

Internship Report
On
“Logistics and Sales procedure of Walton Group”



submitted to

Islamic University of Technology

in partial fulfillment of the requirements for the degree of
BBA in Business and Technology Management (BTM)

I understand that my final report will become part of the permanent collection of the Islamic University of Technology BBA in Business and Technology Management Program. My signature below authorizes release of my final report to any reader upon request.

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Date of Submission: 12th May 2023

Letter of Transmittal

Date: 4 May 2023

Dr. Md. Abul Kalam Azad
Professor and Head of the Department,
Department of Business and Technology Management
Islamic University of Technology
Gazipur, Dhaka.

Subject: Submission of internship report.

Dear Sir,

With Due respect, I would like to inform you that it gives me pleasure to submit my internship report after working for 3 months at Walton Group as an intern. During this tenure, I have worked in Walton's Sales and Development department, where I acquired experience with a number of responsibilities and projects. I also had the chance to observe and learn from experts in the field, which helped me gain a deeper knowledge of the sector.

I would like to thank you for your assistance during my internship sincerely. I feel that I have acquired a great deal from this experience due to your valuable insights and feedback.

Sincerely,



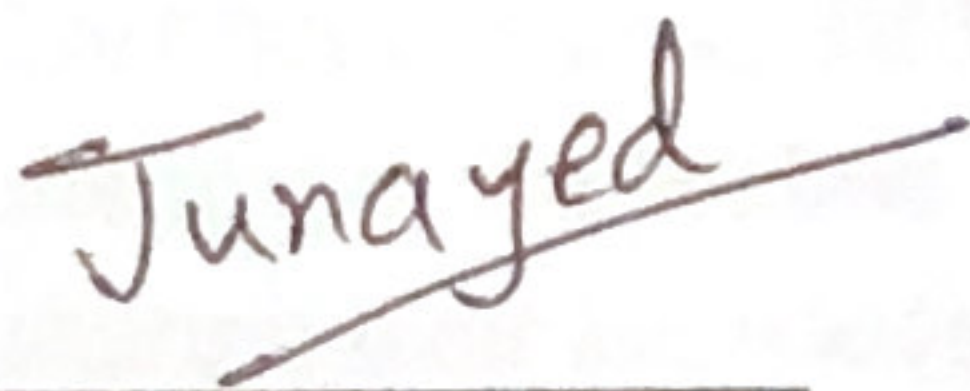
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Declaration

I, Md. Junayed Ul Alam, a Business and Technology Management student at Islamic University of Technology, hereby declare that this internship report, titled "Logistics and Sales Procedure of Walton Group" is an original work I completed while serving as an intern at Walton under, the guidance of Dr. Md. Abul Kalam Azad Sir, Professor and Head of the Department in the Department of Business and Technology Management at the Islamic University of Technology. The report is based on my own insights, observations, and examination of Walton's Sales and Development Division.

Furthermore, I hereby declare that the goal of this report is to complete the academic requirements of the internship program at the Islamic University of Technology. Islamic University of Technology may use this study as a resource, but the paper's ownership and intellectual property rights belong to me.

Kind Regards,



Md. Junayed Ul Alam

Student ID: 180061104

Business and Technology Management

Islamic University of Technology

Acknowledgement

First of all, I have to thank Allah almighty for constantly showering my blessings upon me to complete this three-month academic internship and thus this report on time. After that, I'd like to express my gratitude to my family. I can't get the job done if they don't continue to offer me their unconditional support, help, and consideration.

My special gratitude goes to my honorable sir Md. Foysal Wahid, Senior Deputy Executive Director, Head of HRM, Walton Plaza. He has been able to provide me with all the necessary feedback from time to time, and in doing so greatly contributed to my strengthening and rewording of this document on specific points. I might not have been able to complete the report correctly if it weren't for his guidelines.

Including up, I heartedly want to thank my organizational internship supervisor, Md. Nahid Hassan, Additional Director, Walton Plaza, and Md. Shahinur Rahman, Senior Deputy Assistant Director, Walton Plaza for giving me the possibility to be a component of an incredible team, and to be a part of the company. I was able to complete this report in a more accurate way thanks to their immense help, useful information, and facts.

Last but not least, I'd like to thank the entire PSD section within the Sales department as well as the rest of the Walton Plaza staff, as well as anyone else who helped me during my internship by sharing their knowledge and experiences, whether it was directly or indirectly.

Executive Summary

The knowledge, experience, and observation I gained from my internship program at Walton Plaza PSD under the Sales department are reflected in this report. During the course of my internship at Walton Plaza PSD, I have gained knowledge of the hiring and paperwork procedures used within the division.

Walton is a well-known international company that manufactures cars, electronics, appliances, and other electrical items through a variety of subsidiaries that work under the Walton group headquarters in Bangladesh. Walton has one of the largest and best-equipped R&I facilities in the world. This paper focuses especially on the sales process at Walton Plaza PSD department.

I have collected this information from a three-month internship in WALTON that gave me the chance to study the real-world operations of an organization dedicated to business consulting. WALTON'S a manufacturer of dynamic electricity and electronics. Walton was founded in 1977 under the leadership of Mr. Nurul Alam Rezvi, a member of the R.B Group which includes Raszvi and his brothers. Within a short period of time after this establishment, it had managed to compete with many prominent companies from Bangladesh's refrigerator sector and displayed considerable potential in television, air conditioning, and home appliances products. WALTON's been going through ups and downs, but it is at the growth stage right now. As a result of this, WALTON started to turn around in 2017, but after that, it experienced some difficulties because of the pandemic and did not take long to recover its sales volume.

Table of Contents:

Letter of Transmittal	i
Declaration	ii
Acknowledgement	iii
Executive Summary	iv
Chapter 1: Introduction	1
Chapter 2: Company Overview	3
2.1 Historical Background	4
2.2 Marcel	5
2.3 Mission and Vision	6
2.4 Sister Concerns of Walton	6
2.5 Overview of Walton	7
2.6 Product Offerings	8
2.7 Customer base	13
2.8 SWOT analysis	13
2.9 Porter's Five Factors Model of Walton	14
Chapter 3: Industry Analysis of E&E Sector	17
3.1 Overview of the Industry	18
3.2 Industry Growth and Market Size	18
3.3 Performance of Bangladesh in the E&E Industry	18
3.4 External economic factors and their effects	19
3.5 Major players in the market	20
3.6 Seasonality and Market Trend	21
3.7 Influencing Factors on E&E Sector	21
3.8 Regulatory, Political, and Legal Concerns	22
3.9 Competitive Environment and Analysis	23
Chapter 4: Description of Main Duties	25
4.1 Typical working day	26
4.2 Major Responsibilities	26
4.2.1 Logistics and Supply Chain	26
4.2.2 Sales (Kisti Kreta Surokkha)	26
4.2.3 Practical Work Experience	28
4.3 Work Interaction	29
4.4 Working tools	29
Chapter 5: Analysis	31
5.1 Company Level Analysis	32

5.1.1 Discount Policy	33
5.2 Market Level Analysis	33
5.2.1 Sales Performance (2017 to 2022)	33
5.2.2 Effects of the Pandemic	36
5.3 Professional Level Analysis.....	36
Chapter 6: Findings.....	37
Chapter 7: Recommendations	39
Chapter 8: Conclusion.....	41
References.....	42

Chapter 1: Introduction

Introduction

The following is a preliminary report to the Health, Safety and Environment (HSE) department. The information is intended to provide the company with a clear understanding of the current state of the health and safety of the company.

The HSE department is a key element of the company's overall risk management strategy. It is responsible for ensuring that the company complies with all relevant health and safety legislation and standards. The HSE department also provides a range of services to the company, including risk assessments, safety audits, and training. The HSE department is currently reviewing the company's health and safety policies and procedures to ensure they are up to date and effective. The HSE department is also working on a number of projects to improve the company's health and safety performance. The HSE department is committed to providing a safe and healthy working environment for all employees.

Chapter 1:

Introduction

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Introduction

I am reporting on my 3-month-long internship in the Walton sales department. The analysis of working within the corporate culture, based on my experience and learning, will be at the heart of this report.

Walton's headquarters are in Bangladesh and it is an international conglomerate. It was established by Mr. Nurul Alam Rezvi as a trading firm in 1977, and since then, it has grown to become an integrated group of companies with interests in electronics, automobiles, medical care, and the building sector. Walton offers a broad range of products such as fridges, air conditioners, televisions, mobile phones, and household appliances which are some of the largest electronics brands in Bangladesh. A high emphasis is placed on innovation and a significant investment has been made in R&D to develop new products and technologies. Walton's commitment to social responsibility is also reinforced through a number of initiatives that seek to improve human life in the communities where they operate. Walton today has a footprint in over 30 countries worldwide and employs more than 30,000 people.

The WALTON sales performance, the distributor analysis, and a lot more data are highlighted in this report. In addition, it gives an insight into my journey as an intern and what I've learned and contributed to. This also underlines the role played by my diverse studies in helping me to make a difference and be successful in an entrepreneurial environment.

1.1 Historical Background

WALFLIN is a major player in the electrical equipment market, providing a wide range of products and services. The company's history is rooted in the manufacturing of electrical equipment, with a focus on high-quality products and excellent customer service. The company's success is based on its commitment to innovation, quality, and customer satisfaction. The company's products are used in a wide range of applications, including industrial, commercial, and residential. The company's products are known for their reliability, durability, and performance. The company's products are used in a wide range of applications, including industrial, commercial, and residential. The company's products are known for their reliability, durability, and performance.



Chapter 2: Company Overview

In 1971, WALFLIN set off on a journey that in early 2000 saw WALFLIN begin its manufacturing operations, focused on manufacturing electrical equipment, with the aim of expanding into other areas such as electronics, power equipment, and other electrical equipment. WALFLIN was at the top of the engineering sector in Bangladesh as a result of its robust production capabilities, innovative products, competitive pricing, and market reputation, and through the years has been. As a result, both groups have quickly established themselves as key players in Bangladesh's engineering and construction industries, providing large-scale services in the country. WALFLIN has a wide range of products, including electrical equipment, power equipment, and other electrical equipment. These products include the WALFLIN GROUP, WALFLIN GROUP, and WALFLIN, as well as a number of other products.

2.1 Historical Background:

WALTON is a recent entry into the electrical, electronics, automotive, and other appliance markets. It manufactures through a number of subsidiaries under the WALTON GROUP headquarters in Bangladesh, which has one of the largest and best-equipped R&I centers in the world. On 700 acres of factory land, WALTON has expanded to employ over 30000 people through 22 production sites. Based on market demand, the production capacity is 10 million units annually. With a strong reputation for producing electrical and electronic products that are the most economical, quality-conscious, design-oriented, and capable of revolutionary innovation, Walton is a significant professional producer in the relevant industry.

