

INTERNSHIP REPORT

ON

Pacific Solar and Renewable Energy

An Internship Report Presented to the Faculty of BRAC BUSINESS SCHOOL in Partial Fulfillment of the Requirements for the Degree of Bachelor of Business Administration.



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MR. Shawkat Kamal

Internship supervisor

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Subject: Submission of internship report.

Dear Sir,

It is of great honor and delight for me to present you my internship report. The entire duration of preparing this report has been immensely helpful to me, and given an excellent opportunity to look to the real scenario and move to the real world of business. Many lessons were learnt and enormous amount of experiences were gained. The practical exposure while working on this paper helped me to bridge the academic work and the practical knowledge.

I tried my level best to furnish this report with all the relevant information and facts. But I do acknowledge that many anomalies might arise, which we are willing to change in light of further in-depth research or information. I will welcome any clarification and suggestion regarding this report.

Thanking you

Sincerely yours

Naheed Akter

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Acknowledgement

I want to give special thanks to the following people of Pacific Solar & Renewable Energy Ltd. for giving all the information that I needed to make this report successful:

- *Mr.Rezaul Karim, Chairman*
- *Mr.Abdur Razzak, D.G.M*

I would like to convey my sincerest thanks to our teacher Mr.Shawkat Kamal for this report. Because of his constant support and help I was able to apply the theoretical knowledge learned in the classrooms to the real life situations. Without his guidance and support, this project work would have been a lot more difficult.

I would like to state my gratitude to all the people that were involved both directly and indirectly in the preparation of this report. I apologize to the people whose names I could not mention but their contribution is highly appreciated.

I want to acknowledge my family and friends with great respect for their support and love through this time

Executive Summary

This report was a requirement to complete the internship program. The purpose of this report is to carry out a study on the Marketing and Distribution Process of Pacific Solar And Renewable Energy Ltd. Thus, the topic for the research was approved by my supervisor Mr. Shawkat Kamal.

This report is on the whole marketing and distribution process of Pacific Solar and Renewable Energy Ltd. This company is a reliable solution provider of Solar and Renewable Energy in Bangladesh. Pacific Solar and Renewable Energy Ltd. have the brand name of MULTI MOTOR CORPORATION of China, which has been operating since 1977. Commercial success and social responsibility are both equally important to them. Pacific Solar has 45 plants in different areas in Bangladesh. The company has divided their market into two major segments. Target customer for Pacific Solar are mainly the corporations and individuals who need the solar energy instead of the electricity. Pacific Solar has different pricing policy for different types of needs of the customers. There are several competitors of Pacific Solar. But they do not go for vast promotion. They only go for newspaper advertisement.

Pacific Solar And Renewable Energy Ltd. continuously try to monitor, evaluate and improve their services through their specialized technical teams and sales promotion teams. The main idea is to provide better quality and the technical teams monitor the product quality in a regular basis.

Pacific Solar and Renewable Energy Ltd. is following a very simple distribution process. Pacific solar do not have any agent or intermediaries for their product distribution after getting the order they supply the products themselves and their engineers go to customer places to set up or for the installation of the products.

Table of Contents

Executive summary

<i>Part-1:Introduction</i>	<i>1-4</i>
1.1Origin of the report	1
1.2 objectives of the report	2
1.3 scope of the study	2
1.4 methodology of the study limitation of the study	3
1.5 limitations	4
<i>Part-2: Company profile</i>	<i>5-6</i>
2.1 History of the company	5
2.2 Vision	6
2.3 Offered services	6
<i>Part- 3: Marketing process</i>	<i>7-9</i>
3.1 Marketing research	7
3.2 Market segmentation	7-8
3.3Marketing mix	8-9
3.4 Implementation	9
3.5 Control	10
<i>Part-4 :Distribution process</i>	<i>11-13</i>
4.1number of distribution channel level	11-12
4.2 distribution intensity	12
4. 3different factors in distribution strategy	13

