

Marketing Aspects Of Rangs Workshop Limited



Internal Document (2018)



Inspiring Excellence

**Internship Report on
“Marketing Aspects of
Rangs Workshop Limited”**

Submitted to:

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Submitted by:

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Date of Submission

6th September 2018

Letter of Transmittal

September 6, 2018

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Subject: Submission of Internship Report.

Dear Sir,

This is the report on —**Marketing Aspects of Rangs Workshop Limited**, that is a requirement for fulfillment of BBA course and it is my pleasure to present it before you.

I have attempted my best to take after your rules in each angle on my report. I have gathered what is by all accounts most critical data to make my report as particular and lucid as could be allowed. I delighted in the difficulties of setting up the report with a chance to build the comprehension of business prospects for Bangladesh.

I am genuinely grateful to you for your direction amid the arrangement of this report. I trust you will value my exertion set forth thus.

Sincerely yours,

Rezeam Marfia

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Brac Business School

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Acknowledgement

I am highly appreciative to those who made this report possible. To begin with of all, appreciation goes to Almighty Allah for helping me to stay dedicated towards making this report. I would like to convey special thanks to my internship supervisor Md Fazla Mohiuddin for giving me detailed feedback and support all the time on this report.

I might want to offer my thanks to Mr. Duncan Power , General Manager of RWL, MR. Rommel Arpan ,Head of Operation, Mr. Majharul Islam ,Assistant General Manager of Service Sheikh Tania Akhter, Head of Human Resource, RWL, Kamnunnahar Sonia, CSR Executive whose sincere collaboration and direction have made this task as proximate to flawlessness. I would also like to thank my organizational colleagues for their sincere cooperation during the completion of my internship project.

I would also like to express my gratitude to Mr. Romo Rouf Chowdhury, Managing Director of Rangs Group. And also Mr Hirao Tsuneaki, CEO of Rangs Workshop Limited. My sincere thanks goes to the various personnel I had contacted of this organization for the completion of this project for their invaluable and timely cooperation and all others who helped me to complete this internship project.

Student Declaration

I hereby declare that this report titled “**Marketing aspects of Rangs Workshop Limited**” is my original work and done by me under the guidance of, Md Fazla Mohiuddin, Lecturer, Brac Business School, in partial fulfillment of the requirements of degree of Bachelors of Business Administration at Brac University.

.....

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Executive Summary

As a part of the Internship Program of Bachelors of Business Administration program at East West University, I have been assigned for completing an internship at Rangs Workshop Limited I am appreciative to get such a chance to make my internship report on “**Marketing Aspects of Rangs Workshop Limited,** ".Rangs Limited which is county's one of the biggest Mitsubishi Motors approved distributer and Rangs Workshop Limited is the authorized after sales service provider in Bangladesh.

This report is outlined in six major chapters. At first the opening words about the report were portrayed in the principal section titled "Introduction". The following portion is the "Organization Overview" contains the historical backdrop of Rangs, Rangs Workshop Limited and Organizational structure. Work nature of Rangs Workshop Limited, working procedure. Third section included as Marketing Mix and IMC contains insights about Marketing Mix (product, price, place, promotion) and IMC. The following parts of this report talked about, industry analysis,swot analysis and recommended how RWL can reach to objective more successfully. Before making any conclusion in view of this report it might be noticed that there might be lack of information, yet it might be valuable for outlining any further study

Chapter : 01

Introduction

1.1 Objective of Study:

1.1.1 General Objective:

The real target of this report is to center around two expansive issue that is "Marketing aspects of Rangs Workshop Limited". This study additionally covers some different elements identified with marketing issues of RWL

1.1.2 Specific Objective:

- To be familiar with Rangs Group
- To distinguish the organization's mission, vision, values, qualities and standards.
- To know the company Marketing practices.
- To recognize and analyzing ongoing service
- To assess the strength and weakness of the service center
- To analysis the market

Likewise, the study includes the assessment of proficiency of the organizational values, customer acceptability and company's affordability.

