

# Internship Report on “Walton Distribution Network.”



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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 release of my final report to any reader upon request.

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## **Letter of Transmittal**

S.M. Rakibul Anwar

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**Subject:** Submission of “Internship report on Overview of Walton Distribution Network.”

Dear Sir,

I am pleased to submit my internship report titled "Overview of Walton Distribution Network," which I have completed as part of my internship program at Walton Group. This report is a comprehensive analysis of the distribution network of Walton, focusing on the operational strategies, logistics management, and distribution channels employed by the company.

The internship provided me with invaluable insights into the practical aspects of distribution management within a leading manufacturing and retail company. Throughout the internship, I had the opportunity to observe and participate in various processes, which significantly enhanced my understanding of the subject matter. The report aims to encapsulate these experiences and provide a detailed overview of Walton's distribution network.

I would be extremely appreciative if you could accept my report and provide me your professional judgment or input. I am really grateful for your support.

Sincerely yours,

Md. Khaled Monower

ID: 190061135

## **Acknowledgement**

In order to properly submit my internship application, I would want to thank Almighty Allah for giving me the strength and capability. Originally, this material was part of my application to Islamic University of Technology for a BBA. I am appreciative of many people for their assistance, direction, and advice during my internship.

First and foremost, I would like to thank S.M. Rakibul Anwar, my internship supervisor, for his unwavering direction and assistance during the course of the three months that it took to successfully complete this report. My appreciation is extended to the Sales department and a few of the HRM officers at the Walton Group. I may express my appreciation to my online supervisor on the website. Deputy Operative Director of Walton Distribution Network Md. Shibbir Ahmed (Walton Hi-Tech Industries Ltd.) of the department for his constant direction, directions, and orders while working for the Walton Group and preparing documentation for internships. I also like to thank Md. Mamunur Rashid, Deputy Assistant Director, for guiding and exposing me to Sales Distribution activities. They have never really given me anything so substantial, and they have always been really impersonal. I might also like to thank Md. Shahrion Shawon Prio and Mehedi Hasan Rakib, for their dedication and regular nature. Without their being aware of I would be unable to finish this report at this point. I am so grateful to my parents for their unwavering love and support.

## **Executive Summary**

A distribution network is an intricate system comprising suppliers, manufacturers, warehouses, distribution centers, transportation modes, retailers, wholesalers, logistics service providers, inventory management systems, and information systems, all orchestrated to deliver products from producers to end consumers efficiently. It encompasses the processes of order fulfillment, inventory management, transportation management, and customer service, ensuring the seamless coordination of supply chain activities.

The distribution network plays a crucial role in the selling of products by ensuring that goods are delivered from producers to consumers efficiently and effectively. It enhances market reach by making products available in various locations, thus catering to a wider customer base. A well-structured distribution network also contributes to cost efficiency by optimizing inventory management, reducing transportation costs, and minimizing delays.

Walton is the biggest firm in the nation in the electronics and electric sectors. Walton provides its customers with high-quality goods that are regarded as genuine in terms of customer pleasure. One of Walton's primary products is its line of mobile phones, Walton televisions, AC and refrigerators. Among them are compressors, domestic household appliances, and Walton computers and hardware. Walton has improved its operations and spread its goodwill over the globe. It exports its goods to the United Arab Emirates, Qatar, Nepal, India, and Myanmar. Walton directly and indirectly employs over 30,000 people.

Walton's distribution network is integral to its product sales strategy, ensuring efficient delivery of goods from production to end consumers. By leveraging a comprehensive network of suppliers, state-of-the-art warehouses, and strategically located distribution centers, Walton optimizes inventory management and minimizes logistical costs. The company's transportation infrastructure and partnerships with logistics service providers facilitate timely and reliable deliveries, enhancing customer satisfaction. Walton's multi-channel distribution approach, encompassing both physical retail outlets and online platforms, expands its market reach and accessibility. This robust distribution network not only supports Walton's operational efficiency but also provides a competitive edge by ensuring products are available where and when consumers need them, thereby fostering customer loyalty and driving sales growth.

## Table Of Content

Chapter 1: Introduction .....	1
1. Introduction.....	2
1.1 Background of the Report.....	3
1.2 Origin of the report.....	3
1.3 Objective of the Report.....	3
1.4 Methodology.....	4
1.5 Scope of the research.....	5
1.6 Limitations.....	5
Chapter 2: Company Overview.....	6
2. Company Overview.....	7
2.1 Mission of Walton.....	8
2.2 Vision of Walton.....	9
2.3 Core Value of Walton.....	9
2.4 ‘Better Bangladesh Tomorrow’ a Sustainable Initiative by Walton.....	10
2.5 Sister Concerns of Walton.....	11
2.6 Product Line.....	12
2.7 Organogram of Walton.....	13
2.8 Marketing Practices of Walton.....	14
2.8.1 Marketing Strategies.....	14
2.8.2 Targeting Strategies.....	15
2.8.3 Market Segmentation.....	15
2.8.4 Marketing Mix.....	16
2.8.5 Financial Performance and Accounting Practices.....	18
2.8.6 Target customers, targeting and positioning strategy.....	19
2.9 Industry and competitive analysis.....	19
2.9.1 Porter’s Five Forces Analysis of Walton.....	20
2.9.2 SWOT Analysis of Walton Hi-Tech Industries.....	22
Chapter 3: Industry Analysis.....	26

3. Industry Analysis.....	27
3.1 Industry size.....	27
3.2 Maturity of the industry in Bangladesh.....	28
3.3 External Economic Factors and their Effect on the Industry.....	28
3.4 Seasonality.....	29
3.5 Regional Perspectives.....	30
3.6 Competitive Landscape.....	30
3.7 Competitors of Walton.....	31
3.8 Competitive Advantages.....	31
Chapter 4: Description of Duties.....	32
4 Descriptions of Duties.....	33
4.1 Position and department.....	33
4.2 Tasks completed during the internship.....	33
4.3 Relevant my activities.....	36
4.4 Factory Visit.....	37
4.5 Working Tools.....	37
4.6 Work interaction.....	37
Chapter 5: Analysis.....	38
5 Company Level Analysis.....	39
5.1 Market Level Analysis.....	40
5.2 Professional Level Analysis.....	41
Chapter 6: Conclusion and Recommendation.....	43
6. Conclusion.....	44
6.1 Recommendations.....	45
References.....	46

# **Chapter 1: Introduction**

## **1. Introduction**

This internship report presents a comprehensive overview of my experiences and observations during my tenure at Walton's Distribution Network, a crucial component of Walton's business operations. Walton, a leading conglomerate renowned for its diverse range of electronic products and home appliances, has established a robust distribution network that plays a pivotal role in its operational success.

The internship provided valuable insights into how Walton optimizes its inventory management to ensure product availability while minimizing costs. I observed the logistical strategies employed to coordinate the movement of goods from warehouses to retail outlets and customers, highlighting the importance of efficient transportation systems. Additionally, I examined the role of advanced technology and information systems in streamlining operations and enhancing overall efficiency.

A significant part of the internship involved understanding the challenges faced by Walton's distribution network, such as managing supply chain disruptions, maintaining timely deliveries, and adapting to market fluctuations. Through active participation in problem-solving sessions and discussions with experienced professionals, I gained a deeper appreciation of the innovative solutions and strategies implemented to overcome these challenges.

This report aims to elucidate the critical functions and processes within Walton's distribution network, offering a detailed account of my experiences and the knowledge acquired. Furthermore, it provides an analysis of the best practices observed and suggests practical recommendations for further enhancing the efficiency and effectiveness of the distribution operations.

The findings and reflections presented herein are intended to contribute to the academic discourse on effective distribution strategies and provide valuable insights for businesses seeking to optimize their distribution networks. By documenting my internship experience, this report also serves as a testament to the learning opportunities provided by Walton and underscores the significance of a well-structured distribution network in achieving operational excellence and customer satisfaction.



## **1.1 Background of the Report**

Walton Group, established in 1977, is a prominent conglomerate in Bangladesh, renowned for its diverse range of products spanning several industries, including electronics, home appliances, automobiles, and telecommunications. Headquartered in Dhaka, Walton has grown from a modest trading company into a global player with a significant presence in both domestic and international markets.

This report means to portray my internship at Walton, where I worked for the Walton Distribution Network for a long time. I'll try to summarize what I've learned from this experience and discuss how it will aid my future endeavors.

## **1.2 Origin of the report**

For students majoring in business and technology management to finish their undergraduate degrees, they must participate in the internship program at the Islamic University of Technology. This program's main objective is to present the BTM department graduates to the business world and the job market. The purpose of the BTM department is to provide its students with an exposure to the real world of work. The internship program was created to give the students, who are already familiar with the theoretical principles of the business world, the opportunity to apply such concepts to real-world situations and obtain practical experience. Applying theoretical knowledge to concepts and experiences from the real world is the true challenge here.

## **1.3 Objective of the Report**

The major objective of the three-month internship was to learn about the workings of the Walton Distribution Network (WDN) under Sales department and how they accomplish their goals. This report's objective is to illustrate my understanding of the tasks accomplished and the experience I had during the internship program.

- To provide a summary of my three months of Walton Group internship experience.
- To list my obligations and tasks for the internship.
- To portray the general state and position of the business in both home and foreign markets.

This report's main goal is to show how my theoretical knowledge connects to my practical knowledge through observations regarding Walton Hi-Tech Industries, the company I worked for, and my Sales internship experience. It also stood for my achievements, education, and development as a person.

