

Internship Report

On

“Sales Operations and Marketing Activities at Energypac Electronics Ltd.”



ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)
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Submitted to:

Islamic University of Technology

In partial fulfillment of the requirements for the degree of

BBA in Business and Technology Management (BTM)

Submitted by:

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 the release of my final report to any reader upon request.

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Letter of Transmittal:

12th May, 2023

Shobnom Munira

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Subject: Submission of Internship Report.

Respected Madam,

I hereby submit the Internship report titled “Internship Report on Sales Operations and Marketing Activities at Energypac Electronics Limited” which is a part of the internship program. It was a great achievement on my part to work under your direct guidance.

While preparing this report, I have tried my best to portray the condition of the company and reflect on my personal experience at the organization. The opportunity to work at Energypac Electronics Limited has opened the possibility of learning about corporate field operations and growing personally. It was a great experience working there and preparing this report under your supervision. If required, I will be available for any further clarification.

I will be highly obliged if you kindly accept this report and provide me with any kind of expert judgement or feedback you may have. It would be a huge success for me if you find this report informative or useful in any way.

Sincerely Yours,

Saima Mehzabin

ID: 180061111

Department of Business and Technology Management

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Declaration:

I, Saima Mehzabin, a student of the Department of Business and Technology Management at the Islamic University of Technology, affirm that I have independently prepared this report on Energypac Electronics Limited with the guidance of my supervisor, Assistant Professor, Shobnom Munira Ma'am. I did not intentionally violate any copyright laws, and the work is original to the best of my knowledge. Additionally, I declare that the report has not been submitted to any other organization or institution for any degree or certification.

Saima Mehzabin

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Department of Business and Technology Management

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Acknowledgement:

I am deeply grateful to all of the individuals whose relentless work and encouragement allowed me to complete this report. Their advice and support were very valuable in getting this report accomplished.

I would like to start by expressing gratitude to Allah for giving me the capacity, endurance, and tenacity to carry out my duties as an intern at Energypac Electronics Limited, the subject of this report. I also want to express my sincere gratitude to Shobnom Munira Ma'am, Assistant Professor, my respected supervisor, for her unwavering support and direction throughout the procedure. My line manager at Energypac Electronics Limited, Ahasan Mahmud Bhai, owes a lot of credit for his consistent support and encouragement throughout my internship. Without their assistance, I would not have been able to wrap up my paper.

I want to convey my deep appreciation to all the members of the BTM department for their relentless dedication to making the internship program a triumph for me and my classmates. Their diligent efforts ensured the seamless amalgamation of academic concepts with practical exposure in a corporate environment.

In conclusion, I would like to express my gratitude to my family for their unwavering support in keeping me physically and mentally robust throughout the internship program. Furthermore, I would like to extend my appreciation to my colleagues for providing me with constructive feedback, invaluable advice, and constant encouragement. I would like to highlight the cordial and supportive ambiance of the workplace, which greatly aided me in surmounting various obstacles.

Executive Summary:

In this report, I attempt to present a synopsis of the three-month internship program, which was crafted to provide me with real-world professional experience. The paper clarifies my internship at Energypac Electronics Limited's Sales Operations and Marketing Department.

Bangladeshi firm Energypac Electronics Ltd develops, generates, and offers a range of electrical and electronic devices. Transformers, switchgear, energy meters, solar panels, batteries, LED lights, and other related goods are among the company's offerings. Since its origins in 1982, Energypac has risen to become one of the top corporations in Bangladesh's electrical and electronics area. The organization's headquarters are in Dhaka, and it has industrial plants all throughout Bangladesh. Energypac is acclaimed for its passion for sustainability and innovation, and it has earned several accolades for both its goods and services.

The Sales Operations and Marketing departments' main focus is to assist in generating greater revenue through innovative product ideas and capturing the market through loyal clientele. Throughout my internship, I worked closely under the supervision of the Head of Sales Operations and Marketing, Ahasan Mahmud Bhai, and gained hands-on experience in all aspects of the department's operations. I actively participated in various tasks and surveys undertaken by the department, making valuable contributions to the team's efforts.

Throughout this internship, I was capable of discovering and integrating myself into the workplace culture for three months. It added to my understanding of what it was like to work in a corporate setting, stimulating both personally and professionally. My career aspirations have undoubtedly been significantly impacted by this. It revealed to me my progress, discovery, and accomplishment.

At the report's commencement, I included information on the company overview, company analysis, industry analysis, etc. I then went on to discuss my responsibilities and tasks as an intern. Finally, I provided analysis at several levels, including firm, market, professional, etc.

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Chapter 1

Introduction

1. Introduction:

This report is an essential component of the Internship 4800 course, which aims to share my experiences during the three-month internship at Energypac Electronics Limited. The internship's intention was to get confronted in the field and apply the theoretical knowledge I had learned in my courses. Through this report, I will provide an overview of the organization, specifically the Sales Operations and Marketing department of Energypac Electronics Limited. The report will cover the origin, scope, objectives, methodology, and limitations encountered during its compilation. The primary objective was to understand the operations of the Sales Operations and Marketing departments and how they achieve their goals. The report will provide insights into the corporate culture and my personal areas for improvement.

1.1. Origin of the Report:

This report has been created to meet the requirements of the internship program offered by the Department of Business and Technology Management at the Islamic University of Technology. The program aims to give undergraduate students practical exposure to the corporate world, enabling them to apply theoretical concepts learned in the classroom to real business scenarios and gain professional experience. This report is based on my 3-month internship experience at Energypac Electronic's Sales Operations and Marketing department, providing insights into the company's products, services, and the industry it operates in. Its purpose is to share my observations and learnings from the internship with the university, fellow students, and anyone interested in gaining insights into the practical aspects of the industry.

1.2. Objective of the Report:

During my three-month internship at Energypac Electronics Limited, my primary goal was to obtain a comprehensive understanding of the Sales Operations and Marketing department's operations and how it assists the company to carry out its ambitions. The purpose of this report is to demonstrate the knowledge and experience I have gained during the internship by fulfilling the following objectives:

- Outlining my three-month internship at Energypac Electronics Limited in broad.
- Outlining the tasks and obligations as an intern.
- Presenting the company's status and role in the national market, taking into account its wide spectrum of operations.
- Narrowing the gap between the implementation of theoretical information gained by means of academic study and its actual use in a business environment.

1.3. Methodology:

I have utilized both primary and secondary sources of information in the preparation of this report. Below are the sources of information that were used for this report, both primary and secondary.

Primary source:

The majority of the material in the report came from primary research, with data acquired from three key sources:

- Interactions with company personnel.
- Throughout my internship, I maintained private notes and diaries.
- I also conducted a one-to-one survey and collected data from employee personnel.

Secondary source:

Although the primary data makes up the core of this study, secondary sources also contributed significantly to the material that was given. Secondary information sources include:

- Company's website.
- Annual reports
- Research papers
- Previous internship reports
- Google search engine

1.4. Scope of the Research:

This report provides an introduction to the Energypac Group, with a special emphasis on its Sales and Marketing Department. The report aims to give readers a comprehensive understanding of the company's business operations, diverse portfolio, and work environment. Additionally, it offers insights into the infrastructure and power industry as a whole. The report also includes a detailed account of my internship experience, including the lessons I learned and recommendations I have for the company.

1.5. Limitations:

A few limitations that came to light during the preparation of this report are highlighted below:

Confidentiality: Information gathering while preserving secrecy was among the key difficulties. Information was challenging to come by since the industries are quite secretive.

Time limitations: The internship program was limited to three months, which was not enough time to fully absorb all of the expertise and insights of the organization. I have tried to get the most out of this experience despite my limitations.

1.6. Significance:

It is impossible to exaggerate the value of internships since they provide students with the chance to put their classroom learning into practice. I had the chance to learn about business culture, put my academic knowledge to use, and pinpoint opportunities for both professional and personal development during my three-month internship. My interpersonal and communication abilities have seen a substantial change, which has increased my confidence. Without a doubt, this internship has helped me become more competent and given me priceless experience that will help me in my future profession.

Chapter 2

Company Overview

2. Company Overview:

This chapter provides a concise overview of the company's history, the industry in which it operates, the products and services it produces and offers to its customers, as well as an in-depth analysis of the company's performance in both local and international markets.

2.1. About Energypac Electronics Ltd.:

Energypac Electronics Ltd (EELL) is a prominent manufacturer and supplier of low-voltage electrical accessories, recognized for its innovative solutions. As a subsidiary of Energypac, EELL has been at the forefront of driving innovation, producing a range of locally-made products such as luminaries, wiring accessories, ceiling fans, and circuit breakers.

The company first entered the market in 2005, introducing cheap and dependable energy-efficient lamps in Bangladesh. Since then, EELL has continuously challenged the limits of engineering excellence by leveraging its advanced research and development facilities. The company is committed to delivering consumer products of the utmost quality, setting new benchmarks for standards available in the local market.

2.2. Historical Background of Energypac Group:

Since its inception in 1982, Energypac has been dedicated to becoming a trailblazer in Bangladesh's power sector. The company has emerged as a leading player in the engineering and electronics industry, offering a diverse range of products and services to cater to a broad customer base. Energypac's comprehensive power solutions encompass power generation, transmission, distribution, protection, and control, which are engineered and evaluated to meet rigorous global standards of excellence.

Energypac pledges itself to provide the regional marketplace with top-notch layouts, production, and testing items and services. The company has a strong global network. The business values guarding a solid connection with its clientele at every stage of the procedure and are ready to render assistance during critical points like choices about investments, feasibility estimates, the selection of furnishings and supplies, the buyout of machinery, installation, and operation of equipment, as well as following-sales support.