1.2 Scope of study:

This internship report discuss about the present business activity of Rangs Workshop Limited. An itemized portrayal of the exercises embraced by the Marketing department t of the organization is given. This report covers analysis of market review of after sales service of Rangs workshop limited.

1.3 Methodology of the Study:

This report has been directed on an orderly strategy beginning from the determination of the subject to conclusive report readiness. The report has been set up based on the entry level position experience in Rangs Workshop Ltd, in last three months.

1.4 Sources of Data:

1.4.1 Primary Data:

The necessary primary data for the report have been gathered through questionnaire survey with customers and my own contact with industry personal and many on.

1.4.2 Secondary data:

- Website of Rangs Workshop Limited.
- Company supervisor provided the information
- we look for more topic related data

1.5 Data Collection:

Every data of the information have been gathered by utilizing survey method. Every one of the respondents have been chosen helpfully including the individuals who are involved in using car.

1.6 Limitation:

It is difficult to adapt with all of the exercises during internship period and thus Limitations while leading the overview. Fundamental restrictions while setting up the report were:

- Company's approach of not uncovering of a few information and data for clear reasons, which would have been exceptionally valuable for the report.
- Some of the inquiries were fragmented.
- Few representatives at some point were exasperates as they were occupied with work.
- Sometimes it was hard to gather information from their documents in light of the fact that critical records are kept in vault for security.
- Authentication of essential information can't be guaranteed and along these lines gathering it is extremely troublesome.
- Shortage of time to set up the report.
- To look after secrecy, clearly supervisors may be suspicious about offering certain organization data to the interns. Hence, getting the correct picture is dependably a challenge.

1.7 Timeline:

I have got the opportunity to do my internship in Rangs Workshop Limited from 09 May 2018 to 09 August 2018 under the strict guidance of Kamrunnahar Akter, Customer Service Executive. As I am a student of Human Resource Administration I have got a tremendous opportunity to apply my academic knowledge within the corporate region and I have attempted my best to accumulate more practical knowledge and skills.

1.8 Literature Review:

A client desire and fulfillment can't be estimated however giving amazing service that client can turn into a loyal client to the association. Any service organization can't be enduring in the market rivalry if their clients are not glad from their service. By fulfilling their client's desire the association can achieve their definitive objectives.

As Rangs workshop limited is the most eminent after sales service of Mitsubishi autos in Bangladesh. The desires for clients for its service are likewise getting high step by step. As the quantity of client is expanding the administrations, offers, desires are likewise getting awesome alongside the positive activities and benefits of Rangs workshop Limited. For a little difference in framework can cause inconvenience for both the clients and representatives of Rangs workshop limited. Their desires can be change for a straightforward pessimism.

Chapter: 02

Organization Overview

2.1 Background of Rangs Group:

Rangs Group is expanded and developing Group of Companies speaking to Global brands in Bangladesh. Rangs is an outstanding name in business area in Bangladesh since 1979. Rangs Group is one of the head totals in Bangladesh. With central station in Tejgaon, Dhaka, they conduct business countrywide. Driven by the energy to be the best and with a group of exceptional experts, it brings trusted brands of the world inside the scope of everybody in Bangladesh.

Rangs Group began its voyage as a solitary specialty unit in 1979 and now has developed effectively in various segments. Endeavoring to execute the reasonable activities required accomplishing its vision and guided by a tireless spotlight on values, the gathering keeps up close relations with its remote principals in this way ensuring quality items and productive support of their esteemed clients.

2.2 Overview of Rangs Workshop Limited:

Each journey starts with a story. Our story started in 1979, with a small group, a little workshop in a garage, and a challenge to sell 6 Mitsubishi Motors' autos in Bangladesh for the first time. What appeared a mammoth assignment, ended up being the main thrust behind our vision to end up the main brand in the nation in the new car segment.



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In 1979, Rangs Limited was granted the sole distributorship of Mitsubishi Motors in Bangladesh. They gather and import passenger and light-business vehicles, conveying the same comprehensively really popular Mitsubishi driving and administration joy.