<i>Part-5:Assigned job</i>	<i>14</i>
<i>5.1 my responsibilities</i>	<i>14</i>
<i>5.2 my learning</i>	<i>14</i>
<i>Part 6: Recommendation and conclusion</i>	<i>15-16</i>
<i>6.1 recommendations</i>	<i>15</i>
<i>6.2 conclusion</i>	<i>15-16</i>



Part 1: Introduction

1.1 Origin of the report

The report has been prepared as a requirement of the internship program under the BBA program of BRAC University. I have done my internship in Pacific Solar and Renewable Energy Ltd. My internship program commenced from 2011 to 2011. After three months of internship I decided this topic as my intern topic.

Solar energy or energy powered by the sun, is one of the most promising sources of energy. Every hour the sun beams on to Earth more than enough energy to satisfy global energy needs for an entire year. Solar energy is the technology used to harness the sun's energy and make it useable. Today, the technology produces less than one tenth of one percent of global energy demand.

On a much larger scale, solar thermal power plants employ various techniques to concentrate the sun's energy as a heat source. The heat is then used to boil water to drive a steam turbine that generates electricity in much the same fashion as coal and nuclear power plants, supplying electricity for thousands of people.

In one technique, long troughs of U-shaped mirrors focus sunlight on a pipe of oil that runs through the middle. The hot oil then boils water for electricity generation. Another technique uses moveable mirrors to focus the sun's rays on a collector tower, where a receiver sits. Molten salt flowing through the receiver is heated to run a generator.

Other solar technologies are passive. For example, big windows placed on the sunny side of a building allow sunlight to heat-absorbent materials on the floor and walls. These surfaces then release the heat at night to keep the building warm. Similarly, absorbent plates on a roof can heat liquid in tubes that supply a house with hot water.



Solar energy is lauded as an inexhaustible fuel source that is pollution and often noise free. The technology is also versatile.

But solar energy doesn't work at night without a storage device such as a battery, and cloudy weather can make the technology unreliable during the day. Solar technologies are also very expensive and require a lot of land area to collect the sun's energy at rates useful to lots of people. Despite the drawbacks, solar energy use has surged at about 20 percent a year over the past 15 years.

1.2 Objectives of the Report-

i. Broad/General Objective

The general purpose of this study is to understand the Marketing and Distribution Process of Pacific Solar and Renewable Energy Ltd.

ii. Specific Objectives

- To know about the demand of solar energy in the market.
- To describe the product and services provided by the Pacific Solar.
- To find out the marketing process of the company
- To discuss about the distribution process.
- To relate the whole process with the existing theories.
- To recommend what specific changes are needed to improve the marketing and distribution activities.

1.3 Scope of the study

During my internship period I worked as a Junior Marketing executive in Pacific Solar and Renewable Energy Ltd. But this report contains detail information about marketing process and



distribution process. Among all the marketing activities these two are focused in this very report.

1.4 Methodology

I have joined Pacific Solar and Renewable Energy Ltd. on 4th September 2011. I have worked there as a Junior marketing executive, under the supervision of Mr. Abdur Razzak, D.G.M

Throughout the internship period I have observed the different divisions of the company. There are Technical Section, Marketing and Sales section, a sales promotion team under the marketing section, accounts section and administrative section.

I have mostly worked with the sales promotion team. The sales promotion team works on a door to door promotion and they take orders. I have visited some organizations with the sales promotion team. This team deals with the customers and gathers the required information and then reports to the technical team. The technical team now decides about the required capacity of the product and then the sales team contacts the customers about the costing. After negotiating about the pricing, order takes place and the order is sent to China and India and then the product is imported.

The desired product is received then and the accounts section deals with the bills.

I should also mention that I have conducted interview of different employees to gather the required information for my report.



