



**(Importer of Of MRF Tyre & Omanoil)**

**Internship Report  
On**

# **Sales Performance Of Megnum Enterprise Ltd**

## **Prepared For:**

**Dr. Salehuddin Ahmed**

**Former Governor, Bangladesh Bank**

**Professor, Business School**

**Brac University**

## **Prepared By:**

**Arzu Mollah**

**ID (14164063)**

**BRAC University**

**Date Of Submission: 01 september,2016**

**LETTER OF TRANSMITTAL**

September 01, 2016  
Dr. Salehuddin Ahmed  
Former Governor, Bangladesh Bank  
Professor, Business School  
BRAC University

Subject: Submission of internship report

Dear sir,

This is to inform you with great pleasure that I have prepared my internship report on the topic “Sales Performance of Megnum Enterprise Ltd.” that have been assigned to me to mark the completion of my internship in the company and to express my knowledge from the experience in writing. I have tried my level best to prepare an effective and creditable report given the extreme time constraints and immense work pressure.

The report contains a detailed study of the Sales Performance of Megnum Enterprise Ltd. I have prepared this report keeping in mind the technical aspects of the industry and provided detailed description of processes to make it convenient for anybody who might read it for further reference.

Yours sincerely,  
Arzu Mollah  
Student I.D.  
14164063  
BRAC University

## Acknowledgement

First of all, I would like to thank almighty Allah for his grace in accomplishing my internship report on time.

I would like to express my gratitude to my academic supervisor Dr. Salehuddin Ahmed, Professor, BRACU from the core of my heart for his kind support, guidance, constructive, supervision, instructions and advice and for motivating me to do this report.

I would like to thank Mr. Tanjil Khan, Finance and Operation Manager, my supervisor at Megnum Enterprise Ltd. It would not been so easy to prepare this report without his help. And also Mr.Ashik Mahmud , Head of Sales and Marketing for being so supportive all the time.

I am also grateful to the employees of all departments of Head office and Branch Office for their cordial acceptance. They have been very helpful in showing me the work process and provided relevant information for my report whenever I approached. The experience I am gathering everyday will be a privilege for my future professional life.

## **Executive Summary:**

This report provides an analysis of the sales performance of Megnum Enterprise Ltd. Company background, its mission vision, objectives, value and other related issues, methodology, analysis, findings and recommendations all have been discussed in details.

Megnum Enterprise Ltd. specialized in import and distribution of a wide range of tyres and lubricants for automotive and industrial segments to meet the growing demand of market. Since 2000, the company gradually started to grow from strength to strength and very successfully became market leader in Bangladesh. Here, they are mainly focusing and targeting the truck and bus segment. At present, Megnum Enterprise is operating in five regions- Dhaka, Chittagong, Sylhet, Bogra and Jessore. The main warehouse is at Chittagong and all the products are distributed from there.

This paper's first goal is to cover the appropriate topic in sales relevant to the study of sales performance of Megnum Enterprise. The sources of information are sales report of company, newspaper, internet, magazine. In this report, I have tried to find out the sales performance. And I also tried to find out the highest selling zone.

And finally the study covers the formal and informal analysis of the sales performance and also some general comments and suggestions that the company may take them as to improve lacking and achieve its desired goals and objectives in future.

## Table of Contents

Title	Page
-------	------

	<b>No</b>
<b>Chapter 01(Introduction Part)</b>	01
1.Background of the report	02
2.Objective of the report	02
3.Limitations	03
4.Methodology	04
<b>Chapter 02(Organizational Overview)</b>	05
1.Company Overview	06
2.Vision and Mission of Megnum Enterprise Ltd	07
3.Objective	07
4. Core Values	07
5.Range of products	08
6.Types of tyre	08
7.Features and benefits of tyre	09
8. Corporate Customers	10
9.Megnum Enterprise ltd at a glance	10
10.Board Of Directors	10
11.key Competitors	11
12.Market share	11
13.Distribution Channel	12
14. Management hierarchy of Megnum Enterprise Ltd	12
15. Swot analysis	13
i)Strength	13
ii)Weakness	14
iii)Opportunity	14
iv)Threat	14
16.Duties and responsibilities within organization	14
i)Petty cash posting	15
ii)Maintain Database	15
iii)Making cold call	15
iv)Daily sales report	15
<b>Chapter 03(Project Part)</b>	16
1. Introduction	17

2.Defination of sales	17
3. Sales policy of Megnum Enterprise Ltd	17
4. Sales policy for Megnum Enterprise Ltd distributors	18
5.Credit Policy	18
6.Commission structure for Megnum Enterprise Ltd distributors	19
7.No of total Branch	19
8.Megnum Enterprise Ltd sales amount Branch wise	20
i)Dhaka Branch	20
ii)Chittagong Branch	21
iii)Bogora Branch	21
9.Sales analysis of 3 Branches	22
10.Most Selling product of Megnum Enterprise Ltd	23
11. No. of total distributors	24
12. Sales Target Vs Achievment	25
13.Megnum Enterprise tyre pricing against competitor	26-28
14. Analysis of megnum enterprise tyre pricing against competitor	29
15. Industry key success factors	30
16. Marketing Strategy	30
17. Promotion	30
i)Advertising	30
ii)personal selling	31
iii)Sales promotion	31
iv)Public relation	31
<b>Chapter 04(Findings, Recommendations, Conclusion)</b>	32
1.Findings	33
2. Recommendationd	34
3. Conclusion	35
<b>Bibliography</b>	36
<b>Appendix</b>	37





# Chapter 01

## Introduction Part

## Background of the Report:

Formal education is not enough for any students without the organizational work experience. Because only with the organizational experience a student can link up the knowledge he/she learned in the education institute. Internship program is such a platform which helps the student to gather practical experiences and introduce the student with the real corporate world. BRACU fulfills its mission of preparing students for significant professional and managerial positions in the public sector. This program and final report will enable us to compare theoretical ideas taught in the classrooms with the real life corporate environment.

For the internship program, as the student of MBA program, I have worked under the finance and Sales & Distribution Department for past three months in Magnum Enterprise Ltd. at Head Office in 531,Dhaur(Kamarpara),Nishatnagor,Turag,uttara,Dhaka-1230.

## Objective of the Report:

The objective of the report is to study the sales performance of Megnum Enterprise Ltd. This course of internship gave me the chance to relate the theoretical knowledge with the practical experiences.

