

INTERNSHIP REPORT

On

Marketing Strategies of ACI Motors Limited: A Case Study on Foton

An Internship Report Submitted to the School of Business and Economics in Partial Fulfillment
of the Requirements for the Degree of Bachelor of Business Administration.

Supervised By:

Md. Kaium Hossain

Assistant Professor,

School of Business and Economics

Submitted By:

Kazi Mormo

ID: 111 143 030

Bachelor of Business Administration (BBA)



UNITED INTERNATIONAL UNIVERSITY

Date of Submission: 24.07.2019



ACI MOTORS LTD

24th July 2019

Md. Kaium Hossain

Assistant Professor

School of Business & Economics

United International University

Satarkul, Madani Avenue, Badda

Dhaka

Subject: Submission of the Internship Report

Dear Sir,

With due respect, I am Kazi Mormo, want to notify you that, with the grace of Almighty Allah and your assistance I have completed the report as per your instruction to complete my course requirement.

I want to show my gratefulness to you for providing this opportunity to be familiar with the company's environment as well as to be familiar with the formal business report. My effort has been executed to make it understandable. I am freshman in this area so I request you to look at the errors with considering my prospects. Besides my academic knowledge, I learned the importance of thinking out of the box. I am very thankful to you for such kind of learning.

Therefore, I hope that you would be kind enough to accept my report and oblige thereby.

Yours sincerely

Kazi Mormo

ID: 111 143 030

School of Business and Economics

United International University

Acknowledgment

I would like to mention some people with due respect who assisted me without any hesitation to complete my internship report within the due time. Therefore I should thank them all from the core of my heart. At first I would like to thank Allah for making it possible for me to complete the report within the due time.

I am cordially thankful to all the persons who assist me to go through this internship life. Without their support and friendly behavior, I may not able to keep me in this new environment so easily.

I would like to provide my heartiest appreciation to my internship supervisor, Md. Kaium Hossain, Assistant Professor, School of Business and Economics, United International University for providing me the opportunity to have some good understanding about this report. This is truly a good way of learning and it is appreciated that his efforts towards giving me a proper guideline to done this report.

I want to thank to my official supervisor Mr. Iftekhar Hasib, APM for giving me to the information's, without his contribution, it may not been possible for to conduct this project. Finally I like to thanks especially to Mr. Muneem Shahriar, GM of ACI Motors ltd for his permission in giving me the information to make this report.

I am also expressing soft thanks to all the executives of Motors department for their support, assistance and inspiration to done this job in a good way.

Table of Contents

Contents	Page Number
Chapter One: Introduction	2-5
1.0 Introduction	2
1.1 Origin of the Study	3
1.2 Purpose of the Study	3
1.3 Objective of the Study	3
1.3.1 Broad Objective	3-4
1.3.2 Specific Objectives	4
1.4 Methodology of Data Collection	4
1.4.1 Primary Sources	4
1.4.2 Secondary Sources	5
1.5 Limitations of the Study	5
Chapter Two: The Organization	7-19
2.0 Company Profile	7-10
2.1 Foton	10-12
2.2 Organizational Structure	12-13
2.3 Departmental activities	13-15
2.4 SWOT Analysis	15-19
Chapter Three: Analysis & Findings	21-50
3.0 Market	21
3.1 Competitors	22-24
3.2 Market Segmentation	24-27
3.3 Targeting	28-29
3.4 Positioning	29-32

3.5 Marketing Mix	33-37
3.5.1 Product	33-37
3.5.2 Price	38-39
3.5.3 Promotion	39-41
3.5.4 Place	42-45
3.6 Comparative Analysis	45-49
3.7 Findings	50
Chapter Four: Conclusion & Recommendations	52-53
4.0 Conclusion	52
4.1 Recommendations	53
5.0 Appendix	54
6.0 References	55

Executive Summary

This report describes the marketing strategies of ACI Motors limited. This report is based on my experience at ACI Motors. This study gave me a chance to know the commercial vehicle market condition in Bangladesh. At the same time to know about the performance of ACI Motors Limited. I have divided the report into four parts. In the first part, I have discussed the history of ACI Motors. I have also talked about their business units, their agro-business, Yamaha, seeds, machinery, etc. It also covered the products which have more sales and more profitable for the company. It has been presented of the present scenario of the commercial vehicle industry in Bangladesh. This report also mentions the benefits of the companies are given. The pricing should be a focused point for ACI Ltd., which need to be evaluated again.

The report has covered with the background of this world most selling commercial vehicle company. It also included their units, options, features, specifications. Then I have come up with the segmentation, targeting, and positioning strategies. ACI should follow focused and multi-segment approach. In the targeting section, we see the actual buyers and their demands about this market. I discussed some positioning strategies of ACI Motors. Then it comes up with the 4p's and in detail discussion. Lastly, I have to say that there might be some information about the company may not find in this report due to the security policy of the company. There are some specs where the company need to be more confidential. After a discussion about the marketing practices of ACI Motors, I have ended the report with findings and recommendations along with a conclusion. So there are few spaces there which can be improved for the betterment of the company.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

Bangladesh economy depends heavily on various sectors including agriculture, automobiles, consumer goods, and RMG sectors. It is known that service sector brings a major part of the economic earnings. Along with that imports of high demand products also bring a high economic support in this growing country. Almost one third of Bangladeshi people are working in automobile activities now. Major macroeconomic factors including employment generation, poverty line improvement, development of human resources, automobile manufacturing are depending largely on the performance of the automobile sector. Continuous researches are being done in order to catch advanced technologies so that new vehicles can be produced, designed and related steps of manufacturing can be done more efficiently. To assure continuous progress in this industry we need to provide our workers modern technologies for making something new. Keeping this in mind ACI Motors began its operation with a good range of machineries like which are needed to manufacture, align, painting, assembling, de assembling, denting and guaranteed supply of quality machineries and better after sales service. All of these machines have got noticeable responses from workshop workers. It is also to be noted that ACI Motors are the only one Sole distributor of Yamaha Motors in Bangladesh which provides a very reputed and demanding motor bikes in this local market such as FZS, FAZER, R15(in various versions). These models are manufactured in Bangladesh using Bangladeshi labors which also reduce a good amount of unemployment. And along with this it should be noted that ACI motors has recently promoted world class and most selling pick-up, truck brand “FOTON” in Bangladesh market from this year. ACI Motors is importing these quality products from China, India and other countries. ACI Motors operating their sales activities through establishing sales and service center in all over the country and appointing dealers on basis of regions. The real life business situations is complex and competitive, every business has to face the intense competition and successfully operate within this critical situation. To stay gently in the business track, the perception and brand awareness is very important. Some of products could be more expensive to the customers, so customers not able to buy in cash. In these case ACI Motors allows them to buy them in credit where they can pay the payment over the period in installment.

1.1 Origin of the Study

Theoretical programs are not sufficient to make individual suitable in real life. By gathering practical knowledge a man become expert in the real life to handle perfectly. To acquire practical knowledge about real life scenarios, every student of BBA, United International University should take the opportunity of an internship program. To gain practical knowledge, the placement of my internship program at Advance Chemical Industries (ACI) Limited for three months duration (May 5th to August 4th). This report on “Marketing Practices of ACI Motors (FOTON)” is described on the basis of this three months internship program in ACI Motors Limited.

1.2 Purpose of the Study

As a student of bachelor of business administration, practical knowledge is required before completing graduation. An internship is a real life work experience offered by an organization to be familiar with the working environment. It relates to business field of study. This practical knowledge is called internship program which one I have completed from “ACI Limited”. It was a great experience as a business student to learn practically from marketing department.

As I belong marketing department, I have learned about marketing practices and some projects practically. In this report I have focused on my topic “**Marketing Strategies of ACI Motors Limited: A Case Study on Foton**”.

1.3 Objective of the Study

We have some primary and secondary objectives to make this report. Those objectives are:

1.3.1 Broad Objectives

- To know the marketing strategies of ACI motors limited.

1.3.2 Specific Objective

- To know the organizational overview of ACI Motors Ltd.
- To identify the strategic marketing tools of ACI motors ltd. like segmentation, targeting, and positioning.
- To analysis the marketing mix of Foton.
- To have a summary of the study.

1.4 Methodology of Data Collection

It is a descriptive report and the report is prepared by gathering relevant qualitative and quantitative data. Few portion of the data are primary and some are secondary. In this report the information's was collected from the corporate office of ACI Motors Ltd. To make the report more meaningful, I have used websites and relative documents.

1.4.1 Primary Sources

Primary data is a source of data which is collected by the investigator to gain a specific purpose. I have collected this data directly from the officials. Having Interview session and discussion with the executive, assistant product manager and other relative personnel of ACI Motors. I have discussed with them and use their responses as primary data.

1.4.2 Secondary Sources

Secondary data is a source of data which have been collected from by using external factors. The Information's which are related to the company has been collected from directly from internal and external sources. Company's annual report and official website, company's official Facebook page, their publications, different articles in the internet are the source of secondary data of this report.

1.5 Limitations of the Study

- The time limit of the report was not sufficient
- Detailed information was not possible due to regulations and restrictions given by the organization.
- The adoption to the organization takes a much time.
- Relevant papers and documents were not enough.