1.5 Limitations

Some limiting factors were faced while conducting the research and preparing the report. These factors are as follows-

- The major limitation factor for this report is the complexity of the topic.
- There were some limitations of access to information, which are strictly confidential for the company
- Due to Information Protection Policy there were many information that could not be disclosed in the report
- The company does not have any published report on the whole marketing process



Part-2 Company Profile

2.1 History

Pacific Solar and Renewable Energy Ltd. (PSREL) is IDCOL registered most reliable solution provider of Solar and Renewable Energy in Bangladesh. It offers the best solar energy solution, customized to meet any power requirement with the support of the largest international solar and renewable energy company.

The company started its journey in 2007. A group of young people is working in this company with the desire to become one of the most dependable Solar Energy provider in Bangladesh. The company envisages the growth potential and gearing up to embrace the changing and challenging future of this field.

Bangladesh government has allotted a land in Keranigonj as a symbol of influence for industrial expansion. Pacific Solar and Renewable Energy Ltd. has placed their workshop in Keranigonj. In future they have a desire to manufacture their own product.

Since inception, Marchantile Bank Ltd. Is their prime banker. Subsequently some other banks also extended credit support to Pacific Solar and Renewable Energy Ltd.



2.2 Company Vision

The vision of Pacific solar and renewable energy Ltd. is to be the most dynamic solar photovoltaic system provider and integrator at an international level, providing energy solutions to create a safer, greener and more efficient Bangladesh. Commercial success and social responsibility are both equally important to them.

2.3 Offered Services

They guarantee complete support during the installation, design and execution of all projects whether they are small stand alone system or large complex grid tied installation.

Range of products includes:

- Solar Module
- Solar Home System
- Solar Street Light
- Solar Light Pump
- Solar Sea water desalinization system
- Solar Power telecommunication base station
- Solar Air cooler
- Solar Water heater
- Solar Power generation



Part 3- Marketing Process

3.1 Marketing research

In today's world demand for solar energy is increasing day by day. In many rural areas people live in such remote places which are far away from the main electrical grids to make connections reliable and affordable. According to the research solar energy is the only alternative energy and the ultimate solution for an energy hungry country like Bangladesh. Pacific Solar And Renewable Energy Ltd. has focused on this idea and designed their services according to this research.

3.2 Market Segmentation

Pacific Solar and Renewable Energy Ltd. has divided their market into two major segments. And they have targeted the area where real estate companies are doing their business and the places where industrial or manufacturing plant are situated.

- **Target:** Target customer for Pacific solar are mainly the corporations and individuals who need the solar energy instead of the electricity. Bangladesh Govt. is not providing any new electricity connection in the recently constructed buildings. So, industrial customer like big real estate corporations and individual customers to some extent are the customers for Pacific solar.



- **Positioning:**

Positioning refers to how a company is different from its competitors in the prevailing market. The main idea is to create a distinctive place in the customer's mind. Pacific Solar provides service according to the need of its customers. Big real estate companies place big orders and individual places small orders. Pacific Solar has different packages to meet different types of needs.

- **Branding:** Pacific Solar and Renewable Energy Ltd. have the brand name of MULTI MOTOR CORPORATION of China, which has been operating since 1977. So it has been a trusted name since 34 years.

3.3 Marketing Mix

- **Product:**

Product is the solution for customer's specific needs. A business has to produce a product that people want to buy.

Pacific Solar's products are-

- Solar module
- Solar home system
- Solar street light
- Solar water pump
- Solar sea water desalinization system
- Solar air cooler
- Solar water heater
- Solar power generation



- **Price:**

Pacific Solar has different pricing policy for different types of needs of the customers. They have separate pricing plan for residential, commercial, and garments industry.

- **Place:**

Pacific Solar has 45 plants in different areas such as Bandarban, Chittagong, Manikgonj, Norshingdi and several places in Dhaka. Their head office is in Lalmatia, Dhaka.

They have a workshop in Keranigonj . In future, they have a plan to manufacture their own products which they have to import at present.

- **Promotion:**

There are several competitors of Pacific Solar. But they do not go for vast promotion. They only go for newspaper advertisement.