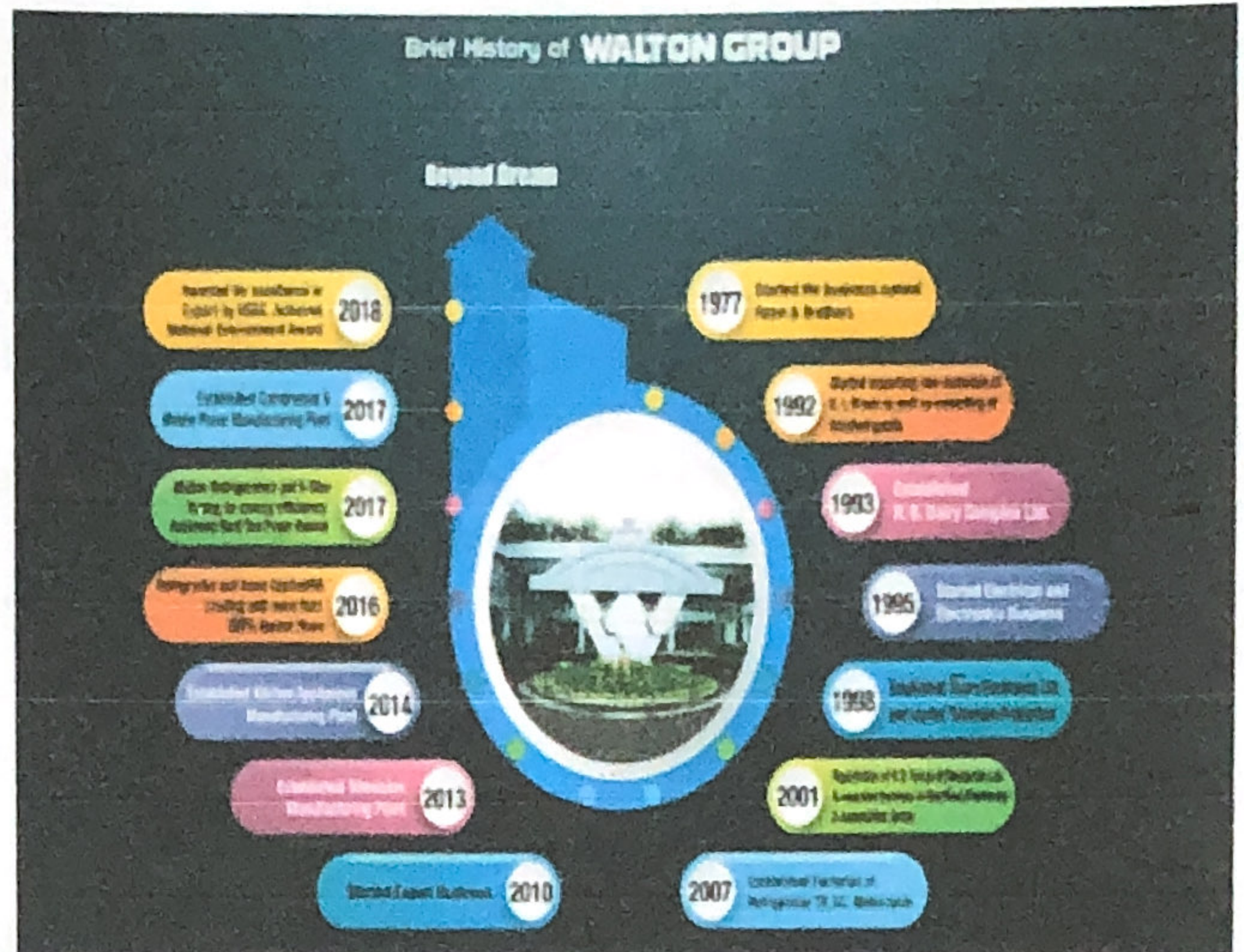


Figure 1.1: Brief History of WALTON GROUP

In 1977, WALTON set off on a journey that in early 2008 saw WHIL begin to manufacture refrigerators, freezers, air conditioning units, and compressors with the aim of expanding into other areas such as televisions, home appliances, and electric equipment. Walton & Marcel rose to the top of the engineering market in Bangladesh as a result of its robust production capabilities, high-caliber products, competitive pricing, wide market penetration, and prompt after-sales services. As a result, both brands have quickly established themselves as key players in Bangladesh's engineering and construction industries, gaining large market shares in the process. WHIL sells televisions, air conditioners, compressors, freezers, refrigerators (frost and non-frost), and refrigerators. Three brands make up the WALTON GROUP: Walton, MARCEL, and ORIGIN, as well as a number of sibling businesses.

2.2 Marcel:

MARCEL, which is based in the city of Chandara, Kaliakair, and Gazipur, has become a new parallel brand for the Walton Group. The company's main business areas are the design, production, exportation, and retailing of consumer electronics, household appliances, and vehicles. WALTON HiTech Industries manufactures most of the products offered by MARCEL: refrigerators, freezers, air conditioners, washing machines, and microwave ovens. WALTON Microtech Corporation is involved in the manufacture of a range of household appliances, including blenders, ovens, induction cooks, gas stoves, rice cookers, and pressure cookers. Electric kettles, mosquito bats, water purifiers, torches and lamps, vacuum flasks, room heaters, irons, and other items are imported by DPI. Several subsidiary companies of R.B.Rezvi & Brothers are distributing MARCEL products in Bangladesh and the rest of the world.



Figure 1.2: Logo of MARCEL

For their excellent quality, convenience of use, and cutting-edge technologies, the MARCEL product line has been widely recognized. A national network of sales and repair centers has been established by MARCEL, which is manned by highly qualified and efficient technicians. Both its quality management system (ISO 9001:2008) and its environmental management system (ISO 14001:2004) have received international standardization certification.

2.3 Mission and Vision:


Mission: We'd like to produce a future in Walton that would be exciting and promising. And become Bangladesh's most famous brand.

Vision: WALTON will strive for a 21st-century vision of becoming a truly global brand, and offering products with pride in this industry by excellence.

2.4 Sister Concerns of Walton:

- Dream Park International.
- RB Group of Companies Ltd.
- Walton Agro Farm & Industries Ltd.
- Walton Corporation Ltd.
- Walton Digi-Tech Industries Ltd.
- Walton Group.
- Walton High-Tech Industries Ltd.
- Walton Micro-Tech Corporation Ltd.
- Walton Plaza (Trade).
- Walton Plaza (Import).
- Walton Shipping & Logistics.

2.5 Overview of Walton:

Type	Private Limited Company
Industry	Conglomerate
Founding Year	1977
Corporate Office	Bashundhara R/A, P.O: Khilkhet, P.S: Vatara, Dhaka 1229
Key person	S.M Nurul Alam Rezvi, S.M. Samsul Alam and Brothers
Factory	Chandra, Gazipur
Products	Consumer electronics, home appliances, automobiles.
Areas Served	Bangladesh, South Asia, North America, Australia, the Middle East, and Africa.
Number of Employees	10000+ (direct and indirect)
Logo	
Contacts	Phone: +880295716346, Head office: 7170271-2 Fax: 88-02-9572057,9551577 E-mail: hq@waltonbd.com
Website	https://waltonbd.com

2.6 Product Offerings:

WALTON currently offers a variety of goods for sale in Bangladesh. The majority of WALTON's products are separated into the following categories:

- Refrigerator & Freezer
- Television
- Air Conditioner
- Mobile
- Computer
- E-Bike
- Microwave and Electric Oven
- Blender and Mixer Grinder
- Washing Machine
- Home Appliances
- Kitchen Appliances
- Fan
- LED Light
- Electrical Accessories
- Cables
- Lift
- Compressor
- Battery
- Hardware & Sanitary Solutions
- Industrial Solutions
- PCB
- Hardware Items

Refrigerator & Freezer:

There is no denying that Walton is regarded as the best electronic retailer in Bangladesh for freezers. Nano Healthcare Technology is one of the best things that Walton has developed for Freezer. Everyone tends to choose a refrigerator that provides the best service and is a great food preserver. In addition to looking fantastic, the cutting-edge Nanotechnology and its chic architecture do an excellent job of ruling the Freezer business field. Additionally, this superior quality exceptional qualities draw customers to it. You actually don't need anymore, both in terms of new technologies and designs. Walton Freezer has been dispelling myths about what a kitchen should look like for years.



Direct Cool Refrigerator



Non-Frost Refrigerator



Freezer

Television:

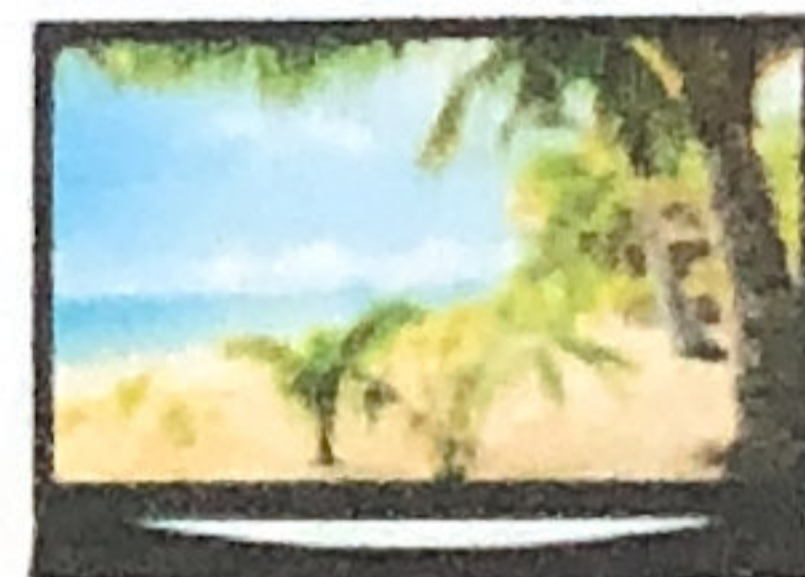
It's the 2nd most sold product of Walton. There are a wide variety of products that vary in price and features. This category is responsible for around 12% of the profit.



All TV



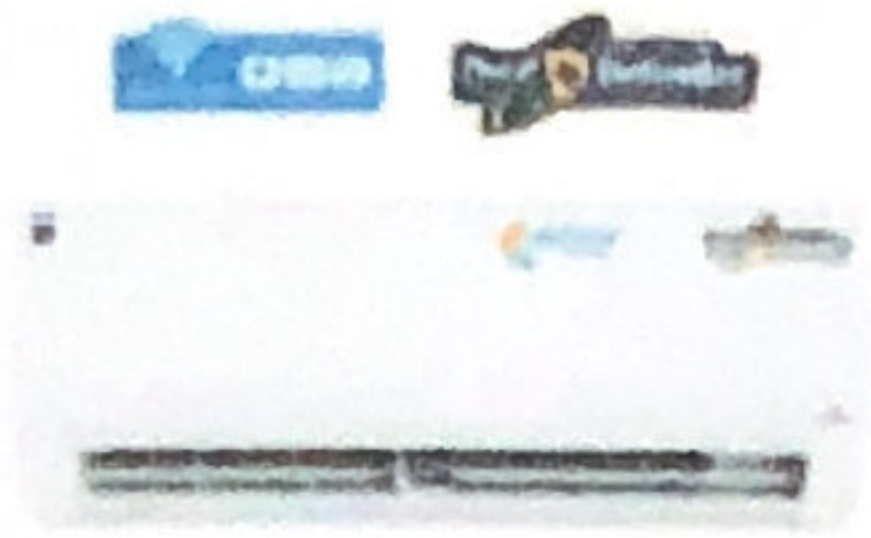
Basic LED TV



Limited TV

Air Conditioner:

This is a WALTON product that ranks 3rd in sales. There's a huge range of prices and features as well. This sector brings in 10% of the profits.



1 TON



1.5 TON



2 TON

Mobile:

Walton Mobile features the latest operating system coupled with user-friendly Android mobile phones that are elegant in design and high-quality construction, we continue our efforts to win this ever-increasing competition by delivering nothing but the best experience for our users.