The following are the objective for internship in a tyre company

- To apply theoretical knowledge in the practical field
- To find the sales policy
- To utilize the experiences gathered during the internship
- To observe the activities of Sales & Distribution Department
- To find out commission structure

## Limitations:

The present Report was not out of limitations. But as an intern it was a great opportunity for me to know the sales performance of Megnum Enterprise Ltd. There were certain limitations that I faced while conducting the study. Those are briefly given in the below:

- Data insufficiency limitation is the main constraint in the development of the report.
- As I am a not an employee of MEL, some data could not be collected due to internal security of the Company.
- Time constraints are another important limitation of the report.
- Lack of Experience

# Methodology

Research cannot be conducted abruptly; the researcher has to plan the research process systematically. The research process includes a number of steps. If all the steps are taken in systematic manner the research conducted become quite effective.

## Types of Data

There are two types of data;

- Primary data
- Secondary data

## Primary data

Primary data is those data collected by the researcher for the first time, it is fresh in nature. This data do not exist in records or publications.

### Sources:

Here primary data is collected through

- Interactions with different department heads and staffs.
- Unstructured personal interviews.
- Observation

## Secondary data

Secondary data comprises of the data which have already been collected by another researcher for some other purpose and currently available.

### Sources

The secondary data was collected from

- Annual report of Megnum Enterprise Ltd 2014
- Internal records of the company
- library reference
- Internet
- Official website

# Chapter 02

## Organizational Overview

## COMPANY OVERVIEW:

The firm was established in 2000. It has been importing Automobile spare parts and Tyre with tubes for more than 10 years. And since then, the firm has gradually started grow from strength to strength. During the past 10 years, the firm was very successfully in bringing in many products, securing good agency lines and act as a consultant for our overseas clients to establish their own market in Bangladesh. The firm strives to import products at the highest quality at the most reasonable prices and very successfully became market leader in Bangladesh and one of the largest Automotive components and tyre stockist in this region. The firm is importing and distributing a good number of brands and many product items to about a few hundred of customers throughout this region. It imports tyres from India,China and sells them all over the area in Bangladesh.We are specialized in the distribution of a wide range of Tyre & Tube used for buses & trucks. Besides above, we also included a wide range of lubricants, additives, functional fluid etc to meet the growing market demands.In all these years, we have secured a very good exclusive agency lines for a good number of Automotive components & tyres and looking for more brands and product items to be added into the company's portfolio. The firm has successfully established a huge & strong customers network around the country for distributing automotive spare parts, tyres & lubricants which is around 200 dealers including general trading companies (wholesaler) or retailers.

# Vision and Mission of Magnum Enterprise Ltd.

Sell high quality Tyre & Lubricants and give the support to bus, truck, Motor cycle and make the customer satisfied through quality of the Tyre. By using the customer satisfaction Company wants to earn profit and by which company will expand.

## Objective

1. To establish a strong hold in the Bangladesh tyre market.
2. To create Brand awareness among the target customer group
3. To build up a good perception in customers minds.
4. To motivate and commit team development for high performance of organization.

## Core Values:

Excellence comes not from mere words or procedures. It comes from an urge to strive and deliver the best. Megnum Enterprise ltd Core values are:

- Ensure dealer profitability.
- Create customer value
- Mutual respect between dealer and customers.
- Integrity including intellectual honesty, openness, fairness and trust
- Commitment to excellence

## *Range of Products*

### **Parts & Lubricants Division:**

**Products description**

Lubricants such as ATF, Greases & Additives, Functional Fluid.

**Brand**

Omanoil

**Origin**

Oman

**Tyre Division:**

Tire with Tube

MRF

India

## **Types of Tyre:**

- 1.Mrf Bias Tyres
- 2.MRF Radial Tyres

### **Mrf Bias Tyres**

Bias tube type tyre suitable for Split Rims only; ideal for hard and stony country. It is best suited to heavier vehicles always carrying maximum payloads in bad conditions. We have had success in the desert with this tyre on fully laden F-250s, (after having split rims made to suit the vehicle).

### **MRF Radial Tyres**

Radial truck tyre deliver high mileage and low abrasion. The resistance to damage is high due to its unique design and structure.



# Features and Benefits of Tyres



**M77**

## **Features**

Rib-lug tread pattern  
Open and aggressive tread design  
Premium tread compound  
Strong casing

## **Benefits**

All-wheel fitment  
Excellent traction  
Enhanced mileage, cut resistance  
Tough casing to last many retreads



**SUPER LUG FIFTY PLUS**

## **Features**

Strong casing  
Cooler compound

## **Benefits**

Capable of carrying heavy loads  
Lesser heat build up



**STEEL MUSCLE-S1M4**

## **Features**

Unique block design  
High Rubber Volume

## **Benefits**

Even wear pattern  
Optimum mileage

## Corporate Customer

From the beginning of the organization the management wants to sale our product in the whole country. For that they decided to give the dealer in every area of the country. Our main corporate customers are in Dhaka. We have almost 45 corporate customers.Specialy

- 1.Akij Group
- 2.Meghna Group
- 3.Milk Vita
- 4.NDE
- 5.Arong

## Magnum Enterprise Ltd at a Glance:

Date of Establishment	:	01.02.2000
Started Commercial Operation	:	28.04.2000
Nature of Business	:	Trading Business(MRF Tyre & Omanoil)
Target customers	:	Dealer & Enduser Of Tyre & Lubricants.
Capital	:	Tk5,00,00,000.00
Board of Directors	:	3

## Board of Directors

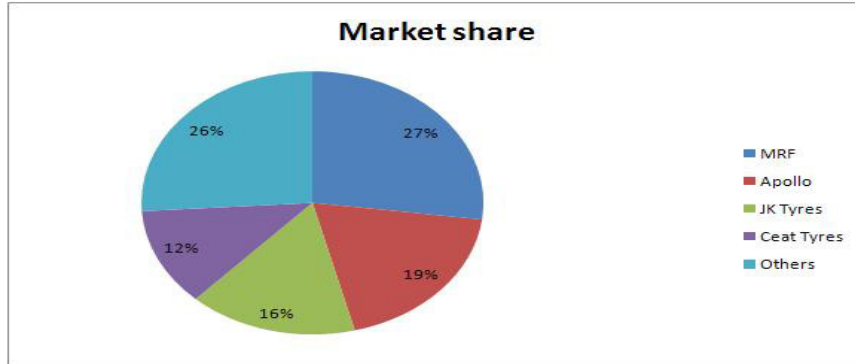
- 1.Fazar Ali Khan
- 2.Florence Khan
- 3.Juab Ali Khan

## Key competitors

Today's world is full of competitors. It is very difficult to survive in this competitive world. Competition increases very fast in any business. Competition is very important for the development of the economy and country. Competitors of MRF Tyre are:

1. CEAT
2. GOODYEAR
3. APOLLO
4. JK TYRE
5. LING LONG
6. CONTINENTAL

## Market Share



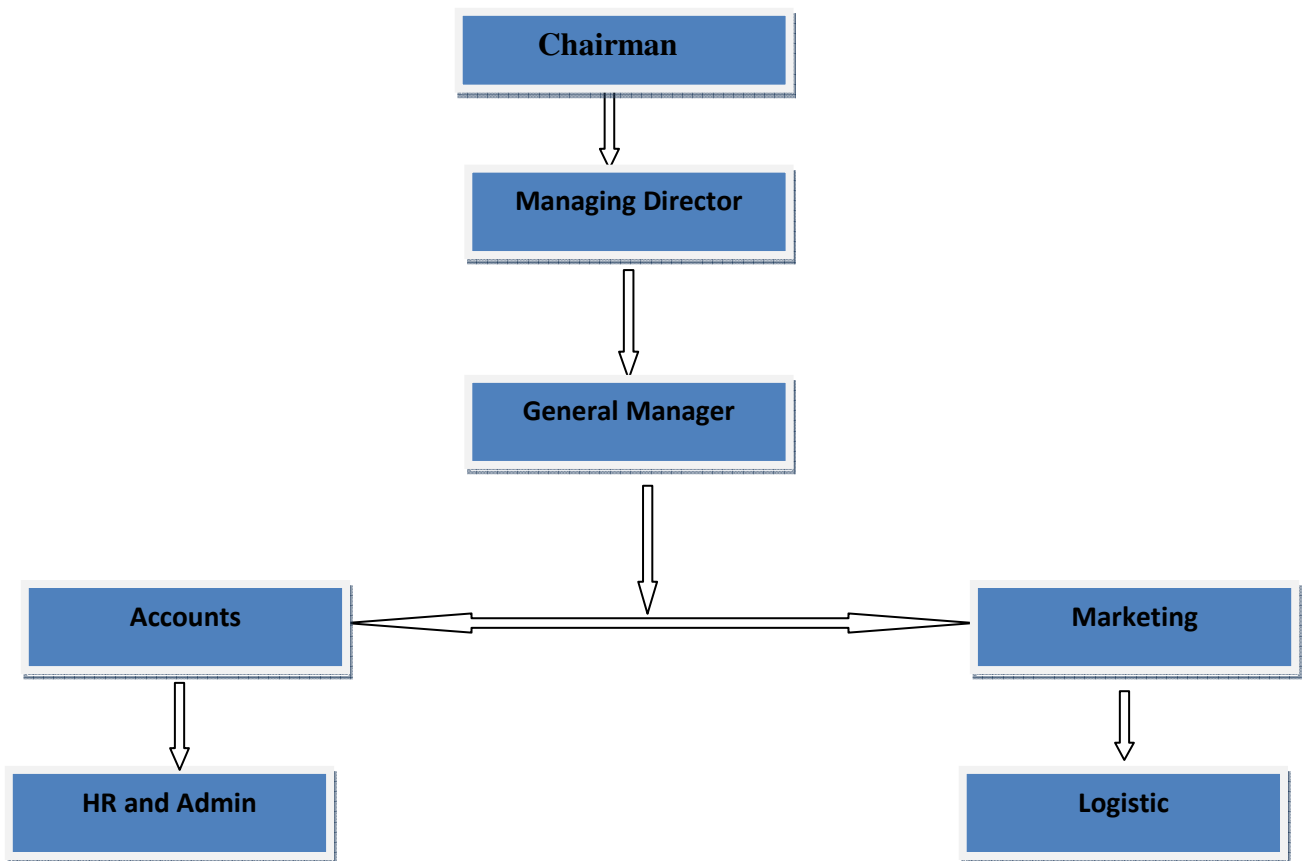
In Bangladesh, The market share of MRF tyre is 27%. Because of their good quality and better service, they lead in the market. Whereas, Market Share of Apollo, JK tyres, Ceat tyres are 19%, 16%, 12%, Others 26% in tyre industry.

# Distribution Channel

The company has vertical marketing system. The structure of marketing system



# Management Hierarchy of Magnum Enterprise Ltd.



# Swot Analysis Of Megnum Enterprise Ltd

The SWOT analysis comprises of the organization's internal strength and weaknesses and external opportunities and threats. Basically, this analysis is a conceptual framework for a systematic analysis that facilities matching the external threats and opportunities with the internal weakness and strengths of the organization. SWOT analysis gives an organization an insight of what they can do in future and how they can compete with their existing competitors. This tool is very important to identify the current position of the organization like bank relative to others, which are playing in the same field and also used in the strategic analysis of the organization.

The acronym for SWOT stands for –

**S – Strengths**

**W – Weakness**

**O – Opportunities**

**T – Threats**

## Strengths

1. Establish brand name
2. Extensive distribution network
3. Customer Focus

## **Weakness**

1. Cost and price pressure
2. High Capital Intensive
3. Volatility in industrial relation

## **Opportunities**

1. Existing and potential growth of automobile industry
2. Government focus on development of infrastructure
3. Potential change in the tyre patterns of commercial vehicle from bias to radial patterns

## **Threats**

1. Volatility of prices of rubber and crude oil
2. Competitions.
3. Cheap import from China
4. Price Wars

## **Duties and Responsibilities within Organization:**

I have worked under the Sales & Distribution Department for past three months. During this period I had been assigned to work as a Sales Executive to prepare daily sales and collection report to respective personnel. My other responsibilities included Forecasting & processing weekly sales.

## **Specific Responsibilities of the Job:**

Snap shot of my job responsibilities.....

1. Petty Cash Posting
2. Sales Report prepare & Making Invoice
3. Maintain Database
4. Payment & receipt and contra voucher posting(Bank reconciliation)
5. Making cold call

### **Petty Cash Posting**

At first I collect all expense voucher such as office supplies, repair maintenance, snack .After that I make top sheet and then input them in software.

### **Maintain database**

I maintain a database where I had different organizations phone number as well as the top level management contact details. I have made this database by the help of yellow page, my known peoples visiting cards, relatives reference and so on.

### **Making cold call**

From my potential customers data base I do call at a regular basis. This technique was really effective because whenever I make a call they are getting my number so they can easily communicate with me for any clarifications. It is a very good way of making a strong network.

### **Daily sales report**

I had to make a report on the specific client . It was mandatory to send a regular sales report to my supervisor.Report contains customer name, address, contact number, e-mail address

# Chapter 03

## Project Part



# INTRODUCTION

Tyre industry of Bangladesh has been expanded in recent years. Over the last few years, the number of tyre companies has increased and thus many foreign companies have entered in to the market such as MRF, Apolo, JK Tyre, CEAT etc. As a result, the competitive environment has further been intensified due to this. Demand of tyres has been increasing, driven by the growing urban population and use of motorized vehicle across Bangladesh. MRF is the leading company in our national market. MRF has 21% market share in Bangladesh.