Chapter Two

The Organization

2.0 Company Profile

ICI Bangladesh Manufacturers Limited was a subsidiary of world renowned multinational ICI Plc and was a listed public limited company under Dhaka Stock Exchange. In 1992 ICI Plc divested its shareholding through a management buyout and the company name was changed from ICI Bangladesh Manufacturers Limited to Advanced Chemical Industries (ACI) Limited. ACI Formulations Limited, a subsidiary of ACI, became a public listed company through direct listing. Advance Chemical Industries (ACI) Limited is one of the leading conglomerates in Bangladesh with a multinational image. As it is a Public Limited Company with a total number of 19,653 shareholders, so there are some foreign and more than sixty local shareholders are connected with this company. Aci has diversified into five potential businesses. Besides these, the company has a large list of international associates and partners with various trade and business agreements.

Mission and Vision of ACI Limited

ACI motors has been focused on delivering the quality products and first class services to all the areas of the customers. They are always concerned about the peoples need with aims to add the values to the shareholders. The investments of shareholders offers highest benefits to their customers. Their mission and vision must look forward to give highest effort for the development of the organization.

Mission

ACI's mission is to provide the quality of life to the massive people through the responsible application of knowledge, skills and technologies. ACI is committed to be excellence in their field through world-class innovative products and services along with active employees to provide the highest level of satisfaction to their customers.

Vision

- To be the highest position of leadership in each category of their businesses.
- Achieve the highest level of productivity in all sectors by using effective and efficient resources,
- To adoption of relative technology and being familiar with their core competencies.

- Concern about the development of their employees by encouraging fulfil their demand and rewarding good innovation.
- Opportunities of learning and personal growth of its employees.
- Provide products and services of high and consistent quality, ensuring value for money to its customers.
- Provide qualitative improvement of the services to the suppliers and distributors.
- Establish harmonious relationship with the community and promote greater environmental responsibility within its sphere of influence.

Strategic Business Units:

- Pharmaceuticals
- Consumer Brands & Commodity Products
- Agribusinesses

ACI has the following subsidiaries:

- ACI Formulations Limited
- Apex Leather crafts Limited
- ACI Salt Limited
- ACI Pure Flour Limited
- ACI Foods Limited
- Consolidated Chemicals Limited
- Premio flex Plastics Limited
- Creative Communication Limited
- ACI Motors Limited
- ACI Logistics Limited

Joint Ventures:

- ACI Godrej Agro vet Limited
- Tetley ACI (Bangladesh) Limited

- Asian Consumer Care (Pvt.) Limited
- ACI Consumer Electronics

ACI Motors have started their operation in 2007, to make a remarkable change in the agricultural sector. They have add mechanization of the agricultural process. To achieve this vision, ACI Motors is providing “Complete Farm Mechanization Solution” to our farmers by offering a good quality of agriculture machineries - Tractor, Power tiller, Reaper, Mini Combine Harvester, and Rice-Transplanter etc. It is covering the complete system of land preparation to cultivation the crop for preservation. ACI Motors also introduced the construction equipment industry of Bangladesh in 2014 introducing CASE Construction Equipment and also added Escorts Construction Equipment of India to its portfolio in 2016. ACI Motors also became the distributor of world famous YAMAHA Motorcycles in Bangladesh in 2016.

Agricultural Machineries:

ACI motor has been introduced the most complete and updated high power agricultural machineries in the Bangladeshi market. They have started introducing these products with the product range of agro machines like tractor, power tiller and they also ensure the quality product as well as supply of genuine spare parts. They have also promoting after sales service. They launched Sonalika tractor of IITL, it is been designed for Bangladeshi file to be user friendly support. Later they have added diesel engine and dacdong combine harvester.

Product Profile

ACI Motors sell power tiller, pump, light pick-ups and mini trucks, tractors, diesel engine, harvester, rice trans planter, rice cutter, spray machine etc.



Image: Some of ACI Motor's Products -Tractor, Rotavator, Diesel engine, Power tiller, Pump, Combine harvester

2.1 FOTON



LEADING CHINA'S COMMERCIAL INDUSTRY

Foton Motor Group was established on August 28, 1996 and is headquartered in Beijing, China. With a business scope covering a full series of commercial vehicles including medium and heavy-duty trucks, light-duty trucks, vans, pickups buses, and construction machinery vehicle and an accumulative production and sales volume of approximate 9,000,000 vehicles. Foton Motor Brand value has been evaluated as about US\$ 16.6 billion, ranking NO. 1 for 13 consecutive years in China commercial vehicle field.



ACI Motors has started the operation of FOTON by this year and they have signed the agreement between ACI motors and FOTON on last year. In between time they have collect data and make plans to run the business in this market. They study about their competitors, strategies, target markets, segments, pricing and so many marketing activities.

ACI motors has diversified into the automobile business with the formation of its sister company named Yamaha Motorcycle. With the influence of a new breed of young, highly qualified and energetic managing partners who keep a tab in their respective fields of automobile agency business. ACI Motors is well to becoming one of the most prolific automobile agencies in Bangladesh.

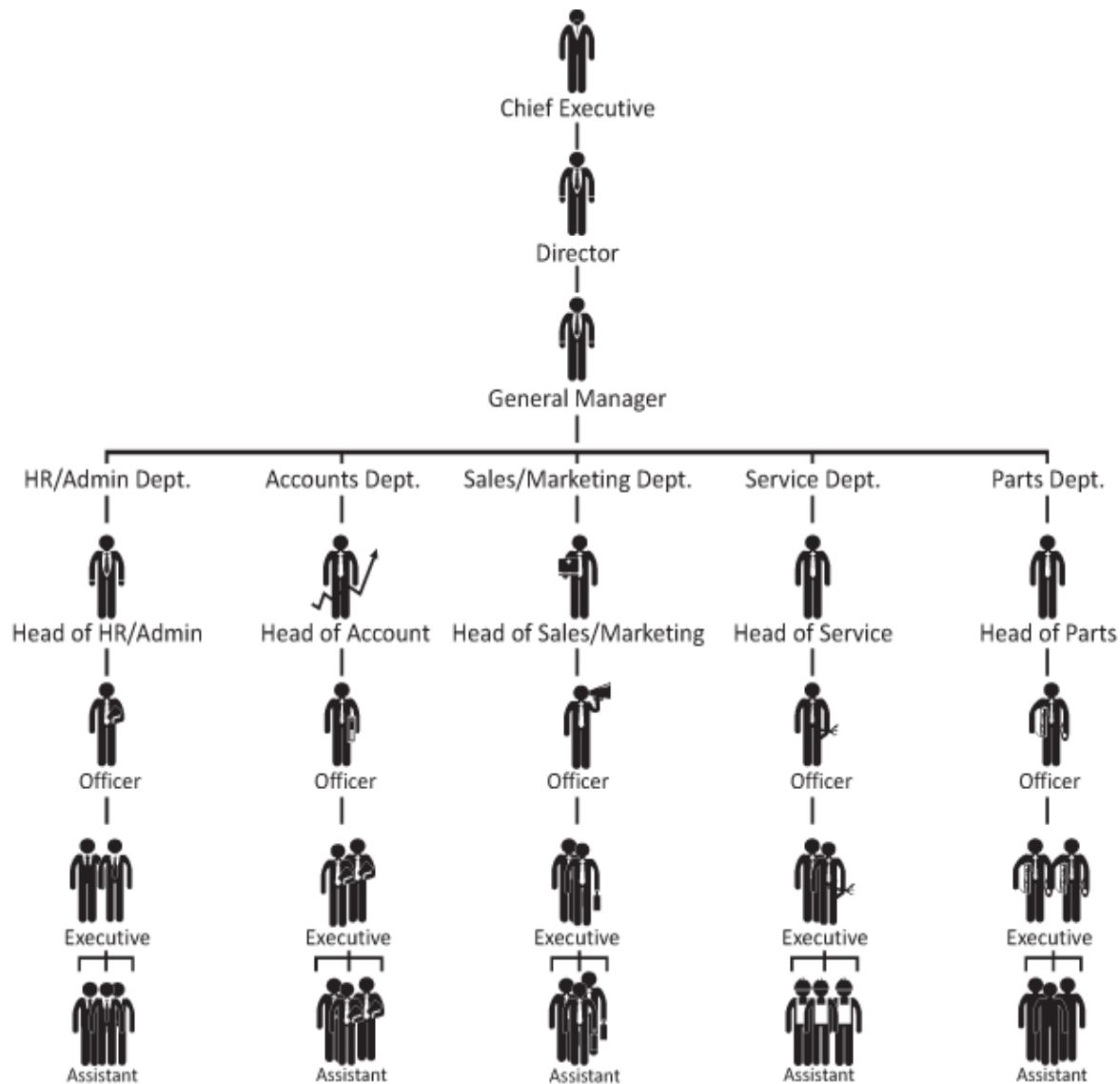
The new start is added by acquiring the nationwide dealership of world-class brand dealing in service truck like pick-up, 1 ton truck, 1.5 ton truck, 3.5 ton truck, dump truck and etc carrying by the highly efficient employees all over the country. Fueled by the vision of making a mark in the ever-growing automobile industry of Bangladesh, recently ACI has diversified into this business with the formation of a brand new company named “FOTON”

2.2 Organizational Structure

The typically hierarchical arrangement of lines of authority, communications, rights and duties of an organization. Organizational structure determines how the roles, power and responsibilities are assigned, controlled, and coordinated, and how information flows between the different levels of the management

A structure depends on the organization's objectives and strategy. In a centralized structure, the top layer of management has most of the decision making power and has tight control over departments and divisions. In a decentralized structure, the decision making power is distributed and the departments and divisions may have different degree of independence

The chief executive is regarded as a main head of the organization under which director and General Manager falls. Under GM various department head fall through. The HR Department, Account/finance Department, Sales/marketing Department, Service Department and Parts Department lies where all department head are responsible for each departments. An organizational chart illustrates the organizational structure of ACI Motors



2.3 Departmental Activities

HR Department

The Hr department of ACI Motors thinks of creating a supportive work environment where creativity, innovation, productivity are practiced. They know if these things are being practiced successfully then they can easily achieve the business excellence in a dynamic way. Human resources are the main and important resource for any company. So training is must for human

resource to prepare them a competitive market. ACI motors think about their training activities and provide needed support to develop the knowledge and skills of human resources. They practice team building and leadership meeting on a regular basis. They also ensure the enjoyable work environment to fulfil the potentiality of an employee.