This report's objectives are to assess the company's standing and to provide insight into the activities, operations, and functions that significantly influence crucial and pertinent business decisions. Problem identification, brand value in the present market, and the company's standing as a global enterprise to pinpoint current weaknesses and implement the necessary changes for overall improvement.

#### **1.4 Methodology**

While writing this research, I acquired data and insights from primary and secondary sources. The information's primary and secondary sources are listed below.

##### **Primary Source:**

The majority of the report is written with insights collected from primary research. The primary sources of information have been:

- Official employees of the company.
- The Diary and notes I maintained throughout the internship period.

##### **Secondary Source:**

Although primary research makes up the bulk of this study, secondary sources provided a sizable portion of the data that was presented. Among the secondary information sources are:

- Company Website.
- Annual reports of the company.
- Research papers.
- Previous internship reports.
- Google search engine.

## **1.5 Scope of the research**

An overview of Walton Hi-Tech Industries Ltd., specifically the Walton Distribution Network division, is given in this study. The reader will be able to learn about the organization's general purpose, working conditions, and role in both local as well as the global market. It also offers knowledge about the electronics sector as a whole. Lastly, it will include a general overview of my internship experience, lessons learned, and suggestions.

## **1.6 Limitations**

The following limitations have been faced during the course of preparing this report-

- **Confidentiality:**

Gathering information and preserving its secrecy presented the biggest barrier for this report's preparation. Since this is a fairly private sector, gathering information has proven challenging.

- **Time constraint:**

It was comparably quick three and a half months to acquire all of the company's expertise and insight. I have tried my hardest to maximize this experience in spite of this restriction.

## **Chapter 2: Company Overview**

## **2. Company Overview**

With one of the best-equipped R&I centers in the world, Walton is a modern global brand that produces electronics, cars, appliances, and other items. Production is done through a number of subsidiaries operating under the Walton group headquarters in Bangladesh. With 22 production hubs spread across more than 700 acres of factory space, Walton employs more than 30,000 people. Based on market demands, the yearly production capacity is 10 million units. As the largest professional manufacturer in the relevant industry, Walton has built a solid reputation for itself by manufacturing electrical and electronic items at the lowest possible cost while maintaining the highest possible standards of quality, innovation, and design.

Its "Made in Bangladesh" tagline serves as motivation for our country in its marketing campaigns. However, outside variables have had a big impact on the business, primarily the state of the global and national economies. Walton's profit has therefore drastically decreased. Walton's products are threatened by alternatives, and the company has several domestic and foreign competitors. It is currently pursuing entry into new markets. It is debatable if the decision to enter a new market can be carried out given the volatility of the economic environment.

Walton is a sibling company of R.B Group of Industries, a conglomerate based in Dhaka, Bangladesh. Walton is a sister company of R.B. Group. Among the Group's subsidiaries are Walton Electronics, Motors, Mobile, Vehicles, and other telecommunications products.

In 1977, The Walton Group was founded. The corporation started out as commerce firm, with S.M. Nazrul Islam serving as its first chairman at the time. Walton has entered the electronics sector and is now manufacturing electrical and electronic products. Later, Walton's company grew to include electronics, automobiles, steel, and textiles. Walton also made forays into the steel, electronics, and automotive industries in the late 1970s and early 2000s, respectively. Consequently, this wide-ranging commercial diversification will be the driving force behind Walton's expansion in Bangladesh. Since 2000, Walton has also entered the automotive and electronics industries. For the company, this expansion has become a substantial source of income.



**Figure1: Brief History of Walton Group**

- **1977:** Started the business named Rezvi and Brothers
- **1993:** Established R.B Dairy Complex Ltd.
- **1995:** Started Electrical and Electronics Business
- **1998:** Established Tricon Electronics Ltd. and started Television Production
- **2001:** Registration of R.B Group of Companies Ltd. and expanded business in Electrical, Electronics and Automobiles Sector
- **2007:** Established Factories of Refrigerator, TV, AC, Motorcycle
- **2014:** Established Television and Kitchen Appliances Manufacturing plant
- **2017:** Established Compressor and Mobile Phone manufacturing plant

## 2.1 Mission of Walton

The goal of the Walton Group is to improve consumers' lives by providing them with innovative, high-quality, and reasonably priced products that respect environmental sustainability and corporate responsibility. The business makes significant investments in R&D to develop cutting-edge technology and ensure that its products are both high-quality and reasonably priced. Walton

places a high priority on customer happiness with great after-sale support and ongoing development motivated by input from customers. Walton is dedicated to sustainable practices; as such, it reduces its environmental impact and participates in CSR programs that promote community development, healthcare, and education. Walton hopes to maintain its status as the world's most recognizable brand in electronics and technology by growing its global footprint and encouraging employee development.

## **2.2 Vision of Walton**

The goal of the Walton Group is to improve consumers' lives by providing them with innovative, high-quality, and reasonably priced products that respect environmental sustainability and corporate responsibility. The business makes significant investments in R&D to develop cutting-edge technology and ensure that its products are both high-quality and reasonably priced. Walton places a high priority on customer happiness with great after-sale support and ongoing development motivated by input from customers. Walton is dedicated to sustainable practices; as such, it reduces its environmental impact and participates in CSR programs that promote community development, healthcare, and education. Walton hopes to maintain its status as the world's most recognizable brand in electronics and technology by growing its global footprint and encouraging employee development.

## **2.3 Core Value of Walton**

The underlying ideas that underpin Walton's operations, decision-making procedures, and stakeholder interactions are known as the company's core values. Walton's corporate culture is based on these principles, which also help to explain why the company is regarded as a major force in the appliances and consumer electronics sectors. My belief is that Walton's basic values consist of:

- Walton is committed to continuous innovation in product development, technology, and processes. The company invests heavily in research and development to bring cutting-edge products to market and stay ahead of industry trends. Innovation drives Walton's growth and helps it meet the evolving needs of customers.
- Walton prioritizes quality in every aspect of its business, from product design and manufacturing to customer service. The company adheres to stringent quality control

standards to ensure that its products are reliable, durable, and meet the highest performance standards. This commitment to quality helps build customer trust and loyalty.

- Customer satisfaction is at the heart of Walton's business strategy. The company strives to understand and exceed customer expectations by offering high-quality products, responsive customer service, and value-added solutions. Walton's customer-centric approach fosters long-term relationships and drives repeat business.
- Walton conducts its business with integrity, transparency, and ethical standards. The company is committed to honest and fair dealings with customers, employees, suppliers, and other stakeholders. Integrity builds trust and credibility, which are essential for sustainable business success.
- Walton is dedicated to sustainable business practices that minimize environmental impact and promote social responsibility. The company implements eco-friendly initiatives in its operations, such as energy-efficient manufacturing processes, waste reduction, and environmentally friendly product designs. Walton's sustainability efforts reflect its commitment to preserving the environment for future generations.
- Walton strives for excellence in all aspects of its business. The company sets high standards for performance and continuously seeks to improve its products, services, and operations. Pursuing excellence ensures that Walton remains competitive and delivers exceptional value to its customers.

#### **2.4 'Better Bangladesh Tomorrow' a Sustainable Initiative by Walton**

The sustainable project Better Bangladesh future by Walton Hi-Tech Industries Limited aims to ensure a sustainable Bangladesh future via the implementation of comprehensive and effective initiatives. Although Bangladesh has always surpassed the United This effort, driven by WALTON, will collaborate with the Government of the People's Republic of Bangladesh to further that cause and increase awareness of the significance of a sustainable future. It is based on the Sustainable Development Goals of the United Nations on actionable indicators.

Better Bangladesh Tomorrow's main goals are to spread joy and understanding of the value of enabling everyone to live in harmony. Regarding conscientious consumerism and sustainable



manufacturing cycles, the sustainable practices of the Walton industry will be primarily concentrated on attaining suggestive growth in terms of population, poverty, and partnerships in order to impact policy modifications that will lead to improved conditions for all individuals under the red and green flags. Walton hopes to make sustainable behaviors enjoyable instead of a burden with Better Bangladesh Tomorrow, and it will be simple to do this.



Figure2 Better Bangladesh Tomorrow

## 2.5 Sister Concerns of Walton

Walton is currently a massive corporation that manufactures electronics and electrical goods; it consists of about fourteen sister concern companies. Nonetheless, the three primary branches are Walton Hi-Tech Industries PLC, Walton Digi-Tech Industries LTD., and Walton Micro-Tech Industries LTD. Below is a list of all the sibling concern companies.

- Walton Hi-Tech Industries PLC.
- Walton Digi-Tech Industries LTD.
- Walton Micro-Tech Industries LTD.
- R.B Group of Companies LTD.
- Walton Chemical Industries LTD.
- Walton Motor Industries LTD.
- Walton Agro Farm and Industries.
- Walton Corporation LTD.
- Walton Shipping and Logistics.
- Dream Park International.
- Marcel Enterprise LTD.
- Sky route Media LTD.
- Walton E-Plaza.
- Walton Plaza.