Endowed with the latest technology in machinery and a highly competent team of employees, Energypac has been at the forefront of technological innovation and groundbreaking production since 1992. Energypac has a steadfast objective of providing premium service to the nation.

Energypac Electronics Limited, a branch of Energypac, produces state-of-the-art low-voltage electrical items in Bangladesh. Their exclusive product range comprises of quality wiring products,

cutting-edge lighting and luminaries, and energy-saving fans. Legrand, an acknowledged leader in the electrical and switch market far and wide, has registered the business as its authorized agent in Bangladesh. Energypac Electronics yields impeccable electrical items as well as alternatives to green energy (renewable energy) and professional lighting.

However, currently there are eleven bodies that are functioning under “Energypac Group”. The names of these entities are:

1. Energypac Engineering Limited
2. Energypac Power Venture Limited
3. Energypac Fashions Limited
4. Steelpac
5. Energypac Power Generation Limited
6. Energypac Electronics Limited
7. Energypac Infrastructure Development Limited
8. Energypac Power Venture Limited
9. Energypac Cables Limited
10. Energypac Agro
11. Energypac Motor vehicles Division
12. G-Gas



Figure 1: Entities of “Energypac Group”

2.3. Vision:

Energypac Electronics Ltd's aim is to inspire generations to come with the art of innovation in Bangladesh.

2.4. Mission:

The unwavering dedication of Energypac Electronics Ltd to provide their customers with flawless products and services is emphasized in the statement.

2.5. Goals and Objectives:

- 1) Energypac is eager to produce exceptional products that operate with low voltage or current by utilizing the latest and most advanced manufacturing equipment available.
- 2) Enhancement of sustainability.
- 3) Make eco-friendly electronic products available for commercial purposes.
- 4) Energypac is dedicated to expanding its nationwide reach by collaborating with organizations and leveraging innovative technologies to provide solutions.

2.6. Corporate Information:

Company Name	Energypac Electronics Limited.
CEO and Managing director	Engr. Nurul Akter
Legal Status	Private Limited Company
Turnover	1.62 core
Website	www.energypacelectronics.com
Hot line	16591
Number of branches	12

Table 1: Corporate Information

2.7. Departments:

Corporate Office

1. Supply Chain Management
2. Human Resource
3. Accounts and Finance
4. Audit
5. Sales Operations and Marketing
6. Business Optimization and Development
7. Retail Sales and Distribution
8. Corporate Sales
9. Project Sales
10. Green Division (Solar)
11. Logistic and Inventory

Factory

1. Unit 1 (Fan)
2. Unit 2 (Luminaries or Lights)
3. Unit 3 (Wiring Accessories)
4. Warranty
5. Research and Development
6. Admin
7. Quality Control

2.8. Management:

Energypac Electronics Limited has a significant presence in subsidiaries along with management throughout Bangladesh, with its main office situated in Novo Tower Tejgaon, overseeing all activities nationwide. The company's corporate office in Niketon, Gulshan-1, handles corporate sales and services. In addition, there are 12 branches of Energypac Electronics Limited located in Chittagong, Khulna, Rangpur, Sylhet, Bogra, Mymensingh, Comilla, Gazipur, Narayanganj, and Barishal, which cater to business operations throughout the country.

2.9. Awards and Achievements:

Name of Awards	Achievements
<p>The HSBC-Daily Star Climate Award-2011</p> 	<p>The annual event to acknowledge individuals or organizations making a significant contribution to the preservation of the environment, nature, and energy has been organized by HSBC and The Daily Star, and Energypac Electronics Ltd was awarded the "HSBC-The Daily Star Climate Award 2011".</p>
<p>National Productivity and Quality Excellence Award-2013</p> 	<p>The National Productivity and Quality Excellence Award-2013 was bestowed upon Energypac Electronics Limited for its efforts in improving the productivity and quality excellence of products in medium-level industries in Bangladesh, earning the company the first prize.</p>
<p>Bangladesh Standards & Testing Institution-2016</p> 	<p>The Bangladesh Standards & Testing Institution has granted a license for 5-star labeling of ceiling fans.</p>

Gold Medal Award



For its outstanding contribution to Bangladesh's export earnings in the fiscal year 2017-18, Energypac Engineering Limited has been awarded the National Export Trophy Gold Medal in the "electric and electronic products" category, marking the second time the company has received the award in this category. Energypac extends its heartfelt thanks to all those who have played the key in the company's prosperity and in contributing to the nation's prosperity.

Source: <http://www.energypacelectronics.com/>

Table 2: Awards and Achievements

2.10. Coverage:

Energypac Electronics is presently serving 11 significant districts in Bangladesh with the aim of reaching the country's population of 170 million. The company is looking to expand its reach further through dynamic market penetration strategies.

2.11. Products and Services Produced and Offered to Customers:

Luminaries:

Energypac Electronics Limited is a manufacturer and importer of energy-saving and durable Luminaries items for the nation. The company currently offers six segments of Luminaries products, of which three items are produced in the country while the other three items are imported from China. The six categories of Luminaries products offered by the company are:

- Led Bulb People
- Led Bulb Power
- Led Tube Light.
- Slim Panel Light
- Led Down Light
- EG Led Light
- Backup Led Bulb
- Tunable Led Bulb

Protection Devices:

Energypac offers a range of sturdy protective devices. Their line of safety devices includes:

- Legrand MCB
- Energypac MCB
- Sassin MCB
- Legrand RCB
- Legrand ACB
- Legrand SPD
- Sassin RCB

Ceiling Fan:

Energypac Electronics Limited manufactures two variants of ceiling fans, namely, the regular ceiling fan and the deluxe ceiling fan. The Energypac Ceiling Fan is a well-liked product in Bangladesh. Energypac Electronics Limited (EELL) has recently introduced two new ceiling fan models named “Venice premium ceiling fan” and “Pure-O Anti-dust ceiling fan.”

Wiring Accessories:

Energypac Electronics Limited has a range of 5 categories of wiring accessories that they manufacture, along with 3 categories that are imported. The categories of wiring accessories produced by Energypac are:

- EG series Switch and Socket
- EG-2 Series Switch and Socket
- Venice Premium line Switch and Socket (New)
- Piano Series Switch and Socket
- Elegant Series Switch and Socket
- Extension Socket

Energypac Electronics also imports a number of wiring accessories. They are:

- Belanko Series Switch and Socket
- Legrand Series Switch and Socket
- Legrand Mallia Switch and Socket

Green Solutions:

Energypac Green Division is an advisory business geared toward environmentally friendly energy sources and provides creative and notable sustainable options to address the nation's energy needs. Renewable power sources, according to Energypac, should be weighed as an essential provider of energy rather than just an option. Energypac has been involved in solar solutions for ten years and has a team of professionals who specialize in renewable energy. Energypac has effectively

completed several government and non-government projects.

Energypac Electronics green solutions are:

- SOLAR GRID TIE Solution
- SOLAR OFF GRID Solution
- Grid Tie with Backup Solution
- Solar Pump Solution
- Solar Mini Grid/ Nano Grid Solution
- Solar Thermal Solution
- Solar Street Light Solution

Since its establishment, Energypac Electronics Ltd. Has consistently strived to introduce environmentally sustainable and quality products for the country. Energypac's focus on energy saving includes:

- Green Lighting Solution
- Green Cooling Solution
- Green Drive Solution
- Green Automation Solution
- Green Renewable Energy Solution
- Green Management Solution

Solution Coverage:

- Corporate Office Banks
- Retails Stores & Showrooms
- RMG & Other Small to Medium Size Factories Hotels & Resorts
- Hospitals & Clinics
- Schools, Universities & Other Academic Institutions
- Residence

Professional Lightings:

Energypac Electronics Ltd. Has been focusing on improving its expertise in professional lighting solutions and wiring accessories for homes to enhance security, save energy costs, and control the environment. Recently, they unveiled lighting solutions that are elegant and fit for a broad

2.13. Competitive Practices:

As per the company's vision, EELL intends to continue innovating and striving toward becoming the leading provider of electronic and lighting solutions in the country. They aim to provide excellent services to current and prospective clients by utilizing all available equipment and data sources at their disposal. EELL has also taken steps to improve its competitiveness by enhancing and innovating its products and services. The company remains committed to the in-house expansion of existing and new products and identifying opportunities to offer its services for governmental projects. These initiatives enable EELL's customers to enjoy a competitive edge. The company's resources are directed toward developing eco-friendly and sustainable lighting solutions.

2.14. Organizational Chart of the Company:

Board of Directors:

Energypac Electronics Limited has a board of six directors, including one independent director and the others are serving as acting directors.