Administration department

Administration department specially work to maintain friendly environment through proper monitoring with the company policy.

Finance and planning

The Finance and Planning function of ACI Ltd. is the nerve center of the conglomerate. The major areas of its activities include:

- Corporate Finance
- Treasury
- Insurance and risk management
- Costing
- Credit Management
- Accounts payable management
- General accounting
- Taxation
- New business management

Commercial Department

Commercial department of ACI motors is a functional and most operative department of the company. All the supply chain activities deals are served here. To run the business flawlessly this department has full of dedicated and hardworking employees and they are maintaining a good customer relationship between customers in both cases including national and international. They are achieving the best prices of the products and also measure the amount of cost savings of the employees. It spreads professionalism and expertise in the commercial activities.

MIS department

- It related supports are solved in this department.
- It manages the internet support, lan support, any bugs of software or hardware and any linked support solution.

Distribution department

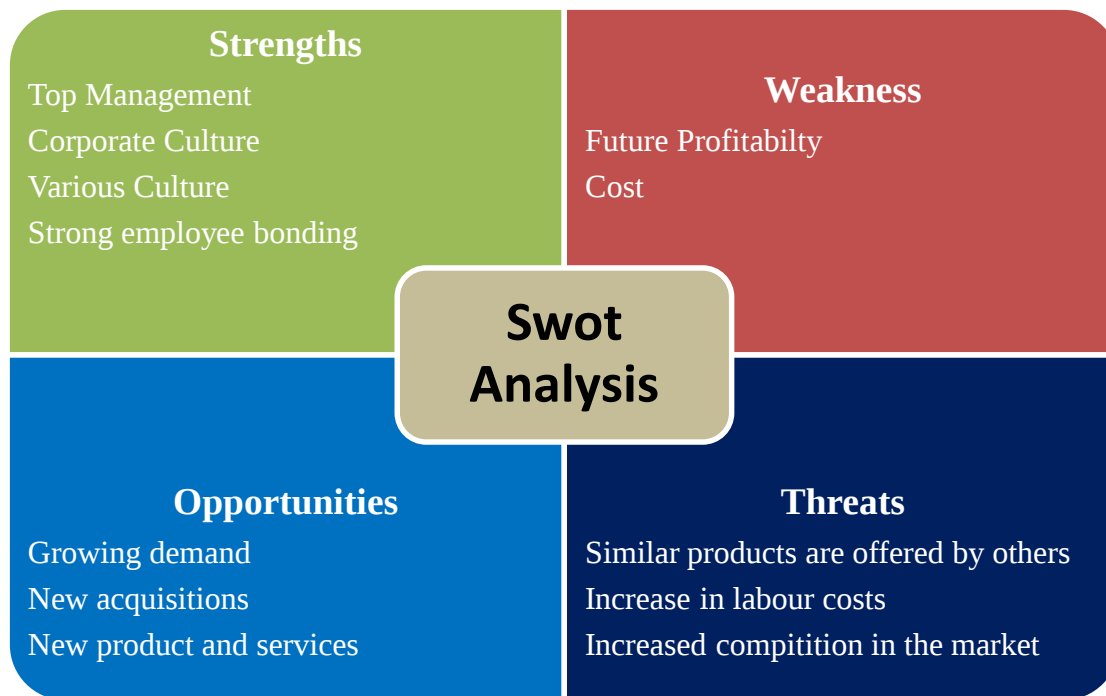
- ACI motors strategically find out the potential sales centers in twenty different locations all over the country.
- Through this department, it's been more than two fifty highly skilled and well trained manpower covered all over the country.
- This department ensures the orders and deliveries at the proper time as well as

Training department

ACI motors organize training program at each of the month and here they want to maintain a practice of good output from the employers. By training sessions, the employers get necessary knowledge and strategies for better and new strikes.

2.4 SWOT Analysis

SWOT analysis refers to analysis of strengths, weaknesses, opportunities and threats of an organization. This facilitates the organization to make its future performance improved in comparison to its competitors. An organization can also study its current position through SWOT analysis. For all of these, SWOT analysis is considered as an important tool for making changes in the strategic management of an organization



Strength

ACI motors in the pick-up/covered van market finds some strengths. ACI is a very well-known company and they are playing with their brand name. ACI has a big number of dealers and retailers who convince potential customers to buy their products. ACI is an established company with skilled employees and it has better credit management than other competitors. Through direct observation and discussion with the ACI officials I am able to point out some major strength and weaknesses as well as some threats and opportunities regarding the various issues of ACI such as-

- Service level
- Operational efficiency
- Technology
- Employee efficiency etc. along with many other issues

- **Top Management**

The management group of ACI motors are very efficient. All the officials and especially top management employees has experience from reputed companies in Bangladesh. Their skills, experience and ambitions are the source of company's long term expansion. So the top management of ACI is the vital strength of ACI motors.

- **Corporate Culture**

ACI has an interactive corporate culture. Their friendly environment can give an employee a trust of retention and loyal to the organization. ACI motors gives good incentives on fulfillment of targets. Employees can communicate between top level management to the lower level management without barriers. And this is the main motivation factor for the employees.

- **Various Products and Services**

ACI offers various types of products and services to their customers. So customers can choose the right products that will fulfill their needs.

- **Strong employee bonding and belongings**

One of the major asset for the companies are loyal employees. The strong sense of commitment makes an organization more strong than others. The main cause of the strength is, the strong organizational culture.

Weakness

- **Competitive market**

Every organization has competitors in the market. Same happens to ACI. They have to think about their competitors when deciding products, prices and also the promotional activities. They has to set a standard price if sustain in the market. It also make effect on companies' profits.

- **Cost**

Cost belong the vital part of any manufacturing company. Each company always have to evaluate their cost before marketed any product. Though the cost gradually decrease after year after year but here ACI motors cannot reduce their cost at much.

Opportunities

- **Growing demand**

Day by day pick-up/covered van demands are increasing. And ACI motors grabs this opportunity to show up a new product into their customers. They have to find out more opportunities like this which can strike and make a noticeable profit in near future.

- **New acquisitions**

Already ACI motors are having deals with little vendors about acquisition. It is a very good strategy for both parties. ACI motors can easily find vendors who are interested to do business with them then they can go for it. In future if they do some acquisition contract with some renowned brand then they can earn more profit from this segment.

- **New products and services**

Finding new products or ideas always makes good forecast of being success. As this business is not new in this country so ACI Motors gradually post the new taste and features which will be eye catching for the customers.

Threats

- **Similar products are offered by others**

ACI motors introduces a new brand trucks in the local market. These may be match with competitors in some cases. So ACI motors have to more creative to introduce new product and should have some verities on their product.

- Increase in labor costs

As an assembling company, labor cost is a very big threat for the organization. ACI labor cost comparatively higher than their compactors.

- Increased competition in the market

ACI Motors doing their business in competitive market. So this is big threat for ACI limited to doing business in competitive market.

Chapter Three

Analysis and Findings

3.0 Market

Market is a place where transaction makes between two parties. It is a place where commercial dealings are happening. In a market buyers and sellers get every information about a particular product and they can compare them.

Market of FOTON in Bangladesh: Market of Foton commercial vehicles (ACI MOTORS) is Domestic.

Domestic Market

A domestic market is an internal market of trading, makes demand and fill supplies, give services within a single country. As a developing country people are focused on their business more than before. Having internet makes it easier to solve many problems which had tough to solve manually. So now people are thinking about Business over the internet. In Bangladesh it was tough to manage trucks, pickups and covered van but now people are being dedicated to manage it properly. In before time, only few companies was operating in transport service and it was not maintained any quality. Now ACI Motors introduced first class commercial vehicles in BD market called FOTON. It is the world most selling truck till now which is now running in our country roads.

Market of commercial vehicle in Bangladesh

In current scenario the size of the commercial vehicle is around bdt 3500 crore. But in other case it was about bdt 1500 crore a long ago. It's been 40,000 units of vehicles such as bus, truck, auto-rickshaw, cargo van, human-hauler, pickup and tanker were sold last year. It is higher than 2,000 units 10 years ago. This growing demand will continue to grow more in the next 10 years. Bangladesh Road Transport Authority (BRTA) showed it registered 7,808 unit of trucks in the seven months to July last year. The number was 7,275 units in 2016, and 6,330 units in 2015.

The automotive industry in Bangladesh is largely dominated by imports of reconditioned and new vehicles, mostly from Japan, China, and India and a few from Europe and the US. The automobile manufacturing and assembling industries have not grown in Bangladesh in the last three decades because of a lack of raw materials and the backward linkage.

But, it is expected that the local entrepreneurs will soon go for automobile manufacturing in the country.

3.1 Competitors:

TATA MOTORS

Tata Motors entered Bangladesh with commercial vehicles in 1972. Today, over two-thirds of the commercial vehicles sold here bear our logo. Our passenger cars - the Tata Nano, Tata Indigo and Tata Sumo - have made us the third most popular passenger car brand in the market. Tata Motors recently opened a Branch Office in Dhaka.