## Definition Of Sales

Total dollar amount collected for goods and services provided. While payment is not necessary for recognition of sales on company financial statements, there are strict accounting guidelines stating when sales can be recognized. The basic principle is that a sale can only be recognized when the transaction is already realized, or can be quite easily realized. This means that the company should have already received a payment, or the chances of receiving a payment is high. In addition, delivery of the good or service should have taken place for the sale to be recognized

## Sales policy of megnum enterprise ltd

They have one sales policy to operate their business

- Distributor sales(dealer network)

Megnum enterprise operate their distribute sales through dealer network

# Sales policy for Megnum Enterprise distributors

Sales policy consists of internal rules, principles and procedures which help to define the efficient way of support for the established *sales* process.

Megnum Enterprise sales their products in 2 ways

- In Cash
- In Credit

## Credit Policy

A set of principles that a financial organization or business uses in deciding who it will loan money to or give credit (= the ability to pay for goods at a later time) .The implementation of prudent credit policies and modern management techniques will take the company to sound health.

Megnum Enterprise Ltd sales their products in credit because of attracting customers , selling more and gaining more profit. Megnum Enterprise Ltd credit policy is flexible for dealers.

- ❖ Debtors 50% pay on day 10(taking the discount)
- ❖ Debtors 40% pay on day 30
- ❖ Debtors 10% pay on day 40

# Commission structure for Megnum Enterprise Ltd distributor

There are many different types of commissions and many different ways commissions can be calculated. Commission structure is different in different organization. Commission structure is made for encouraging sales people to sell more products and services. Commission structure of Megnum Enterprise-

## For tyre products

Description	Commission %
Every distributors get(per tyre)	1.5%
If the distributors year end sales 5000 tyres then get extra	1%

## No. of Total Branch

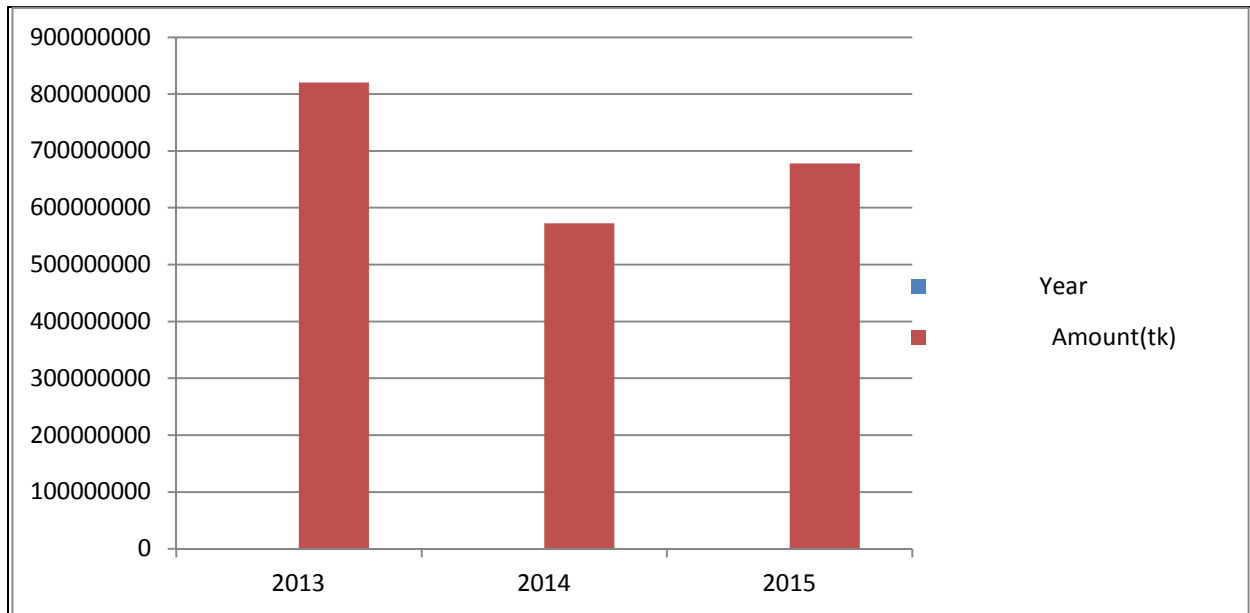
In Bangladesh Megnum Enterprise has 3 branches.