E-Bike:

TAKYON LEO offers a new way to transport yourself with ease, affordability, and convenience through your city.



Computer:

Walton AVIAN computers are available in various specifications, sizes, and models. In addition to AMD Ryzen 7, their AVIAN series are available in a range of specifications. You can buy all these AVIAN desktop computers at different prices.

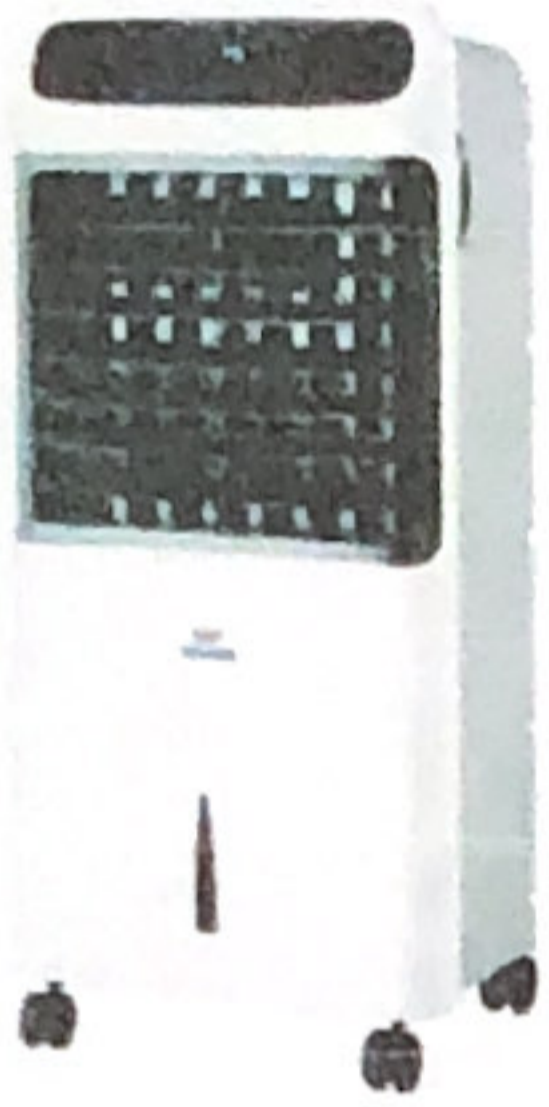


Home appliances:

It's all of the products that are used by us in our daily lives. It carries a broad range of products and prices are quite reasonable when compared with other brands. The majority of the products

are manufactured or assembled in their factories. Dream Park International is the supplier of the assembled products.

AIR COOLER



IRON

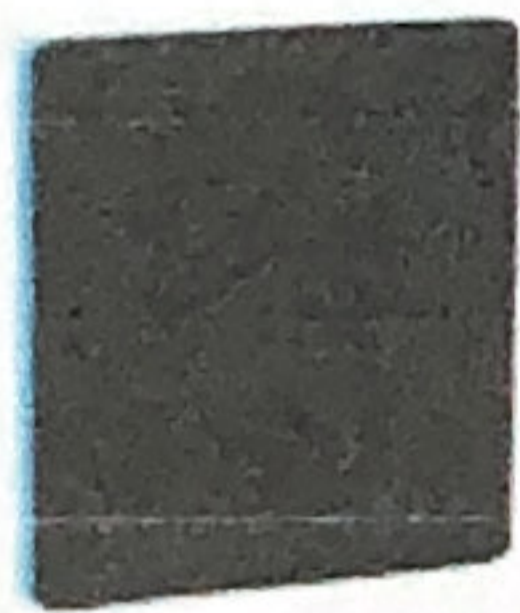


KETTLE (ELECTRIC)



Kitchen Appliances:

The products of various kitchen appliances and tools are included in this category. It was previously part of the household appliances sector, but it has since been transformed into a new product category.



Induction, Infrared & Hot Plate Cooker



Electric Rice Cooker



Gas stove



Kitchen Cookware



Pressure Cooker

Fan, LED Light & Electrical Accessories:

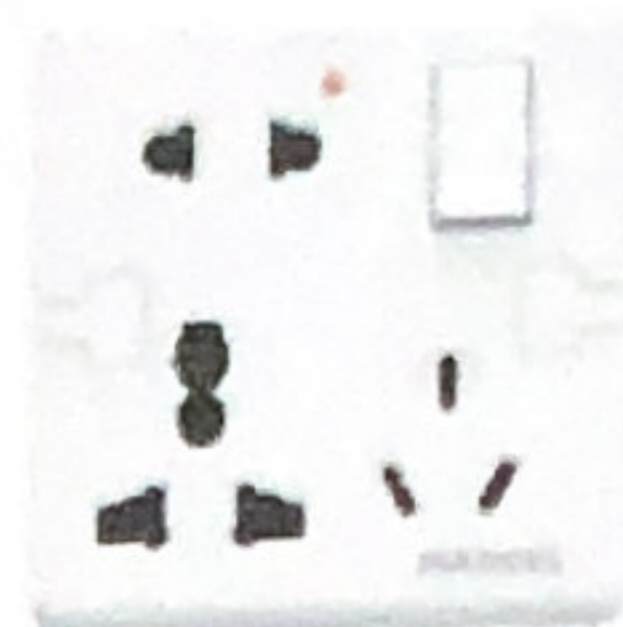
It's got the worst share of profits but it has great potential. It's offering a whole range of electric products, which is used by the consumer on a regular basis.



Fan



LED Light



Switch Sockets

2.7 Customer base:

Walton's got a large customer base all over the country. It's got more than a thousand at the moment. distributor's point in all of Bangladesh. They are primarily a target market of mid to upper-class people. They offer their customers a wide range of unique facilities and services, which enables them to make an impression on the market. It already got brand recognition from people for its products and services.

2.8 SWOT analysis:

Strength:

- Largest electrical and electronic-based company in the country.
- Walton has Strong Distribution channels and it is famous for its customer service.
- Decent Human Resources and Infrastructure across the country.
- Customer base that is loyal.
- Exceptional ethical standards.

- Management staff with a lot of experience.
- Brand name and reputation are well-known.

Weakness:

- Less product availability.
- It has difficulty with management.
- In the company, there is not much inside-out and creative thinking
- Different and various departments are not cooperating.
- Employee turnover is high.
- There is a propensity to be overlooked at times.

Opportunities:

- Provide online purchasing options.
- Boost the brand's worth with the initial offering.
- The distributor now has a better interconnection.
- Lower price range.
- There is a huge need for electronic services.
- Bangladesh's economic development.

Threats:

- The company's aggressive marketing.
- Price war.
- Customers' switching power
- Expenses for marketing and operations have increased.
- Government regulation that is more stringent.

2.9 Porter's Five Factors Model of Walton:

1. Competition among current competitors: This refers to the number of market competitors and their relative strength. Competitive conduct, including all marketing actions, may restrict income and contribute to competitive behavior. Customers and suppliers might go for employment elsewhere if they don't get what they desire from one organization. Furthermore, if there is little or no rivalry and no one else is doing what the firm is doing, the corporation will most likely have significant influence and profits.

Walton may face competition in Bangladesh from various well-known brands, including Vision, Minister, and other overseas names. There are several contestants in this category. It will be challenging since established, well-known brands already offer electronic products in this category and have enormous fan bases. Tight rivalry among current businesses is a major reason why many new entrants fail. Furthermore, large firms in this area benefit from economies of scale, which they cherish and wish to keep.



2. Threat of new entrants: Additional entrants bring new capacity and a drive to acquire market share in the sector, putting upward pressure on pricing, costs, and investments. Restrictions on entry to specific businesses are a serious danger. The greater these obstacles are, the less likely additional players would join the game and the less danger current competitors will face. Patents, economies of scale, customer loyalty, capital needs, accumulated experience, and so on are examples. Several electronics companies in Bangladesh are well-known brands.

Electronic firms in Bangladesh, such as Vision, Media, and Minister, are developing new electronic items that are attracting clients in various ways. However, since Walton has already gained market share and will face stiff competition from other firms, the danger of new entrants to the domestic market will be minimal. On the other side, Argentina (the host nation) has a large number of well-known electronic distributors and businesses that have seized market share.

3. Threat of Substitutes: A substitute product fulfills the same need as an industry product by performing the same or similar functions differently. Customers are more likely to switch to alternative products/services in response to price increases when alternative products are available. This weakens suppliers' bargaining power while also reducing market diversity. It considers the number of competitors, the company's price and quality, as well as the profit margin of the competition, to see if they can cut costs even more. In Bangladesh, the threat of substitution is high because if the price of Walton Electronics rises, people will stop buying it and look for a better alternative. Walton, a Bangladeshi brand that offers affordable prices on products, is targeting the midrange and low-budget market. As a result, they must protect their market by implementing a better pricing strategy.

On the other hand, if customers cannot afford their electronics products such as an air conditioner or an oven, they will switch brands or opt for a substitute such as purchasing a cooler or continuing the practice of heating food. The threat of substitution is also high in Argentina. We know that Walton Electronics imports the majority of their electrical component parts from China and that as a Bangladeshi brand, they set up and assemble their products in Bangladesh.

4. Bargaining power of suppliers: The bargaining power of suppliers can be influenced by factors such as supplier concentration, switching costs, the importance of inputs, brand recognition, and the threat of forward integration. Depending on the specific circumstances, suppliers may have more or less bargaining power, and their ability to influence the terms and conditions of a transaction with their customers can impact the profitability and competitiveness of the buyer. Walton does not deal with unofficial distributors or suppliers, so their products are not sold in local electronic stores. Walton appoints their own sales manager and sales executive, so suppliers are unable to negotiate.

5. Bargaining power of buyers: Finally, this customer force analysis is compared to the product market. Customers may leave a business or company under duress, affecting the customer's perception of price. Customers can switch from one to another, and they can easily compare prices by searching on the internet. Bangladeshi brands such as Singer, Minister, Vision, and others offer a 30% discount on all electronic products to entice customers to switch brands. These brands also offer a 10-year warranty and guarantee and a competitive price. They can switch between brands as they please. In this term, buyers have a lot of bargaining power.

1.1 Importance of the Indicators

The level of energy efficiency and reliability is becoming an important factor in the development of countries. The growth rate has also been a major indicator since the end of the 1970s. It is not only a matter of energy efficiency but also a matter of energy security. The level of energy efficiency and reliability is becoming an important factor in the development of countries. The growth rate has also been a major indicator since the end of the 1970s. It is not only a matter of energy efficiency but also a matter of energy security.

1.2 Industry Growth and Market Size

The growth rate of the industry is becoming an important factor in the development of countries. The growth rate has also been a major indicator since the end of the 1970s. It is not only a matter of energy efficiency but also a matter of energy security. The level of energy efficiency and reliability is becoming an important factor in the development of countries. The growth rate has also been a major indicator since the end of the 1970s. It is not only a matter of energy efficiency but also a matter of energy security.

Chapter 3: Industry Analysis of E&E Sector

3.1 Performance of E&E Industry

The E&E industry has been growing rapidly in the last few years. The growth rate has also been a major indicator since the end of the 1970s. It is not only a matter of energy efficiency but also a matter of energy security. The level of energy efficiency and reliability is becoming an important factor in the development of countries. The growth rate has also been a major indicator since the end of the 1970s. It is not only a matter of energy efficiency but also a matter of energy security.