## 2.6 Product Line

Walton Hi-Tech Industries has improved its product line throughout time, focusing on two important customer segments: businesses and consumers. They've-

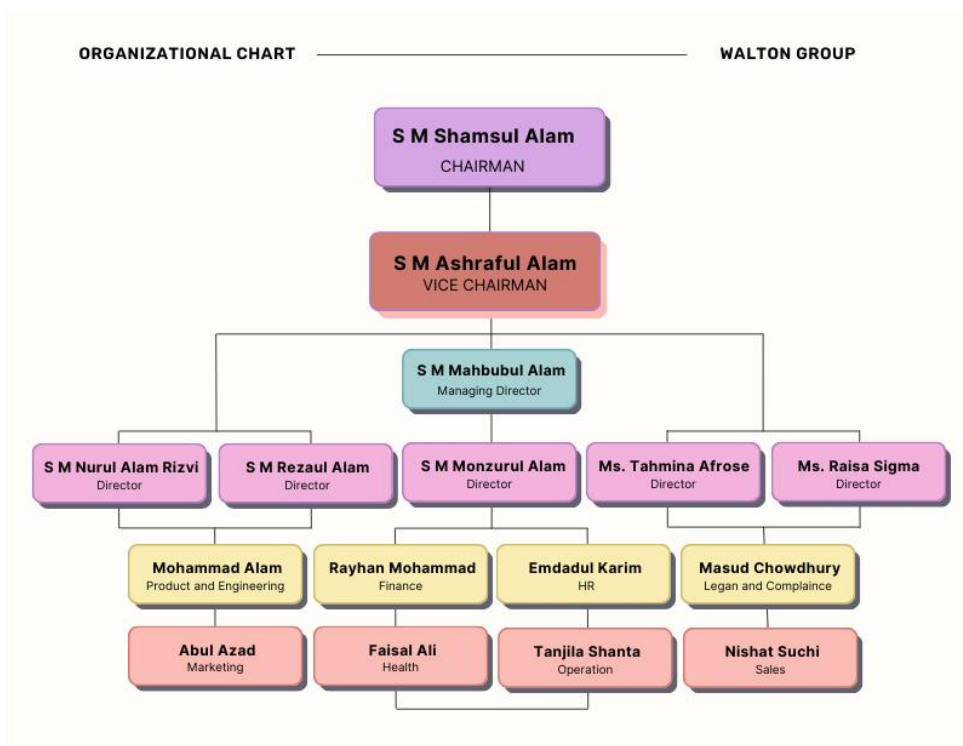
- Six different segments
- There are more than 100 product categories to choose from
- There are over 650 various models to choose from
- Various Colors

Walton Hi-Tech Industries Limited manufactures a range of electronic devices. They create a wide variety of goods in various iterations and aesthetics. Six categories comprise their product line, each with a range of features, colors, and sizes to satisfy customer demand, as demonstrated below:

- I. Refrigerators and freezers.
- II. Air Conditioners.
- III. Televisions.
- IV. Electrical Appliances.
- V. Home and Kitchen Appliances.
- VI. Elevators.

## 2.7 Organogram of Walton

The Walton Group is a prominent conglomerate based in Bangladesh, known for its extensive range of products and subsidiaries. The organization is structured under various divisions, each specializing in different product categories and business functions. Here is a brief overview of its organizational structure:



**Figure3:** Organizational chart of Walton

## **2.8 Marketing Practices of Walton**

### **2.8.1 Marketing Strategies**

The goal of Walton Group's marketing strategy is to position the company as a leader in the home appliance and consumer electronics sectors and to build a strong brand presence. The business uses a multi-channel strategy and a range of marketing techniques to successfully interact with its target market.

Walton's marketing strategy places a strong emphasis on digital marketing and internet presence. Walton wants to reach its customers where they spend a lot of time: online. To do this, it uses email marketing campaigns, internet advertising, and content marketing initiatives. Subscribers receive up-to-date information on Walton's goods and services through these campaigns, which are customized to their interests and requirements.

Walton invests in staying up to date with the latest technical breakthroughs in its sector in addition to its digital marketing endeavors. This involves providing personnel with continual training and development to guarantee they have the abilities and know-how to provide clients with cutting-edge solutions. Walton sees itself as a forward-thinking and inventive company in the consumer electronics sector by maintaining a technological lead.

Walton's content marketing approach is centered on creating useful and high-quality material that highlights the company's proficiency in home appliances and consumer electronics. Walton's products, services, and industry insights are highlighted in these blog pieces, case studies, and white papers. It is common practice to employ subject matter experts to offer thought leadership and position Walton as an authority in the consumer electronics and home appliances sector.

Overall, Walton's marketing strategy aims to build strong relationships with its target audience, establish the Walton brand as a leader in the consumer electronics and home appliances industry, and provide subscribers and followers with relevant and valuable content. Through a combination of digital marketing, technological innovation, and content creation, Walton strives to connect with customers and drive growth in the competitive consumer electronics market.

### **2.8.2 Targeting Strategies**

Within the consumer electronics and home appliance sector, Walton Group targets industries and customer segments with tailored tactics. The organization places emphasis on comprehending the unique demands and obstacles of diverse consumer segments and customizing its offerings to efficiently fulfill those needs.

Serving particular industries, such as manufacturing, retail, and healthcare, is one of Walton's targeted tactics. Walton obtains an in-depth awareness of the particular demands and challenges of each business by focusing in these areas. This makes it possible for the business to provide tailored solutions that cater to the unique requirements of customers in these industries. For instance, Walton might give customized appliances or tech solutions to meet the demands of manufacturers, merchants, and healthcare organizations.

Walton also uses a focus on developing technology and specific markets as a targeting technique. To keep its staff knowledgeable about the most recent advancements in home appliance and consumer electronics technologies, the corporation funds employee training. This enables Walton to establish a reputation for being a progressive and creative force in the market, ready to offer its clients cutting-edge solutions. Walton is able to predict market trends and provide goods and services that cater to the changing needs of its target market by staying ahead of technical breakthroughs.

Overall, Walton's targeting strategies focus on understanding customer needs, specializing in specific industries, staying abreast of technological advancements, and prioritizing customer satisfaction. By effectively targeting its customer segments and industries, Walton can better serve its clients and maintain its competitive edge in the consumer electronics and home appliances market.

### **2.8.3 Market Segmentation**

Segmentation is one of the most important components of marketing strategy. The process of identifying and focusing on a particular market is known as market segmentation. It's the technique of dividing a market up into distinct customer segments. There are several reasons to

segment a market. Market segmentation takes into account variables including psychographics, behavior, location, and demography. Walton primarily concentrates on the target audience. The demographic foundation of Walton includes individuals from several age groups and socioeconomic backgrounds. Three categories are identified by Walton within the age group: younger, adult, and older generations. They separate the income category into middle-class and low-class groupings. Walton's goal is to "Go Global," thus they have already started to build their marketing team further. Walton enters the market using a variety of strategies in an attempt to increase the market share of E&E products in the nation.

#### **2.8.4 Marketing Mix**

The term "marketing mix" describes how a company combines functional, adaptable marketing tactics to generate the desired reaction from its target audience. This section covers every action an organization can take to influence the demand for its product. Walton, for example develops a marketing strategy based on the traditional Four Ps of marketing for its competitors in the market.

- **Product:** Walton's products stand out due to their exceptional and superior packaging and branding. Walton uses two different approaches to product strategy. There are two sorts of intangible attributes: the real product and the other. A real product is anything actual and substantial that needs to be obtained in order to achieve the main product. Mobile phones, home appliances, cars, and consumer electronics are just a few of the many things that Walton sells. With a portfolio that includes televisions, refrigerators, air conditioners, washing machines, microwave ovens, rice cookers, blenders, smartphones, computers, motorbikes, and electric vehicles, Walton places a strong emphasis on innovation and quality while making sure its goods satisfy worldwide standards. The corporation can introduce new items and upgrade existing ones to meet changing consumer needs because of its strong focus on research and development.
- **Price:** The marketing mix's most adaptable component is the pricing approach. A pricing model can help a business get into the best possible position. Cost-based, value- or demand-based, and competition-based pricing are the three types of pricing strategies. Walton employs a value- or demand-based pricing strategy for mobile phones. Walton uses "New product price strategies" for new areas, among other things. Walton adopts a competitive strategy to make its products accessible to a wide range of customers. By leveraging

economies of scale and efficient manufacturing processes, Walton maintains cost leadership while ensuring high-quality standards. This pricing strategy offers value for money, appealing to both budget-conscious and quality-seeking consumers. Additionally, Walton provides various financing options and installment plans to facilitate purchases.

- **Place:** This category describes the distribution strategy used by Walton. Walton offers a broad selection of products. It helps the company to guarantee profit margins and focus on the mass market. If a company lacks a distribution hub of its own, then a large product.

It is nearly always challenging to distribute a line. Walton uses this marketing mix to help disseminate its product to consumers. The company established a large number of sales locations across the nation. Over time, Walton has expanded its nationwide sales network. Walton has a vast distribution network that uses a multi-channel approach to reach both urban and rural areas. To ensure product availability across regions, a wide network of authorized dealers and distributors is in place, as are exclusive showrooms showcasing the entire product range. Additionally, e-commerce platforms like Walton's official website and well-known online marketplaces are in place to serve the expanding online shopper base. Customer satisfaction is increased by the maintenance and after-sales support offered by a large number of service facilities.

- **Promotion:** Additionally, they successfully execute a national marketing campaign. Walton uses a range of advertising and promotional strategies to create demand for its products. Walton makes extensive use of television commercials, yet additional strategies like one-to-one marketing, social media marketing, special offers, and outstanding packaging. Promotionally, Walton employs an integrated marketing communication strategy to promote its products and brand image. Key activities include extensive use of television, radio, print media, and digital platforms to reach a broad audience, along with seasonal discounts, promotional offers, and bundled deals to attract and retain customers. Walton also participates in trade shows, product launches, and corporate social responsibility activities to build its brand reputation. Active engagement on social media platforms connects Walton with younger demographics, while sponsorships and endorsements with celebrities and influencers enhance brand visibility and credibility.