JAC

JAC has historically only produced commercial trucks (under the brand name Jianghui), but MPVs and SUVs appeared in the 2000s. By 2007, the company had gained government approval for passenger car production but, nonetheless, continued to be referred to as a truck maker.[6] Prior to the 2007 acquisition of a passenger car license, JAC cooperated with Hyundai Motor Company in the early 2000s in an attempt to expand its product line.



JMC

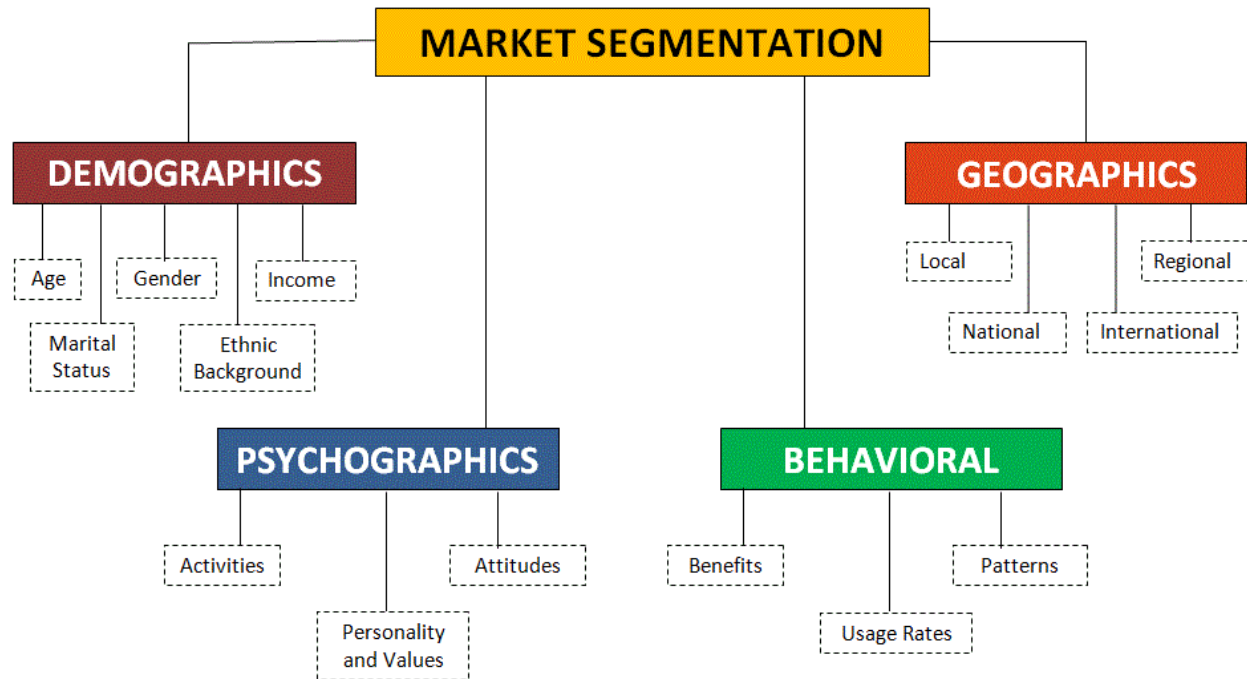
Jiangling Motors Corporation Limited, abbreviated JMC, is a Chinese automobile manufacturer. According to company and press reports, the largest shareholder of JMC is Jiangling Investment, a company controlled equally by the state-owned enterprises Changan and Jiangling Motors Corporation Group



3.2 Market Segmentation

Market segmentation is the process which divides a market of potential customers into segments, groups and different characteristics. Understanding market segmentation we can set the targeting in product, strategies, and sales. Companies who properly segment their market can enjoy noticeable advantages.

Types of market segmentation



Demographic:

A Marketing manager differentiate their customers depending on age, gender, family size, education, race, income, occupation etc. These variables helps for this segment to help in dividing a large population into specific customer groups.

Here ACI Motors focus on the family life cycle, education, income and occupation when doing commercial business in Bangladeshi market. The people who purchase the trucks or pickups mostly are focus on showing off. They are educated to decide what should be good for them so if a company provide good which higher their public value then they may choose to purchase that. At the same time they focus on income, occupation. The transport sector in Bangladesh is really hard to maintain for tiny trucks. Most of the roads are not good here so it's tough for the owner it its need to repaired most of the time. So here if a company can provide quality vehicle then people will easily come to buy it.

Behavioral Segmentation:

A marketing manager differentiate the customers considering knowledge, attitude, usage rate, loyalty status. Sometimes it is the best starting point for market segments. In this segment ACI Motors evaluate users knowledge. They try to keep in touch with regular update in this industry with customers. They also evaluate the usage rate of trucks so that it is easy to decide about the prices and supplies in the market. As the usage rate of pickup is high in this local market so it is easy to capture market.

Geographic Segmentation:

This segment is one of the simplest method. Marketers can segment the people according to the geographic criteria like states, regions, cities, postal etc. The regional differences in terms of population and its density may be considered as the base for market segmentation. Here, ACI motors does some sort of activities on regional basis. They open new showrooms, dealer points, customer care points and some activities related to regions. Opening of dealership is now key activity of aci motors for around the country.

Psychographic Segmentation:

This segment discuss about the potential of customers to define the market segment. This segment plays a vital role. Here consumers are defines into market segments on the basis of their personality, values, attitudes, interest, self-image etc. Here ACI motors promoting foton brand which is world most selling truck. It may increase personality in customers mind, increase their values and also self-image. A world class product easily can capture the market if has ability to strike customers self-image.

Benefit Segmentation:

Benefit segmentation is a type of market separation based on the alterations in specific group of customers. In this segment marketing manager can segment the market based on quality, customer service, performance, special benefits. Most business enterprise use this type of segmentation. Aci Motors also focus on this. Here they are giving customer service within 6 hours around the country. If a customer makes any complain then aci motors will give support on the spot within six

consecutive hours. So here they are making a huge difference over the competitors. Foton trucks also provide special benefit to the customers which is not present on competitors.

Market Segments for LCV (Low commercial vehicle):

- RMG Sector
- Jute Industries
- Steel Industries
- Poultry / Fish Business
- Agriculture
- Food & Beverage
- Medicine Industries
- Bricks/Stone/Sent
- Cement Industries
- Development Project
- Transport Business
- Ceramics Industries
- Plastic Industries
- Courier Service
- Water Supply Company
- Distribution House
- Electric & Electronics Company
- Furniture & Decoration House

3.3 Targeting

An organization select a suitable market segment with the intention of focusing the firm's marketing offers to its related consumers. It is a process of selecting the appropriate market from the total market.

- **Criteria Size:** The market must be large enough to justify segmentation. If the market is small, it should be also smaller.
- **Difference:** Measurable differences must exist between segments.
- **Money:** Anticipated profits must exceed the costs of additional marketing plans and other changes.
- **Accessible:** Each segment must be accessible to our team and the segment must be able to receive our marketing messages.
- **Focus on different benefits:** Different segments must need different benefits.

Though Aci practice their strategy in all the segments but their main target is on the Benefit Segmentation.

Undifferentiated Marketing

The customer characteristics will not make any string differences. If the company want to reach their target customers again and again then they should avoid to develop different marketing strategy for different group of customers. It also make the cost higher. Whereas it will be less cost and would be the easy solution if the single marketing mix find out their targeted customers.

Differentiated Marketing

When the company want to maximize the profit then they have to target multiple market segmentation. If the company capable enough to reach the multiple target segmentation then they should practice it. It is really hard to do multiple target segmentation because a large number of customer needs have to fulfil here.

Focus or Concentrated Marketing

When the company goes for only one segment then it is called focus marketing. In this type of marketing company establish specialized marketing mix.

ACI Motors provide same product for their dealers and customers. There is no change in type of the product. As it is a vehicle so it's impossible to make different types for different customers or dealers. So we can say they are practicing undifferentiated marketing strategy in their selected regions.

ACI Motors gives the same product to dealers and customer but they have differentiated their product by providing different load of trucks in different regions depending on demand. And it makes them strategy in differentiated targeting.

3.4 Positioning

Market positioning refers to the perception of consumers in a brand or product in relation to competing products. It is a process of establishing the image of a brand or product which is perceived by consumer in a certain way.

ACI motors promoting their vehicles as luxury status which may strike a customer's self-actualization. In their vehicle they are also making noise about reliability and long lasting. The word reliable and long lasting attracts any customer and customers think that it is value for money product. They also focus on a term like quick standardize product which they says their vehicles are ready for repair in a quick process which is not available to others. As this is the world best-selling product so it has create another value to the consumer's mind which is leading the higher prices. It is also true that Bengali people always thinks that the product would be really good which has a high price. So it may be a positive side of this strategy.

ACI follows these steps when thinking about positioning:

- **Product attributes and benefits:** Associating a brand/product with certain characteristics or with certain beneficial value. ACI is focusing by presenting the most useful benefits of their products. Specially the load capacity, length, comfort, power steering, excellent brake, and etc.
- **Product price:** Associating the brand/product with competitive pricing. Here they set their price a bit higher than others but they also promoting the quality which indicates it deserves high price.
- **Product quality:** Associating the brand/product with high quality. A very prevalent method to positioning. ACI Motors set the price of their product with care. They are offering more quantity than their competitors and as well as they are maintaining their quality also.
- **Competitors:** Making consumers think that the brand/product is better than their competitors. ACI Motors always focus on their competitors and they keep good relationship with them and they are committed of timely delivery and manufacturing quality. That is one of their positioning strategy which make them noticeable than their competitors. They always maintain their good relationship with all the competitors and that helps them to know more about their competitors.
- **Service:** ACI is giving commitment to every customers by saying that, if a vehicle get troubled in a road then ACI motors will ensure the repair or replacement within the 6 consecutive hour and at the same day.

