marketing Courses

Academic Concept	Practical Application
Principles of Marketing	Customer value, market needs, product communication, pricing issue and channel coordination.

Academic Concept	Practical Application
Consumer Behavior	Customer risk perception, technology acceptance, information search, test-drive response, and purchase objections.
Integrated Marketing Communication	Integration of Social, Influencer, ATL, BTL, Dealer Content, Showrooms and Sales Follow-Up
Brand Management	The identity must remain consistent, the position must be held high as a premium offering, it must never lose a sense of safety, user experience must be considered in the best way possible, and approved messages need to be protected.
Marketing Research	Test-drive survey data, campaign portal data, customer feedback, lead data, and event data. Possibility of Neuromarketing research can be explored in future.
Sales Management	From lead qualification, through support, and follow-ups; objection handling and dealers' coordination.
Services Marketing	Experience, service assurance, after-sales communication and long-term customer relationship.

The internship was very relevant to my Marketing major. That was the example that proved marketing is more than advertisement. Customer education, sales enablement, service communication, data, collaboration, discipline, and the end-to-end ownership experience are all part of it.

Chapter 5: Recommendations

5.1 Recommendations

5.1.1 Create One Integrated Campaign Calendar

Launch, dealer, social posts, influencer activity, event, test drive, follow up - BYD Bangladesh may create one general calendar of activities. The campaign owner, approval date, assets required, dealer action, sales action, and reporting should be in your calendar.

5.1.2 Balance Digital Reach with More Physical Experience

If they are pressing ahead with digital, all good, but perhaps there is more room in the strategy for regional test drives, corporate showcases, mall displays, university tech events and dealer open houses to show customers what the vehicles can do. Offline performance is especially appropriate because it enables you to cover charging, battery safety and DM-i technology along with cost of ownership.

5.1.3 Strengthen Dealer Marketing Guidelines

Providing dealers with a monthly deliverable of content plans, approved templates, product fact sheets, event checklists, lead forms, and an approval timeline. Had there been some little book that dealt with how dealers market their parts business and their brand so that every outlet was singing from the same page.

5.1.4 Improve Customer Education on EV and PHEV Use

The brand producing the simple Bangla and English (Localized Language) content on home charging, public charging, range, battery care, warranty, service intervals, cost of ownership, and the difference between (NEV's) EV, hybrid, and PHEV systems. Short videos, showroom cards, FAQs, and salesperson demonstrations can reduce uncertainty.

5.1.5 Communicate the Expanding 3S Network More Clearly

Customers must be updated from time to time on locations of sales, the service, and spare-parts. You need to use dealer pages, maps, call-centre scripts, delivery packs and even after-sales messages to push content about Regional 3S development. This is crucial for customers beyond central Dhaka.

5.1.6 Ensure Consistent Salesperson Availability

Use a staffing plan in accordance with projected visitor counts for Showrooms and events. Trained product specialist and salespeople should be included in each shift. Do not let a visitor leave without obtaining the essential info, contact information, and a next step.

5.1.7 Introduce a Structured Lead Follow-up Process

All leads ought to be allocated quickly all the while first follow-up act used to target customers advanced channel of choice just as a call. A follow-up standard can be something simple such as get the client to acknowledge on the same day as contact is made, have contact again within 2 days, say let's go on a test-line and finally, update them on how things are looking. As the volume of leads grows, a true CRM would help with tracking.

5.1.8 Improve After-Sales Communication

Customer contact should not stop once the delivery is done. Just like how regular check-ins, service reminders, guidance on charging, software or functional education, satisfaction calls etc do improve retention and referral. Treat after-sales communication as part of marketing since owner experience plays an important role for later buyers.

5.1.9 Use a Standard Event Execution Playbook

A checklist should include: objective, audience marketing, model, venue, permits, vehicle movement, charging or fuel plan, branding, staff, lead capture, media, safety, vendor delivery, set up, consumer flow, post-event reporting. To ensure the flow of events is protected, final changes via One authorized approval.

5.1.10 Build a Simple Marketing Performance Dashboard

Reach, engagement, lead source cost per lead when applicable, test-drive registration, showroom visitation, what time after, booking progress, event visit and dealer response should be monitored by the dashboard. It should serve to inform better decisions, not just report big numbers.

5.1.11 Expand Charging Partnerships and Practical Guidance

Charging is still an obstacle for complete EV customers. TO DO: Continue to partner with charging networks and supply updated maps, home-charger advice, installation help and route-planning guidance when training on delivery of BYD Bangladesh. Even before a wide and national network is available, the simple support for clear charging can alleviate fears.

5.1.12 Continue Ethical Communication and CSR

Brands should keep on with transparent, accurate, and responsible forthrightness. Technology has the potential to connect CSR with education, road safety, sustainability, skill development, and youth innovation. These add up on-brand and build long-term trust.