### **2.8.5 Financial Performance and Accounting Practices**

Walton Group, a prominent conglomerate in Bangladesh, has demonstrated robust financial performance and sound accounting practices over the years. With a compound annual growth rate (CAGR) reflecting steady growth in revenue and net profit, Walton has maintained its position as a leading player in the consumer electronics and home appliances market. This growth can be attributed to several factors, including the company's focus on delivering high-quality products, its diverse product portfolio, and effective cost management practices.

Walton's financial reporting adheres to international accounting standards and best practices. The company's financial statements undergo regular audits by external auditors to ensure accuracy and compliance with regulations. This commitment to transparency and accountability reflects Walton's strong financial position and market reputation, facilitating the raising of capital from both domestic and international sources to support its growth initiatives.

In terms of accounting practices, Walton utilizes modern ERP software, such as Oracle, for various financial functions including invoicing, payroll management, and financial reporting. This enables the company to streamline its accounting processes, improve efficiency, and maintain accurate financial records.

Regarding foreign currency transactions, Walton follows established principles where income and expenses are recognized based on the exchange rate prevailing on the day of the transaction. Monetary instruments denominated in foreign currencies are adjusted using the relevant exchange rates at the balance sheet date. Any translation discrepancies arising from transaction settlements and currency adjustments are duly accounted for in the financial statements, ensuring compliance with international accounting standards and providing stakeholders with transparent financial information.

Overall, Walton Group's strong financial performance and adherence to best accounting practices underscore its commitment to financial integrity and sustainable growth. By maintaining sound financial management practices and leveraging modern accounting technologies, Walton continues to strengthen its position in the market and deliver value to its stakeholders.



### **2.8.6 Target customers, targeting and positioning strategy**

**Target Customers:** Walton produces a wide range of electrical and technological goods. They consider a wide range of target customers when developing their various products. For instance, they give modest phones that satisfy their fundamental needs to the elderly and the underprivileged. Multimedia phones are available for everyone who enjoys entertainment. Then, for Android smartphone users, the smoother-running Primo series was introduced.

**Market Position:** Due to its substantial capital setup and other 16 factors, Walton has established itself as the market leader in the business and carved itself a sizable portion of the market acquired a competitive edge. Walton has also recently focused on the worldwide market and made a number of changes to enhance the value of its brand.

- **Prospect of Export Market:** In addition to the previously mentioned, exporting Electrical and Electronics (E&E) goods into foreign markets have a bright future. Redesigning its International Business Unit, the conglomerate is concentrating on the export market in order to achieve its stated goal. The company's profitability will increase significantly as a result of these tactics in the upcoming years.
- **Prospect of Local Market:** Reasonable pricing and fast rural electrification are driving up demand for electrical, electronics, and home appliances. Increasing number of middle-class households with two incomes, as well as Bangladesh's long-term average GDP growth. Customers now see these products as basic necessities for their homes and personal lives rather than as luxuries. Walton has shown resilience by putting "Made in Bangladesh" first. with the satisfaction of maintaining the slogan "It's Our Product." Walton is committed to highlighting the significance of social, economic, and environmental issues by offering high-quality products at reasonable costs to middle-class and lower-class urban consumers.

### **2.9 Industry and competitive analysis**

Analyzing Walton Group's market structure involves understanding the industry's participants, availability of alternative products, barriers to entry, and the bargaining power of customers and suppliers. Competing in the consumer electronics and home appliances industry, Walton faces established players, a variety of product alternatives, high entry barriers, and significant customer bargaining power. Despite these challenges, Walton's focus on innovation,

differentiation, and customer value enables it to navigate the competitive landscape and maintain its position in the market.

### 2.9.1 Porter's Five Forces Analysis of Walton

Walton Porter's Five Forces assessment evaluates the competitive environment of the enterprise and the variables impacting its industry. The evaluation centers on determining the company's stance considering aspects such as the possibility of new competitors, the possibility of alternatives, the power of buyers and suppliers, and competitive rivalry.



**Figure4:** Porter's Five Force Model for Walton

- **Threats from new competitors:** In the consumer electronics and home appliances industry, the threat of new entrants to Walton's market position is relatively low. Establishing a

presence in this industry requires significant investment in manufacturing facilities, distribution networks, and brand building. Moreover, Walton's strong brand reputation and extensive distribution channels act as barriers to entry for new competitors. Customers often prefer established brands with a history of reliability and quality, making it challenging for new entrants to gain market share. Therefore, the threat of new entrants is a weak force in shaping Walton's competitive landscape.

- **Substitute products:** While there may be substitutes for individual products within Walton's portfolio, such as smartphones or home appliances from other brands, the overall threat of substitutes to Walton's entire range of consumer electronics and home appliances is moderate. Walton's diverse product offerings, combined with its reputation for quality and affordability, provide a degree of differentiation that mitigates the threat of substitutes. Additionally, the unique features and benefits offered by Walton's products may not be easily replicated by substitutes. However, advancements in technology and changes in consumer preferences could increase the threat of substitutes over time, making it important for Walton to continually innovate and differentiate its products.
- **Supplier bargaining power:** Walton's supplier bargaining power varies depending on the industry and specific products. While the company may face some bargaining power from suppliers of raw materials and components, Walton's size and market dominance often enable it to negotiate favorable terms with suppliers. Additionally, Walton may have multiple suppliers for key components, reducing dependence on any single supplier and mitigating supplier bargaining power. Therefore, the supplier bargaining power is generally low to moderate and has a limited impact on Walton's competitive environment.
- **Customer bargaining power:** In the consumer electronics and home appliances industry, buyers typically have significant bargaining power due to the abundance of choices and ease of switching between brands. However, Walton's strong brand reputation, diverse product range, and competitive pricing strategies may mitigate some of this bargaining power. Additionally, factors such as brand loyalty and product quality influence customer decisions, reducing their willingness to switch to alternative brands. Overall, while buyers may have some bargaining power, it is not overwhelmingly strong and has a moderate impact on Walton's competitive landscape.

- **Intensity of competitive rivalry:** Competition in the consumer electronics and home appliances industry is intense, with numerous established players and new entrants vying for market share. Walton competes with both domestic and international brands, each offering a wide range of products to meet consumer needs. Factors such as product innovation, pricing strategies, marketing initiatives, and distribution networks contribute to the high level of rivalry among competitors. Walton's ability to differentiate its products, maintain quality standards, and effectively market its brand is critical in navigating this competitive landscape and sustaining its market position. Therefore, the rivalry among competitors is a significant factor in shaping Walton's competitive tactics.

### 2.9.2 SWOT Analysis of Walton Hi-Tech Industries

SWOT Analysis is a technique that is being used to evaluate what one's organization has been doing best at the moment and to develop an effective future strategy. SWOT stands for strength, weakness, opportunities, and threats thus the method is self-explanatory. A SWOT analysis is used to evaluate an organization's present competencies and concerns. SWOT analysis is a data-driven and fact-based analysis that is incredibly important for determining a company's present position within the industry. Companies do this after a specified time frame in order to keep track of their strengths and weaknesses. Walton's perspective of SWOT analysis is given below in detail

#### I. Strengths:

Strengths refer to the internal attributes and resources that an organization excels at or possesses, which give it an advantage over competitors.

- **Broader Product Offering:** In order to satisfy consumer demand, Walton provides a more extensive selection of products, such as smartphones, air conditioners, refrigerators, televisions, and home appliances, gadgets.
- **Low Cost:** Walton maintains a low cost of manufacture to keep its items within the reach of middle-class consumers.

- **Wide Distribution Channel:** Serving as its official showrooms, Walton runs 425 Walton Plazas around the nation. They also have 650 Walton Exclusives, which generates a commission of roughly 6-7 percent on Walton group sales.
- **Installments:** Walton makes its items affordable for even the lower middle class by providing inexpensive costs along with five-year installment plans.

## II. Weakness:

Weaknesses are internal factors that can hinder an organization's performance or competitive edge.

- **Absence of expert labor:** In an effort to save expenses, they are unable to employ skilled workers.
- **Low R&D:** Instead of creating something novel, they produce goods that have already been presented by rival companies.
- **Unable to attract people in the upper income bracket:** The affluent segment still favors goods with international brands. The main reason for this is that they don't believe in Walton's abilities.

## III. Opportunities:

Opportunities are external factors or conditions that an organization can exploit to its advantage.

- **International Expansion:** Walton has opportunities to expand its presence in international markets, leveraging its reputation, diverse product portfolio, and competitive pricing strategy. Targeting emerging markets with growing consumer demand presents avenues for growth.
- **Technological Advancements:** The rapid pace of technological advancements presents opportunities for Walton to introduce innovative products and solutions. Embracing emerging technologies such as Internet of Things (IoT) and smart home devices can differentiate Walton in the market.