Name	Designation
Engr. Nurul Akter	CEO & Director.
Engr. Rabiul Alam	Managing Director
Enamul Haque Chowdhury	Director
Humayun Rashid	Director
Dr. Mohammad Tamim	Independent Director

Table 3: Organizational Chart

2.15. PESTEL Analysis:

The analysis of macro-environmental factors that can affect a business is done through PESTEL analysis, which is considered a valuable tool. Here is a PESTEL analysis of Energypac Electronics Limited:

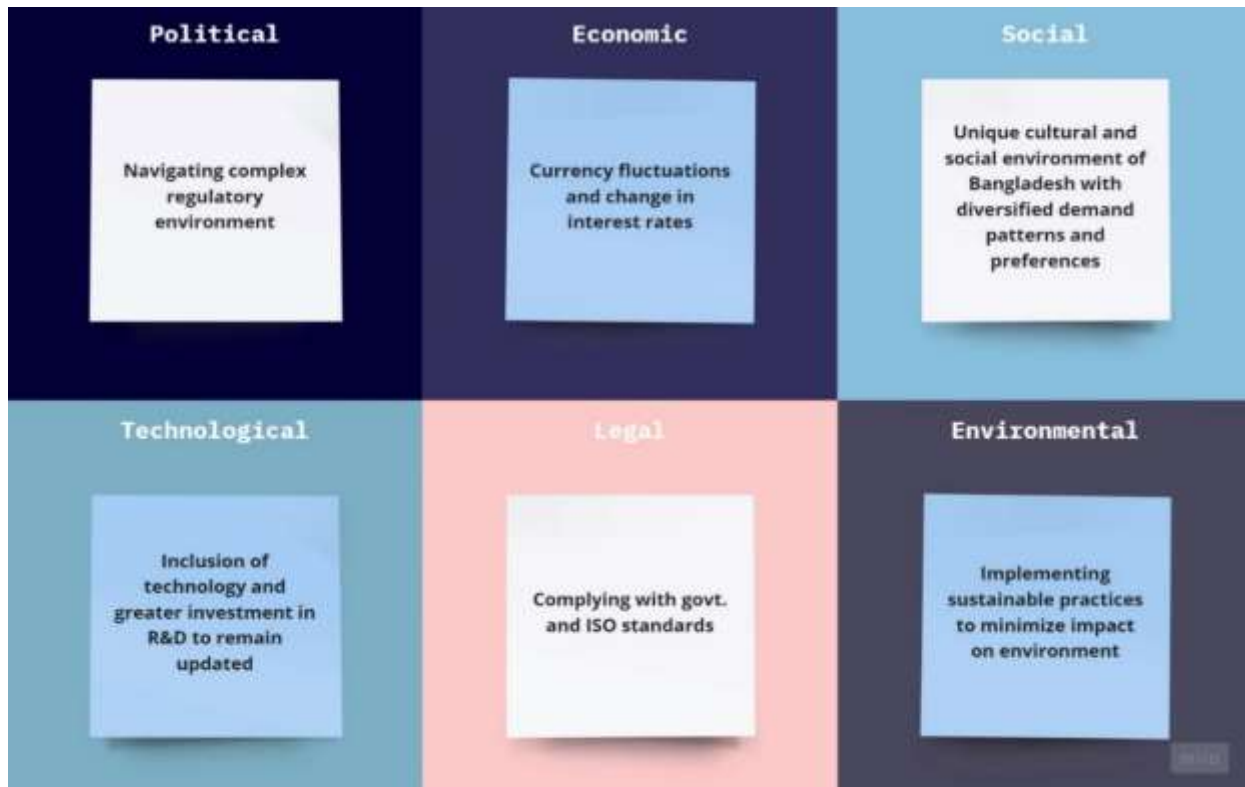


Figure 4: PESTEL Analysis

Political:

The political environment in Bangladesh where Energypac Electronics is headquartered can be unstable at times. The company has to navigate a complex regulatory environment and comply with government policies and regulations that could impact their operations. The government's regularities on renewable energy and power generation could have a strong impact on Energypac's business.

Economic:

The economic conditions in Bangladesh have been improving, which has led to increased consumer spending and investment in infrastructure development. This can benefit Energypac Electronics by creating more demand for their products and services. However, the company may also face challenges due to currency fluctuations and changes in interest rates.

Sociocultural:

Bangladesh is a diverse country with a unique cultural and social environment. Energypac

Electronics has to consider these factors when developing products and marketing strategies. The company must also address social and environmental concerns, such as the influence of its operations on the environment and the betterment of locals.

Technological:

The operations of Energypac Electronics are influenced by technological advancements, as it functions in the technology industry. To maintain its competitiveness, the company must stay abreast of the latest industry developments and invest in research and development.

Environmental:

Energypac Electronics is involved in the energy and power generation industry, which can have a significant impact on the environment. To adhere to environmental regulations and reduce its environmental footprint, Energypac Electronics Limited must implement sustainable practices.

Legal:

The company is obligated to adhere to both national and international policies and regulations that pertain to its operations. It must also safeguard its intellectual assets and ensure that its products and services are not in violation of any legal regulations.

In conclusion, Energypac Electronics Limited must take into account these macro-environmental factors and adapt its strategies accordingly to remain competitive and grow sustainably.

2.16. SWOT Analysis:

Conducting a SWOT analysis is crucial for any company to identify the key factors that are critical for the company's operations in both its internal and external environments. By examining internal factors, a company can identify its strengths and weaknesses, while external factors help to understand potential risks and opportunities. Energypac's SWOT analysis is as follows:

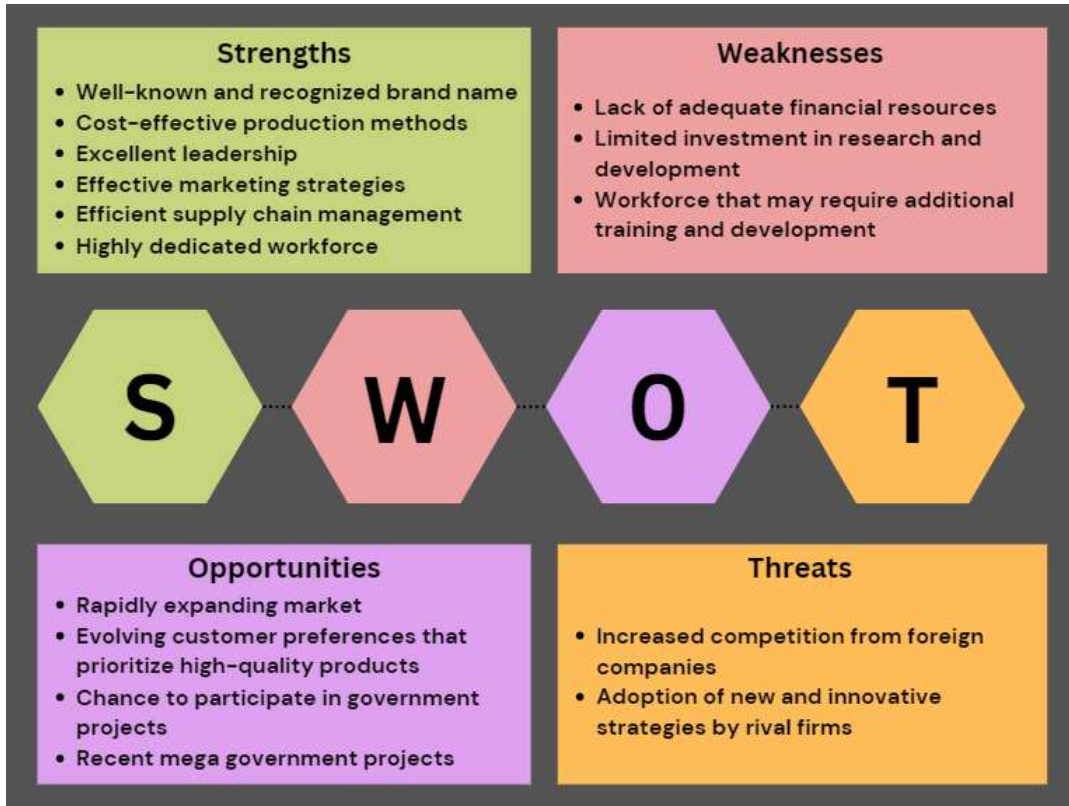


Figure 5: SWOT Analysis

Strength: Energypac Electronics has several significant advantages including a well-known and recognized brand name, cost-effective production methods, excellent leadership, effective marketing strategies, efficient supply chain management, and a highly dedicated workforce.

Weakness: Energypac Electronics faces several significant challenges such as a lack of adequate financial resources, limited investment in research and development, and a workforce that may require additional training and development.

Opportunities: Energypac Electronics has several potential avenues for growth, including the rapidly expanding market, evolving customer preferences that prioritize high-quality products even if they come at a premium price, and the chance to participate in government projects. Energypac Electronics involved in a number of recent mega government projects. For instance, street lights in Padma Bridge, Metro rail are all contributed by EELL.

Threats: Energypac Electronics faces several potential threats, including increased competition

from foreign companies like Singer Electronics, as well as the adoption of new and innovative strategies by rival firms.

2.17. Porter's Five Forces:

Porter's Five Forces is an approach to quantify an industry's competitive climate, by examining five factors that impact a company's profitability and competitiveness, which can assist in identifying both the strengths and weaknesses of the industry. These forces are utilized by companies to develop strategies that take into account the formation of the industry. Below the analysis of Porter's Five Forces has been done for Energypac Electronics Ltd.

Internal Competition:

There is intense competition among current rivals in the market, with Energypac Electronics facing numerous competitors such as Walton Electronics, Super Star Group, Pran RFL Group (Click, Blaze, Vision), Transcom (Transtec), Jamuna Electronics, ACI (Sparkel), PASA, BRB, Paradise Group, OSRAM, Edison, Tongi National Electric, Conion, and many others.

Threat of Substitutes:

Energypac Electronics faces significant threats from substitute products, particularly in the ceiling fan manufacturing industry where there are many competitors. The market is saturated with numerous low-quality ceiling fans that serve as substitutes for Energypac's products.

Threat of new entrants:

Energypac Electronics faces significant threats from new competitors in the electronics market, as several new brands like "Best Electronics Ltd." have emerged recently in Bangladesh. To counter this threat, EELL should consider diversifying its product line to include items like refrigerators, air conditioners, and televisions, which are being offered by many of these new electronics companies. However, rather than just centering attention to wiring accessories and luminaries, Energypac can capture the market with innovative products in their existing product line.

Power of Suppliers:

In market settings, vendor partners have an enormous amount of negotiating power, as they aim to obtain products at the minimal cost. As Energypac Electronics products are relatively high-priced, they face a risk of dealers having significant bargaining power.