Zone Name	Area
1.Dhaka	Uttara
2.Chittagong	Chittagong City
3.Bogra	Sirajgonj

# Megnum enterprise sales amount Branch wise

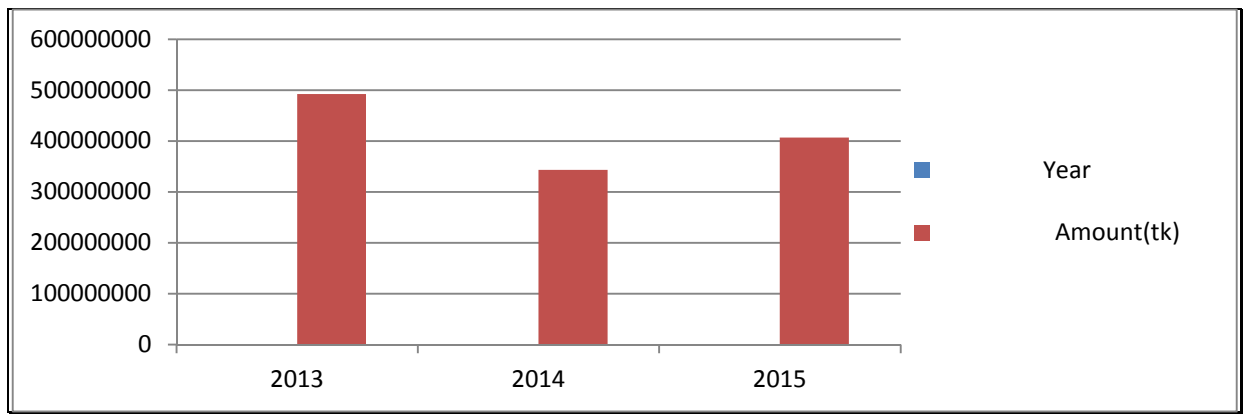
## Dhaka Branch

Year	Amount(tk)
2013	820283689 cr
2014	572550613 cr
2015	677661929 cr



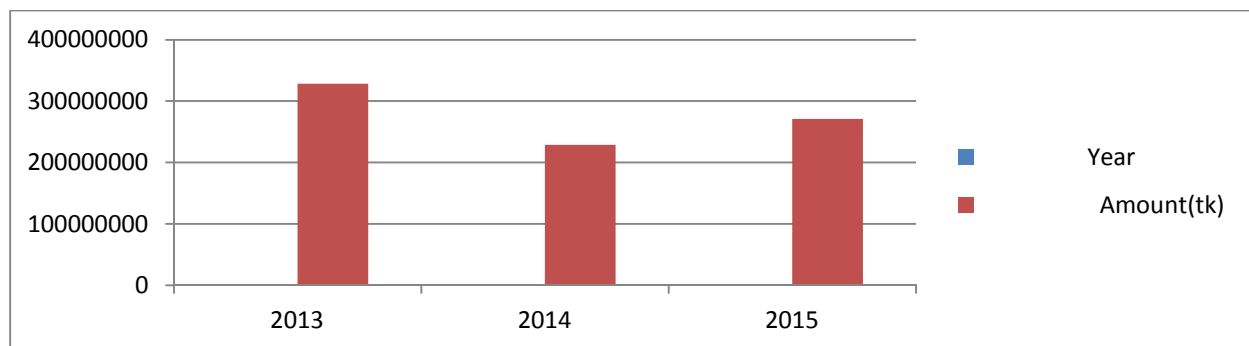
## Chittagong Branch

Year	Amount(tk)
2013	492170213 cr
2014	343530368 cr
2015	406597157 cr



## Bogora Branch

Year	Amount(tk)
2013	328113475 cr
2014	229020245 cr
2015	271064771 cr



## Sales Analysis Of 3 Branches

According to three branches' sales data and graph of Megnum Enterprise Ltd, we can say that Dhaka branch selling is good than Chittagong and Bogora branch. In every year, Dhaka branch selling performance is outstanding. Chittagong branch selling amount in every year is near to Dhaka branch. But Bogora branch's selling performance is poor comparing to other branches.

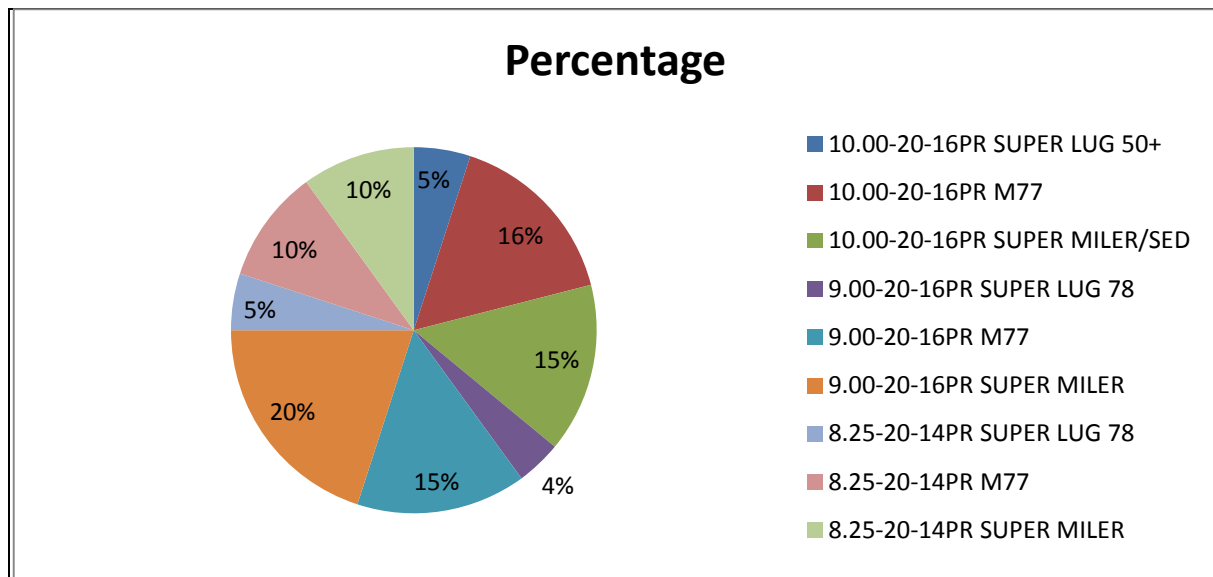
In 2014, Megnum Enterprise's sales were decreased in every branch because of political unrest and shortage of foreign currency. Due to failure of good foreign policy, our currency earning is becoming very poor day by day. This shortage of foreign currency affected Megnum Enterprise sales. Competition and price was another reason of decreased sales. China and Indonesia tyre enters in the market and these tyre prices are less than MRF tyre. Less purchasing power of Bangladeshi people is another issue. Because of higher price of MRF tyre, many people can not afford it.

But from 2015, their sales is increased in all branches. Megnum Enterprise tried to attract customer and increase sales by decreasing tyre price. Now, Megnum Enterprise gives warranty and warranty for manufacturing defect which also attracts customer and affects sales revenue.

# Most selling product of Megnum Enterprise Ltd

Most selling product of megnum enterpeise is 9.0020-20-16(Super Miller).Monthly they sales average TK 11,29,43,654 cr tyres in Bangladesh.

MARKET SEGMENT		
Product Name		Percentage
10.00-20-16PR	SUPER LUG 50+	5%
10.00-20-16PR	M77	16%
10.00-20-16PR	SUPER MILER/SED	15%
9.00-20-16PR	SUPER LUG 78	4%
9.00-20-16PR	M77	15%
9.00-20-16PR	SUPER MILER	20%
8.25-20-14PR	SUPER LUG 78	5%
8.25-20-14PR	M77	10%
8.25-20-14PR	SUPER MILER	10%



## Analysis

Megnum Enterprise's M77 and Super Miller demand is more in the market that's why these two pattern tyres are sold more. Super Miller and M77 tyre demand is more because of less price than the price of Super Lug tyre.

## No. of total Distributors

An entity that buys noncompeting products or product lines, warehouses them, and resells them to retailers or direct to the end users or customers is called distributors.

In Bangladesh Megnum enterprise ltd. have total 85 distributors. Area wise they distribute their distribution channel in 08 zone

SL	Zone Name	District
01	Dhaka	Dhaka,Gazipur,Kishorgonj,Narayangonj
02	Chittagong	Chittagong,Bandarban,Chadpur,Feni
03	Barisal	Barisal,Patuakhali
04	Khulna	Jessaor,Khulna,Chuadanga
05	Rajshai	Bogra,Rajshai,Sirajgonj
06	Rangpur	Kurigram,Dinajpur,Rangpur
07	Sylhet	Moulvibazar,Sylhet,Hobiganj
08	Maymensingh	Mymensingh

Last year Dhaka zone became the highest seller zone.