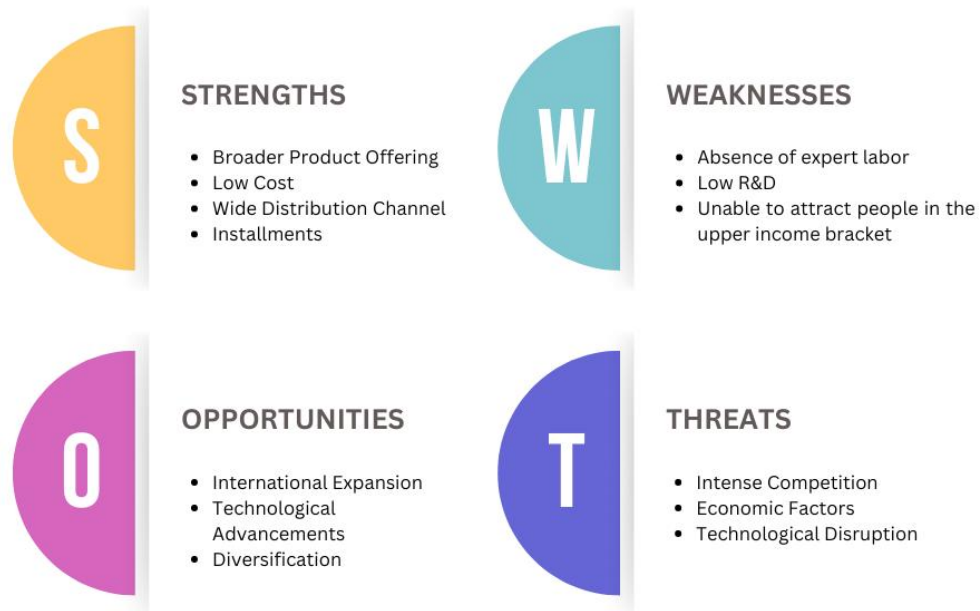
- **Diversification:** Walton can explore diversification into related industries or new product categories to expand its revenue streams. For example, venturing into renewable energy solutions or digital services could complement its existing offerings.

#### **IV. Threats:**

Threats are external challenges or risks that could negatively impact an organization's performance.

- **Intense Competition:** Walton faces intense competition from both domestic and international competitors in the consumer electronics and home appliances industry. Competitors with larger global reach and established brand presence pose threats to Walton's market share.
- **Economic Factors:** Economic fluctuations, currency exchange rates, and changes in consumer spending habits can impact Walton's sales and profitability. Economic instability within Bangladesh or key export markets could pose threats to Walton's financial performance.
- **Technological Disruption:** Rapid technological advancements and disruptive innovations may render existing products obsolete or challenge Walton's market position. Adapting to technological disruptions and maintaining relevance in the market is crucial for Walton's long-term success.

# SWOT ANALYSIS



**Figure 5:** SWOT Analysis of Walton

By leveraging its strengths, addressing weaknesses, capitalizing on opportunities, and mitigating threats, Walton can enhance its competitive position and achieve sustainable growth in the consumer electronics and home appliances industry.

# **Chapter 3: Industry Analysis**



### **3. Industry Analysis**

A summary of the Walton Hi-Tech Industry's size, growth trends, maturity, seasonality, and other key factors is provided in this chapter. This chapter has discussed the Walton Group's competitors as well as its competitive advantages.

#### **3.1 Industry size**

Many international brands have been replaced by local ones in Bangladesh's refrigerator market. At the top of the list is Walton, a producer of information technology, electrical, and electronic devices. 77% of Bangladeshi businesses own the nation's market for refrigerators. With 66 percent of the market, Walton is in the lead.

Walton is the most well-known electronics manufacturer in Bangladesh, offering a range of products that include air conditioners, refrigerators, TVs, light automated stoves, and kitchen appliances. In addition, after internal need is satisfied, the Bangladeshi powerhouse exports its products. At the moment, Walton owns more than 75% of Bangladesh's whole refrigerator market. Following its listing on the Dhaka and Chittagong Stock Exchanges, Walton Hi-Tech Industries Limited made its debut on the stock market in 2020 with its initial public offering (IPO). In terms of market capitalization, the company has expanded since then to rank among Bangladesh's biggest publicly traded companies. Walton has gained a following of customers both domestically and abroad thanks to their superior products, stylish designs, and reasonable prices. Nowadays, Walton's employs over 30,000 people and exports its goods to over 40 countries.

Last year, Walton revealed a new Tk 5,000 crore investment plan. It has requested authorization from the Bangladesh Economic Zones Authority to purchase 300 acres in Bangabandhu Sheikh Mujib Shilpa Nagar, Chattogram. The company will have two manufacturing sites: its current one in Chandra, Gazipur, and the newly built one. The investment will be made over a length of eight years.

### **3.2 Maturity of the industry in Bangladesh**

With one of the greatest and largest R&D centers in the world, Walton is a creative international brand that sells cars, electronics, electrical appliances, and other products. The company uses a network of subsidiaries that operate under the Walton group's headquarters in Bangladesh to manufacture its goods. Currently, Walton employs over 35,000 workers spread across 22 production sites encompassing over 700 acres of plant area. Ten million units can be produced annually, depending on market need. Being the biggest professional manufacturer in the business, Walton has built a solid reputation for itself by producing electrical and electronic products at the lowest possible cost while maintaining the highest standards of quality, innovation, and design.

Walton is the most well-known electronics producer in Bangladesh, offering a range of products such as air conditioners, refrigerators, TVs, light automated stoves, and kitchen appliances. In addition, after satisfying local demand, the Bangladeshi electric behemoth exports the goods it produces. In Bangladesh, Walton now holds a market share of more than 75% of all refrigerators. In 2020, Walton Hi-Tech Industries Limited went public on the stock market after being listed on the Dhaka and Chittagong Stock Exchanges. In terms of market value, the business has expanded since then to rank among Bangladesh's biggest publicly traded firms. Walton's excellent product, attractive design, and affordable prices have helped them build a following of customers both domestically and internationally. Nowadays, Walton's employs over 30.000 people and exports its goods to over 40 countries.

### **3.3 External Economic Factors and their Effect on the Industry**

External economic factors play a significant role in shaping the operating environment for companies like Walton, influencing various aspects of their industry. These factors can have profound implications for Walton's operations, financial performance, and overall strategic direction.

Consumer spending patterns, for instance, are a key economic variable that directly impacts Walton's retail business. During periods of economic expansion, increased consumer confidence and disposable income often translate into higher retail sales. Conversely, economic downturns can lead to reduced consumer spending, impacting Walton's revenue and profitability.

Interest rates represent another critical economic factor. Fluctuations in interest rates can affect Walton's borrowing costs for expansion projects or day-to-day operations. Higher interest rates can increase the cost of debt financing, potentially squeezing profit margins or constraining investment decisions.

Inflation is yet another economic variable that Walton must navigate. Rising inflation can drive up the cost of goods and services, impacting Walton's operating expenses. If the company is unable to adjust its prices accordingly, inflationary pressures may erode profit margins over time.

Labor market conditions, including unemployment rates and wage trends, also influence Walton's operational costs and workforce dynamics. Changes in labor supply and demand can impact recruitment efforts, wage pressures, and overall labor productivity.

Supply chain disruptions represent another economic risk factor. Events such as natural disasters, geopolitical tensions, or pandemics can disrupt global supply chains, affecting Walton's ability to source raw materials or deliver products to customers in a timely manner.

In summary, external economic factors exert a multifaceted influence on Walton's industry, shaping market dynamics, competitive pressures, and operational challenges. Successfully navigating these economic variables requires a proactive approach to strategic planning, risk management, and adaptability in response to changing market conditions.

### **3.4 Seasonality**

Seasonality profoundly influences the operations and performance of companies like Walton, particularly in the retail sector. Here's how seasonality might affect Walton:

Holiday Seasons represent a significant period of increased consumer spending, with peaks during Christmas, Thanksgiving, and Easter. Walton, especially if it operates stores like Walmart, experiences surges in customer traffic and sales during these times. The company typically adjusts its inventory levels, staffing, and promotional activities to capitalize on heightened demand.

Back-to-School Season is another crucial period for retailers, marked by families shopping for school supplies, clothing, and electronics in preparation for the new academic year. Walton experiences a boost in sales as consumers flock to its stores for back-to-school shopping.

Certain Products exhibit strong seasonal demand. For example, outdoor furniture and gardening supplies sell better in the spring and summer months, while winter clothing and holiday decorations are in high demand during the colder seasons. Walton adjusts its product offerings and marketing strategies accordingly to meet seasonal preferences.

Understanding and effectively managing seasonality is crucial for Walton to optimize its sales, inventory management, and marketing efforts throughout the year. By strategically planning and forecasting, Walton can capitalize on seasonal trends to maximize revenue opportunities.

### **3.5 Regional Perspectives**

The corporation is currently aggressively pursuing its aspirations of global expansion, holding market shares of more than two-thirds in the local refrigerator market, almost half in the television market, and one-third in the air conditioner market. Walton, which has operations in more than 20 countries worldwide, has set a standard as the biggest exporter of electronics from Bangladesh. Operations in Nepal and India. Myanmar, Bhutan, United Arab Emirates, Qatar, and the Maldives. West Africa, including Nigeria, is booming. Australia, Europe, the US, South Africa, Singapore, Poland, Romania, Saudi Arabia, Sri Lanka, and the CIS countries are among the markets it is now entering. Walton's involvement in international markets has brought us several national and international awards, demonstrating its dedication, proficiency, and inventiveness in fulfilling worldwide standards.

### **3.6 Competitive Landscape**

The main products of the Walton group are automobiles and electronics. For every one of their product categories, they face a distinct rival. Walton's primary rivals in Bangladesh include Vision, My One, Singer, and Jamuna Electronics. There are further rivals, such as Global corporations include Samsung, LG, Sharp, and Panasonic.