Foton 1 Ton Positioning:

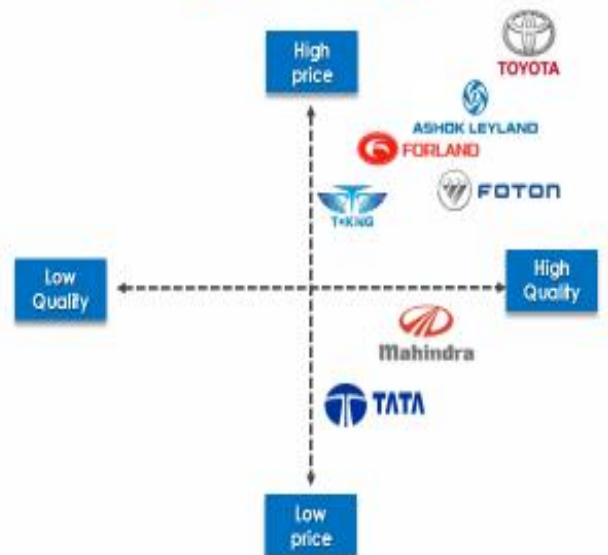
Foton BJ1010



USP:

Higher CC & HP
4 Cylinder Engine
9 Feet Cargo body
Power Steering
Strong Chassis

Positioning



- All cash price excluding Registration + Insurance + VTS
- All Regular & Semi cash price Registration + Insurance + VTS Free

Foton 1.5 ton Positioning:

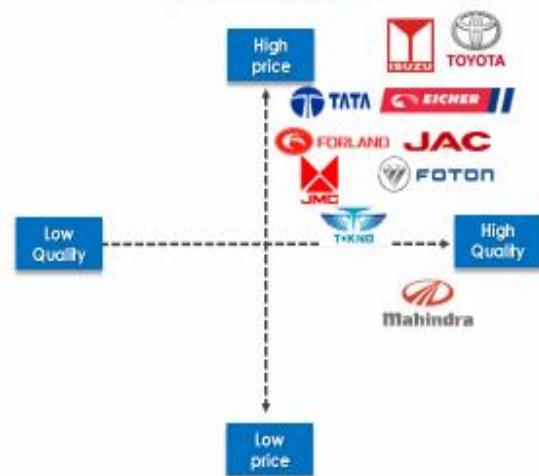
Foton BJ1041



USP:

- Higher HP
- Isuzu 4JB1 Engine
- Turbo Charge Intercooler
- 12 Feet Cargo body
- Fuel Efficiency

Positioning



- All cash price excluding Registration + Insurance + VTS
- All Regular & Semi cash price Registration + Insurance + VTS Free

Foton 3.5 ton positioning

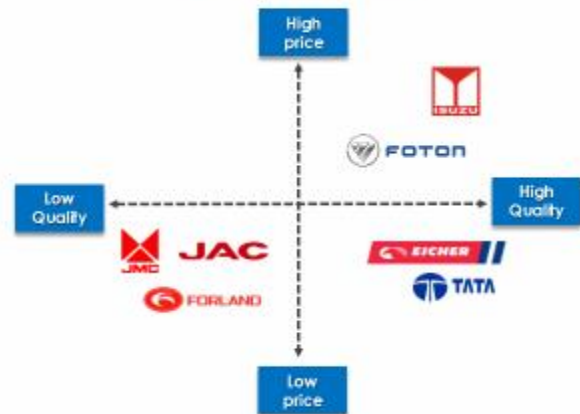
Foton BJ1061



USP:

- Higher CC & HP
- Cummins Engine
- Common rail technology
- 17 Feet Cargo body

Positioning



- All cash price excluding Registration + Insurance + Vts
- All Regular & Semi cash price Registration + Insurance + VTS Free

3.5 Marketing Mix of ACI Motors

Putting the right thing in the right place, at the right price and also at the right time is marketing mix. Though it sounds like an easy task but it is actually hard work to go into it. If one element is off the mark, a promising product or service may fail.

3.5.1 Product

Product is the minimum important of all the 4 Ps. No one will able to achieve value to their customers without products/customers. And this is why ACI Motors is always focusing on customer satisfaction. The unique selling proposition of foton trucks has superior product quality. And this is another reason why Foton is the leader of the world market. ACI motors use unique technology to color the body, assembly and delivery process. In that way they make so different than competitors. And it helps them to make their customers loyal on this brand.

Aci motors consider some points when marketed their product. These are:

- Design
- Features
- Brand Name
- Product variety

- Quality
- Services

The design of each vehicle of foton is really attractive. The perfection of it frame is good enough and outlook makes it more beautiful. The cabin has designed in a way where drivers don't get disturbed and it has very comfortable sits. Aci motors presenting these products on the banner of FOTON. These are:

Foton 1 Ton

Product Model	Foton 1010 (1 Ton)	
Cabin	Cabin Type	Single row seat
	Persons In Cab	3
	Steering type	Power steering
Dimensions	Wheelbase (mm)	2456
	Overall dimensions (LxWxH)mm	4470×1508×1905
	Cargo Dimensions Length(LxWxH)mm	2800×1410×320
Weights	GVW (kg)	2380
	Curb weight (kg)	1250
	Rated payload (kg)	1000
Vehicle Performance	Max. speed (km/h)	80
	Max. slope of climb (%)	30
	Min. turning diameter (m)	10
	Min. ground clearance (mm)	185
Engine	Engine Model	LL480QB
	Engine Type	Vertical,
		1.8
		29/3000 (40hp)
		97/2100

Clutch & Transmission	Transmission Model	5T70
	Transmission ration	5 Speed (5 Forward, 1 Reverse)
		2-4-R
	Clutch Type	$\Phi 215 \times \Phi 146$
		Diaphragm spring clutch
Braking system	Service brake type	Hydraulic, front disc/rear drum
	Parking brake type	Central drum brake
Battery	Electric system	12V , 120 AH
Battery	4+1 , 175/70R14	
Fuel Tank Capacity (L)	40	

Foton 1.5 ton

Product Model	Foton 1041	
Cabin	Cabin Type	Single row seat, Tilttable
	Persons In Cab	3
	Steering type	Adjustable, Power Steering
Dimensions	Wheelbase (mm)	2800
	Overall dimensions (LxWxH)mm	$5425 \times 1910 \times 2240$
	Cargo Dimensions (LxWxH)mm	$3655 \times 1810 \times 360$
Weights	GVW (kg)	2990
	Curb weight (kg)	1500
	Rated payload (kg)	1490
Vehicle Performance	Max. speed (km/h)	95
	Max. slope of climb (%)	35
	Min. turning diameter (m)	11
	Min. ground clearance (mm)	185
Engine	Engine Model	BJ493ZLQV1 (ISUZU 4JB1 tech.)

	Engine Type	Vertical, turbo charging
		76/ (103hp)
		225/1900~2200
Clutch &Transmission	Transmission Model	JC5-28
	Transmission ration	5 Speed (5 Forward, 1 Reverse)
	Clutch Type	$\phi 260 \times \phi 160$
		Diaphragm spring clutch
Braking system	Service brake type	Hydraulic, front/rear drum
Battery	Electric system	12V , 120 AH
Wheel & Tyre Size	6+1 , 6.50R16	
Fuel Tank Capacity (L)	80	

Foton 3.5 ton

Product Model	Foton 1061	
Cabin	Cabin Type	Single row seat, Tilttable
	Persons In Cab	3
	Steering type	Adjustable, Power Steering
Complete vehicle main dimensions	Wheelbase (mm)	3800
	Overall dimensions (LxWxH)mm	6995 × 2250 × 2350
	Cargo Dimensions Length(LxWxH)mm	5150 × 2050 × 550
Complete vehicle Weight parameters	GVW (kg)	8200
	Curb weight (kg)	3650

	Rated payload (kg)	4355
Complete vehicle performance parameters	Max. speed (km/h)	95
	Max. slope of climb (%)	30
	Min. turning diameter (m)	14
	Min. ground clearance (mm)	190
Engine	Engine Model	Cummins F3.8s3141
	Engine Type	Vertical, turbo charging
		3.76
		105/2600(143hp)
		500/1200~1900
Clutch/Transmission	Transmission Model	6TS55
	Transmission ration	6 Speed (6 Forward, 1 Reverse)
	Clutch Type	ϕ 325* ϕ 210
		Diaphragm spring clutch
Braking system	Service brake type	Air, front & rear drum
	Parking brake type	Air break breaking
	Auxiliary brake type	Exhaust brake
Battery	Electric system	24V , 100AH*2
Wheel & Tyre Size		6+1 , 7.50R16
Fuel Tank Capacity (L)		120

Summary and eye catching points of Foton trucks:

1 TON

- Powerful Engine
- Long & Strong Cargo body
- Low Fuel Cost
- Power Steering

- Front Leaf Spring

1.5 TON

- Isuzu 4JB1 Engine Technology
- Turbo Charger Intercooler
- Long & Strong Cargo body
- Low Fuel Cost
- Power Steering

3.5 TON

- Powerful Cummins Engine
- Long & Strong Cargo body
- Low Fuel Cost
- Power Steering

3.5.2 Pricing

Price is a monetary value that has to be paid by a customer to the owner of the product. Individual must take great care when deciding pricing. Higher price indicates the product should be in higher quality. ACI follow some methods when deciding prices.