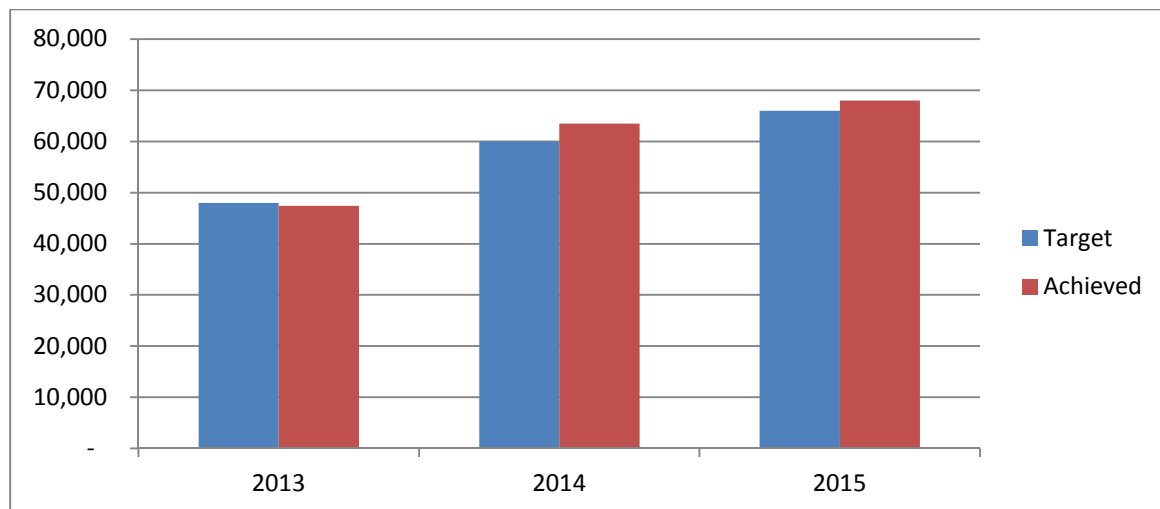


# Sales Target VS Achievement

An organization should compare their achievement of sales with target. This comparison helps an organization to know their performance.

## Year Wise target Vs Achievement

Year	Target	Achieved
2013	48000 pcs	47380 pcs
2014	60000 pcs	63500 pcs
2015	66000 pcs	68000 pcs



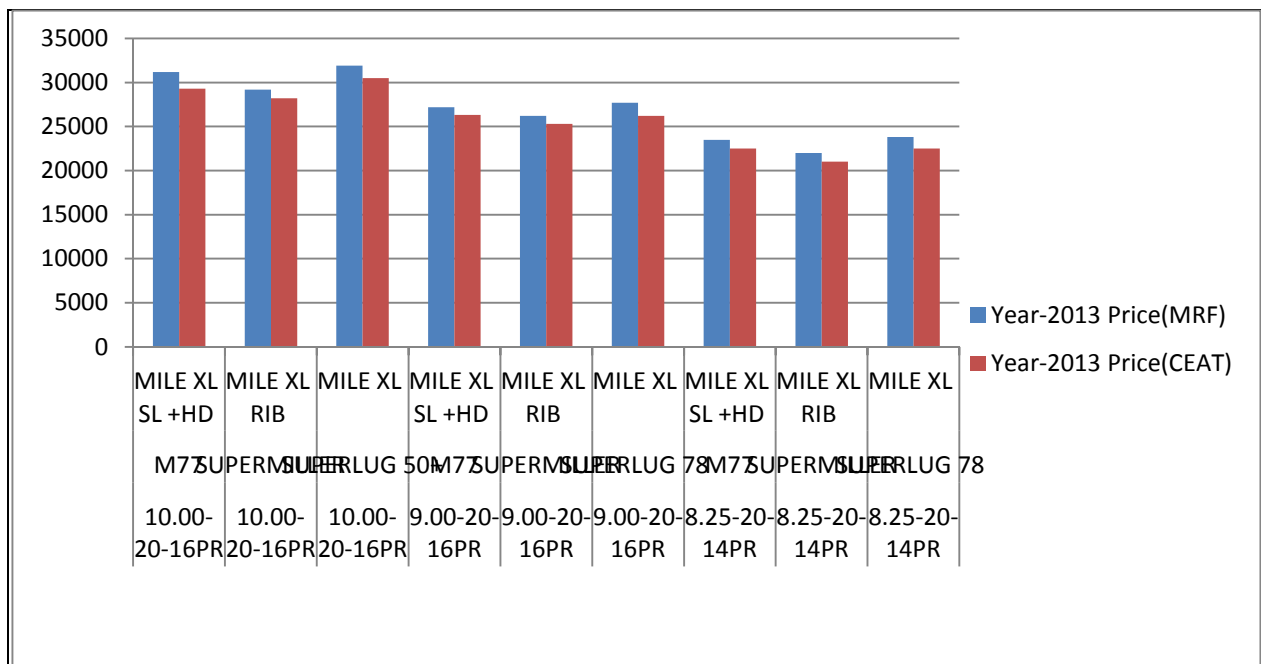
## Analysis

In 2013, Megnum Enterprise's selling target was 48000 pcs but achieved 47380 pcs. Although they could not fulfill their target but they were almost near to target. In 2014 & 2015, Megnum Enterprise achieved more than their target because of more demand of their tyre.