### **3.7 Competitors of Walton**

Walton's primary rivals in Bangladesh are Jamuna Electronics, Xiaomi (smartphones), MyOne, SINGER, and MyOne. Back during the British colonial era, when Bangladesh was still regarded as a part of India, singers were present in the country subcontinent. Diversification has always been Singer's top priority. Among other products, SINGER has introduced color televisions, fans, washing machines, irons, microwave ovens, air conditioners, motorcycles, DVD players, and 3D televisions, and has carved out a sizeable portion of the local market over the years. Xiaomi is a Chinese smartphone company. The company caters to the majority of Bangladeshis by providing high-quality smartphones at a reasonable price; the smart phone brand is well-known throughout the regional marketplace. Xiaomi is a significant rival of Walton smartphones in Bangladesh. Two up-and-coming Bangladeshi producers of electronics are Vision and Jamuna Electronics. Similar to Walton's approach, the companies follow a precise business plan when operating in the market. The main advantages of both businesses are their affordable prices, dependable shipping, and high-quality products. They are also becoming more and more of Walton's competitors.

### **3.8 Competitive Advantages**

With its catchphrase "Amader Ponna," Walton has sparked a great deal of passion among the consumers in its target market, and roughly 95% of manufacturing is completed using their own materials. They agreed to Walton's proposal to produce electronics in Bangladesh initially. One of Bangladesh's leading electronic companies, Walton, focuses on offering middle-class consumers premium goods at reasonable prices. They also provide low-interest long-term payment plans and long-term warranty policies, such as a 12-year compressor guarantee that is unmatched by rivals and covers device replacement, to ensure client satisfaction. They also have an extensive distribution network that reaches rural parts of Bangladesh.

## **Chapter 4: Description of Duties**

## 4 Descriptions of Duties

This chapter discussed my responsibilities and duties as an intern at Walton Hi-Tech Industries Ltd. 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 department (Walton Distribution Network) for 3 months at Walton Hi-Tech Industries Ltd.

### 4.2 Tasks completed during the internship

Here are some of the key tasks I have learned from Sales development:

- **Identifying business opportunities:** Conduct thorough market research to understand consumer needs, preferences, and pain points. Analyze industry trends, competitor offerings, and emerging technologies to uncover potential gaps or areas for improvement.
- **Updating documents and sales records:** Utilize a document management system to organize and track your documents and sales records. This can streamline the updating process and make it easier to access and manage information.

Party Name	Party Number	Area Name	REF QTY	REFValue	REF Total	AC QTY	AC Value	AC Total	TV QTY	TV Value	TV Total	HAP Value
A.P.M Electronics-Mahilara	50014	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
Akhi Enterprise-Mehendigonj	75218	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
Andamanik Electronics-Hizla	74112	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
Ashar Alo Souro Bidduth-Barisal	69201	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
Ashik Enterprise	1247	Barisal	300	9150000	33774	15	840000	3209	65	1430000	4698	150000
Borhangonj Electronics-Borhanuddin	74916	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
Chowdhury Electronics-Muladi	69440	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
Electronics Park-Banaripara, Barishal	75591	Barisal	300	9150000	33774	15	840000	3209	35	770000	2781	201000
Emran Telecom-Muladi	92545	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
Hawlvader Traders-Mehendiganj	48041	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
Hazi Electronics-Muladi	1141	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	328000
Jeba Electronics-Lalmohan	94744	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
Jui Electronics-Daulatkhan	5382	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
M/S Ayat Electronics-Lalmohon	75424	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
M/S Dynamic Electro Mart-Burhanuddin	46766	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
M/S Emon Electronics-Bhola	86406	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
M/S Jahan Electronics-Bhola	65656	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
M/S Kalma Electronics-Lalmohan	74986	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
M/S Khan Electronics-Bhola Sadar	5433	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
M/S Khan Electronics-Kajirhat	2080	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
M/S M. M Traders Plus-Ujirpur	74533	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
M/S Raichand Electronics-Lalmohan	100435	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
M/S Sojib Electronics-Charfassion	48136	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
M/S Sumon Traders-Borhanuddin	93596	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
M/S. Asad Traders-Tazumuddin	64370	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
M/S. Dipanchal Electronics-Lalmohan	33265	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
M/S. Shorif Electronics-Banglabazar	20258	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000
Messers Aicha Enterprise-Chorfassion	48208	Barisal	300	9150000	33774	15	840000	3209	30	660000	2461	150000

Figure 6: Sales Record of Walton

- **Observing and carrying out sales processes:** Familiarize yourself with the steps involved in the sales process, from prospecting and qualifying leads to closing deals and providing after-sales support. Each stage requires specific skills and strategies, so understanding the process as a whole is crucial.
- **Reviewing sales performance against sales targets:** Monitor key performance indicators (KPIs) related to sales performance, such as revenue, sales volume, conversion rates, average deal size, and sales cycle length. These metrics provide valuable insights into the effectiveness of your sales efforts and help you measure progress toward your targets.
- **Working closely with the manager or assigned staff member, and completing all allocated tasks:** Prioritize your tasks based on urgency, importance, and alignment with organizational priorities. Work with your manager or assigned staff member to identify key priorities and allocate your time and resources accordingly.
- **Make daily sales report:** Daily sales reports provide real-time insights into sales performance, allowing managers to monitor progress towards targets and identify trends or patterns that may impact sales outcomes. By tracking daily sales metrics, such as revenue, units sold, and average transaction value, managers can quickly assess the health of the sales operation and take corrective actions as needed.