- Allowances
- Discounts
- Payment Period
- Credit Policy

Credit Sales Documents

1. Customer's Smart Card/ NID/ Passport / Birth certificate photocopy
2. Customer's photo – 4 Copy
3. 2 Grunters Smart Card/ NID/ Passport / Birth certificate photocopy

4. 2 Grunters photo- 1 copy
5. Nominee Smart Card/ NID/ Passport / Birth certificate photocopy
6. Nominee Photo - 1 copy
7. MICR Cheque
8. Bank Certificate / statement (if required)
9. Trade License (if any)
10. Tin Certificate (if any)

Foton Commercial Vehicle Price List:

Foton Commercial Vehicle Price List				
Serial No	Model	Capacity	Price	Price (Cash)
1	BJ1010 (With Cargo)	1 ton	10,00,000	9,00,000
2	BJ1041 (With Cargo)	1.5 ton	16,50,000	15,00,000
3	BJ1061 (With Cargo)	3.5 ton	22,50,000	20,00,000
4	BJ5041 (Without Cargo)	2 ton	16,15,000	14,65,000
5	BJ5061 (Without Cargo)	3.5 ton	21,75,000	19,25,000
6	BJ1169 (Without Cargo)	7 ton		28,00,000
7	BJ4183	Prime Mover 4x2		36,00,000
8	BJ3253	Dump Truck 16 CBM		58,00,000
9	BJ6549	16 Seat Microbus	32,00,000	30,00,000

3.5.3 Promotion

Promotion serves two objectives. One is, it informs the potential customers about the product and second, it influence them to buy the product. Companies follows few strategies considering promotional activities like:

- Personal Selling
- Direct Marketing
- Advertising
- Public Relations
- Sales Promotion
- Media like, Social Media, Print etc.

ACI Motors also practice these elements as they are promoting their products.

Advertising is a mode of promotional tool which is usually paid. Aci includes television, radio, newspaper, magazine on their tool to express their products to the customers. They also cover on posters, billboards, webpages, brochures, direct mail and specially use Facebook on their promotional activity.

Apart from this they use personal selling which is one direct promotional methods. They have sent company representatives with the customer. They may interaction over phone, mail.

They have also use direct marketing using mail, Facebook pop ups, customized letters, telemarketing and text messages.

ACI motors use short term strategic activities and it encourage sales. The sometimes arrange various programs, tours, gifts, free service campaign, spare parts discounts and so on as a sales promotion tool.



The advertisement features a blue Foton pickup truck driving on a dirt road towards a city skyline under a blue sky. The truck is a single cab model with a short bed. Various logos and text are overlaid on the image.

FOTON

ACI ACI Motors

Technology
Leading Into **The Future**

1 Ton PICKUP
COVERED VAN

AVAILABLE PARTS & SERVICE NETWORK

Powerful Engine
Low Fuel Cost
Long & Strong Cargo Body


FOTON
Technology
Leading into **The Future**
Technical Specifications (1ton)

Product Model	Foton BJ 1010	
Cabin	Cabin type	Single row seat
	Persons in cab	3
	Steering type	Power steering
	Wheelbase (mm)	2456
Dimensions	Overall dimensions (L x W x H) mm	4470×1508×1905
	Cargo dimensions length (L x W x H) mm	2800×1410×320
Weights data	GVW (kg)	2250
	Curb weight (kg)	1250
	Rated payload (kg)	1000
	Max. speed (km/h)	80
Vehicle performance	Max. slope of climb (%)	30
	Min. turning diameter (m)	10
	Min. ground clearance (mm)	185
	Engine model	LI 480QB
Engine	Engine type	Vertical, In-line, Water-cooling, Four-stroke
	Displacement (L)	1.8
	Rated power (kw/rpm)	29/3000 (40hp)
	Max torque (N.m/rpm)	97/100
	Transmission model	5T70
Clutch & transmission	Transmission ratio	5 Speed (5 Forward, 1 Reverse)
		2-4-R
	Clutch type	Φ215×Φ146 Diaphragm spring clutch
Braking system	Service brake type	Hydraulic, Front disc/Rear drum
	Parking brake type	Central drum brake
Battery	Electric system	12V, 120 AH
		4+1, 175/70R14
Fuel tank capacity (L)	40	

Features


Power Steering



Colorful Digital LCD Dashboard



Front & Rear Leaf Spring



Large Storage Space



Multimedia Audio Equipment



Adjust Fan



ACI Motors Ltd.
ACI Centre, 245 Tejgaon I/A, Dhaka-1208
Mobile: 017 1305 2978
Email: arab@aci-bd.com
f/FotonBangladesh


FOTON
Technology
Leading into **The Future**
Technical Specifications (3.5 ton)

Product Model	Foton BJ 1061	
Cabin	Cabin type	Single row seat, tiltable
	Persons in cab	5
	Steering type	Adjustable, Power steering
	Wheelbase (mm)	3800
Complete vehicle main dimensions	Overall dimensions (L x W x H) mm	6995 × 2250 × 2350
	Cargo Dimensions	
	Length (L x W x H) mm	5150 × 2050 × 550
Complete vehicle weight parameters	GVW (kg)	8200
	Curb weight (kg)	3650
	Rated payload (kg)	4350
	Max. speed (km/h)	95
Complete vehicle performance parameters	Max. slope of climb (%)	30
	Min. turning diameter (m)	14
	Min. ground clearance (mm)	100
	Engine model	Cummins F3.8B3141
Engine	Engine type	Vertical, In-line, Water-cooling, Four-stroke, turbo-charging
	Displacement (L)	3.76
	Rated power (kw/rpm)	105/2600(143hp)
	Max torque (N.m/rpm)	500/1200 ~ 1900
	Transmission model	6TS55
Clutch transmission	Transmission ratio	6 Speed (6 Forward, 1 Reverse)
	Clutch type	Φ325×Φ210 Diaphragm spring clutch
Braking system	Service brake type	Air, front & rear drum
	Parking brake type	Air break braking
	Auxiliary brake type	Exhaust brake
Battery	Electric system	24V, 100AH/2
Wheel & tyre size	6+1, 7.50R16	
Fuel tank capacity (L)	120	

Features


Cummins Engine



Power Steering



Dual Stage Mirror



Colorful Digital LCD Dashboard



High Performance Gear Box



ACI Motors Ltd.
ACI Centre, 245 Tejgaon I/A, Dhaka-1208
Mobile: 017 1305 2978
Email: arab@aci-bd.com
f/FotonBangladesh



3.5.4 Place

We generally known that place/placement means where product is available. The distribution channel of ACI motors is well organized and that is why Foton is available in every cities in Bangladesh. ACI motors has several sales offices which are located in different places around Bangladesh. So with that advantage they can distribute their product very easily within very short time in all over the country. This is another of Foton to be the market leader. Because their main competitors distribution channels are not well organized as ACI motors. Though ACI motors is the sole distributor of Foton in Bangladesh so they offer for dealerships around the country. They have set marketing officials, dealers, opening of showrooms at every cities and they usually target the truck stands where truck drivers, helpers are wait for hire them. So aci motors try to engage people of the truck stand, they choose a suitable place where peoples attraction can easily be gained and then set an attractive showrooms.

Here is a table of regions they cover and officers they designate to.

Region	Area Head	Territory	Officer Name
Rangpur Region Md. Atiar Rahman (06757) Sr. Regional Sales Manager 01714-163200 atiar.aci@gmail.com	Rangpur Area Md. Daholoby Reza (15836) Area Sales Executive 01708467512 daholoby.hstu@gmail.com	Gaibandha	Fajlur Rahman
		Rangpur-1	Md. Abu Soyeb Sumon
		Rangpur-2	Md. Atikur Rahman
		Ghoraghat	Songit Chondro Shill
		Birampur	Abu Saleh Ibne Amir
	Nilphamari Area Md. Jahangir Alam (9089) Territory Manager 01730024495 jahangiralam.aci@gmail.com;	Kurigram	Md. Hamidor Islam
		Nageswari	Newaj Mahmud
		Lalmonirhat-1	Md. Salman Siddique
		Lalmonirhat-2	Liton Hossain
		Nilphamari	Md. Badsha Alam
	Thakurgaon Area Md. Zohurul Haque (09369) Area Manager 01755582623 ujjalbcl69@gmail.com	Panchagarh-1	Md. Mostak Hossain/ Tahshin Rahman
		Panchagarh-2	Md. Zahedul Islam
		Panchagarh-3	Md. Robiul Islam