In the 1990s, a large number of production facilities were built. The market evolution is becoming an important factor in the development of countries. The growth rate has also been a major indicator since the end of the 1970s. It is not only a matter of energy efficiency but also a matter of energy security. The level of energy efficiency and reliability is becoming an important factor in the development of countries. The growth rate has also been a major indicator since the end of the 1970s. It is not only a matter of energy efficiency but also a matter of energy security.

3.1 Overview of the Industry:

The field of energy, electronics, and electrical engineering has a huge impact on the development of tomorrow's society. The greatest help has always been modern society's need for ease of life and efficiency, as well as its ability to achieve these electronics. We're living in a time where machines and tools need to be part of our everyday lives, and with the assistance of artificial intelligence, they are working towards making humans as efficient as possible.

3.2 Industry Growth and Market Size:

Due to the continuous evolution of intelligent devices, the consumer electronics market continues to grow. At present, the electronics sector is valued at USD 9249 million in 2021 with a yearly growth rate of 7.92%. Online sales are accounting for about 19.6% of overall revenues following the pandemic. The pandemic is affecting the sector of consumer electronics in particular. The shares of 57%, 17%, and 26% are in refrigerators, air conditioners, and kitchen appliances among these consumer goods.

3.3 Performance of Bangladesh in the E&E Industry:

The electronics sector began to take off in the first part of the 1900s and came into Bangladesh in the 1930s. Electronic equipment, including radio and wireless communications systems, has been introduced into the telecommunications sector in Bangladesh. Then, in 1964, TV stations were set up as well as the initial analog telephone system was put into service in 1983, and then cellular communications took place in 1992. But the electric and electronic sector is largely dependent on consumer goods now. These customer items are Appliances such as refrigerators, televisions, air conditioning units, phones, computer equipment, and other appliances in the home or kitchen. All of them are manufactured in this country largely on the basis of imports.

Therefore, in the 1960s a large number of production facilities were built. The constant evolution of smart devices continues to develop the consumer electronics market. At present, the electronics market is valued at US \$9249 million in 2021, with a yearly growth rate of 7.92%. In the aftermath of the pandemic, internet sales accounted for about 19.6% of overall revenue. The pandemic has had a great deal of impact on the electronics sector. Air conditioners and kitchen appliances have the largest share of these consumer goods refrigerators, accounting for 57%, 17%, and 26% respectively.

Bangladesh had been completely dependent upon imports of electronic products in the early days. But this is a different scenario at the moment. The potential of the sector was recognized by local firms and is why more companies are coming forward to produce their own electrical and electronic products. The overall market share of the E&E sector is now estimated to reach US\$3.2 billion by the end of 2020. It also had an annual growth rate of 11%.

3.4 External economic factors and their effects on the Electrical, Electronics, and Automobile industry:

Walton is a well-known electronics and electrical goods manufacturer based in Bangladesh. The company has been operating in the market for over four decades, producing high-quality products that are popular in the region.

Impact of External Economic Factors on Walton:

The financial crisis in Bangladesh has worsened as a result of the COVID-19 epidemic's impact on the global economy. The operations and performance of the E & E industries, notably the company's range of Electrical & Electronics products, are significantly impacted by the economic situation. Economic factors significantly influence consumer purchasing decisions and the behavior of the entire market. Bangladesh was fully dependent on imported E&E products for a very long time. Nowadays, even manufacturers and assemblers are thinking about exporting their goods abroad. If it is properly developed, E&E might evolve into a new export industry. Below are a number of topics, including macroeconomic and microeconomic ones:

- Bangladesh's economy has slowed down as a result of upholding health and safety standards during the Covid-19 crisis.
- The government's interference with the freedom of markets and associated advances in technology.
- A key factor is the exchange rates and currency stability of the host country.
- Comparison between the comparative advantage of the host country and that of its own technology sector.
- A level of expertise acquired by professionals working in the E&E peripheral sector. There is a very high level of infrastructure in the E&E peripheral sector.
- The expansion rate of the economy decreases the earnings of people.
- Unemployment.
- Interest and inflation rate.

The operations and performance of the electrical, electronics, and automobile industries in Bangladesh, including Walton, are significantly impacted by external economic factors like as the state of the world economy, foreign currency exchange rates, and government regulations. As a result, it is essential for companies like Walton to monitor these external economic factors closely and adapt their business strategies accordingly to remain competitive in the market.

3.5 Major players in the market:

In terms of the production of electronics products, Bangladesh has very few companies. Now, some of our own electronics products are manufactured by brands such as WALTON, MARCEL, MyOne, JAMUNA, Rangs Electronics, and PRAN RFL (VISION)

In addition to those consumer electronics products, imported from a number of different manufacturers like Sony, Toshiba, Panasonic, Samsung, LG, Microsoft, Apple, etc.

BRANDS' MARKET SHARE

Figures in percent

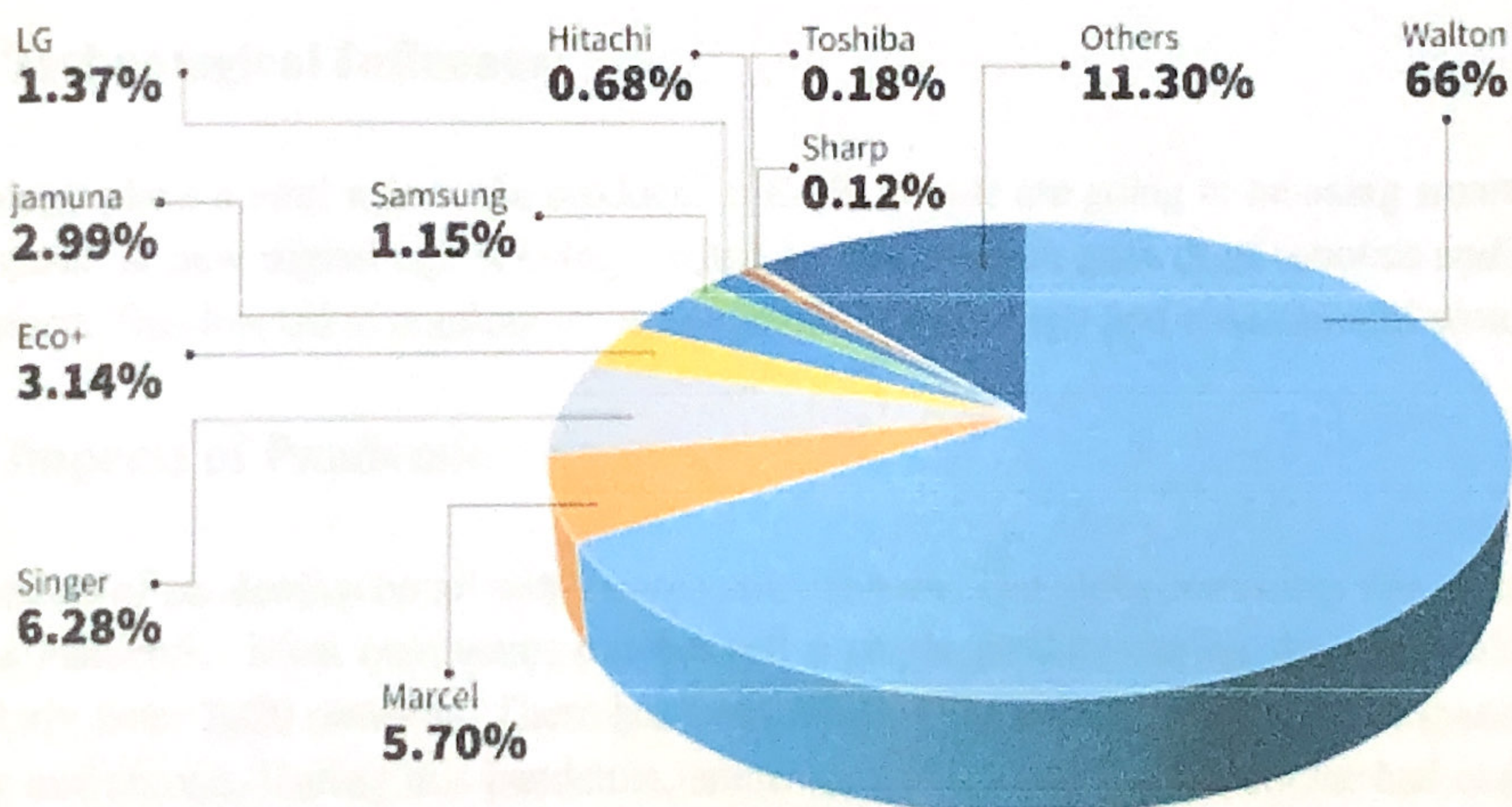


Figure 2.1: Brands' Market Share

3.6 Seasonality and Market Trend:

The summer season is a major period for sales of consumer electronic products. During the Eid period, demand for fridges will be also greatly increased across Bangladesh. In addition to that, there is generally a sale of air conditioners and televisions during the summer season. The largest share of the whole electronics market is held by these three products. Market conditions have deteriorated significantly due to reduced demand for those products during the winter season. In the winter, however, some home appliances appear to get bigger.

With the advent of digitalization, people are becoming more interested in automated devices such as voice command switches and smart televisions, and a number of others similar to these. Therefore, the trend is going to be for smarter products right now.

3.7 Influencing Factors on E&E Sector:

External and internal factors have an impact on every product. Outside factors such as the economy, The products of E&E are highly influenced by technology, the political environment.

3.7.1. Technological Influence:

Technology plays a vital role in the products of E&E. People are going to be using smart devices as we speak. A new digital age is being created by the constant growth of robotics and artificial intelligence. This has led to continuous development in the energy and environment sectors.

3.7.2. Impacts of Pandemic:

The impacts of pandemics on all sectors are yet to be seen. The global economy has already been hit by a Pandemic. Most companies did not sell a single product during the pandemic period, particularly from 2020 onwards. There has been a lot of damage done to both companies in the country and abroad. During this pandemic, some companies such as VisionOne had come to the brink of extinction.

3.8 Regulatory, Political, and Legal Concerns:

The electrical, electronics, and automobile industries are crucial sectors of the economy in Bangladesh. These industries face several regulatory, political, and legal concerns that impact their operations and performance. In this essay, we will examine the most pressing regulatory, political, and legal concerns facing the electrical, electronics, and automobile industries in Bangladesh.

The E&E sectors and businesses deal with a lot of legal difficulties, and they do it with extreme caution and attention to detail. To manage legal concerns, the companies maintain a distinct legal department with several lawyers and consultants on staff. The numerous political, judicial, and regulatory elements that have an impact on the energy and environmental sectors are listed as follows:

- From a business perspective, the political landscape has been mostly stable over the past few years, with certain Covid-19 concerns included. For the E&E Industry, upholding labor laws and other employment norms is a primary responsibility.
- Except for the Covid-19 days, companies in the E&E industry have enjoyed a favorable economic environment for imports and exports. It receives specific government subsidies because it exports electrical and electronic products. Import/export was one of the commercial strategies employed throughout the outbreak (COVID-19).
- Since the COVID-19 outbreak, the general public, consumers, and the government have all become more concerned about potential health and safety risks.

Contractual disputes: These are yet another important legal issues that have an effect on how these sectors operate. To avoid disputes that could result in expensive legal fights, businesses must make sure that contracts are enforceable and transparent.