# Comparing Megnum Enterprise tyre price against competitor

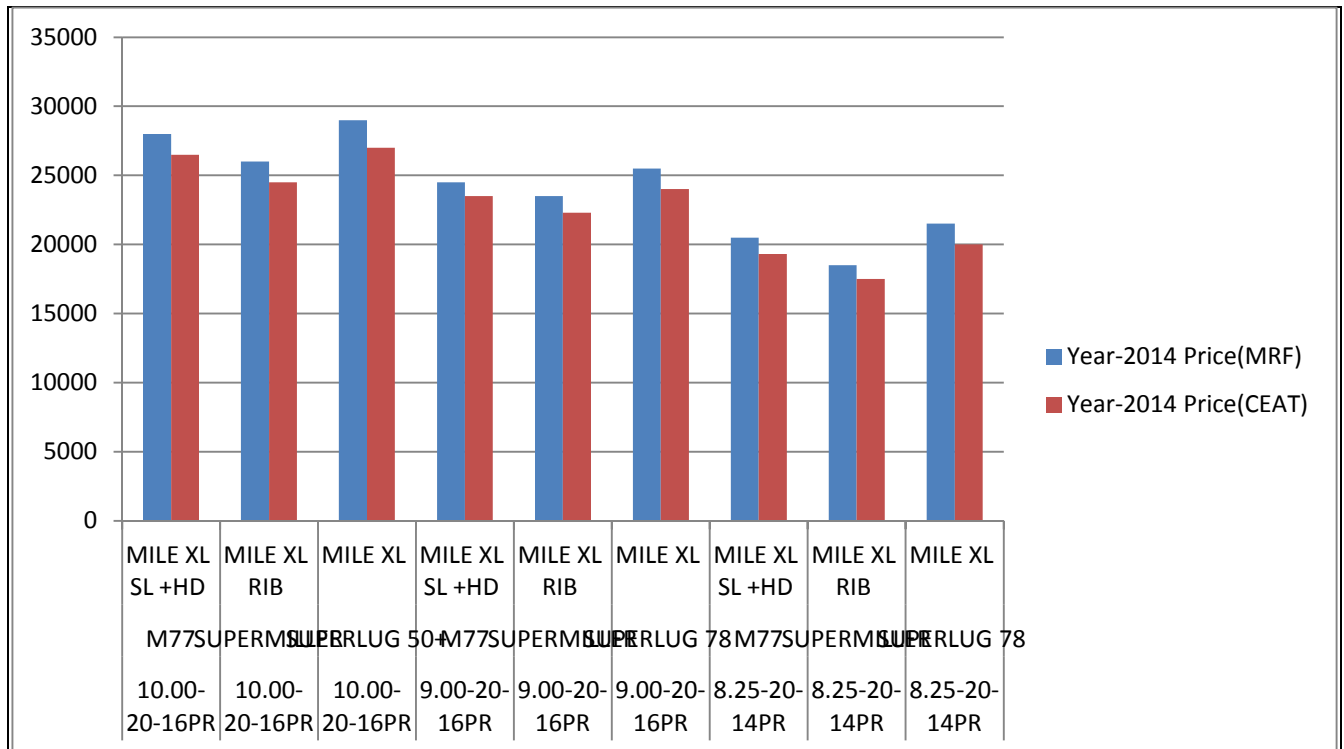
Year 2013

Size(MRF & CEAT)	Pattern(MRF)	Pattern(CEAT)	Price(MRF)	Price(CEAT)
10.00-20-16PR	M77	MILE XL SL +HD	31200	29,300.00
10.00-20-16PR	SUPERMILLER	MILE XL RIB	29200	28,200.00
10.00-20-16PR	SUPERLUG 50+	MILE XL	31900	30,500.00
9.00-20-16PR	M77	MILE XL SL +HD	27200	26,300.00
9.00-20-16PR	SUPERMILLER	MILE XL RIB	26200	25,300.00
9.00-20-16PR	SUPERLUG 78	MILE XL	27700	26,200.00
8.25-20-14PR	M77	MILE XL SL +HD	23500	22,500.00
8.25-20-14PR	SUPERMILLER	MILE XL RIB	22000	21,000.00
8.25-20-14PR	SUPERLUG 78	MILE XL	23800	22,500.00



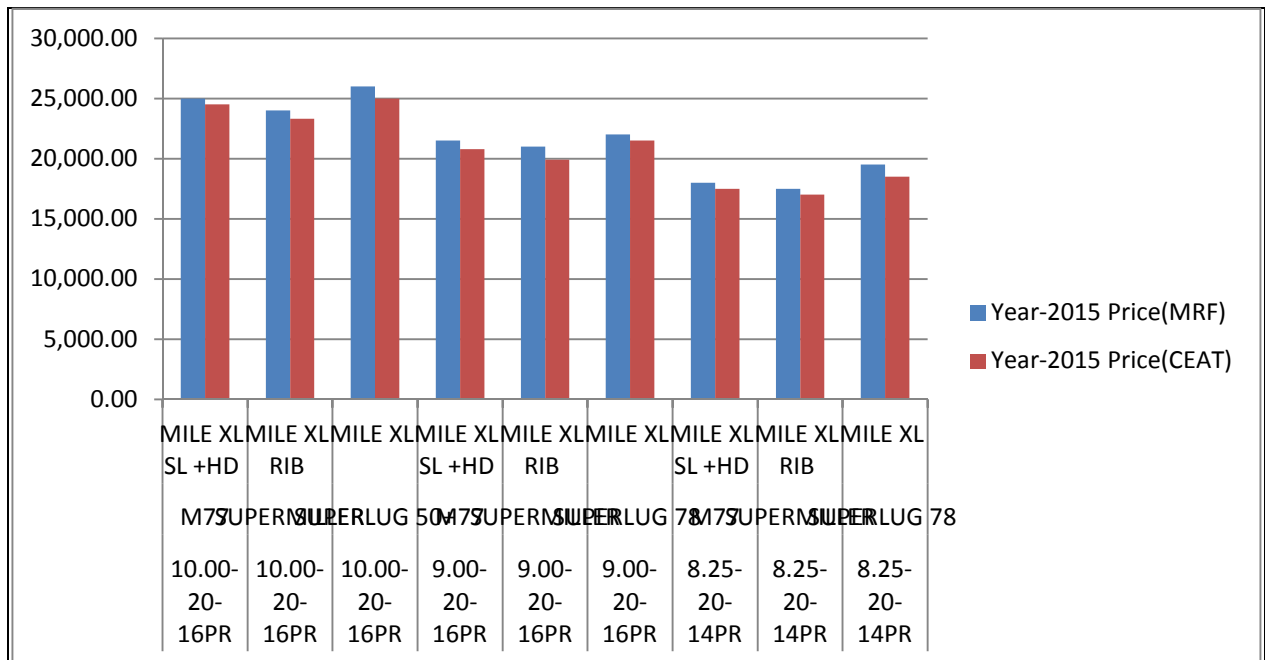
## YEAR 2014

Size(MRF & CEAT)	Pattern(MRF)	Pattern(CEAT)	Price(MRF)	Price(CEAT)
10.00-20-16PR	M77	MILE XL SL +HD	28000	26,500.00
10.00-20-16PR	SUPERMILLER	MILE XL RIB	26000	24,500.00
10.00-20-16PR	SUPERLUG 50+	MILE XL	29000	27,000.00
9.00-20-16PR	M77	MILE XL SL +HD	24500	23,500.00
9.00-20-16PR	SUPERMILLER	MILE XL RIB	23500	22,300.00
9.00-20-16PR	SUPERLUG 78	MILE XL	25500	24,000.00
8.25-20-14PR	M77	MILE XL SL +HD	20500	19,300.00
8.25-20-14PR	SUPERMILLER	MILE XL RIB	18500	17,500.00
8.25-20-14PR	SUPERLUG 78	MILE XL	21500	20,000.00



# Year 2015

Size(MRF & CEAT)	Pattern(MRF)	Pattern(CEAT)	Price(MRF)	Price(CEAT)
10.00-20-16PR	M77	MILE XL SL +HD	25,000.00	24,500.00
10.00-20-16PR	SUPERMILLER	MILE XL RIB	24,000.00	23,300.00
10.00-20-16PR	SUPERLUG 50+	MILE XL	26,000.00	25,000.00
9.00-20-16PR	M77	MILE XL SL +HD	21,500.00	20,800.00
9.00-20-16PR	SUPERMILLER	MILE XL RIB	21,000.00	19,900.00
9.00-20-16PR	SUPERLUG 78	MILE XL	22,000.00	21,500.00
8.25-20-14PR	M77	MILE XL SL +HD	18,000.00	17,500.00
8.25-20-14PR	SUPERMILLER	MILE XL RIB	17,500.00	17,000.00
8.25-20-14PR	SUPERLUG 78	MILE XL	19,500.00	18,500.00



## Analysis of Megnum Enterprise tyre price against competitors

In graph, In 2013 and 2014, Megnum Enterprise's Mrf tyre price was higher than Ceat tyre price. But price differences was not so much different. Price differences was from 2000 tk to 3000 tk.