5.2 Priority Action Matrix

Priority	Recommended Action	Expected Benefit
Immediate	Single campaign calendar and approval process.	Less late changes, improved IMC and smooth transitions.
Immediate	Assign and monitor lead.	Quick response and reduced lead loss.
Immediate	Event and showroom staffing plan.	Better customer experience and stronger conversion opportunity.
Short Term	Dealer marketing assets and monthly content plan.	Improved communication at a local level.
Short Term	A range of material on EV/PHEV education and FAQs.	Reduced customer perplexity and increased product awarenesses.
Short Term	Communication on after-sales check-in and service.	Improved satisfaction, retention and referral.

Priority	Recommended Action	Expected Benefit
Medium Term	Regional 3S communications and expansion support.	An increase in trust outside Dhaka.
Medium Term	Build marketing dashboard and CRM.	Better measurement, accountability and lead visibility.
Long Term	Communication and charging partnerships at the local level.	Improved affordability, infrastructure confidence and market growth.

Chapter 6: Conclusion

While this makes perfect sense because, let's be honest, the emergence of electric vehicles (EV) accelerates alongside that of the growing number of EV startups, having worked for a year as an intern at BYD Bangladesh, I've gained insights into how other new energy vehicle companies are coping in the market. Dealer marketing, Offline activations, Digital content, influencers, agencies, customer leads, campaign data, showrooms, launches, exhibitions. These tasks lead me to a crossroad where I have to meet the people with the product to explain to them, to meet with people and communicate about the brand to support seeing with sales, and also seeing to the people and creating a trust about the after sale.

BYD Bangladesh's key advantages are technology, product quality, its design, presence across the globe, energetic marketing and extending its national footsteps. Given that consumers are only just getting used to owning EVs and PHEVs, its emphasis on launches, test rides, events and firsthand demonstrations are a natural fit. Reaching the 1,000-NEV mark also demonstrates increasing acceptance of the brand. However, a continuous effort of innovation and research is essential, specifically using the emerging neuromarketing tools.

As stated by those surveyed, its strength might prove more beneficial in direction of coordination, dealer consistency, regional service communication, salesperson availability and/or on lead follow up and customer education on charging.

I had also obtained some applied skills in marketing, which proved to be useful in understanding, professional communication, event planning, reporting, team working etc. skills used to solve business problems. It was also very educational for me on how to complete marketing projects in a condensed and accelerated time frame. The biggest, though, was that it confirmed my direction to become a part of the automotive industry when I began climbing the career ladder.

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Appendices: Supporting Documents and Images

The following pages are intentionally reserved for the student to insert authorized supporting documents and images. No company document or image has been added in this version.

Appendix A: Internship Appointment Letter



Appendix B: BYD Bangladesh Logo



Appendix C: CG Runner BD Ltd. Logo



Appendix D: Office and Showroom Photographs



Appendix E: Team Photographs



Appendix F: Event Photographs

BYD



Appendix G: Campaign Picture



Appendix H: Social-Media Post Screenshots



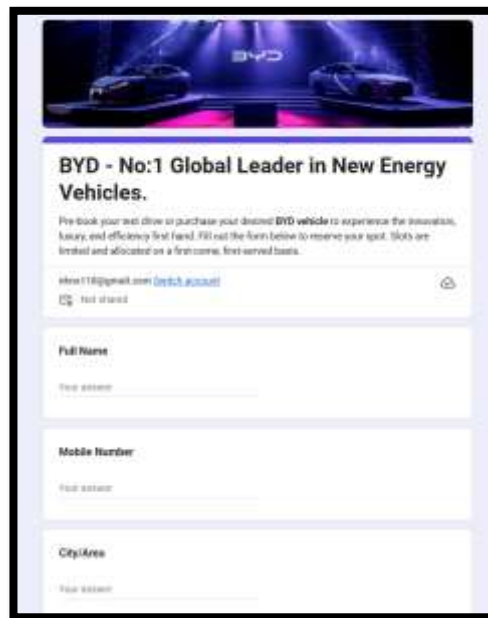
Appendix I: Market or Dealership Visit Photographs



Appendix L: Presentations or Reports Prepared During the Internship



Appendix M: Survey Questionnaire or Research Form



BYD - No:1 Global Leader in New Energy Vehicles.

Pre-book your test drive or purchase your dream BYD vehicle to experience the innovation, luxury, and efficiency first hand. Fill out the form below to reserve your spot. Slots are limited and allocated on a first come, first served basis.

Enter Email [Get my account](#)

☐ Not shared

Full Name

Mobile Number

City/Area

Appendix O: Company Organogram



Appendix P: Product Brochures