A number of regulatory, political, and legal issues that affect Bangladesh's electrical, electronics, and automotive sectors have an impact on how they operate and perform. Significant regulatory concerns include adherence to safety standards and environmental rules, whereas significant political concerns include political instability and corruption. Contractual disputes and intellectual property rights are important legal issues. Companies must successfully handle these issues, ensure compliance with rules and laws, and preserve a competitive advantage in order to prosper in these industries.

3.9 Competitive Environment and Analysis:

Walton competes in a market with many well-established national and international businesses that are quite competitive. Singer Bangladesh, Transcom Electronics, and Jamuna Electronics are local rivals; Samsung, LG, and Panasonic are global rivals. Due to the intense market competition, businesses constantly innovate and enhance their products to stay one step ahead of the pack.

Analysis of Walton:

- **Product Diversification:** One of Walton's primary benefits is its capacity to provide a broad choice of goods. The company offers a wide variety of products, including mobile phones, home appliances, televisions, and refrigerators, that appeal to many market segments. Walton was able to gain a sizable market share in Bangladesh thanks to this product diversity.
- **Strong Distribution Network:** Walton has a robust distribution network, with over 10,000 dealers and sales centers across the country. The company has also expanded its reach through e-commerce platforms, enabling customers to purchase products online.
- **Brand Perspective:** The business has a devoted clientele thanks to its emphasis on cost, quality, and after-sales support. However, it continues to struggle with establishing brand recognition and confidence in foreign markets.
- **Innovation and R&D:** Walton has made enormous investments in R&D to stay one step ahead of the competition. The company has introduced a number of brand-new products with cutting-edge technologies, like voice-activated televisions and solar-powered air conditioners. Walton has been able to distinguish out from the competition and attract new customers by putting an emphasis on innovation.

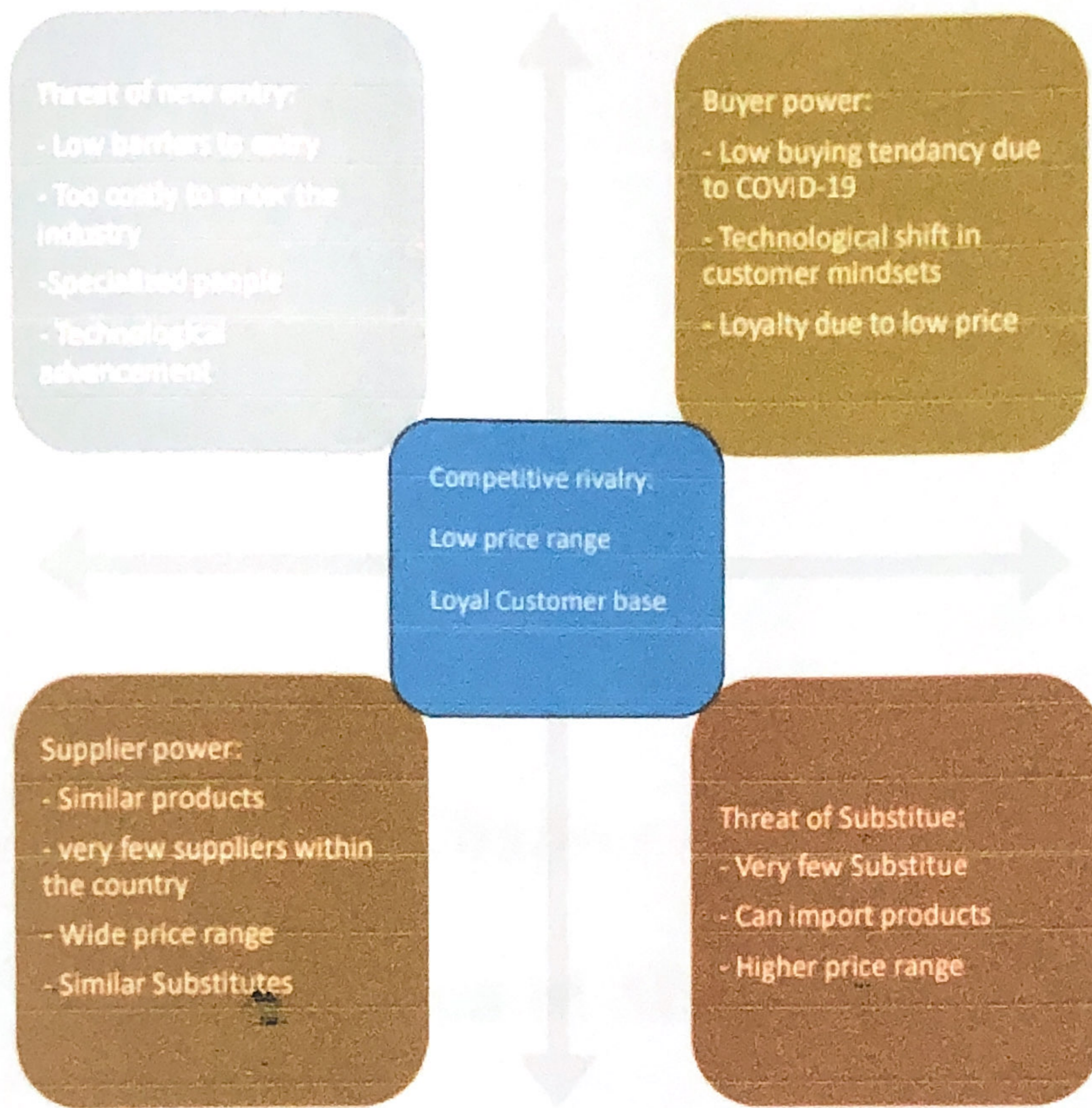


Figure 2.4: Competitive Analysis

Chapter 4:

Description of Main Duties

4.1 Typical working day:

Working days: Saturday – Thursday

Working Time: 9:00 AM – 6:00 PM

Main office: Bashundhara R/A, P.O: Khilkhet, P.S: Vatara, Dhaka 1229

Factory: Chandra, Gazipur

Lunch: 12:30-2:30 PM

4.2 Major Responsibilities:

As an intern, I was assigned to many tasks related to logistics and sales. These are shown below-

4.2.1 Logistics and Supply Chain:

The logistics team was in charge of all supply planning, from confirming orders to delivering the product to distributors. Besides, the logistics team carried out a number of tasks such as: delivering invitations and recommendations, issuing entrance passes, coordinating requirements for branding, or carrying out several additional tasks.

Among these my tasks were –

- Updating distributor files: I was given the responsibility of updating the distributor's files.
- Analyzing reports: I had to monitor reports created by the managers and then identify the major issues and report them to the logistics department.
- Others: I have also helped in generating reports on sales performance, providing insights based on the reports, coordinated with some branding tasks, etc.

4.2.2 Sales (Kisti Kreta Surokkha):

Sales team was responsible for meeting the daily, monthly, and yearly sales target and other sales Processes.

Kisti Kreta Surokkha:

"Walton Kistir Kreta Surokkha" is an installment program offered by Walton, a multinational conglomerate company headquartered in Bangladesh. **This program provides customers the facility of paying in installments for a product. Also if they are a regular payer of the installment, then by this time if accidentally the customer dies, then a nominee of the**

customer will be provided an amount of money. This amount can vary and the range is 50,000 to 3,00,000. The program also includes free after-sales service and support, ensuring that customers have a smooth and hassle-free experience with their Walton products. The exact terms and conditions of the "Walton Kistir Kreta Surokkha" program may vary depending on the product and the country of purchase.

No.	Product Range (BDT)	Price	Customer/ nominee Age Range	Type	Monetary benefits (Customer)	Monetary benefits (Customer's Family)
1	0-50000		18-65	Running	50000 BDT	25000 BDT
2	50001-100000		18-65	Running	100000 BDT	50000 BDT
3	100001-150000		18-65	Running	150000 BDT	75000 BDT
4	150001-200000		18-65	Running	200000 BDT	100000 BDT
5	200001-250000		18-65	Running	250000 BDT	125000 BDT
6	250001-Higher		18-65	Running	300000 BDT	150000 BDT

If any customer dies then from their running account if one installment is overdue, then the customer will be paid the money.

This was a recent company project which was heavily successful. I was assigned to the department which is working on the project closely.

Among these, my responsibilities were

- Get knowledge about the company's sales activities and how they improve and expand the company's products and services.
- Got detailed knowledge about one of the company's projects named "Kisti kreta shurokkha"
- Attended several meetings with the company supervisor to discuss the progress of the recent project that will be responsible for increasing sales.
- Distributed cards to the customers.
- Update the online sheets daily.
- Track issues of any customer and let the supervisor know about them for further maintenance.
- Got knowledge about how the courier service and supply chain works in a company.
- Studied different sales centers and how many products are sold to the customers.
- Monitor the daily sales and distribution of the products.

4.2.3 Practical Work Experience:

I can also share a story from my work-life experience. There was a day when I was at my desk and suddenly a phone call came to me. It was from a customer. On the other side, someone was saying that a customer died because of a health issue. So they are seeking help because the customer bought a mobile phone but didn't pay the whole money.



So, after this issue, a team was sent there to verify the issue. I was there with the team. So we went there and came to know that, Jalal Faraji, a farmer of Bhawla village of Belabo upazila of Nursingdi, bought a smartphone from Walton Plaza in installments with a down payment of only 2 thousand 500 takas. He died due to illness after paying one installment. In this context, Walton Plaza stands beside the helpless family. The authorities have waived all remaining installments. Financial assistance has been provided to the family. They got this benefit under Walton Plaza's 'Installment buyers and family protection policy'.

Incidentally, Walton Plaza has taken a groundbreaking initiative called 'Installment Buyers and Family Protection Policy' for customers buying products in installments. Under this, Installment Protection Cards are being given to those who buy goods in installments from any Walton Plaza in the country. Walton Plaza is providing assistance from Tk 50,000 to Tk 300,000 on the basis of the product price in case of the death of the buyer while the installment is in progress and Tk 25,000 to Tk 150,000 in case of the death of a member of his family. In this case, the remaining money is given to the buyer or his family after adjusting the unpaid installments of the respective

products. In this situation, Walton Plaza stands by the family of the deceased customer under the 'installment buyer and family protection policy'. 50 thousand rupees have been given to the family of deceased installment buyer Jalal. After paying the remaining installments of 8 thousand 782 takas, the family received 41 thousand 218 takas in cash.

It was a good experience while I was at work because the amount of joy I saw in the face of the family members, melted my heart. They didn't expect it. This "Kisti Kreta Shurokkha" Process is doing a good job in lower middle-class family peoples. People are comfortable paying in installments.

4.3 Work Interaction:

During my internship period I had to interact with the Sales and Marketing Officers and Logistics monitor, Sales Managers, Deputy Head of Sales, and additional Director of Export in my daily work routine.

Besides I had to interact with the distributors, showroom managers, and other employees. Also, I had regular interactions with the Human Resources Department for reporting purposes. Most of the interactions were face-to-face or via phone calls.

4.4 Working tools:

During my internship period I have worked on several tools and software. These are describing below-

HRMS:

It is a tool built and monitored for the company's purpose only. In this software all the company data is available and I had to work here to monitor the regular sales.

ORACLE:

It was used for all the logistics work. It is basically software that provides all the business applications for managing and automating business processes.

Excel:

It is vastly used for all sorts of sales reports. I used this for creating, editing, and analyzing the reports.