		Thakurgaon-1	Md. Mahbubuzzaman AVI
		Thakurgaon-2	Md. Tusar Mia
	Dinajpur Area Md. Mahfuzar Rahman (09153) Area Manager 01713435103 mrahman592@gmail.com	Haripur	Md. Liton Islam
		Pirganj	Md. Nazmul Hasan
		Setabganj	Faisal Ahmed Siddik
		Dinajpur	Md. Tajmirul Islam
		Birganj	Mrinal Kanti Sen
Rajshahi Region Md. Shamim Hossain (05171) Sr. Regional Sales Manager 01730-028572 shamim.acimotors@gmail.com	Bogura Area Md. Mostafijur Rahman (15346) Area Sales Executive 01709656885 mostafij03@gmail.com;	Bogura	Md. Zakaria Islam Reza
		Sirajganj	Md. Monowar Hossain
		Joypurhat	Prosanjit Roy / Nahidul Islam
		Singra	Md. Mehedi Hasan
		Chatmohar	Abdul Aziz Biswas
		Natore	Md. Mehedi Hasan
	Naogaon Area Mohd. Abdullah Al Mamun (10339) Area Sales Executive 01714163329 Abmamun10339@gmail.com	Naogaon-1	Md. Yeasin Arafat
		Naogaon-2	Sajal Ahammed
		Naogaon-3	Sukumar paramanik
		Chapainawabganj-2	Md. Nahid Hasan
	Rajshahi Area Md. Rafiqul Islam (11062) Territory Manager 01713053261 rofiqulislam212@gmail.com;	Chapainawabganj-1	Md. Azaz Ahmed / Taposh Mohanta
		Rajshahi	Md. Jalal Uddin
		Puthia	Md. Mokimuddin
		Ishwardi	Md. Shariful Ferdous
		Pabna	Md. Shahiduzzaman
Jashore Region Md. Abu Al Emran (07022) Sr. Regional Sales Manager 01730024484 emran.dp@gmail.com	Jashore Area Md Rafiqul Karim (09133) Territory Manager '01755534987 rafiqukarimaci@gmail.com	Satkhira	Md. Tareque Rahman
		Magura	Ghosh Rahul Sony
		Jashore	Tanvir Hasan
		Khulna	Md. Hasib Billah
	Chuadanga Area Md. Moshir Rahman (09528) Territory Manager '01730024256 Moshir9528@gmail.com	Meherpur	Md. Azim uddin / Rahamat Hossain Joy
		Jhenaidah	Md. Sobur Mia

		Chuadanga	Md. Selim Reza
		Kushtia	Ruhul amin
Barisal Region Arun Kanty Biswas (06280) Regional Incharge 01730028578 arunkanty@gmail.com;	Faridpur Area Pijush kumar Roy (07252) Territory Manager '01730024271 pijushroy206@gmail.com	Barishal	Md. Rezuwan
		Faridpur	Apurba Kumar Saha
		Madaripur	Sadhon kumar
		Gopalganj	Ashis Kumar Biswas
	Bhola Area Md. Zaharul Islam (10458) Sr.Territory Manager 01755582626 md.zaharulaci@gmail.com	Barguna	Md. Borhan Uddin / Md. Asaduzzaman
		Bhola	Md. Ehasanul Amin
		Charfassion	Sudeep Malakar
Sylhet Region Md. Abdullah Al Mamun (10338) Regional Incharge 01730015816 mamunaci8@gmail.com	Sylhet Area Shoce Nandan Basak (10797) Area Manager 01730028461 nandanbasak06@gmail.com	Sylhet-1	Md. Raihan Shorif
		Sylhet-2	Md. Nazmul Hasan
		Habiganj	Tanvir Ahmed
		Moulvibazar	Md. Mofassel Hossain
		Brahmanbaria	Md. Abu Sayeed / Md. Abubakar Siddique
Mymensingh Region Bidhan Chandra Das (13738) Regional Incharge (AM) 1730028582 bidhan.acibd@gmail.com	Mymensingh Area Abdullah Al Mamun (16692) Territory Incharge (sr.mo) 01773446617 mamunfm628@gmail.com;	Mymensingh	Md. Wahidil Hasanat
		Sherpur	Farhad Ahmed
		Netrokona	Md. Abdur Rahman
	Jamalpur Area Md. Monirul Islam (8605) Territory Manager '01708467514 md.monirul86@yahoo.com;	Bakshiganj	Emdadul Hoque
		Jamalpur	Md. Mahbub Alam
		Tangail	Md. Abdul Alim / Mahfuzur Rahman
		Modhupur	Md. Nurul Islam
		Kishoreganj-1	Hashim Uddin
Dhaka Region Proshanto Kumar Chakraborty (06097) Regional Incharge (AM) 1755540038 pkcmotors@yahoo.com	Kishoreganj Area Arifuzzaman Polash (16682) Territory Incharge (sr.mo) 01714163185 polashaci16@gmail.com;	Kishoreganj-2	Rubel Mia
		Narsingdi	Sujit Chandra Mozumdar
		Goforgaon	Md. Mominur Rahman

	Dhaka Area Md. Asaduszzaman Parvez (17733) Territory Incharge (sr.mo) 01700702211 m.a.parvez83@gmail.com;	Gazipur	Md. Habib Ullah
		Manikganj-1	Md. Shamim Hossain
		Manikganj-2	Madan Sutradhar Ajoy / Touhidul Islam
		Munshiganj	Alomgir Hosen
Chattogram Region Md. Mahmud Rashid (07247) Regional Incharge 01701216130 mahmud.aci99@gmail.com	Cumilla Area Md. Mostafizar Rahman (13180) Territory Manager '01755582620 mostafaaci87@gmail.com	Cumilla-1	Sheikh Manzur Murshed Tazally / Mahbul Alom
		Cumilla-2	Ratan Krishna Baishnab
		Cumilla-3	Sheik Nuruzzaman
		Cumilla-4	Md. Ashiqur Rahman
		Chandpur	Md. Abul Hashem
	Noakhali Area Md. Saydur Rahman (10012) Sr. Territory Manager 01755608490 saydur.br91@yahoo.com	Lakshmipur	Md. Ibrahim Hossain
		Feni	Md Sohel Rana
		Noakhali	Md. Shaiful Islam
	Chattogram Area Abdul Alim SK (7383) Sr. Territory Manager 01708467515 sk.alim85@gmail.com	Fatikchari	Md.Ranju Hossain
		Chattogram	Mohammad Mostafa
		Coxs bazar	Ujjal kumar Saha
Region : 08;	Area : 19; Head : 19	Territory : 81	Officer: 90, Add. 09,

3.6 Comparative analysis:

1 Ton Pickup Comparison				
Specification	Description	Foton	T- King	Forland
	Model	BJ1010V0JA3-2	ZB1022BDAS	BJ1010V0JA3-2
	Engine Model	LL480QB	QC480Q	LL480QB

	Enginee Type	Vertical, In-line, Water-cooling, Four-stroke	Vertical, In-line, Water-cooling, Four-stroke	Vertical, In-line, Water-cooling, Four-stroke
	Displacement (L)	1.8	1.8	1.8
	Rated Power (Kw/ rpm)	29/3000 (40hp)	30/3000 (41 hp)	29/3000 (40hp)
	Max torque (N.m/rpm)	97/2100	104/2200	97/2100
	Emission Standard	Euro - 1		Euro - 1
	Wheelbase (mm)	2456	2400	2456
	Steering type	Power	Power	Power
	GVW (kg)	2380	1950	2380
	Rated payload (kg)	1000	1000	1000
	Cargo body (LxWxH)mm	2800×1410×320	2930x1610x360	2800×1410×320
Price & DP	Regular Price		1050000	1050000
	DP		250000	250000
	Maximum Installment		36	36
	Interest Rate		12	12
	Semi Cash Price		1050000	1050000
	Semi Cash DP		250000	250000
	No. Installment		18	18
	Interest Rate		0	0
	Cash Price		960000	950000
Dealer	Dealer Commision Credit		40000	40000
	Dealer Commision Semi Cash		40000	40000
	Dealer Commision Cash		50000	50000
service	Warrenty		1 Year / 60000 km	2 years
	Free Service		6	6

<u>1.5 Ton Pick Up Comparison</u>								
Speci ficati on	Description	Foton	JAC	JMC	T- King	Forland	Tata	Eicher
	Model	BJ1041 V9JBA- S	HFC 1020K/ KD	JX1043 DB2R			TATA 407	Eicher pro 1055

	Engine Model	BJ493Z LQV1 (ISUZU TECH)	HFC4D A1	JX493Q 1 (4JB1)	JE493Q 1	BJ493Z Q (Isuzu4JB1 tec)	TATA 497 SP	E 483
	Engine Type	Vertical , In-line, Water-cooling, Four-stroke, turbo charging	Vertical , In-line, Water-cooling, Four-stroke,	Vertical , In-line, Water-cooling, Four-stroke, turbo charging	Vertical , In-line, Water-cooling, Four-stroke, turbo charging	Vertical, In-line, Water-cooling, Four-stroke, turbo charging	Water-cooling, Direct injection, Four-stroke, turbo charging	4 cy 2 V turbo Charging Intercooling
	Displacement (L)	2.771	2.771	2.771	2.771	2.771	2.95	3.298
	Rated Power (Kw/ rpm)	76/3600 (103hp)	77/3600 (77 Hp)	57/3600 (77 hp)	57/3000	68/3600 (92 hp)	55/2800 (75 hp)	70 /2600 (95 Hp)
	Max torque (N.m/rpm)	225/1900~2200	174/2100-2300	200 / 2200	172/2200	202Nm/ 2300	225 NM/1500 -1800	300NM @ 1200-1800
	Emission Standard	Uro-II	Uro-II		Uro-I	Uro-I	BS-II	BS-III
	Wheelbase (mm)	2800	2800	2490	2850	2800	2775	2815
	Steering type	Power	Power	Power	Power	Power	Power	POWER
	GVW (kg)	4495	2990	2990	2990	2990	6250	3000
	Rated payload (kg)	1500	1500	1500	1500	1500		1500
	Cargo body (LxWxH)m m	3655×1810×360	3580x1770x370	3480x1880x380	3700x1870x360	3670x1810x360		3050x2007
Price & DP	Regular Price		1700000	1575000	1590000	1650000	1650000	1880000
	DP		510000	345000	300000	350000	250000	300000
	Maximum Installment		36	48	48	48	60	60
	Interest Rate		11	12	12	12	12	12
	Semi Cash Price		1650000	1575000	1590000	1650000	1650000	1895000
	Semi Cash DP		825000	645000	400000	400000	400000	450000
	No. Installment		12	24	24	24	24	24
	Interest Rate		0	0	0	0	0	0