Area Name	WRC QTY	WRC VALUE	WTV QTY	WTV VALUE	WAC QTY	WAC VALUE	HAP	EAP	TOTAL
Jatrabari	1,458	44,460,654	134	2,946,301	323	18,071,821	4,199,902	1,363,038	71,041,716
Labagh	1,808	55,144,161	151	3,312,257	427	23,916,706	3,379,334	1,376,683	87,129,141
Narayanganj	2,998	91,453,141	171	3,766,790	297	16,652,166	4,590,901	1,184,290	117,647,288
Keraniganj	1,591	48,532,340	168	3,694,531	341	19,082,206	5,493,426	1,377,419	78,179,922
Munshiganj	1,442	43,979,190	98	2,149,121	155	8,658,615	2,210,954	2,057,614	59,055,495
<b>Md. Jahid Hasan-162</b>	<b>9,297</b>	<b>283,569,486</b>	<b>721</b>	<b>15,869,000</b>	<b>1,543</b>	<b>86,381,514</b>	<b>19,874,516</b>	<b>7,359,045</b>	<b>413,053,561</b>
Shariatpur	919	28,016,189	91	1,992,949	77	4,310,123	2,341,403	2,205,666	38,866,330
Kushtia	1,524	46,494,422	152	3,335,567	135	7,571,492	2,902,430	1,695,437	61,999,348
Jhenaidah	2,126	64,831,536	95	2,095,510	103	5,755,357	1,706,450	2,267,148	76,656,000
Jessore	1,894	57,767,306	140	3,079,164	147	8,236,555	2,339,130	4,261,524	75,683,680
Madaripur	1,411	43,024,565	130	2,850,733	63	3,555,532	2,103,698	3,362,659	54,897,186
<b>Mehedi Hasan-1891</b>	<b>7,873</b>	<b>240,134,017</b>	<b>607</b>	<b>13,353,922</b>	<b>526</b>	<b>29,429,059</b>	<b>11,393,110</b>	<b>13,792,435</b>	<b>308,102,543</b>
Feni	2,264	69,065,093	73	1,613,006	131	7,328,488	4,074,568	5,896,249	87,977,405
Chittagong North	2,096	63,914,265	131	2,888,027	184	10,321,274	1,768,518	1,372,514	80,264,599
Rangamati	1,557	47,473,951	132	2,902,013	63	3,555,532	2,934,208	1,650,186	58,515,889
Chittagong South	2,812	85,754,441	227	4,995,192	273	15,309,250	3,176,695	2,891,411	112,126,989
Coxs Bazar	2,217	67,633,155	121	2,654,934	43	2,391,671	2,794,046	2,750,858	78,224,664
<b>Abdul Bari-49194</b>	<b>10,946</b>	<b>333,840,905</b>	<b>684</b>	<b>15,053,173</b>	<b>695</b>	<b>38,906,213</b>	<b>14,748,035</b>	<b>14,561,219</b>	<b>417,109,546</b>
Khulna	1,176	35,873,173	103	2,274,992	51	2,877,679	1,880,884	1,354,018	44,260,746
Pirojpur	662	20,184,108	117	2,578,013	42	2,327,722	1,908,834	1,514,934	28,513,612
Barisal	1,773	54,081,621	125	2,757,495	86	4,808,921	1,942,954	1,857,503	65,448,494
Patuakhali	1,298	39,579,611	146	3,214,358	77	4,297,333	2,178,294	1,602,317	50,871,913
Faridpur	1,316	40,152,387	93	2,041,898	65	3,632,270	2,286,913	2,060,928	50,174,396
<b>Md. Zahurul Islam-1125</b>	<b>6,225</b>	<b>189,870,899</b>	<b>585</b>	<b>12,866,757</b>	<b>320</b>	<b>17,943,924</b>	<b>10,197,879</b>	<b>8,389,702</b>	<b>239,269,161</b>
Cumilla North	3,067	93,536,715	100	2,191,078	93	5,192,611	4,386,244	8,677,139	113,983,787
Cumilla South	2,154	65,699,000	37	813,496	54	3,031,155	2,365,743	2,999,424	74,908,819
Chandpur	1,550	47,266,423	66	1,459,165	70	3,926,432	2,322,702	3,405,847	58,380,569
Lakshmipur	1,491	45,473,387	46	1,018,618	33	1,828,925	1,585,343	3,277,026	53,183,299
Noakhali	1,822	55,571,667	53	1,174,791	67	3,760,167	3,626,427	10,038,163	74,171,214
<b>Md. Sohel Rana-10914</b>	<b>10,084</b>	<b>307,547,193</b>	<b>303</b>	<b>6,657,148</b>	<b>317</b>	<b>17,739,289</b>	<b>14,286,459</b>	<b>28,397,599</b>	<b>374,627,689</b>
<b>SOUTH</b>	<b>44,425</b>	<b>1,354,962,500</b>	<b>2,900</b>	<b>63,800,000</b>	<b>3,400</b>	<b>190,400,000</b>	<b>70,500,000</b>	<b>72,500,000</b>	<b>1,752,162,500</b>
Bogra	1,111	33,874,063	58	1,276,000	39	2,176,000	1,762,500	1,160,000	40,248,563
Pabna	1,555	47,423,688	97	2,126,667	78	4,352,000	1,762,500	1,933,333	57,598,188
Jamalpur	1,333	40,648,875	126	2,764,667	39	2,176,000	2,115,000	1,450,000	49,154,542
Tangail	1,222	37,261,469	77	1,701,333	58	3,264,000	1,410,000	1,933,333	45,570,135
Gazipur-02	2,443	74,522,938	145	3,190,000	214	11,968,000	3,525,000	2,416,667	95,622,604
<b>Moudud Parvez Mamun-1139</b>	<b>7,663</b>	<b>233,731,031</b>	<b>503</b>	<b>11,058,667</b>	<b>427</b>	<b>23,936,000</b>	<b>10,575,000</b>	<b>8,893,333</b>	<b>288,194,031</b>
Mymensingh	2,554	77,910,344	145	3,190,000	194	10,880,000	2,643,750	3,383,333	98,007,427
Netrokona	2,443	74,522,938	116	2,552,000	146	8,160,000	2,643,750	2,900,000	90,778,688
Kishoreganj	2,221	67,748,125	97	2,126,667	117	6,528,000	2,643,750	5,800,000	84,846,542
Narsingdi	1,999	60,973,313	97	2,126,667	117	6,528,000	1,762,500	2,900,000	74,290,479
Gazipur-01	2,221	67,748,125	145	3,190,000	340	19,040,000	3,525,000	3,866,667	97,369,792
<b>Md. Moshir Rahman-1920</b>	<b>11,439</b>	<b>348,902,844</b>	<b>599</b>	<b>13,185,333</b>	<b>913</b>	<b>51,136,000</b>	<b>13,218,750</b>	<b>18,850,000</b>	<b>445,292,927</b>
Savar	1,999	60,973,313	116	2,552,000	243	13,600,000	3,525,000	1,933,333	82,583,646
Uttara	2,332	71,135,531	213	4,678,667	291	16,320,000	6,168,750	5,800,000	104,102,948
Mirpur	2,999	91,459,969	193	4,253,333	340	19,040,000	3,525,000	3,286,667	121,564,969
Gulshan	1,999	60,973,313	145	3,190,000	243	13,600,000	4,406,250	4,833,333	87,002,896
Manikganj	1,555	47,423,688	116	2,552,000	78	4,352,000	2,115,000	1,933,333	58,376,021
<b>Md. Shakhawat Ali-177</b>	<b>10,884</b>	<b>331,965,813</b>	<b>783</b>	<b>17,226,000</b>	<b>1,195</b>	<b>66,912,000</b>	<b>19,740,000</b>	<b>17,786,667</b>	<b>453,630,479</b>
Sunamganj	777	23,711,844	48	1,063,333	24	1,360,000	1,762,500	2,416,667	30,314,344
Sylhet	2,443	74,522,938	135	2,977,333	194	10,880,000	5,287,500	5,316,667	98,984,438
Moulvibazar	889	27,099,250	58	1,276,000	19	1,088,000	1,762,500	2,416,667	33,642,417
Habiganj	2,221	67,748,125	116	2,552,000	175	9,792,000	3,525,000	3,866,667	87,483,792
Brahmanbaria	2,221	67,748,125	116	2,552,000	175	9,792,000	4,053,750	3,866,667	88,012,542
<b>Md. Asaduzzaman-10913</b>	<b>8,552</b>	<b>260,830,281</b>	<b>474</b>	<b>10,420,667</b>	<b>588</b>	<b>32,912,000</b>	<b>16,391,250</b>	<b>17,883,333</b>	<b>338,437,531</b>
Dinajpur	777	23,711,844	97	2,126,667	19	1,088,000	1,762,500	1,933,333	30,622,344
Nilphamari	444	13,549,625	77	1,701,333	15	816,000	1,762,500	1,740,000	19,569,458
Rangpur	777	23,711,844	58	1,276,000	19	1,088,000	1,762,500	1,740,000	29,578,344
Naogaon	1,888	57,585,906	116	2,552,000	78	4,352,000	2,643,750	1,933,333	69,066,990
Rajshahi	1,999	60,973,313	193	4,253,333	146	8,160,000	2,643,750	1,740,000	77,770,396
<b>Mizanur Rahaman-4510</b>	<b>5,886</b>	<b>179,532,531</b>	<b>541</b>	<b>11,909,333</b>	<b>277</b>	<b>15,504,000</b>	<b>10,575,000</b>	<b>9,086,667</b>	<b>226,607,531</b>
<b>NORTH</b>	<b>44,425</b>	<b>1,354,962,500</b>	<b>2,900</b>	<b>63,800,000</b>	<b>3,400</b>	<b>190,400,000</b>	<b>70,500,000</b>	<b>72,500,000</b>	<b>1,752,162,500</b>
<b>GRAND TOTAL</b>	<b>88,850</b>	<b>2,709,925,000</b>	<b>5,800</b>	<b>127,600,000</b>	<b>6,800</b>	<b>380,800,000</b>	<b>141,000,000</b>	<b>145,000,000</b>	<b>3,504,325,000</b>

Figure 7: Daily Sales Report of Walton

- **Monitor Regional Sales Manager tour schedule:** By monitoring the tour schedule of RSMs, you can ensure that sales territories are adequately covered and that RSMs are spending their time in regions where there is the greatest potential for sales growth. This helps maximize sales opportunities and minimize missed opportunities in underserved areas.

SL	NAME	ID	Position	Thursday, February 01, 2024	REMARKS	*****	REMARKS	Saturday, February 03, 2024	REMARKS	Sunday, February 04, 2024	REMARKS	Monday, February 05, 2024
2	Mehedi Hasan	1891	DSM	Corporate Office	Corporate Office		Weekend		No Tour Schedule		No Tour Schedule	No Tour Schedule
3	Md. Abud Bari	49194	DSM	Corporate Office	Corporate Office	Friday	Weekend	Corporate Office	Corporate Office	Corporate Office	Corporate Office	Corporate Office
4	Md. Robel		DSM	Corporate Office	Corporate Office		Weekend	Corporate Office	No Tour Schedule	Corporate Office	No Tour Schedule	No Tour Schedule
5	Md. Sobel				Corporate Office		Weekend		No Tour Schedule		No Tour Schedule	No Tour Schedule
6	Jahid Hossain	10914	DSM	Corporate Office	Corporate Office		Weekend		No Tour Schedule		No Tour Schedule	No Tour Schedule
7	Md. Moshiur Rahman	162	DSM	Corporate Office	Corporate Office		Weekend		Corporate Office	Corporate Office	Corporate Office	Corporate Office
8	Md. Saikat Ali	177	DSM	Corporate Office	Corporate Office		Weekend	Corporate Office	Corporate Office	Corporate Office	Corporate Office	Corporate Office
9	Md. Ashrafuzzaman		DSM	Corporate Office	Corporate Office		Weekend		No Tour Schedule		No Tour Schedule	
10	Mizanur Rahman Manik	4510	DSM	Corporate Office	Corporate Office		Weekend		No Tour Schedule	Corporate Office	Corporate Office	Corporate Office
11	Md. Nesar Uddin (Tareq)	18767	RSM	No tour Scheduling	No tour Scheduling	Weekend	Weekend	Corporate Office	Corporate Office	Corporate Office	Corporate Office	Corporate Office
12	Md. Jahid Hasan	14655	RSM	No tour Scheduling	No tour Scheduling		Weekend		No Tour Schedule		No Tour Schedule	No Tour Schedule
13	Md. Zahid Hassan Sheikh Mohammad Arman	51348	RSM	Rari Electronics-Rupatali	OK	Weekend	Weekend	Corporate Office	Corporate Office	Corporate Office	Corporate Office	Corporate Office
14		42102	RSM	No tour Scheduling	No tour Scheduling		Weekend		No Tour Schedule	Active	No Tour Schedule	No Tour Schedule

**Figure 8: Tour Schedule of Walton**

- **Talk with distributor to know about their problem or anything:** Encourage the distributor to share their thoughts, concerns, and experiences by asking open-ended questions. For example, you could ask, "What are some of the challenges you're currently facing in your business?"

### 4.3 Relevant my activities

In addition to work-related activities, I do other jobs assigned by the administration. I like this:

- **To efficiently organize and distribute Walton T-shirts to create company brand value for dealers:** Clarify the objectives of distributing Walton T-shirts. Is it to increase brand visibility, foster dealer loyalty, or promote a specific marketing campaign? Understanding the goals will guide your strategy.
- **Keep a record to track distributed items and maintain accountability:** Create a structured system for recording information about distributed items. This system should include fields such as item name, quantity distributed, recipient (dealer) information, distribution date, and any relevant notes or comments.