Chapter 5:
Analysis

4.1 Company Level Analysis

Company with a diverse portfolio of products and services, it is important to consider the strategic implications of the company's performance and its ability to adapt to a changing market environment.

The company's revenue over the last five years has shown a steady growth rate, with a total revenue of \$1.2 billion in 2017, \$1.5 billion in 2018, and \$1.8 billion in 2019, representing a CAGR of 10.2%.

The company's market position is strong, with a number of key products and services that are well-established in the market. The company's focus on innovation and customer service has helped it maintain a competitive edge in the market. The company's production capacity is 10 million units, which is in line with the demand of the market. The company's financial performance has been strong, with a profit margin of 15% and a return on equity of 20%.

Chapter 5: Analysis

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5.1 Company Level Analysis:

As a company with a diverse portfolio, it is important to conduct a sales analysis at the company level to understand how each sector is performing and identify opportunities for growth.

One way to analyze sales at the company level is to look at revenue growth trends over time. In the past few years, Walton has experienced strong revenue growth, with total revenue increasing from BDT 142.8 billion in 2017 to BDT 225.2 billion in 2020, representing a CAGR of 16.8%.

In Bangladesh, The group Walton has increased to include a number of other international companies operating in the transport, Consumer Products, and several special research and development facilities around the world. It operates many manufacturing sites, covering more than 750 acres of land and employing over 35,000 people. In line with the demand of the market, Its annual production capacity is 10 million units. Walton is the world's leading professional manufacturer of electrical devices, having developed a reputation for being able to make these items in the more competitive way possible with regard to innovation, quality, design, or cost.

WHIPLC started in 1977 when it produced compressors, fridges, air conditioners, and freezers as well as consumer electronics products prior to entering other markets such as TVs, homes, and electronic appliances at the beginning of 2008. Walton & Marcel became the leading and highly regarded brand thanks to its high production capability, better products, aggressive pricing policy, broad distribution network as well as rapid after-sales service in the E&E industry in Bangladesh.

As a result, both companies have swiftly grown market shares and become key players in the energy and environmental markets in Bangladesh. Apart from refrigerators, freezers, air conditioners, and compressors, TVs are produced by WHIPLC. Walton has a market share of 75 % in refrigerators, 50 % in televisions, and 20 % in air conditioners.

For example, the COVID-19 epidemic has significantly affected consumer behavior and the world economy. In response, Walton has adapted its sales and marketing strategies to meet changing customer needs, such as increasing its online sales channels and offering contactless delivery options.

In conclusion, conducting a sales analysis at the company level is crucial for identifying areas of strength and weakness and developing strategies to drive growth. By analyzing revenue growth trends, sales by sector and product, sales by region, and external factors, Walton can make data-driven decisions to improve its sales performance and achieve its business goals.

5.1.1 Discount policy:

- If a customer makes full payment within two months, then he will get the product at a cash price.
- If a customer makes full payment in a month, then he will have to pay cash price and get a lump sum discount.
- Discount is Depend on the distance of the customer's distribution house from the factory.
- When WALTON Provides transportation facilities to the customers then they get a discount and vice versa.
- If a customer makes payment within the fourth month, then he will get no discount.

5.2 Market Level Analysis:

5.2.1 Sales Performance (2017 to 2022):

According to Walton's financial reports, the company has experienced consistent revenue growth over the past few years. In 2017, Walton's total revenue was BDT 142.8 billion, which increased to BDT 170.8 billion in 2018, representing a YoY growth of 19.6%. The company continued to grow its revenue in 2019, reaching BDT 193.7 billion, representing a YoY growth of 13.4%. In 2020, and the challenges posed by the pandemic, Walton's revenue increased to BDT 225.2 billion, representing a growth of 16.2%.

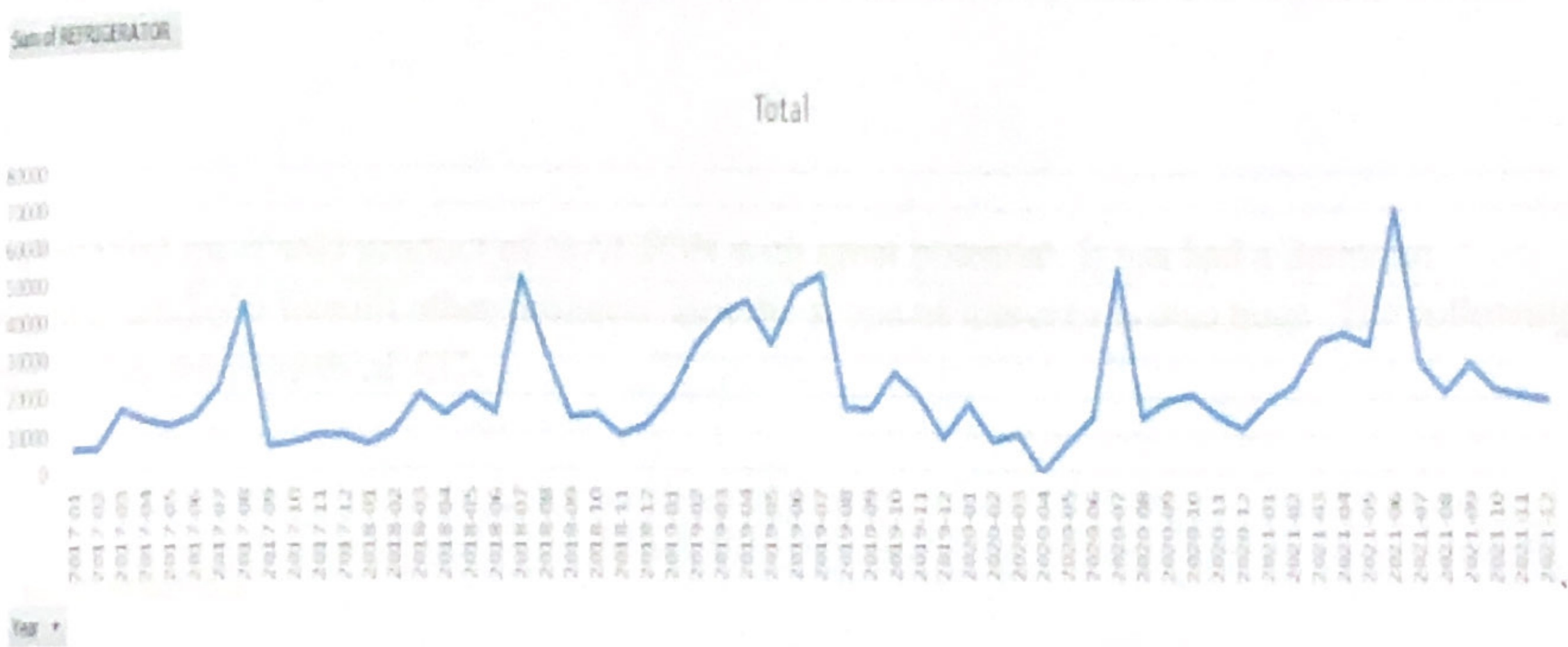
The electronics sector remains the largest revenue contributor for the company, accounting for over 80% of the total revenue in 2020. Within the electronics sector, the mobile phone segment experienced the highest revenue growth in 2020, with sales increasing by 46% compared to the previous year. Walton's sales in international markets also continued to grow, with India, Nepal, and other Asian countries becoming key revenue contributors.

The pandemic has impacted consumer behavior and the worldwide economy, which could have impacted Walton's sales performance in 2021 and beyond. The company's emphasis on innovation and growth into new markets, however, should help lessen the negative effects of the epidemic on its sales results.

In conclusion, from 2017 to 2020, Walton has consistently experienced revenue growth, with the electronics sector remaining the primary revenue contributor. The company's focus on innovation and expansion into new markets may help drive further growth in the future.

Refrigerator:

It's the best-selling product in Walton. Walton is the 2nd most popular brand across Bangladesh. Since 2019, the sector has been growing at an enormous rate. The overall number of sales was 362869 in 2019, which fell significantly because of the pandemic in 2020, but then got back on its feet in 2021. The growth rates of the refrigerator sector are shown in the following graph.



TV:

It has a lot of potential in the market. WALTON started to grab a hold of this sector by introducing smart TVs and many more new features. The following graph shows the growth of TV-

Sum of LED TELEVISION

Total

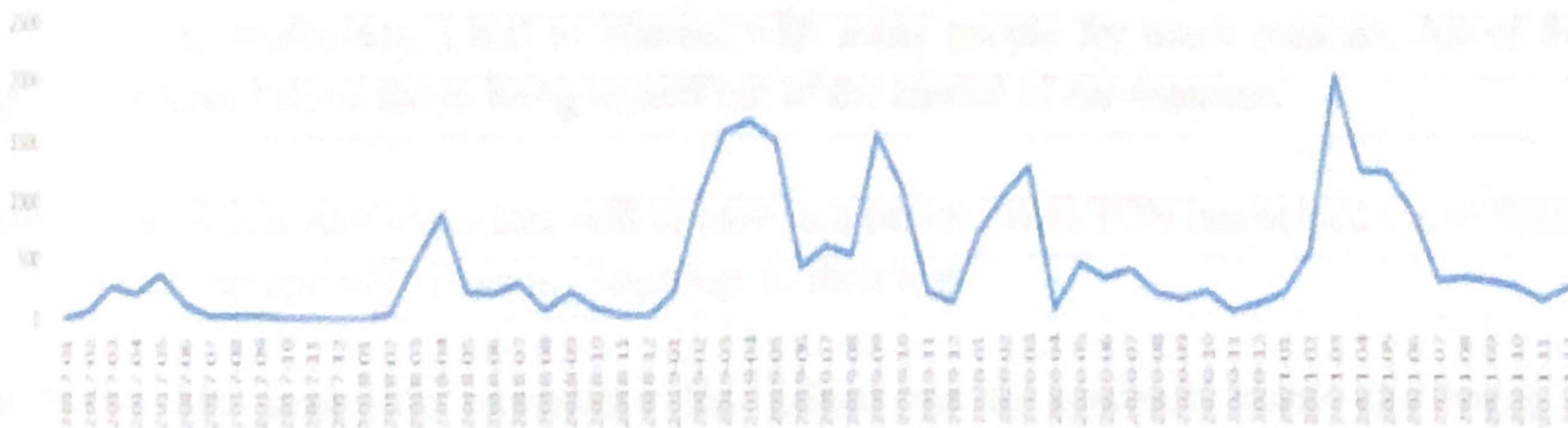


AC:

It is the third most sold product of WALTON with great potential. It has had a dramatic growth since 2019 like all other products. But the scope of this area is also huge. The following graph states the growth of AC-

Sum of AIRCONDITIONER INDOOR

Total



5.2.2 Effects of the Pandemic:

I've been trying to analyze the underlying patterns of sales data and explain them. According to their data, the seasonality of spring until 2019 breaks down in April 2020 because of a pandemic and has crept up gradually towards the end of time series records. WALTON must have had a tough time here, too, as is the case for many businesses. Even there was a time when the sales were totally null. Fortunately, in 2021 they were able to overcome their difficulties and achieve a significant increase in their sales value.

I saw that during and following the pandemic of Covid-19, consumers have changed their purchasing behavior. This does not mean that the year 2022 will go exactly according to plan. Because there's a chance that people's purchasing habits are going to be similar to what they were before the pandemic if things return to normal.