Power of Buyers:

Customer attempting to negotiate power is strong for EELL. Recognizing that EELL's product pricing is above the market's rate. Customers will thus wrangle over the pricing of the goods. Customer negotiating power is strong for EELL. Customers have tremendous negotiating leverage with Energypac Electronics because of the high cost of its goods in comparison to competing items on the market. Customers may so bargain with the business to get better deals on its goods.

Chapter 3

Industry Analysis

3. Industry Analysis:

A synopsis of the whole electronics sector, including its size, growth patterns, maturity, seasonality, etc., has been provided in this chapter. The competitors of Energypac Electronics Ltd as well as its competitive advantages have been mentioned in this chapter.

3.1. Industry Size:

Energypac Electronics Ltd (EELL) is a major player in the electronics industry in Bangladesh and faces stiff competition from both local and international companies competing for market share.

In Bangladesh, the magnitude of the electronics sector has increased substantially over the years, and future growth is projected. A forecast by the Bangladesh Telecommunication Regulatory Commission (BTRC) predicts that Bangladesh's electronics business would thrive at a CAGR of 11.5% from 2020 to 2025, hitting a value of USD 5.9 billion.

Energypac Electronics Ltd has a noteworthy existence in the market, with a broad spectrum of items including ceiling fans, LED lights, electric cables, energy-saving bulbs, and other electronics products. The business enjoys a sterling reputation for its brand, a consistent client base, and an entrenched distribution network. Merchandise from Energypac Electronics Ltd. are pitched as premium options in the market, enticing to buyers who value dependability and quality over budget. The company's strategy of targeting the premium segment has helped it to carve out a niche in the industry. In terms of revenue, Energypac Electronics Ltd reported a turnover of BDT 4.5 billion (approximately USD 52 million) in 2019. The company has experienced steady growth over the years, and its revenue is expected to increase as it expands its product portfolio and distribution network.

The electronics industry in Bangladesh has seen rapid growth in recent years, thanks to an expanding middle class, urbanization, and increasing consumer demand for electronics products. Energypac Electronics operates in various segments of the electronics industry, including home appliances, lighting, and power distribution.

Industry forecasts predict that from 2021 to 2026, Bangladesh's electronics market would swell at a CAGR of over 15%. In Bangladesh, the electronics market was valued at over USD 4.8 billion in 2020, and it is projected to double to USD 9.4 billion by 2026.

In this context, Energypac Electronics Ltd has a significant market share in Bangladesh's electronics industry, with a diverse portfolio of products, including ceiling fans, LED bulbs, electrical cables, and switches. The company has an extensive distribution network, with a strong presence in both urban and rural areas of the country. Overall, Energypac Electronics Ltd is well-positioned to capitalize on the growing electronics industry in Bangladesh and maintain its leadership position in the market.

3.2. Growth Trends:

1. Energypac Electronics Ltd has shown impressive growth trends in Bangladesh's electronics industry. The company has experienced steady growth in revenue and market share, thanks to its expanding product portfolio, aggressive marketing strategy, and robust distribution network.
2. The company's revenue growth has been impressive over the years, with a CAGR of around 19% from 2016 to 2020. According to Energypac Electronics' financial reports, the company's revenue increased from BDT 3.7 billion in 2016 to BDT 6.3 billion in 2020. This growth has been driven primarily by the increased sales of its core products, including ceiling fans, LED bulbs, electrical cables, and switches.
3. The company has also expanded its operations through strategic partnerships and collaborations, such as its joint venture with Malaysian lighting company "**Signature Group**" to manufacture LED bulbs. Energypac Electronics has also spent significantly in research and development to innovate new products and improve existing ones.
4. In addition to revenue growth, the company has also experienced substantial growth in its workforce, which has increased from around 1,400 employees in 2016 to over 2,000 in 2020. The company has also expanded its distribution network, with a presence in both urban and rural areas of Bangladesh.
5. Energypac Electronics Ltd.'s obsessive focus on product breakthroughs and research and development has been one of the company's main growth factors. To adapt to evolving customer requirements, the firm has made significant investments in the creation of fresh, cutting-edge products. For example, it has recently introduced “energy-efficient LED bulbs” (warm light), “smart home appliances”, and “solar-powered products” (Dishari bulb).
6. Another factor contributing to Energypac Electronics' growth is its “distribution network”. The company has an extensive distribution panel, with a strong presence in both urban and rural areas of the country. Due to this, it has been able to broaden its clientele base and share of wallets.
7. The company has demonstrated a consistent increase in revenue over the past few years. According to Energypac's financial statements, the company's revenue increased by approximately 25% from 2019 to 2020, from BDT 8.8 billion to BDT 11.0 billion. This growth was largely due to an increase in sales of its home appliance products, including ceiling fans.

In recent times, consumers are more inclined towards good quality rather than price. Hence, consumers are attracted to premium products of EELL such as “Venice ceiling fan”, “Venice series switch socket” and “EG Aristro”. However, over the years, EELL has captured the market through their “Extension socket” which couldn't be replaced by the competitors despite their relentless effort. Due to greater quality, “Energypac” is capturing the customers of other brands such as “Super star” and “Walton”. When asked from the retailer about the percentage sale of electronic commodities, Energypac has been named as “People's favorite” in the market in terms of luminaries and ceiling fans in the recent period.

However, Energypac Electronics Ltd has experienced robust growth in revenue and market share, and it is well-positioned to capitalize on the expanding electronics market in Bangladesh. The business is well-positioned to revive its supremacy in the sector by laying a strong spotlight on item innovation, originality, and effective distribution.

3.3. Maturity of the Industry in Bangladesh:

“Energypac Electronics Ltd.” is a dominant electronics company in Bangladesh, with a focus on producing high-quality electronic products such as transformers, switchgears, energy meters, and various types of electrical and electronic products. The company has been functioning in the country for almost three decades and has cemented itself as a key actor in the electronics industry.

1. To keep on the cutting edge of industry technical breakthroughs, Energypac Electronics Ltd has witnessed impressive expenditures on R&D. A group of seasoned engineers and technicians at the manufacturing enterprise work ceaselessly to unlock new items and augment old ones. In addition, Energypac Electronics Ltd has established partnerships and collaborations with leading international companies to bring cutting-edge technology to the Bangladesh market.
2. The company has a strong manufacturing infrastructure that is equipped with the latest technology and machinery to produce high-quality products at scale. Energypac Electronics Ltd has a well-established distribution network that covers the entire country, and its products are also exported to several countries in Asia and Africa.
3. Energypac Electronics Ltd has been recognized for its contributions to the industry and has won several awards for innovation and excellence. The business is geared to profitability and has taken a couple of actions to ameliorate its co2 emissions and incentivise environmental benefits.
4. Based on the demand of their existing customers, “Energypac Electronics Ltd.” has recently introduced “servicepac” services for their customers. This service aims to provide after sales service such as installation, maintenance, repair and technical support to their customer free of cost upon purchasing their product.
5. The company has its’ careful eyes on quality management, and its products are manufactured to international standards. Energypac Electronics Ltd is ISO 9001:2015 certified, which is a testament to its commitment to quality.
6. The company's zeal to consistency is one of the most important determinants of its maturity. Several accreditation, as for ISO 9001, ISO 14001, and OHSAS 18001, accumulated by Energypac Electronics Ltd. testify to the company's tenacity to obeying rigorous quality requirements, social stewardship, and employment laws.
7. Another sign of its maturity is its strong distribution network, which includes a large number of authorized dealers and distributors across the country. Because to this, the brand has been able to locate a more diverse customer base and expand its market dominance.

8. Energypac Electronics Ltd. has also been recognized for its innovation and leadership in the industry. The company has won numerous awards, including the National Export Trophy and the Best Power Equipment Manufacturer Award.

Because of its dedication to standards, innovation, and client satisfaction, Energypac Electronics Ltd. has, overall, propelled Bangladesh's electronic industries to a substantial percentage of maturity. The corporation is well-positioned for future advancement and achievement because of its dominant market position and tenacity in the continuous improvement process.

3.4. Seasonality:

Luminaries, ceiling fans, and switch sockets are all essential products in the electrical industry of Bangladesh. Each of these products experiences a unique pattern of seasonality in demand based on various factors, such as the climate, cultural events, and lifestyle changes.

- Luminaries are lighting fixtures that include bulbs, tubes, and LED lights. The need for luminaries is relatively stable throughout the year, with a minimal increase in demand during festive seasons like Eid-ul-Fitr, Eid-ul-Adha, Durga Puja, and Christmas. During these periods, people tend to decorate their homes and businesses with lighting fixtures, leading to a surge in demand for luminaries.
- Ceiling fans are another important electrical product in Bangladesh, particularly during the hot and humid summer season. The demand for ceiling fans typically starts to rise from the end of February and remains high until October. The monsoon season, which lasts from June to September, also sees an increase in demand for fans due to high humidity levels. Moreover, the demand for fans may increase during festivals like Eid-ul-Fitr, when people tend to have more guests and require adequate ventilation to keep their homes cool and comfortable.
- Switch sockets are yet another crucial electrical product that experiences seasonality in demand. The demand for switch sockets is relatively stable throughout the year, with a slight uptick during the summer season when people tend to use more electrical appliances like air conditioners, refrigerators, and fans. Additionally, the demand for switch sockets may also increase during the festive season as people tend to purchase new appliances or replace old ones, leading to increased demand for electrical outlets.
- Since, the intensity of summer season has already started and so the sale of “Venice ceiling fan” has eventually increased. Distributors are constantly purchasing “Venice ceiling fan” for its 360 degree aero-dynamic feature. However, since the prices of electricity has uplifted in recent times, people are more conscious in energy saving and hence, this has increased the sale of “Energy-efficient” ceiling fan which consumes only 60 watt power which is less than other those of other types.