3.4 Implementation

The company gathers the necessary resources to execute the marketing program and release the organization's product or service to the public. There are policies and procedures for areas of the company such as marketing, procurement, research and development, sales promotion teams. Everyone in the company has some type of role, whether it is large or small. Follow-up endeavors are determined with the use of performance measuring tools.

The implementation phase requires several aspects to be successful. In Pacific Solar and Renewable Energy Ltd. Has trained sales promotion teams and they are ready to use their unique skills and abilities to implement their marketing strategy. When sufficient time and money is



allocated to the project, the management leads in a communicative way and ready for meetings with monthly updates.

3.5 Control

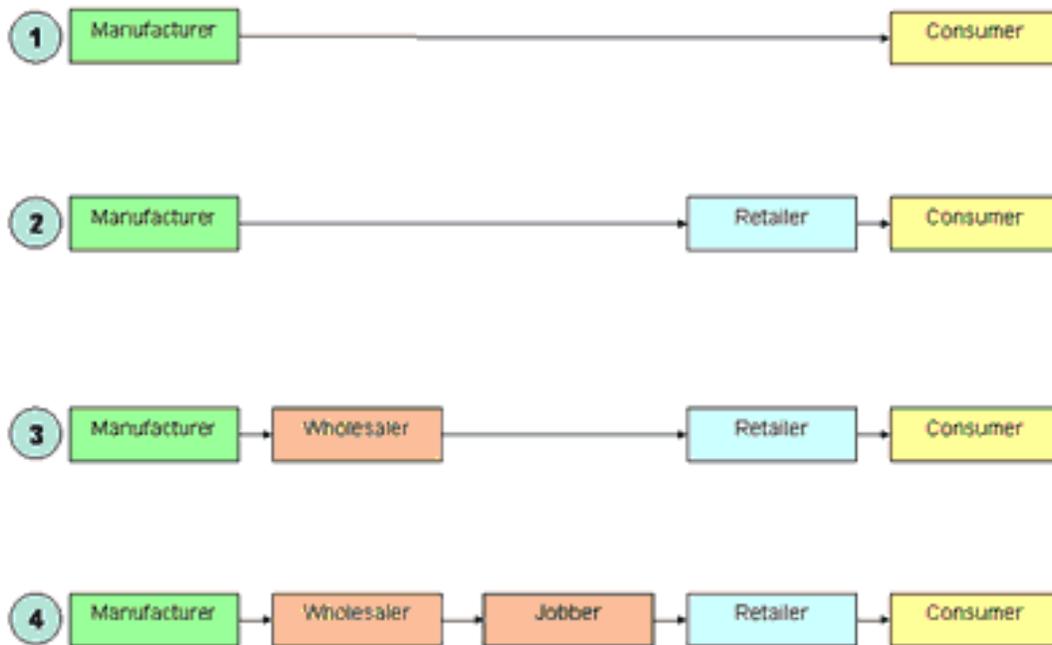
The marketing process does not end with implementation, continual monitoring and adaptation is needed to fulfill customer needs consistently over the long term. Pacific Solar And Renewable Energy Ltd. continuously try to monitor, evaluate and improve their services through their specialized technical teams and sales promotion teams. The main idea is to provide better quality and the technical teams monitor the product quality in a regular basis. Whenever the customers complain about the product they visit the place and evaluate the quality and work for improvement.

Part 4-Distribution Strategy

Pacific Solar and Renewable Energy Ltd. is following a very simple distribution process. The good thing is that they have the total control over their distribution process as they have to set up their own machineries wherever they have their order.

4.1 Number of distribution channel Levels

Every level of marketing intermediaries that performs some work in bringing the product to its final buyer is a "channel level". When we think about the intermediaries as a distribution channels we have a chart in our mind. The figure below shows some examples of channel levels for consumer marketing channels:



Examples of Customer Marketing Channels



Pacific solar do not have any agent or intermediaries for their product distribution after getting the order the supply the products themselves and their engineers go to customer places to set up or for the installation of the products.