5.3 Professional Level Analysis:

During my internship tenure I have learned many things from the organization and also got many opportunities to apply my learnings at work. Things that I have learned and improved during my learning are mentioned below-

Communication: I have had difficulties in communication since the beginning of my student life. But in my workplace, I had to interact with many people for many reasons. All of these experiences have helped me to bring myself out of the barrier of nervousness.

Team Work: It is a very important skill to have as a person. WALTON has helped me to flourish as a team member and contribute my learnings to their team.

Flexibility: My internship experience has helped me to approach many challenges and difficulties with a positive mindset. It also helped me to work on my proactiveness, patience, adaptability, and other skills.

I also got many opportunities to contribute my learnings to their team. I have used my understanding of sales and marketing to analyze their organization, work processes, and other strategies. I also used my skills in data science and coding languages in sales forecasting. It helped me to understand the statistical models better and apply them in real-life projects.

Change in Dimensions

The product's dimensions change over time in the marketplace. This is because the product is subject to wear and tear, which changes the shape. The manufacturer can control the rate of change by using different materials or by changing the design. The product's dimensions are also affected by the environment, such as temperature and humidity. The manufacturer can control the rate of change by using different materials or by changing the design.

Product Design

The product's design is a key factor in its success. The design should be simple, functional, and easy to use. The design should also be aesthetically pleasing. The manufacturer can control the product's design by using different materials or by changing the design. The product's design is also affected by the environment, such as temperature and humidity. The manufacturer can control the rate of change by using different materials or by changing the design.

Product Quality

The product's quality is a key factor in its success. The quality should be high and consistent. The manufacturer can control the product's quality by using different materials or by changing the design. The product's quality is also affected by the environment, such as temperature and humidity. The manufacturer can control the rate of change by using different materials or by changing the design.

Chapter 6: Findings

Change in Demand:

Due to the pandemic a significant change can be seen in the electronics demand. There has been a huge shift in consumer income and taste which triggered this shift. The world economy has been affected by this situation which is why every industry is going through change. WALTON also faced dramatic shifts in demands from 2020. Sometimes demands are close to nothing the moment it reaches its peak.

Product Design:

WALTON's target customers are mainly lower-middle-class people, which is why product pricing and designing are done according to their tastes. But now WALTON is increasing its target customer range and making products for all types of people. But the problem arises as these products' availability is lower. For example, they have a huge number of floral designs on refrigerators but have very few solid-color refrigerators due to lower production. But market Demand for solid color products is higher than for floral designs.

Product Display:

Distributors are facing problems due to backdated designs but when it comes to the alignment of their products, they are keeping the backdated designs in the front and the new designs in the back. Now if a customer with a solid color taste comes inside and sees the floral backdated designs first then there is a chance that they will leave the showroom without visiting the rest of the parts of the showroom.

Chapter 7: Recommendations

Recommendations:

- As WALTON is trying to go for the paper-free organization they can start their attempt by digitalizing the ordering process. For this purpose, they can use very familiar tools like Google Forms. They can ask their distributors to fill out the forms for ordering. This tool will then easily be incorporated with Excel files.
- They can take proper measures to build effective communication among the departments. As an organization, several departments need to work together in harmony. The sales team needs to establish a more effective communication process to provide a healthy and efficient work environment.
- Can arrange different programs to boost employees' self-esteem and technical skills. It is very important to become tech-savvy in today's generation. For that reason, not only making skilled employees are important but it is also very important to build a technological mindset among the employees.
- Product design is quite backdated for which customers may lose interest in WALTON's product. WALTON has great potential to grab the market of higher-middle-class or higher-class people. But in order to do that they need to change their product design and also increase the production of these products if possible.
- They should change their production according to demand for specific products.

Chapter 8: Conclusion

Conclusion:

Bangladesh's E&E industry is developing quickly as the nation's economy expands and its citizens' living standards rise. According to a recent survey performed by BUILD, over BDT 12.0 billion has been spent in the electronic home appliance assembling and manufacturing sector, employing over 10,000 individuals. The E&E industry's main goods are televisions, refrigerators, and air conditioners. The BUILD study concentrated on a few sub-sectors, attempting to comprehend the present market scenario, consumer preferences, the influence of market segmentation, evaluate rivals and explain strategy and risks for each of the sub-sectors.

WALTON is a key player in a brand-new competitive market. WALTON adjusts itself on a regular basis in order to remain competitive and a leader in the high-tech area. When a statement is properly set up, realistic conditions constantly differ from cortical conditions. During my tenure at WALTON, almost all of the workstations were determined at some point. Their marketing strategies help them to stand out in the market. During the post-pandemic situation, they successfully managed to overcome their loss and had tremendous growth. It can be said that WALTON is on its way to be one of the top brands in Bangladesh.

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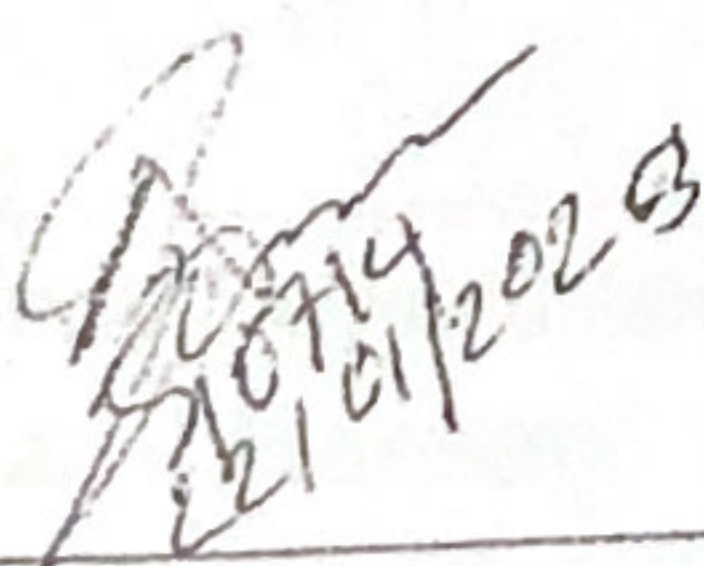
Weekly Overview of Internship Activities

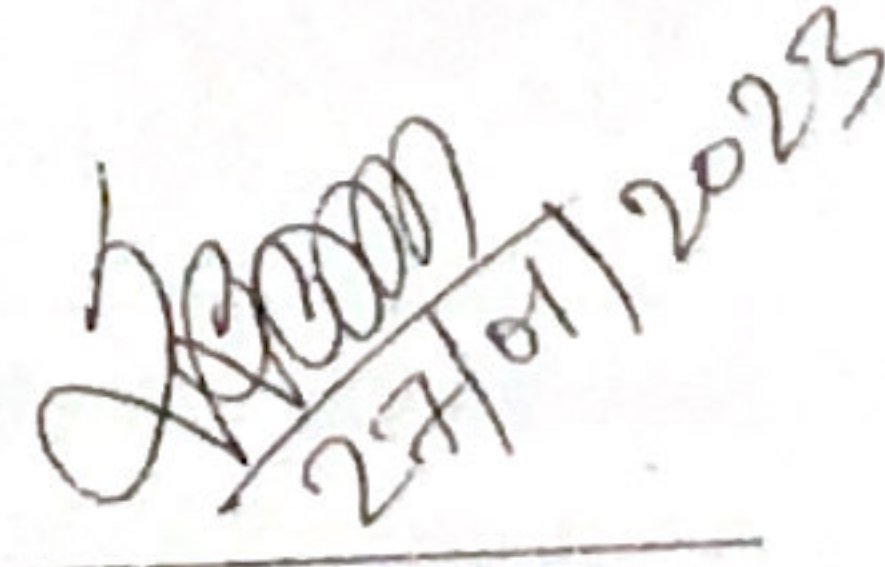
Week: 1st week

Date: From 14 January 2023 to 19 January 2023

List of activities:

1. Introduction to the company culture and knowledge about the company.
2. Got the opportunity to learn about the company's own software that is used to track the amount of sales.
3. Measure how many products are being sold to different outlets in different locations (Plazas).
4. Got the knowledge about one of the company's project named "Kisti kreta shurokkha"
5. Attended meetings with the team supervisors and got many insights.
6. Getting in depth knowledge about how to increase and maintain sales for the company.


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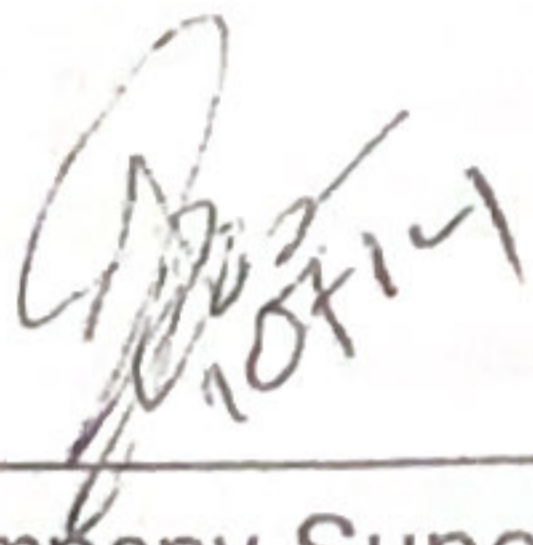
Weekly Overview of Internship Activities

Week: 2nd week

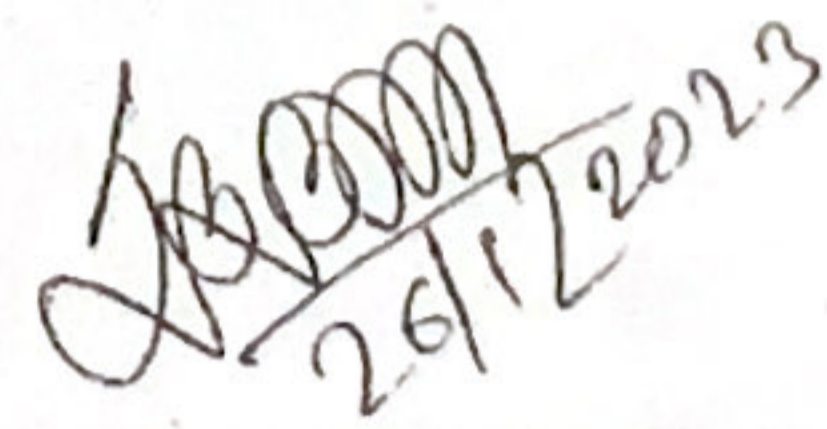
Date: From 21 January 2023 to 26 January 2023

List of activities:

1. Get the knowledge about the company's sales activities and how they improve and expand the company's products and services.
2. Got the detailed knowledge about one of the company's project named "Kisti kreta shurokkha"
3. Attended several meetings with the company supervisor to discuss the progress of the recent project that will be responsible for increasing sales.
4. Had a feedback session with team supervisors and got many insights.
5. Visited the store room of the company where the inventories come and then delivered to the preferred destination.