	Cash Price		1530000	1480000	1490000	1500000	1500000	1600000
Dealer	Dealer Commission Credit		45000	45000	60000	60000		40000
	Dealer Commission Semi Cash		70000	45000	60000	60000		40000
	Dealer Commission Cash		100000	60000	70000	80000		
Service	Warrenty		1 year / 60000 km	1 year / 60000 km	1 year / 60000 km	2years / 70000 km	1 Year / 64000 km	2 Years / unlimited Km
	Free Service		3	10	6	6	6	3

3.5 Ton Mini Truck Comparison

Specification	Description	Foton	JAC	JMC	Forland	Tata	Eicher
	Model	BJ1061VD JEA-RF	HFC104 2X	JX1043D L2R		TATA 709	Eicher pro 1075
	Engine Model	Cummins F3.8s3141	HFC4DA 1	JX493Z Q4A	BJ493ZLQ V1	TATA 497 SP	E 413
	Engine Type	Vertical, In-line, Water-cooling, Four-stroke, turbo charging	Vertical, In-line, Water-cooling, Four-stroke, turbo charging	Vertical, In-line, Water-cooling, Four-stroke, turbo charging	ISUZU 4JB1 Technology, Four cylinder, inline, four stroke,Turbo charged with Intercooler, electronic control VE pump, diesel engine	Water-cooling, Direct injection, Four-stroke, turbo charging with intercooler	4 cy 2 V turbo Charging Intercooling
	Displacement (L)	3.76	2.771	2.771	2.771	3.783	3.298
	Rated Power (Kw/ rpm)	105/2600(143hp)	68/3600 (92 Hp)	62/3600 (84 hp)	80/3600 (108 hp)	55/280 (75 hp)	70/3200 (95 Hp)

	Max torque (N.m/rpm)	500/1200 ~1900	256/1800 -2000	200/2200	280/1900~200	325 NM/1300-1600	285NM @ 1440 rpm
	Emission Standard	<u>Uro-III</u>	<u>Uro-III</u>		Uro-I	BS-II	BS-III
	Wheelbase (mm)	3800	3360	3360	3360	3400/3800	3515/3765
	Steering type	Power	Power	Power	Power	Power	POWER
	GVW (kg)	8200	4490	5345	5710	7490	7450
	Rated payload (kg)	4355	2520	3000	3000	4670	4600
	Cargo body (LxWxH)m m	5150×2050×550	4234x1733x430	4300x1880x380	4230×1900×360	5050x2042x603	4315x2007
Price & DP	Regular Price		1880000	1850000	1875000	1950000	1880000
	DP		470000	395000	400000	325000	300000
	Maximum Installment		48	48	48	60	60
	Interest Rate		11	12	12	12	12
	Semi Cash Price		1830000	1850000	1775000	1950000	1895000
	Semi Cash DP		823000	765000	450000	475000	450000
	No. Installment		12	18	18	24	24
	Interest Rate		0	0	0	0	0
	Cash Price		1680000	1735000	1775000	1750000	1600000
Dealer	Dealer Commision Credit		45000	45000	60000		40000
	Dealer Commision Semi Cash		70000	45000	60000		40000
	Dealer Commision Cash		100000	60000	80000		
servic e	Warrenty		1 year / 60000 km	1 year / 60000 km	2years / 70000 km	1 Year / 64000 km	2 Years / unlimited Km
	Free Service		3	10	6	6	3

3.7 Findings

After analyzing the data of motor industry in Bangladesh and marketing practices of Aci Motors, the findings are:

- Aci has a strong brand name in the Bangladesh market
- They has excellence on their Yamaha business as well as seeds, fertilizer, pharmaceutical business
- Aci motors are using their brand value when establishing foton in BD market
- Their organizational structure is followed in a good manner
- Their head of departments are very experienced than their competitors
- Departmental activities of Aci motors are well organized and covered all necessary programs.
- Top management and growing demand is the main strength as well as opportunity for Aci motors
- Cost and product similarity is the main threads for Foton
- TATA and JAC are the powerful rival of Foton
- In segmentation Aci motors focus on behavioral segment. They are considering benefit and usage rate of customers
- They are following differentiated target marketing
- When positioning they are promoting service and quality mostly.
- Foton commercial vehicles are new in Bangladesh
- The technology of foton trucks are unique and comfortable
- The price of the products are really high comparing competitors
- The credit feature for dealers should be more flexible
- Promotional activity should be more structured

Chapter Four

Conclusion & Recommendation

4.0 Conclusion

In Bangladesh there was a time when only few companies could import vehicles and they maintain the total of commercial market. Then the quality of the product were not good enough and the price was very high. But day by day it has been changed with import policies, rules and regulations, customs restrictions, Duties and taxes policy. By revised these important things now it's possible to import quality products and also it's easy to promote it to the customers through internet. Availability of inter net also helps in this business. ACI motors has just picked the chance to promote something new and durable commercial vehicle in Bangladesh market which was needed from very long. As they had a great goodwill earlier so it is expected that the customers are very loyal to the company and ACI can make a good revenue by this segment.

4.1 Recommendations

Foton is a Chinese brand and it is one of the leading commercial vehicle brand name all over the world. Along with this it is the most selling commercial vehicle in the world. In Bangladesh it is the first time ACI motors are selling this product. There are some points which may be improved for their good in long run-

- The common complaint from the drivers are they need a vehicle where there would be a scale to measure the loaded weight from the dashboard of the cabin. So here ACI can add the feature which is really demandable.
- As the product price is higher than competitors and at the same time foton is new to Bangladesh so they should decrease their price in initial stage.
- ACI motors should not focus on higher revenue at this beginning rather than they should focus on sales. The product availability should be the best strategy rather than profit margin.
- Spares availability and durability should be considered with highest concern. As this is a vehicle which is run by engine so these things can be non-operative at any time. So replacement could be needed.
- At they are committed to their customers with best service so they have to maintain it very carefully. Any customer remind a company for a long time by evaluating service and care. So as the new in this market, they have to satisfy each and every customers by their all effort.
- The dealer's facilities and credit system should be evaluated. Dealers are the main and important media of this business. If dealers are happy then they push to sell product with more care. If product is sold in market then customers will think the availability of spares and have a trust on the company. So dealers plays a vital role in automobile business.
- When considering promotional activities, ACI should more focus on social media activity. Now a days, Facebook plays a vital role in promotions. Most of the time people keep their eyes on Facebook. ACI motors should have authorized Facebook page and they must assure the activity in Facebook page and much responsive to the customers.

APPENDIX



ACI Motors Limited

Private & Confidential

Mr. Kazi Momo

S/O Mr. Qazi Delwar Hossain

House No. 78, Road No. 01, Mohammadia Housing Society

P.S. Mohammadpur Dist: Dhaka -1207

এ সি আই মোটরস লিমিটেড

এসিআই সেন্টার

২৪৫ তেজগাঁও শিল্প এলাকা

ঢাকা ১২০৮, বাংলাদেশ

পিসি বক্স ৭২১৮

টেলিফোন ৮৮-০২-৮৮৭ ৮৬০৩

ফ্যাক্স ৮৮-০২-৮৮৭ ৮৬২৬

ACI Motors Limited

ACI Centre

245 Tejgaon Industrial Area

Dhaka 1208, Bangladesh

Telephone 88-02-887 8603

Fax 88-02-887 8626

Email: info@aci-bd.com

Web: www.aci-bd.com

Your ref

Our ref

ACI-HR/SR/04- 2019

Date

25 April 2019

INTERNSHIP

Dear Mr. Momo,

Welcome to ACI Limited for internship program. Your internship program begins with effect from **05 May 2019** for a period of 03 Months till **04 August 2019** under the following terms and conditions:

- You will be working under the direct supervision of **Assistant Product Manager** in **Motors Department** and in the special project assigned by your supervisor. Apart from your project work you are also required to assist your Supervisor by doing the job assigned to you from time to time.
- Your work station will be located at Dhaka.
- Your working hours will be Sunday to Thursday from 8:30 A.M. to 6:00 P.M.
- You will be given a monthly allowance of Tk.5,000 (Five Thousand Taka) only.
- You will conduct yourself in a manner, which is not detrimental to the Company's interest.
- On completion of the program you are required to submit a report on the project within the agreed time to Human Resources Department. At the end of your internship program the company will issue a completion certificate in your name.

If the above terms and conditions are acceptable to you then please return the duplicate copy of this Agreement duly signed.

Yours sincerely,



Kaiser Rajib Sherpa

HR Manager

CC: Assistant Product Manager; Sr. Executive Compensation; Internship file.

References

- <https://acimotors-bd.com/>
- <http://www.aci-bd.com/our-companies/aci-motors-ltd.html>
- <https://www.thedailystar.net/news/business/commercial-vehicle-sales-growing-rapidly-1621984>
- <https://www.zulkernaeen.com/market-analysis/market-commercial-vehicle-bangladesh/>
- <http://www.foton-global.com/#/>
- <https://www.facebook.com/FotonBangladesh/>
- <https://www.assignmentpoint.com/business/aci-limited-corporate-information.html>
- <http://www.businessdictionary.com/definition/marketing.html>