Analysis:

As they do not use any channel of distribution Pacific Solar, is following the direct marketing strategy and it is obviously an appropriate strategy of using no channels in their distribution process. Because they have a good control on their distribution process and it has become a very simple distribution structure. Moreover it is more reliable for them to deliver their product and services to their customers on their own.

4.2 Distribution Intensity

Pacific solar and Renewable Energy Ltd. do not use the traditional distribution strategies. Pacific Solar are playing in a very different way. As they are not using any intermediaries, definitely they are not under any of the three broad options of distribution which are- Intensive distribution, Selective distribution and Exclusive distribution. They serve their product of their own. The first only problem they have faced for this is they sometimes get order from customers who actually are placed far from their manufacturing plant. In that case they can not deliver their product quickly to the customers. Rather if they will go for the selective distribution option they will be able to set up a few service outlets to some selective places that will be definitely useful for them. They will be able to perform more frequently and cost will cut down and moreover they also will be able to deliver more products within the same time they are doing for each delivery currently.



4.3 Different factors in Distribution Strategy

As Pacific Solar are doing direct marketing to deliver their product to the customer they mostly focus on the producer and product factors rather than marketing factors.

- **Market factors**

Buyer's behavior is the most important thing in market factors. Where manufacturer actually study about how the consumers want to buy the products. As they do have technologically complex products and they don't have to bother about how their customers wanted to buy the product because they themselves go to their customers and they set up the product to the required destination. But yes, of course they are concerned about the demanding area. As I have mentioned earlier that they have 45 power plants in this country. And they have targeted the area where real estate companies are doing their business and the places where industrial or manufacturing plants are situated.

- **Producer factors**

Pacific Solar do have their engineers and specialists who are enough skilled and reliable for their product installation. So they don't require any outsiders for distribution. They themselves produce and deliver their product. And that is why they have their good control on their distribution process.

- **Product factors**

As I have mentioned they are producing such product which they have to install those by their own engineers. So they have nothing to do but using no intermediaries between them and their customers.



Part 5- Assigned Job

5.1 My Responsibilities

I was assigned as a junior marketing executive in the marketing department of Pacific Solar and Renewable Energy Ltd.. My responsibility was to deal with the sales promotion team.

My major responsibility was to provide them information about the customer. My responsibility includes-

- Ensure proper use of each of the sales opportunities
- Communicating different updates in the team and sending monthly mail regarding the current update.
- Updating some business meetings
- On site visits with the sales promotion team

5.2 My Learning

In this last three months I have learnt a lot about the real business world. I can point out the major learning which are-

- While selling a product how to motivate the customers
- Negotiating with clients
- How to deal in a business meeting



Part 6- Recommendation and Conclusion

6.1 Recommendation

- Pacific Solar should start expanding their business before increasing the number of their competitors.
- They should have their own outlets like service centers in different cities in Bangladesh to increase the customer satisfaction.
- The management system should be more strong
- They should use more advertisements
- They should use different mediums for advertisement
- They should start manufacturing the products which they import from China

6.2 Conclusion

In conclusion I would like to mention some findings of the marketing and distribution process of Pacific Solar and Renewable Energy Ltd.-

- Pacific Solar does not manufacture the core product, they import them
- They do not use intermediaries or channels for distribution
- Pacific solar do have their engineers and specialist who are enough skilled and reliable for their product installation
- They do not have outlets outside Dhaka



Pacific Solar Energy offers the best solar energy solution, customized to meet any power requirement. The solar energy is increasingly gaining value at today's more environmentally conscious world. People are becoming aware of the importance of the self-sustainable renewable energy resources.

There is no place to be complacent with the success. In the context of a highly competitive world of business, the growth and existence depend on quality and service to customers. Pacific Solar and Renewable Energy Ltd. believe in quality, commitment, and services which are the tools for growth of the company in the last few years.