Since Deeper Relationship Begins after Sales began in 1981, our workshop is the main approved specialist organization of Mitsubishi Motors in the country. We supply honest to goodness MMC parts and give full range of auto-technician administrations to retrofit, adjust or manufacture your most loved vehicle. Romo Rouf Chowdhury is the Group Managing Director.

Vision:

We set our vision to be a pioneer and good example in expanded business parts that take into account each developing human need

Mission:

Our main goal is to be the Best Workshop in Bangladesh. We, Rangs Workshop Limited are here to ensure the best understanding of after-deals administrations.

Values

Throughout the years Rangs is giving clients with the very best in product selection and service. The group ceaselessly puts resources into modernizing its administration framework and plans particular in-house preparing programs focused towards enhancing the creative abilities of its people.

The huge experience of its administration, and the commitment of its work force, will empower the association to lead Bangladesh towards a prosperous future. Their qualities are

- Commitment
- Passion
- Speed
- Integrity
- Determination

2.3 Business Segment:

Rangs group has expanded its business widely. Rangs Gather is one of the biggest Bangladeshi industrial combinations. They have twelve business segments all over Bangladesh.

They are Automobile, Pharmaceuticals, Media and Publications, ICT, Electronics, Petro Chemicals, Finance security and Banking, Fisheries, Garments, Insurance, Telecom, Service , Maintenance and Securities, Real Estate.



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Strategic Business Units:

Automobiles

- Rancon Automobiles Limited
- Rancon Imports Limited
- Rancon Motor Bikes Limited
- Rancon Motors Limited
- Rancon S Ltd
- Rancon Service Center Limited
- Rangs Limited
- Rangs Motors Limited
- Rangs Workshop Limited

Electronics

- Rangs Industries Limited
- Rancon Electronics

Finance, Securities & Banking

- Bank Asia Limited
- Premium Securities Limited

Garments

- Rancon Sweaters Limited

Fisheries

- Sea Resources Group of Companies

Insurance

- Reliance Insurance Limited

Petrochemicals

- Gulf Oil Bangladesh Limited
- Ranks Energy Limited

Services, Maintenance & Security

- Rancon Services Limited
- Shield Security Services Limited

Telecom

- Ranks Telecom Limited

Pharmaceuticals

- Rangs Pharmaceuticals Limited

Media & Publications

- Dainik Shokaler Khobor Publication Limited
- Media World Limited

Real Estate

- Rancon Engineering Limited
- Rangs Properties Limited

ICT

- Ranks ITT Limited
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2.4 Product and Service Offering:

Product

As Rangs has various business segments they are giving distinctive category product and service. For example, automobile, real-estate, Construction, Renewable Energy, Servicing, Media and Publications, Telecommunication and so on. Here for product and service we can say in regards to electronic telecom, real estate and automobile divisions in points of interest. Brands of Rangs Group are: Mercedes-Benz Mitsubishi, Mahindra, SUZUKI, Zotye JMC, and DFSK.

Service:

- Finish Auto 'Modernized Diagnosis' for any vehicle and bran quick 'Oil and Lubricant', ATF swap and for all names and models.
- Brake and Suspension work for all names and models
- All Electric and Automatic Transmission related repair work.
- World class 'Paint Booth' joined with ace painter and their cutting edge apparatuses to paint your vehicle to its unique shading and shinning. .



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- Experienced group of 'Imprinting Mechanics' can take your inadvertent vehicle back to its unique frame and execution.
- Finish 'Motor Overhauling' capacity with honest to goodness substitution unit from Japan.
- Finish Auto A/C repair work and new establishment (single and double) to any vehicle CNG transformation for all vehicles
- Electronic ' Wheel Alignment' and 'Wheel Balancing'.
- Six paths Vehicle Washing.
- Towing office inside Dhaka Metro territory
- Local and Foreign Procurement of RWL

2.5 Foreign and Local Procurement:

Local procurement:

In some what extant we use local parts for other different brands with the approval of customer. These parts are locally procured from different local spare parts markets like Bangla Motor and Dholaikhal

Foreign Procurement:

Once if any one encounters Mitsubishi quality, he/she will never wish to bargain it. That is the reason Rangs support continually adjusting their Mitsubishi with Genuine Mitsubishi Parts. With access to more than 100,000 sections, Mitsubishi retailers offer the best determination of Genuine Mitsubishi Parts.