- Along with the sale of ‘Venice premium’ and ‘Energy-efficient’ fans, ‘Energypac Electronics’ has been largely selling ‘Pure-O Anti dust ceiling fan’ for its’ convenience in cleaning.

Overall, the seasonality of demand for luminaries, ceiling fans, and switch sockets in Bangladesh is influenced by various factors. As such, manufacturers and distributors of these products must stay attuned to market trends and consumer behavior to ensure adequate supply and meet the changing demand patterns throughout the year.

3.5. Competitive Landscape:

In the transformers and switchgear segment, Energypac Electronics Ltd. competes with other established players such as ‘Bangladesh Transformers and Switchgear Ltd.’, ‘Desh Electrical Industries’, and ‘Bashundhara Transformer Industries Ltd’. By having a wide range of goods and services, such as specialized solutions and services pertaining to project management, the company chooses itself distinct from its contenders.

In the energy meter segment, Energypac Electronics Ltd. competes with companies such as ‘Grameenphone Energy’, ‘Aftab Bahumukhi Farms Ltd.’, and ‘Grameen Shakti’. The company’s strategy in this segment is to focus on innovation and customer satisfaction, with a strong emphasis on technological advancements and quality control.

In the consumer electronics segment, Energypac Electronics Ltd. faces competition from both national and international players such as ‘Samsung’, ‘LG’, and ‘Walton’. The company’s strategy in this segment is to offer affordable yet high-quality products, with a focus on product design and functionality.

Energypac Electronics Ltd. also competes in the solar energy segment, where it faces competition from companies such as ‘Rahimafrooz Solar’, ‘Grameen Shakti’, and ‘Solar Electro Bangladesh Ltd’. The company differentiates itself in this segment by offering complete end-to-end solutions, including installation, maintenance, and financing services.

3.6. Competitors’ of EELL:

Energypac Electronics Ltd operates in various sectors of the electrical engineering industry, and the main competitors of the company vary depending on the sector. Here are some examples of Energypac Electronics Ltd’s main competitors in different sectors:

Power Distribution and Power Generation:

- Summit Power Limited
- Orion Group
- Desh Energy Limited
- Bangladesh Power Development Board
- Rural Power Company Limited

Renewable Energy:

- Grameen Shakti
- Rahimafrooz Renewable Energy Limited
- IDCOL Renewable Energy Limited
- GIZ Bangladesh
- Enosis Solutions

Industrial Automation:

- Aamra Technologies Limited
- ACI Limited
- Navana Electronics
- Bashundhara Group
- Pran-Rfl (Vision electronics)
- Super Star Group
- OSRAM
- Edison
- Transcom Electronics Limited
- Elite Automation & Technologies
- Integra Technologies Limited

3.7. Foreign Competitors' of Energypac Electronics Ltd.:

Some of the major foreign competitors of Energypac Electronics Ltd are:

- Siemens AG
- General Electric
- ABB Group
- Schneider Electric
- Eaton Corporation
- Honeywell International Inc.
- Mitsubishi Electric

- Rockwell Automation Inc.
- Emerson Electric Co.
- Danfoss A/S

3.8. Competitive Advantages:

Energypac Electronics Ltd has several competitive advantages that have helped it maintain a strong position in Bangladesh's electrical engineering industry. Some of these competitive advantages are:

Diversified portfolio: Energypac Electronics Ltd has a diverse portfolio of products and services, including power distribution, power generation, renewable energy, and industrial automation. This diversification has allowed the company to tap into different segments of the market and increase its revenue streams.

Experience and expertise: The company has a highly skilled and experienced workforce that has helped it execute large-scale projects with efficiency and quality. The company's technical expertise and knowledge of the local market have enabled it to offer customized solutions that meet the unique needs of its customers.

Strong partnerships: Energypac Electronics Ltd has formed strategic partnerships with leading international companies such as Mitsubishi Electric, Schneider Electric, and Caterpillar. These partnerships have allowed the company to access advanced technology and best practices, enhancing its competitiveness.

Focus on innovation: To keep the competition at bay, the corporation is keen on innovation and insists on making investments in research and development. Energypac Electronics Ltd has developed several patented technologies and has won several awards for its innovative products and solutions.

Local presence: The company has a favorable local presence with multiple production facilities, service centers, and sales offices spread across the country. This has allowed the brand to provide quick and efficient facilities to its customers and build strong relationships with them.

After-sales service: Energypac Electronics Ltd recently introduced “service pac” facilities for their consumers which would basically provide technical support to their customers free of charge.

Chapter 4

Description of Duties

4. Description of Duties:

This chapter focuses on my duties and responsibilities as an intern at Energypac Electronics Limited. This will give an understanding about my contribution to the company for 3 months and my scope of learning.

4.1. Position and Department:

I was an Intern at the Sales Operations and Marketing for 3 months at Energypac Electronics Limited. The department of sales operations and marketing is responsible for promoting the company's products and services to potential customers.

4.2. Tasks Completed During the Internship:

I came across several tasks during my internship period. I will try to elaborate all the description of my activities in detail here.

Data collection/survey:

- During the beginning of my internship, I was assigned tasks of survey regarding the social projects. I was instructed to work with primary Data collection from all employees regarding the use of hazardous electrical switches by private schools for the “Corporate social responsibility project (CSR)” project. Based on that, I prepared a detailed report on CSR suggested activities for all events for the year 2023 and gathered contact details of the selected educational institutions.
- I was also assigned to collect data and responses of all the employees regarding the newly launched app “Note PAC”.
- The company successfully launched their new service “Servicepac”. Hence, I was assigned with the task to collect responses from corporate sales regarding the training “ServicePac” and the feedback status of clients about the new program.
- I was instructed by the corporate sales department to work with data collection and entry about advanced, regular and old credit from clients.
- Again, I also worked in Collecting response from all branches of Energypac to make a report of the quantity of Venice ceiling fan sold in each area under a particular region to identify the target customers of “Venice Premium”.
- I was further assigned to collect data of the opinion of employee personnel regarding the upcoming catalogue that the company is willing to launch.

Social media management and marketing:

- During my internship phase, I was acquainted on how to manage the client responses for the weekly evaluation. Therefore, I learned about how to update KPI of social media page and worked with tracking of social media and KPI (Key performance indicators).
- I was assigned to work with community page (Energypac Electronics, PAC) and gather response pattern of customers regarding the company's product.
- Prepared and compiled feedback and complaint report from social media and helpline of customers (call center).

GTT (Green Technician Training) Program:

At the very beginning of my internship, I was made familiar with the ongoing training program for 1400 technicians (badge-wise) which has been decided to be funded partially by "USAID" signing an agreement of two years. Hence, I worked with various segments for the preparation of the training session. I shall try to elaborate all the description of my activities in detail here.

- At first I studied in detail about the report prepared on "GTT Program".
- Then, I was asked to prepare training schedule for the "GTT Training Program" for the first badge which consisted of 40 trainees (5% female).
- Then I prepared selection criteria for the training program. The selection criteria also included Do's and Don'ts regarding the training program.
- After that, I prepared GTT Training curriculum for the electrician.
- A specified tool bag was proposed to distribute to the technicians after the training session. Hence, I was asked to summarize price range for all the electrical accessories used in the tool bag. Then, I worked with vendor management for the selection of the customized tool bag.
- Based on the prepared criteria, I had to prepare slide contents with basic knowledge of electric tools and safety measures for the electricians.
- In the final stage, I worked with power point slide for the upcoming training session.
- However, at the correction stage, I reviewed GTT Schedule and questionnaire and made required changes. Moreover, I reviewed power point slide of GTT training and made required correction.

Product Knowledge, Analysis and Competitor Comparison:

- During my initial phase of my internship, I had been assigned to visit the showroom of Energypac Electronics to get product knowledge at Tejgaon. There, I got to learn and get a visual experience of all products of the company.
- I was assigned to know about specifications of all product and submit an in-detailed report to my supervisor.

- However, during my internship period, I thoroughly worked to gain product knowledge. I had to collaborate with the advancement of products to see whether adding additional goods to the current product range was feasible.
- Again, I prepared a comparison analysis to identify mostly chosen brands along with their country of origin in terms of street lights in Bangladesh.
- I made a detailed competitor comparison of Luminaries between Energypac Electronics, Super Star Group, Walton, Click, and Phillips. The analysis included a comparison of the specifications of luminaries, their categories, innovative features, and price ranges. Lastly, I provide recommendations regarding the upcoming trend in the field of luminaries.
- Moreover, I worked with Excel for the competitor comparison of Luminaries, Circuit Breaker, and Switch Socket among Energypac, SSG, MEP, Click, and Sparkle.
- I was also instructed to prepare a price comparison for the premium/decorated ceiling fan.

Research Reports and Business Plans:

- Energypac is intending to open a new showroom in Nawabpur, which is one the largest electrical market in Bangladesh. Based on that, I was asked to prepare a brief business plan that consisted of the description of current scenario, objectives, problem statement, anticipated challenges and estimated budget for the opening of the project.
- The company is also planning to collaborate with any renowned distributor and open a “Distributor Franchisee Showroom” in Jessore. Based on that, I was instructed to write a brief business plan regarding the purpose of the proposed initiative.
- I also made detailed findings of ongoing and upcoming projects undertaken by construction companies and government projects.

During my internship period, I prepared several research reports as assigned by my supervisor.