In 2015, Megnum Enterprise's Mrf tyre price is decreased which is lower than the tyre price of year 2013& 2014. In 2015, Mrf and Ceat tyre price was almost same. In 2015, the price differences was from 1000tk to 15000 tk.

we can see in graph that Mrf tyre price is higher than Ceat tyre price. But Megnum Enterprise's Mrf tyre price is decreased from year to year to grab the attention of customers and compete with their competitors. Although, Mrf tyre price is higher but provides better services than other competitors. Mrf tyre goes more mileage than Ceat tyre. For this reason, customers are loyal and interested more to Mrf tyre.

# Industry Key Success Factor

1. Quality of product should be high
2. Price should be affordable and competitive
3. Distribution channel should be recognized
4. Promotional activities should focus on brand equity and image.
5. Highly skilled sales force with managerial experience is required to do quality control.

## Marketing Strategy

- Megnum Enterprise targets towards bus and truck segment.
- It gives more attention to high quality & endurance.

## Promotion

In order to achieve Megnum Enterprise Ltd intended growth it has come up with effective promotional tools. The promotional mix has been intended to achieve sales increase, increase profit margin, Creation of Brand equity, product awareness etc.

## Advertising

For making people aware of the products and to achieve growth Megnum Enterprise using various advertisement tools. For example- bill board or wall painting bus at terminals, truck stands, on high ways, in store displays by authorized dealers, leaflets, pads, pen- diary or emails are the most common.

## Personal Selling:

Direct selling through individual or group presentation through oral presentation helps to peruse prospective customers. Through a talented and energetic sales force MEL conduct its sell penetration. Beside that it also arrange sales training programs for the dealers and sales meeting with bus-track owners.

## Sales Promotion:

For sales promotion Megnum Enterprise gives reward to the dealers based on sales performance such as foreign tour, key ring, car holder Laptop, mobile set etc.

## Public Relation:

Megnum Enterprise Ltd. has charitable contribution in social welfare. They run a school for poor children without fees.

# Chapter 04

## Findings, Recommendations and Conclusion



# Findings

- MRF tyre is the market leader.MRF has 27% market share.
- Competitors of MRF Tyre are CEAT, GOODYEAR, APOLLO, JK TYRE
- Chinese tyres are popular in bd because of their low price
- Mrf tyre price is higher than other competitors.But Mrf tyre provides better service than other comprtitors.
- Their tyre runs more mileage than other competitor.
  
- In credit policy,Debtors 50% pay on day 10(taking the discount), 40% pay on day 30, 10% pay on day 40
- Every distributors get(per tyre) 1.5%. If the distributors year end sales 3600 tyres then get extra 1%
- Mostly selling tyre size of magnum enterprise is 9.0020-20-16(Super Miller)
- Dhaka zone was the highest seller zone in last year.
- Megnum Enterprise sales was decreased from tk 1640567377 cr in 2013 to tk 1145101225 cr in 2014.
- In 2014, Megnum enterprise sales was decreased because of price, competitor,political unreat, financial crisis issues.
- From 2015, sales is increased of Megnum Enterprise.
- In 2015, Megnum Enterprise sales was increased from tk 1145101225 cr in 2014 to tk 1355323857cr.

# Recommendations:

From my analysis I have found some difficult pitches of Megnum Enterprise as I believe which needs to focus more. Below mentioned those as recommendations:

- Free maintenance service as quality assurance and commitment.
- Price can be reduced to attract customer mostly
- More advertising campaign should be taken to attract customers
- More credit facilities can given to dealer in some case
- Strengthen channel of distribution
- Influence some business companies and provide tyre with better supplement.
- Easy dealer requirement policies
- Provide good facilities (bonus, reward)
- Megnum Enterprise Mrf tyres 9.00-20-16PR (Super Miller) should ensure more availability to all dealers
- Need more skill people to ensure after sales service (provide technical reports to customer) .
- Dealer's bank payment system need to be more easier, then delivery will be more faster (provide online guideline)
- Ensure availability of other tyre sizes like- 10.00-20-16PR(M77)
- Set up more bill boards in outside of Dhaka.
- It should provides quick delivery.
- It should do more promotional activities.
- Megnum Enterprise should make an effort to increase its sales and manage its cost of goods sold efficiently.
- Megnum Enterprise have to make good relation with the branded bus companies because they are major customers in the tyre market
- Create a good business relation with corporate customers.

## Conclusion

Megnum Enterprise's MRF tyre mobilized itself as the market leader. The strong performance of Megnum Enterprise is because of combined efforts of management and employees. Consumers behavior towards Mrf tyre is positive and their satisfaction level is good. The consumers believe that Megnum Enterprise provides high quality and technologically superior products to its customers. If they implement the suggestion put forward, will help them to improve profit .So the company can maintain market leadership in Bangladesh in tyre industry by providing effective and efficient customer service and quality products.

# Bibliography

- Annual report of Megnum Enterprise Ltd 2014
- MRF Delivery Report 2015
- Bangladesh Tyre Market Forecast and Opportunities,2020
- [www.mrftyre.com](http://www.mrftyre.com)
- [www.magnumenterprise.com](http://www.magnumenterprise.com)

# APPENDIX

## Questionnaire (on sales basis)

Sir,

This is, Arzu mollah a student of **MBA** (Major in FINANCE) from BRAC University. I am conducting a report on topic, “Sales Performance Of Mefgnum Enterprise” I need your valuable opinion. Let me assure you that all the information provided by you will be used only for academic purpose and kept under strict secrecy.

<b><u>Information of Interviewee:</u></b>					
<b>Name:</b> .....					
<b>Occupation</b>					
<b>Dealer</b>	<b>Customers</b>				<b>Others: .....</b>
<b>Contact Into: .....</b>					

### Questionnaire

1. How magnum enterprise ltd maintain their sales policy?
2. What is your organization’s credit policy?
3. What is commission structure for distributor
4. Why Megnum Enterprise sales was decreased in 2014?
5. which size & pattern of tyre of Megnum enterprise are sold more?

Do you have any recommendation:

.....  
 .....  
 .....

Thank You