#### **4.4 Factory Visit**

I have to get knowledgeable about the producing process here. In addition, I gained knowledge of delivery locations, packing methods, and storage capacity.

#### **4.5 Working Tools**

Over my internship, I have worked with a variety of equipment and applications. These are explained below-

- **ORACLE:** It was employed in many aspects of logistics. In essence, it is a piece of software that offers every business tool needed to automate and manage business activities.
- **Excel:** For all kinds of sales reporting, it is widely utilized. This was what I used to write, revise, and evaluate the reports.

#### **4.6 Work interaction**

Throughout my internship, I had to deal with Regional Sales Managers, Deputy Assistant Director, Deputy Operative Director, and Senior Executive Director of Sales on a daily basis. In addition, I had to communicate with other staff members, showroom managers, and distributors. Furthermore, I had frequent communication for reporting needs with the Human Resources Department, Finance and Accounting Department, and both. The majority of the conversations took place over the phone or in person.

# **Chapter 5: Analysis**

## **5 Company Level Analysis**

During my internship at Walton, I observed several internal processes that demonstrated exceptional efficiency, as well as some areas where improvements could be made. Here's an analysis based on my experience:

### **Exceptionally Efficient Processes:**

- Walton's supply chain management process appeared to be highly efficient. The company seemed to have streamlined processes for sourcing raw materials, managing inventory, and delivering products to customers. This efficiency likely contributed to Walton's ability to meet customer demand promptly and maintain competitive pricing.
- Walton appeared to have a well-organized customer service system in place. Customer inquiries and complaints were addressed promptly, with dedicated staff members trained to handle various types of customer interactions efficiently. This responsiveness likely contributed to high levels of customer satisfaction and loyalty.
- The product development lifecycle at Walton appeared to be well-structured and systematic. From conceptualization to market launch, there seemed to be clear processes in place for product design, prototyping, testing, and commercialization. This likely enabled Walton to bring new products to market quickly and efficiently.

### **Processes Needing Improvement:**

- While individual departments within Walton seemed to operate efficiently, there were instances where communication between departments could be improved. Siloed communication and lack of collaboration between departments may have led to inefficiencies, such as delays in decision-making or coordination issues.
- Walton could benefit from enhancing its data management and analysis processes. While the company collected a significant amount of data from various sources, there appeared to be room for improvement in terms of organizing, analyzing, and leveraging this data to drive business insights and decision-making.
- While Walton provided training programs for employees, there may have been opportunities to enhance these programs further. Investing in ongoing training and development initiatives

could help employees stay updated on industry trends, develop new skills, and adapt to evolving job roles more effectively.

### **Potential Reasons for Inefficiencies:**

- The organizational structure of Walton may have contributed to inefficiencies in certain processes. Complex hierarchies or unclear reporting lines could impede communication and decision-making, leading to bottlenecks and delays.
- Limited resources, such as budgetary constraints or staffing limitations, may have hindered the company's ability to invest in optimizing certain processes. Prioritizing resource allocation and investing in technology or infrastructure upgrades could help address these challenges.
- Resistance to change within the organization could also have been a factor contributing to inefficiencies. Implementing new processes or technologies may have faced resistance from employees accustomed to existing ways of working, slowing down adoption and implementation efforts.

### **5.1 Market Level Analysis**

In assessing Walton's competitive position in the market, particularly within the consumer electronics industry, I primarily focused on analyzing market dynamics, competitor strategies, and customer preferences based on my duties and observations during my internship.

The following are some important approaches to sum up Walton's competitive landscape:

- As part of my duties, I closely examined Walton's product portfolio, including its range of consumer electronics offerings such as televisions, refrigerators, smartphones, and home appliances. I assessed the breadth and depth of Walton's product offerings compared to competitors in terms of features, quality, pricing, and innovation.
- I analyzed Walton's market penetration strategy, particularly its approach to expanding market share and reaching new customer segments. This involved evaluating Walton's distribution channels, promotional tactics, and pricing strategies to assess their effectiveness in gaining a competitive edge and increasing market presence.

- During my internship, I monitored customer perceptions of the Walton brand and its positioning relative to competitors. This included conducting surveys, analyzing social media sentiment, and gathering feedback from customers to understand their attitudes towards Walton products and how they perceived the brand in comparison to other market players.
- I collected and analyzed customer insights and feedback to identify emerging trends, preferences, and unmet needs in the market. This involved conducting market research, studying consumer behavior, and synthesizing feedback from customer interactions to inform product development and marketing strategies.
- I analyzed market share data and evaluated Walton's growth potential in key market segments and geographic regions. This involved forecasting market trends, identifying growth opportunities, and recommending strategic initiatives to capitalize on market dynamics and gain a competitive advantage.
- I explored partnership and collaboration opportunities with other industry players, suppliers, distributors, and retailers to enhance Walton's competitive position in the market. This included identifying potential synergies, negotiating partnerships, and executing joint marketing initiatives to strengthen Walton's market presence and differentiation.

## **5.2 Professional Level Analysis**

My internship experience has helped me refine my career goals from a professional standpoint. In the paragraphs that follow, I elaborate on this subject

- Working at Walton provided me with firsthand experience in the consumer electronics industry, allowing me to gain insights into various functional areas such as marketing, sales, and product development. This experience helped me clarify my career interests and aspirations within the industry, guiding my future career trajectory.
- Building relationships with professionals within Walton and networking with industry experts provided me with valuable connections and insights into different career paths and opportunities. These networking opportunities may prove beneficial in accessing job opportunities, mentorship, and professional development resources in the future.
- Many of the tasks and projects I worked on during my internship at Walton required the application of theoretical concepts and frameworks learned in my university courses. For example, conducting market research, analyzing data, and developing marketing strategies

involved applying concepts from courses in marketing, business analytics, and consumer behavior.

- Throughout my internship, I engaged in ongoing learning and professional development to enhance my skills and knowledge in areas relevant to my role. This commitment to continuous learning allowed me to leverage my university knowledge effectively and adapt to new challenges and opportunities in the workplace.
- Balancing multiple tasks and responsibilities within a fast-paced work environment presented challenges in managing workload and priorities effectively. Prioritizing tasks, meeting deadlines, and maintaining productivity required careful planning and time management skills.
- Adapting to the demands of a professional work environment and acquiring new skills relevant to my internship role posed initial challenges. Overcoming the learning curve required dedication, perseverance, and a willingness to seek guidance and feedback from supervisors and colleagues.

All things considered, I had a great internship experience, and I'm excited to work as a business intelligence analyst in the future. I'm sure that the abilities and information I acquired during my internship will come in handy when it comes to data analysis and consulting in the future.



# **Chapter 6: Conclusion and Recommendation**

## **6. Conclusion**

The internship experience at Walton Distribution Network has been an enriching and invaluable journey, providing a deep immersion into the dynamic world of sales operations and practical insights into Walton's distribution processes. As a leading player in the consumer electronics industry, Walton Distribution Network is renowned for its innovative products and commitment to customer satisfaction. This internship provided a firsthand look at the efficient operations of Walton's distribution network, which ensures the timely delivery of products to customers across various regions.

The role of a sales intern encompassed a wide range of responsibilities, including market research, customer relationship management, and sales support activities. Working on real projects and collaborating with experienced professionals facilitated the development of essential skills in communication, problem-solving, and relationship-building.

A notable aspect of the internship was the exposure to the challenges and opportunities inherent in sales and distribution processes. It involved navigating complex sales dynamics, adapting to changing market conditions, and identifying growth opportunities for Walton's products. This hands-on experience provided a solid foundation for a career in sales and marketing.

Working at Walton provided me with firsthand experience in the consumer electronics industry, enabling me to understand marketing, sales, and product development. Building relationships and networking with professionals at Walton helped me navigate career paths and access resources.

Overall, the internship at Walton Distribution Network has been instrumental in developing a comprehensive understanding of sales and distribution. The knowledge and experience gained are expected to serve well in future endeavors, with a commitment to contributing positively to the sales and distribution landscape. This internship underscores the potential impact of well-executed sales initiatives in driving business growth and success.

## 6.1 Recommendations

Walton Distribution Network remains agile and adaptable, continuously evolving its service offerings to meet the evolving needs of clients and stay ahead of the competition. By investing in talent development, fostering innovation, and maintaining a customer-centric approach, Walton Distribution Network sustains its competitive edge.

- Digitalizing the ordering process is one way that Walton Distribution Network is attempting to become a paperless corporation. They can use well-known applications like Google Form for this purpose. They might request that their distributors complete the ordering paperwork. This instrument will then be combined with Excel files with ease.
- They can take the appropriate actions to foster efficient departmental communication. An organization's various departments must collaborate well with one another. The sales staff must set up a more efficient communication system to offer a nutritious and productive workplace.
- Able to set up various initiatives to improve the technical proficiency and self-esteem of personnel. In today's world, it is imperative to become tech savvy. Due to this, developing a team of competent workers is just as crucial as creating one employees' technical attitude.
- Because of the outdated nature of the product design, consumers can become disinterested in Walton's offering. Walton Distribution Network has a strong chance of capturing the market of upper-class or upper-middle-class individuals. However, to accomplish that, they must alter their product, design and, if feasible, boost these items' production.
- They ought to adjust their output in response to the market need for particular goods.

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