- I prepared research report on strategies for increasing profit margin of the company in the upcoming years.
- Since the trend and consumer preferences are constantly changing, I was asked to prepared research report on “The popularity of slim batten LEDs over LED bulbs”.
- Energypac is putting greater emphasis on the branding of “Venice series”. Hence, I was assigned to prepare research report on relaunching of “Venice series”.
- I was also assigned to prepared in detailed report analyzing “Chaldal.com” to highlight their business functions.
- In an attempt to reach every corner of the country, I prepared a research report on the strategy to increase sales in remote areas in Bangladesh.
- I also prepared an in-detail report based on driving factors that lead to increase of sales in main showroom, branch office, distributor-franchisor showroom.
- Prepared a research report on the re-launching of LED Dishari Emergency Bulb and Linear Light.

- The company is intending to launch their new application like that of Daraz, Uber or Foodpanda. Hence, keeping the subject matter in mind, I prepared a research proposal on the implementation of E-commerce online application.
- I also prepared a report on excel suggesting additional training sessions for ASM, TSO and MPO.
- Prepared a research report on strategies to hunt corporate clients.
- I also prepared a research report titled “Hunting the corporate clients: Factors driving the B2B strategy”.
- Prepared report on benefits of employees in workplace.
- Prepared report on selling strategies for the slow-moving items.
- I was assigned with the task to worked with research report on strategy for “expanding the business”. However, I also prepared a report based on POS marketing strategies.
- Energypac conducts CFL program which is basically aimed at selling their company’s product at a lower cost that are inventoried for quite a long time. Based on that, I was instructed to prepare list of economic zone and mega project for CFL.
- I also prepared research report on prevention from counterfeiting. Furthermore, I was assigned to prepare research report on strategy for reaching your end consumers and for finding the right distributor.
- In an attempt to sell the CFL products, I was instructed to prepare a report on low-income and under-developed region in Bangladesh.

Analysis on Electric poles, Street lights and Tender Bills:

- During the internship phase, I was asked to gain detailed knowledge about the specification of street lights that are mostly used in Bangladesh. Based on that, I studied technical specification of the electric poles and street lights.
- Then, I prepared report on all types of electric poles and street lights mostly installed in the streets of Bangladesh.
- I further conducted data collection about electric poles on DNCC (Dhaka North City Corporation), NCC (Narayangonj City Corporation), CCC (Cumilla City Corporation) and GCC (Gazipur City Corporation) and made formal report on collected information.
- Underwent detailed study of tender bill for street lights for the year 2017 to 2022 and prepared report on tender bill for 26 projects (2017 – 2022).
- Lastly, I prepared excel file by compiling all specification of street lights gathered from tender bill of a total of 23 projects.
- Again, the company was willing to compile all the awards granted for street lights. Hence, I was instructed to prepare a report concerning the awards granted to companies for the installation of street lights all around in Bangladesh.

Sales Operation:

- I was assigned the task to interpret data division-wise regarding the amount collected (Urban vs Rural) for the branches.
- Then I had to with interpret data of product ratio to analyze the percentage of order generation for each product for three product categories (Luminaries, Protection Device and Wiring Accessories). After that, I estimated the rate of client visit, visit for negative part and the gap between negative and positive visit for each branch. Lastly prepared data report for false retail visit with suggestions/recommendations.
- The company provides many offers to their distributors and clients for increasing the sale of their products. “Combo offer” is also a type of offerings for increasing the sale of electronic items. Based on that, I had to frequently interact with branch managers for the update. Furthermore, I also had to collect the estimated sales amount for each month by contacting with BM.

Branding and communication:

- The company arranged New year welcoming celebration for all its’ employees. On that eve, there were several short games that were selected for entertainment. I was assigned to prepare two case study for the brainstorming session of the event which were a case study on “Individual Department Measures to reach target” and case study on “New investment business opportunities”.
- To relaunch “Venice series” switch socket in the market, I was instructed to propose ideas for rebranding and marketing campaign of the product.
- In an attempt to adopt the new policy, I was assigned to prepared report on the “paternity leave for fathers”, paternity leave and pay policy around the globe and the reasons to adapt paternity leave policy in Bangladesh.
- To motivate the MPOs (Market Promotion Officer) and make them keen towards their duties, I prepared a proposal to HR for the initiation of new policy named “Ranking of MPOs”.
- On the eve of Pohela Falgun, I also participated in craft work for the decoration of the event.
- I also worked in ideation for new posts based on upcoming events “Ramadan”, “Pohela Boishakh”, “Summer” for the promotion of products.

4.3. Working Conditions and Functions:

The office hour at Energypac Electronics Ltd is 8am to 4pm from Sunday to Thursday and two Saturdays. Though the permanent employees usually stay much late due to work pressure, as an intern I could finish my work by 6 most of the days. But sometimes because of meeting or submission I had to stay for a bit late and complete my work.

4.4. Difficulties and Challenges:

Initially, as an intern, I found it challenging to adapt to the corporate culture, but after a few days, I began to overcome the difficulties. I was placed in the department of Sales Operations and Marketing, which primarily deals with branding, communication and frequent interaction with clients. During my time there, I had to interact with the branch managers, and at times, communicating with them proved to be challenging. However, being a student of BTM, I believe that it was relatively easier for me to cope and deal with cooperation compared to someone from a core BBA background.

4.5. Mode of Interaction:

I was usually given tasks directly and would communicate face-to-face with other personnel to get any necessary details. When working on tasks that involved other departments, I used the same approach. Additionally, I had the privilege of having a face-to-face conversation with the head of the department to share my suggestions and discuss my overall experience during the internship period.

4.6. Working Tools:

During my internship, I had the chance to work with licensed software tools such as Virgo CRM, Bizmotion, SAP, and attended sessions on how to use them. I was able to practically apply these tools in my work. Additionally, I worked with other common software tools such as Microsoft Excel, Word, and PowerPoint.

4.7. Overall Experience:

As a Business and Technology Management student, I see myself as a mediator between businessmen and engineers. During my internship, I believe I was successful in fulfilling this role. While working in the Sales Operations and Marketing department, I had the opportunity to work with both the market scenario and marketing strategies, and I was able to produce positive outcomes. One of the best aspects of my journey at Energypac Electronics Ltd was that I was not given menial intern tasks such as data entry or repetitive tasks. Instead, I was involved in projects and research reports alongside the other employees. I gained valuable knowledge and skills, including the use of some amazing software, which will undoubtedly benefit me in my future endeavors.

Chapter 5

Analysis

5. Analysis:

The following chapter will compare the theories I have learned with my observations and experiences at Energypac Electronics Ltd., analyzing them from three perspectives: company, market, and professional. Additionally, this chapter will highlight the challenges and obstacles I encountered during my internship at the organization.

5.1. Company level Analysis:

In this part, I will outline the processes that I observed to be highly effective during my internship, as well as those that I found to be less efficient.

Efficient processes:

The Sales Operations and Marketing department was established with the primary objective of addressing business-related issues and ensuring smooth communication with clients on a daily basis. As a result, I had the opportunity to observe some exceptionally effective processes that have the potential to revolutionize daily business operations.

- **Target market and customer segmentation approach:** During my internship at Energypac Electronics Ltd, I noticed that the marketing is very crucial in identifying their target segments and reaching them effectively. The team has made different yet aligned strategic plans to reach the clients. Not all of their products have same clients. For instance, their extension socket has been prioritized by all demographics. However, “EG Aristro”, “Venice series” have attracted different segmentation. For holding a premium price, the product has mostly targeted upper-middle class to elite groups. The company is well known for its right segmentation strategy.
- **Customer relationship management practices:** The Sales Operations and Marketing department at Energypac Electronics Limited is currently focused on eliminating paper-based processes and automating the entire system, starting from order receipt to customer query management. I had the privilege to get acquainted with using their CRM software throughout my internship, which facilitated all customer-related activities, including interactions, complaints, and feedback management, using the system. This automation of processes enhances the efficiency of the department and streamlines operations, ultimately leading to better customer satisfaction.
- **Sales training and development programs for employees:** During my internship period, I observed that the department was quite enthusiastic and focused on the development of their ASM (Area Sales Manager), TSO (Territory Sales Officer), BM (Branch Manager) and MPO (Market Promotion Officer). For the skill development of these personnel, the department took initiative in organizing training programs on Distributor handling, Leadership quality, team and client management, skills for successfully handling a dissatisfied customer and strategies on complaint management.

5.2. Market Level Analysis:

Energypac's competitive edge over its rivals is attributed to its authoritative culture and expanded workforce. The employees strive for success by exploring new possibilities and devising innovative tactics for the long term. The corporation's diverse brand portfolio is unparalleled, and it has consistently demonstrated an ability to improve. The team's expertise in exchange marketing strategies is another contributing factor to Energypac's industry dominance. Ultimately, Energypac's successful adoption of these measures has allowed it to establish itself as an industry leader.

- **Market research and Data analysis:** During my internship, I noticed how data analysis is a crucial part of their daily operations. They have a strong commitment to the principle that "great data brings great responsibilities." By thoroughly examining data, they are able to identify opportunities to create new, sought-after products for consumers. This suggests that they place a high value on data analysis and recognize the potential it holds for their business success.
- **Acquainting with projects:** Energypac Electronics Limited has highlighted on their website that they have been involved in notable projects such as the installation of street lights at Padma Bridge, as well as major initiatives like Metro rail and Hatirjheel. This impressive portfolio of projects has helped to enhance the company's reputation, making it more attractive to potential customers. As a result, Energypac has been able to establish a higher level of credibility compared to its competitors.
- **E-commerce platforms:** Marketing for a controversial product can be challenging, but Energypac Electronics Limited overcomes this by continuously brainstorming new marketing ideas. The branding and communication team is particularly active in generating fresh concepts for advertising campaigns that establish a sentimental linkage between the products and its' user. In addition, the company offers various e-commerce platforms such as an e-shop, CRM, and Facebook community to engage with customers. As an intern, I was responsible for updating social media KPIs and had the chance to witness the intense level of customer engagement and emotional attachment to the brand.
- **After sales service:** Compared to its' competitors like Superstar, Walton, Click etc, the company has been in competitive advantage in a number of ways. Energypac has recently launched a new service called "ServicePac". This is a cloud service for electric quick fixes that is designed to cater specifically to corporate clients and charges a fixed fee. The primary focus of "ServicePac" is to provide routine electrical safety checks and corporate solutions to these clients.