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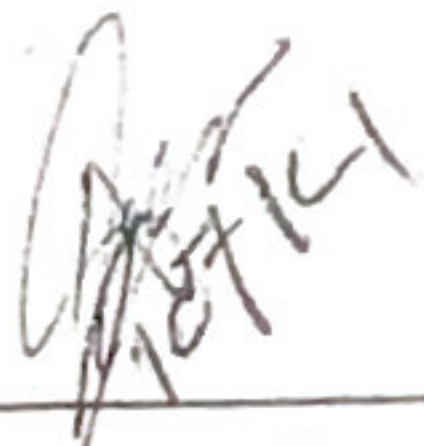
Weekly Overview of Internship Activities

Week: 3rd week

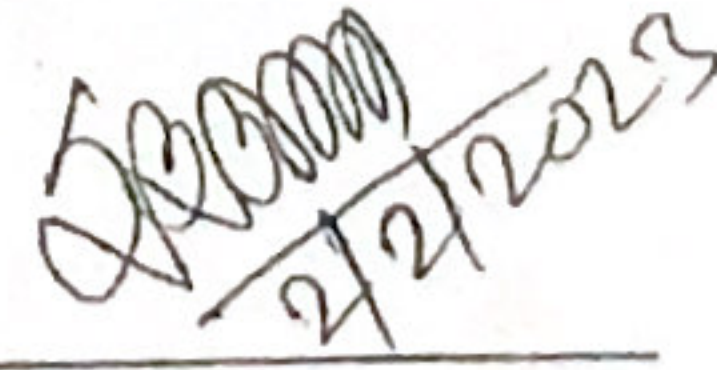
Date: From 28 January 2023 to 2 February 2023

List of activities:

1. Printed the kisti kreta cards that will be given to the customers for their future installment process.
2. Monitored how much sales increased during the month.
3. Helped the team in communicating with the sales distribution center and plazas.
4. Had a feedback session with team supervisors and executives of the audit team.
5. Had to find out the error in the details of customer info and note it down in the sheets so that information can be updated accordingly.



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Walton Group



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Weekly Overview of Internship Activities

Date: From 4 February 2023 to 9 February 2023

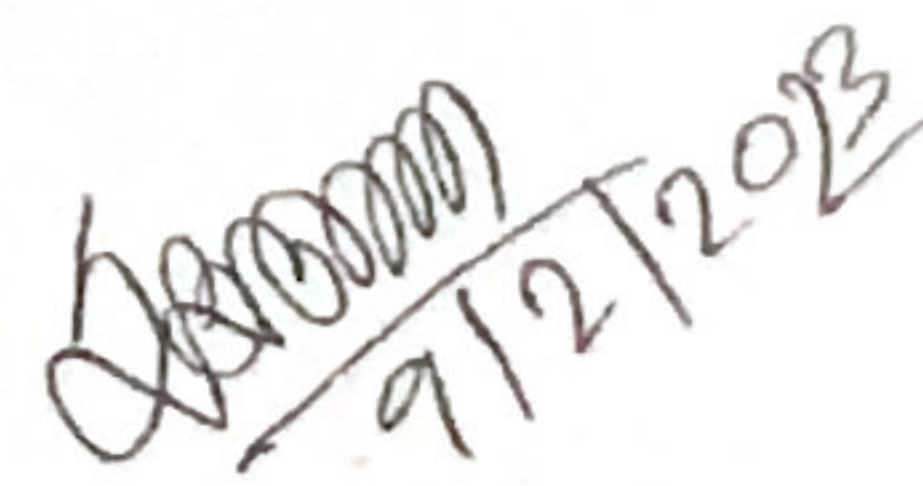
Week: 4th week

List of activities:

1. Checked the customer details if the data is matched with the national ID number.
2. Checked If the customer has any nominee for the installment process. If there are no nominees then the customer's family will not get any money from the company.
3. Detected the unprinted cards and found out what was the error in them.
4. Feedback sessions with team supervisors and meetings with members to determine how the process can be improved.
5. The website of the project was updated and the workings on monitoring got easier because of this.



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9/2/2023

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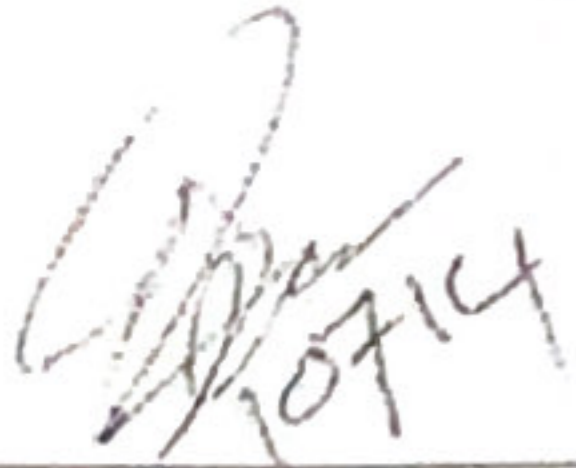
Weekly Overview of Internship Activities

Week: 5th week

Date: From 11 February 2023 to 16 February 2023

List of activities:

1. Collaborated with the distribution department of sales.
2. Helped the distribution department to fill up forms of the products that will be used for renewing the licensing process by Bangladesh Television.
3. Attended meetings about the progress of the recent project.
4. Studied about different sales centers and how many products are sold to the customers on a daily basis.
5. Feedback sessions with team supervisors and meetings with members to determine how the process can be improved.



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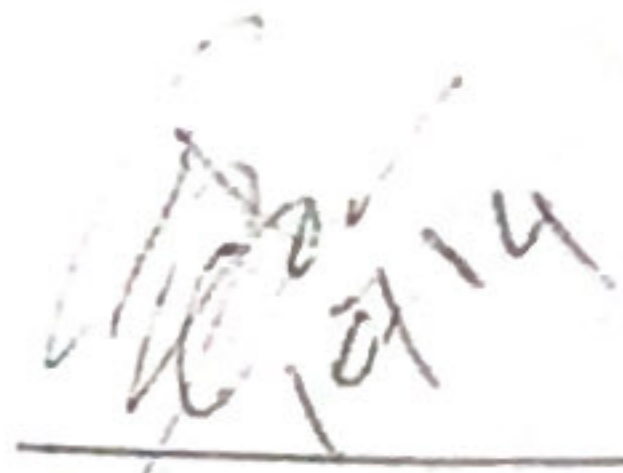
Weekly Overview of Internship Activities

Week: 6th week

Date: From 18 February 2023 to 23 February 2023

List of activities:

1. Worked with the distribution team for the insurance and licensing the products of Walton.
2. Helped the distribution department to fill up forms of the products that will be used for renewing the licensing process by Bangladesh Television.
3. Printed cards of the customers that will use as a insurance card with the help of the machines
4. Studied about different sales centers and how many products are sold to the customers on a daily basis.
5. Monitor the daily sales and distribution of the products.



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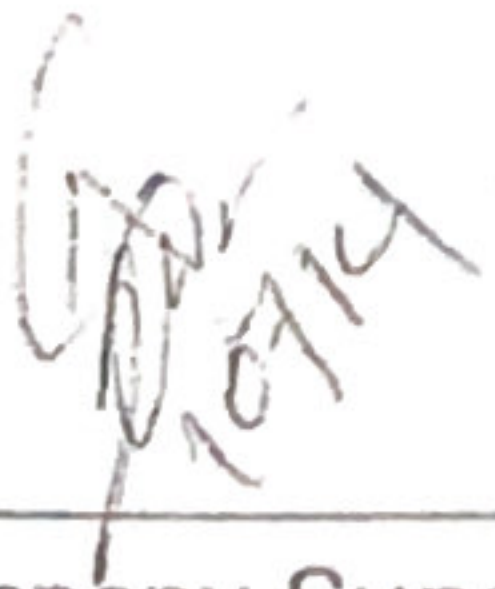
Weekly Overview of Internship Activities

Week: 7th week

Date: From 25 February 2023 to 2 March 2023

List of activities:

1. Attended meetings with the team supervisor and other members of the team about how to increase the numbers of the cards delivered to the customers.
2. Printed almost 220 cards daily which will be delivered to the customers.
3. Got knowledge about how the courier service and supply chain works in a company.
4. Studied about different sales centers and how many products are sold to the customers on a daily basis.
5. Monitor the daily sales and distribution of the products.



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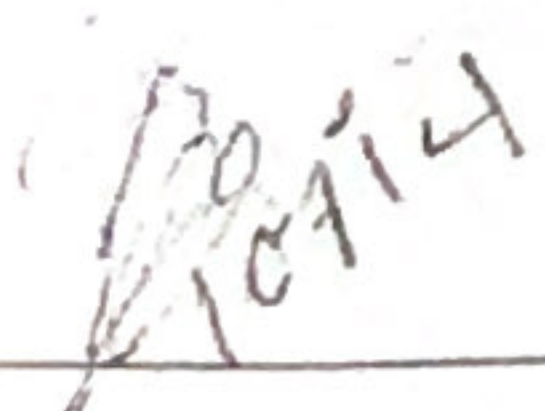
Weekly Overview of Internship Activities

Week: 8th week


Date: From 4 March 2023 to 9 March 2023

List of activities:

1. Monitor and print the cards for the customer that will be distributed to the plazas.
2. Printed almost 220 cards daily.
3. Attended various programs and occasions in the office and got to know the company culture and the employees.
4. Monitor the daily sales and distribution of the products.



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Weekly Overview of Internship Activities

Week: 9th week


Date: From 11 March 2023 to 16 March 2023

List of activities:

1. Attended meetings with team members and supervisors about the progress of the project.
2. Update the drive folder of outgoing cards on a daily basis.
3. Attended some occasions and seminars in the office and got some valuable insights.
4. Monitor the daily sales and distribution of the products and update it to the online drive.



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Weekly Overview of Internship Activities

Week: 10th week

Date: From 18 March 2023 to 23 March 2023

List of activities:

1. Make excel sheets and keep track of how many cards are on hand on a daily basis.
2. Deliver the cards to the customers division wise.
3. Attended meetings with the team supervisors and the team members.
4. Studied about different sales centers and how many products are sold to the customers on a daily basis.
5. Attended some company events there and got some insights.



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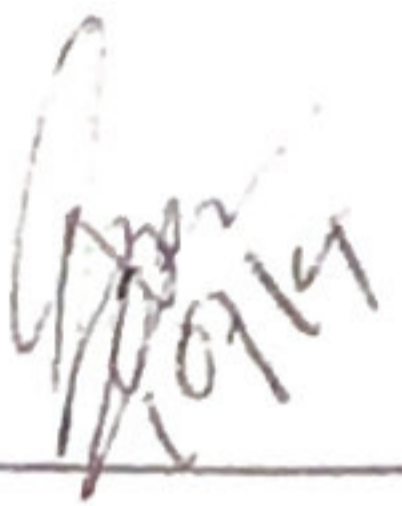
Weekly Overview of Internship Activities

Week: 11th week

Date: From 25 March 2023 to 30 March 2023

List of activities:

1. Some new employees got recruited to the department and supervised them on how things work here.
2. Help the new employees to get their work done on a daily basis.
3. Distributed cards to the customers.
4. Update the online sheets and monitor the data of sales.
5. Track issues of any customer and let the supervisor know about it for further maintenance.



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Weekly Overview of Internship Activities

Week: 12th week

Date: From 1 April 2023 to 6 April 2023

List of activities:

1. Have to work with Illustrator for some editing purposes and help the team members.
2. Print the cards that will be distributed to the different sales centers.
3. Monitor the card in hand on a day to day basis.
4. If any customer has any issue or problem regarding the issue then inform the team leader and contact the plaza executives and try to solve the problem.
5. Update the online sheets and track how many people are getting the cards or not.
6. If any customer info is wrong then note it down to the spreadsheet for further updates.



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