5.3. Professional Level Analysis:

My three-month internship experience was an important stepping stone in my career development. Through this opportunity, I gained valuable insights into the corporate culture and environment, which will be beneficial for my future career growth.

As an electronics manufacturing company, it appears that the work culture and environment at Energypac Electronics Ltd is authoritative and innovative. The company values hard work, dedication, and the pursuit of new possibilities and tactics for long-term success. The branding and communication team is actively engaged in generating fresh marketing ideas, and the company offers various e-commerce platforms to engage with customers. Energypac also appears to prioritize data analysis in their decision-making process, recognizing the importance of responsible handling of data. Finally, the company's involvement in notable projects has helped to enhance its reputation and credibility. Overall, it seems that Energypac fosters a culture of excellence, innovation, and customer engagement.

Influence on future career plan:

During my internship in the Sales Operations and Marketing department, I was responsible for working with large amounts of product-related data. I quickly realized the importance of gaining insights from data in today's digital age. Working with the branding and communication team allowed me to learn about ideation and taglines, which are crucial in shaping consumers' perceptions. Additionally, I had the opportunity to work on sales operations and had regular communication with Territory Sales Officers and Branch Managers, which helped me improve my communication skills. Working with research reports also allowed me to gain in-depth knowledge of various aspects of the company, and I had to communicate with personnel from different departments to collect data on various subjects. Overall, this experience significantly enhanced my interpersonal and communication skills.

Correlation with university knowledge:

As a student of Business and Technology Management, the most beneficial part of my internship was being able to communicate effectively with both clients and personnel involved in the company. I acknowledge that my role as a student is to act as a bridge between businessmen and engineers, and I was able to successfully fulfill this role during my internship in the Sales Operations and Marketing department. I had the opportunity to work with market data and strategies, which resulted in positive outcomes. I also found that the bookish knowledge I learned in my courses was put into practical use during my internship. Specifically, my courses in system analysis and decision support system (DSS) helped me in conducting research for a project on the dos and don'ts for launching an e-commerce application. The marketing management course was particularly beneficial, as the concepts and assignments I worked on helped in idea generation, research reports, and overcoming challenges. Additionally, the MIS course and entrepreneurship

course helped me in developing small business plans, which helped me establish myself as a good performer and create an impressive attitude during my internship.

Difficulties and Challenges:

Initially, during the first few days of my internship, I faced a challenge in adjusting to the workplace. However, as time passed, the supportive and collaborative work culture of the organization made it easier for me to overcome this challenge and achieve positive outcomes.

Chapter 6

Conclusion

6. Conclusion:

Completing my 3-month internship at Energypac Electronics Limited was a highly fulfilling experience. During my time there, I had the opportunity to contribute to the development of the company's e-commerce and other activities. I am proud to say that the electronics accessories industry in Bangladesh has been playing a significant role in the economic growth of our country, and Energypac Electronics Limited is at the forefront of this progress.

Energypac Electronics Limited has a strong commitment to its target customers, which has resulted in an increasing number of customers who are choosing Energypac's products and services. The company's modernization efforts have made it even more competitive in the industry, and its highly qualified employees are a testament to the company's success. With these strengths, Energypac Electronics Limited has the potential to become the leading company in Bangladesh.

My internship at Energypac Electronics Limited was an invaluable learning experience that exposed me to the corporate culture and prepared me for my future professional life. I was able to apply my academic knowledge to real-life situations, which improved my skills in dealing with challenges in a corporate environment. This experience changed my misconceptions and provided me with a new perspective, which will certainly help me become a future leader in the corporate world.

I intend to impart my heartfelt gratitude and respect to Energypac Electronics Limited for the privilege of working with such a reputable organization that prides itself on quality and excellence. I wish the company continued success in the future.

If I had the option to repeat my internship, I would choose to remain in the same department, but approach my work with greater professionalism and dedication. My goal would be to learn more and improve my skills. I would also aim to change the way I completed certain tasks to increase efficiency and effectiveness. Additionally, I would seek out opportunities to gain knowledge from other departments, as this would be beneficial for my future career.

To make the most of my internship, I would focus on building a network and making connections, which are crucial in the corporate world. I would be more communicative with people from other departments if given the chance to redo my internship, as this would provide valuable insights and expand my understanding of the company's operations.

Overall, I would be more proactive and take advantage of every opportunity presented to me during my internship. By doing so, I could gain considerable insight and get familiarity that would assist me in subsequent attempts in my upcoming career.

References:

- <https://www.energypac.com/>
- <https://www.energypacelectronics.com/energypac-group>
- <https://www.energypacelectronics.com/>
- <https://energypac.com.bd/>

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 1st week

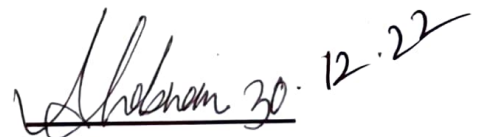
Date: From 26th Dec to 29th Dec, 2022

List of activities with brief descriptions:

1. Studied in detail about the report prepared on “GTT Program”
2. Learned about how to update KPI of social media page
3. Updated “Social Media KPI and Tracking”
4. Checked bills of all expenses at accounts department
5. Prepared quiz questions for the new year event based on theme “Year of Champions”
6. Data Input and excel update for the event “Club Carnival”
7. Prepared quotes according to the new year themes
8. Prepared LC record check and excel data entry
9. Participated in case study discussion and prepared short notes based on that


29/12/22

Company Supervisor


30.12.22

Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2nd week


Date: From 1st Jan – 5th Jan, 2023

List of activities with brief descriptions:

1. Prepared power point slide on "Energypac Social Work"
2. Prepared case study on "Individual Department Measures to reach target"
3. Prepared case study on "New investment business opportunities"
4. Prepared raffle draw codes for the new year event
5. Updated excel for the event "Club Carnival"
6. Updated excel for "Social Media KPI and Tracking"
7. Prepared business plan for "Nawabpur Showroom"
8. Prepared business plan for "Distributor Franchisee Showroom"
9. Prepared proposal for credit note adjustment
10. Worked with community management
11. Visited showroom for gaining product knowledge of "Energypac Electronics"


15/1/23

Company Supervisor


06.01.23

Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student name: Saima Mehzabin

Student ID: 180061111

Week: 3rd week

Date: 8th Jan – 14th Jan, 2023

List of activities with brief descriptions:

- 1) Worked with product image identification and image insertion at “Bizmotion”
- 2) Worked with social media official page and updated KPI.
- 3) Data input and excel update for the event “Club Carnival”
- 4) Worked with community management to insert suitable responses for customers comments
- 5) Detailed study of all product specifications to gather the product knowledge
- 6) Prepared power point slide concerning the cake distribution ceremony
- 7) Prepared training schedule for the “GTT Training Program”
- 8) Prepared selection criteria for the training program
- 9) Prepared Do’s and Don’ts regarding the training program
- 10) Collected data and responses of all the employees regarding the newly launched app “Note PAC”
- 11) Identified security guidelines required for the manufacturing plant and prepared them both in Bengali and English
- 12) Worked with idea generation for the marketing campaign of “Venice series”
- 13) Calculated tax data and excel entry for the month of July, August and September 2018
- 14) Idea proposition for the “Venice series”
- 15) Primary Data collection from all employees regarding the use of hazardous electrical switches by private schools for the “Corporate social responsibility project (CSR)” project
- 16) Data input in excel with the responses from all personnel.



Company Supervisor



Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student name: Saima Mehzabin

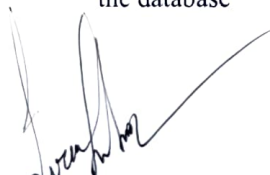
Student ID: 180061111

Week: 4th week

Date: 15th Jan – 19th Jan, 2023

List of activities with brief descriptions:

- 1) Worked with product development to identify feasibility of including new product in existing product line
- 2) Worked with vat calculation and excel entry
- 3) Worked with social media tracking and KPI
- 4) Prepared short notes based on topic on how to increase the company's profit margin
- 5) Prepared slide contents for the orientation of new employees
- 6) Entered client ID and updated the excel
- 7) Prepared final report on strategies for increasing profit margin
- 8) Gathered catalogue pdf version from multiple companies via their official website
- 9) Collected responses from employee personnel concerning the program "Corporate Social Responsibility"
- 10) Detailed findings of ongoing and upcoming projects undertaken by construction companies and government projects
- 11) Identified industry segment for different companies
- 12) Worked with the locally installed software "Bizmotion" and gathered retailer contact details from the database



Company Supervisor



Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student name: Saima Mehzabin

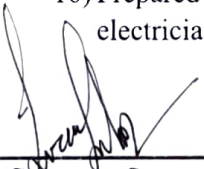
Student ID: 180061111

Week: 5th week


Date: 22nd Jan – 26th Jan, 2023

List of activities with brief descriptions:

- 1) Worked with retail client to gather information for the survey and verification for the offer “Club Carnival”
- 2) Entered verified data excel entry under “Process Audit”
- 3) Studied technical specification of the electric poles
- 4) Prepared report on all types of electric poles mostly installed in the streets of Bangladesh
- 5) Studied with the technical specification of street lights
- 6) Prepared report on street lights mostly found in Bangladesh
- 7) Data collection about electric poles on DNCC, NCC, CCC and GCC and made formal report on collected information
- 8) Summarized price range for all the electrical accessories used in the tool bag
- 9) Prepared GTT Training curriculum for the electrician
- 10) Studied tender bill and prepared findings
- 11) Detailed study of tender bill for the year 2017 to 2022
- 12) Prepared report on tender bill for 26 projects (2017 – 2022)
- 13) Worked with vendor management
- 14) Prepared comparison analysis to identify mostly chosen brand along with their country of origin in terms of street lights in Bangladesh
- 15) Worked with power point slide for the upcoming training session
- 16) Prepared slide contents with basic knowledge of electric tools and safety measures for the electricians



Company Supervisor



Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student name: Saima Mehzabin

Student ID: 180061111

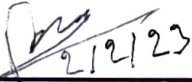
Week: 6th week

Date: 28th Jan – 2nd

Feb, 2023

List of activities with brief descriptions:

- 1) Prepared contents for the slide and prepared the slide on canva
- 2) Visited the job fair at Ahsanullah University of Science and Technology to gather experience from all 39 companies
- 3) Prepared power point slide for the training program at 2nd February
- 4) Collected data of the opinion of employee personnel regarding the upcoming catalogue
- 5) Worked with social media tracking and KPI for “PAC”
- 6) Prepared report on the paternity leave for fathers, paternity leave and pay policy around the globe and the reasons to adapt paternity leave policy in Bangladesh
- 7) Prepared power point slide based on leadership quality, team management and client management
- 8) Prepared excel file for summarizing all specification of street lights gathered from tender bill of 23 projects
- 9) Prepared questions for “Leadership training program”
- 10) Evaluation of answer sheets of the trainees who attended the training session
- 11) Excel update of the bonus points and achieved marks for the training session.


21/2/23

Company Supervisor



Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student name: Saima Mehzabin

Student ID: 180061111

Week: 7th week

Date: 5th Feb – 9th Feb

Feb, 2023

List of activities with brief descriptions:

- 1) Prepared Competitor comparison between Energypac Electronics and Super Star Group
- 2) Prepared excel for the competitor comparison for Luminaries, Circuit Breaker and Switch Socket
- 3) Worked with excel data for “Circuit breaker”
- 4) Worked with CSR Program to collect contact details of the selected educational institutions
- 5) Prepared a report concerning the awards granted to companies for the installation of Street lights all around Bangladesh
- 6) Worked with excel to format the granted award organization
- 7) Prepared price comparison for the premium/decorated ceiling fan
- 8) Prepared proposal to HR for the initiation of new policy “Ranking of MPOs”
- 9) Prepared Competitor comparison between Energypac Electronics and Philips
- 10) Prepared flow chart for the transportation of commodities from branch to customers and factory to branch along with the medium used for transporting
- 11) Collected responses from corporate sales regarding the training “ServicePac” and the feedback status of clients about the new program
- 12) Provided recommendations regarding the competitor comparison of Luminaries
- 13) Collected response from all branches of Energypac to make a report of the quantity of Venice ceiling fan sold in each area under a particular region
- 14) Prepared research report on “The popularity of slim batten LEDs over LED bulbs”



Company Supervisor



Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student name: Saima Mehzabin

Student ID: 180061111

Week: 8th week

Date: 11th Feb – 16th


Feb, 2023

List of activities with brief descriptions:

- 1) Prepared reports and recommendations regarding the upcoming trend in the field of luminaries
- 2) Attended Football Tournament at Jaff, Bashundhara
- 3) Prepared research report on relaunching of “Venice series”
- 4) Reviewed GTT Schedule and questionnaire and made required correction
- 5) Reviewed power point slide of GTT training and made required correction
- 6) Collected response about the color chosen by each personnel for pohela falgun
- 7) Updated the retailer list to approve the retailer pending
- 8) Participated in craft work for the decoration of “Pohela Falgun”
- 9) Prepared in detailed report analyzing “Chaldal.com” to highlight their business functions


15/02/23

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student name: Saima Mehzabin

Student ID: 180061111

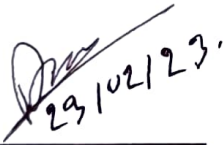
Week: 9th week

Date: 19th Feb – 23rd

Feb, 2023

List of activities with brief descriptions:

- 1) Worked with data collection and entry about advanced, regular and old credit from clients by corporate sales
- 2) Prepared a research report on the increase of sales in remote areas in Bangladesh
- 3) Worked in ideation for new posts based on upcoming events “Ramadan”, “Pohela Boishakh”, “Summer” for the promotion of products
- 4) Worked with power point slide review and correction for the GTT training
- 5) Prepared a research report on driving factors that lead to increase of sales in main showroom, branch office, distributor-franchisor showroom
- 6) Updated the retailer list to approve the retailer pending
- 7) Prepared a research report on the re-launching of LED Dishari Emergency Bulb and Linear Light
- 8) Updated KPI for social media page of “Energypac Electronics” and “PAC”


29/02/23

Company Supervisor



Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student name: Saima Mehzabin

Student ID: 180061111

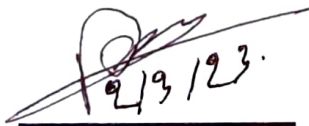
Week: 10th week

Date: 26th Feb – 2nd

Mar, 2023

List of activities with brief descriptions:

- 1) Prepared a detailed report on CSR suggested activities for all events for the year 2023.
- 2) Prepared a research proposal on the implementation of E-commerce online application.
- 3) Prepared a report on excel suggesting additional training sessions for ASM, TSO and MPO.
- 4) Updated the retailer list to approve the retailer pending
- 5) Updated KPI for social media page of “Energypac Electronics” and “PAC”
- 6) Worked with data interpretation division-wise regarding the amount collected (Urban vs Rural).
- 7) Worked with data interpretation of product ratio to analyze the percentage of order generation for each product for three product categories (Luminaries, Protection Device and Wiring Accessories)
- 8) Worked with data interpretation for the rate of client visit, visit for negative part and the gap between negative and positive visit for each branch.
- 9) Prepared data report for false retail visit with suggestions/recommendations
- 10) Prepared questions for the exam of TSO (Territory Sales officer)
- 11) Worked with answer sheet evaluation of TSO
- 12) Prepared a research report on strategies to hunt corporate clients.
- 13) Worked with questions preparation for the evaluation of TSO (Territory Sales Officer)
- 14) Answer sheet evaluation
- 15) Prepared a report on the topic “Hunting the corporate clients: Factors driving the B2B strategy”
- 16) Prepared report on benefits of employees in workplace
- 17) Prepared report on selling strategies for the slow-moving items



19/3/23

**Company Supervisor
Supervisor**



Shobhom

Academic

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student name: Saima Mehzabin

Student ID: 180061111

Week: 11th week

Date: 5th Mar – 9th

Mar, 2023

List of activities with brief descriptions:

- 1) Worked with data entry in excel for fan booking and Pure-O
- 2) Attended SAP basic function session
- 3) Prepared research report on the strategy for finding the right distributor
- 4) Worked with query management of social media page for the month of February
- 5) Prepared NGO list who are working for the betterment of female and empowerment
- 6) Contacted branch manager for the update of retail visit by MPOs
- 7) Prepared list of ongoing mega project where electronic items are to be used
- 8) Prepared a report on low-income and under-developed region in Bangladesh for the selling of electronic items
- 9) Identified and listed EPZ Zones in Bangladesh
- 10) Prepared wish quotes for International Women's Day
- 11) Worked with power point slide preparation for the International Women's Day



Company Supervisor



Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student name: Saima Mehzabin

Student ID: 180061111


Week: 12th week

Date: 11th Mar – 16th

Mar, 2023

List of activities with brief descriptions:

- 1) Worked with research report on strategy for expanding the business.
- 2) Prepared a report on POS marketing strategies.
- 3) Prepared list of economic zone and mega project for CFL.
- 4) Worked with contacting branch manager for “Combo offer”
- 5) Worked with company-wise specification comparison
- 6) Worked with social media and KPI tracking
- 7) Worked with google sheet and contacted with BM for the sub-member identification and customer hunting information
- 8) Preparation of contingency plan for the “Club Carnival”
- 9) Contact with branch manager for combo offer updates
- 10) Contact with branch manager regarding the estimated sales amount
- 11) Prepared summary in google sheet for all MPOs, area, route and total retail assigned
- 12) Prepared research report on prevention from counterfeiting
- 13) Prepared powerpoint slide for CEO sir's goat project for unprivileged families
- 14) Worked with safety instructions for electricians in Bangla.
- 15) Worked with query management for March


23.03.23
Company Supervisor


Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Student name: Saima Mehzabin

Student ID: 180061111

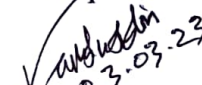
Week: 13th week

Date: 19th Mar – 23rd

Mar, 2023

List of activities with brief descriptions:

- 1) Worked with social media and KPI tracking
- 2) Worked with query management for March
- 3) Worked with Ramadan Schedule checking
- 4) Prepared research report on strategy for reaching your end consumers
- 5) Prepared Debate questions "Leadership, Monitoring and crisis management"
- 6) Contacting BM regarding action plan for Combo Visit plan
- 7) Contacting BM regarding total credit receivable report update
- 8) Collected estimated collected amount of credit from distributors by contacting BM
- 9) Prepared and compiled feedback and complaint report from social media and helpline of customers.


23.03.23
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