2.6 Operational Network Organogram:

To guarantee that all workers know about the different department and functional organization, name of supervisory people, and so on. The Corporate HR Department is in charge of observing and when it is necessary occasionally updating and issuing association diagrams.

The Corporate HR Department will circulate copies of individual association diagrams to every Business Unit Head/Functional Head, who will then make them accessible as they consider vital for the data of others in the Business Unit/Function. No Business Unit or Function will have association diagram of its own without having the same endorsed or corrected in a recommended way through Corporate HR Department.

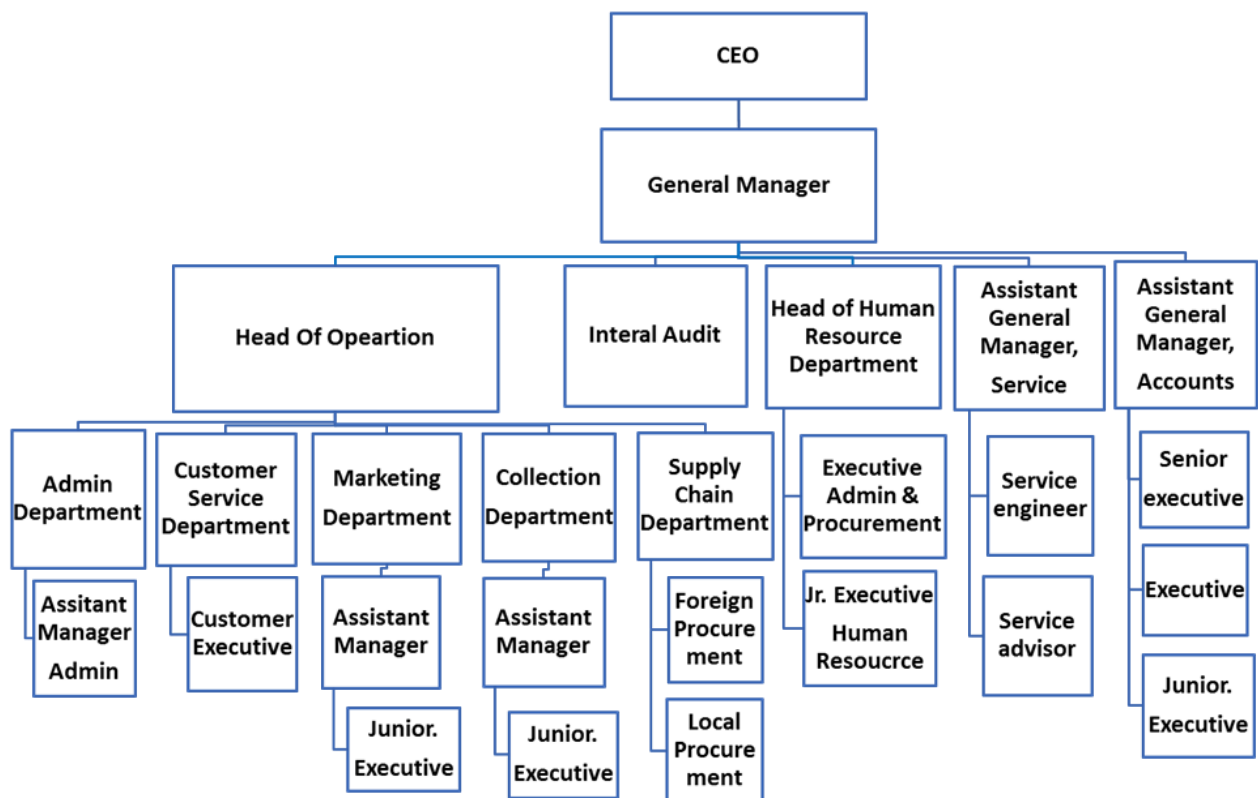


Figure 1: Organogram of Rangs Workshop Limited

2.7 Nature of work in Rangs Workshop Limited:

Rangs Workshop is the authorized service center of Mitsubishi Brand Vehicles in Bangladesh. They have full service and repair facilities manned by engineer trained in Japan/Thailand and Mechanics as well trained in Bangladesh by instructors from Mitsubishi Motor Corporation, MMC, and Japan. Every company has their own work flow so that they can maintain their work properly.

2.7.1 Work Process of Other Supporting Department:

To help the operational departments there are some other supporting department. They work in background

- Customer Service Department
- Marketing department
- Human Resource Department
- Accounts Department
- Finance Department
- Internal Audit
- Supply Chain department
- Collection Department

Customer Service Department:

An organization's customer service department has a huge effect on the accomplishment of the business. Customer service department is straightforwardly required with the task. Here we insure to give quality service. Client Executive handles all sort of questions turn out from the clients. The group is able to supply palatable benefit to the clients. The clients are getting attached day by day. They keep up contact with all clients. The reaction to the clients' letter is early.

Human Resource Department:

A Human resource department is a basic part of worker prosperity in any business, regardless of how small. HR duties are like payroll, benefits, hiring, terminating, and staying up with the latest with state and federal laws.

Accounts Department:

The accounting department is in charge of recording and revealing the income exchanges of an organization. This division has some key parts and duties, including accounts receivable, accounts payable, payroll, financial reporting, and keeping up financial controls.

Financial Department:

The finance department oversees and controls the state economy and funds through tax collection, money related enactment, budgetary establishments, capital markets, focus and state accounts, and the State Budget. Surrounding of tenets directing the compensation, leave and annuity of people in the administration .Finance Department is in charge of all issues in respect to money related strategy. Look at and give an account of all proposition for the inconvenience, increment, lessening or nullification of expenses, obligations.

Marketing Department:

In Rangs workshop limited we give after sales benefit where our marketing group try unlimited endeavors to achieve every client by and by and attempt to get the input. Our marketing assistant visit our dearest and faithful client actually and attempt to speak with them. He get some information about the administration, how was the administration, did they confront any in the wake of taking the administration and so on if the clients confront any issue, at that point we attempt to give them arrangement and furthermore persuade them to get our administration once more. Advertising group additionally make different battle to get the client fascination.

Collection department:

Whenever any customer come to make a payment of their service than we make sure whether the payment will be on cash or on credit. If the payment is on cash than it goes directly to the accounts. Alternatively if the payment is on credit than collection department insure the credit papers and the timing when they going to pay. After that they visit the customer to receive the payment on due time.

Chapter: 03
Marketing Mix &
Integrated Marketing Communications

3.1 Marketing Mix:

According to Philip Kotlar, G. a. (1996). *Principles of Marketing*. London, England: Pearson Education Building up an Integrated Marketing Mix After deciding its general marketing strategy, the organization is prepared to start arranging the points of interest of the marketing mix, one of the significant ideas in modern marketing. The marketing mix is the arrangement of strategic advertising instruments that the firm mixes to create the reaction it needs in the objective market. The marketing mix comprises of everything the firm can do to impact the interest for its item. The numerous conceivable outcomes can be gathered into four groupings of factors.

- Product implies the merchandise and-enterprises blend the organization offers to the objective market.
- Price is the measure of cash clients must pay to acquire the item.
- Place incorporates organization exercises that make the item accessible to target shoppers
- Promotion implies exercises that impart the benefits of the item and induce target clients to get it

3.1.1 Product:

As Rang has various business divisions they are giving differing category product and services. Here Rang workshop deals with the after sales service .From the beginning of RWL, it has continuously put the quality parameter on the top most need position. RWL continuously wants to offer genuine parts to the market. All the materials used for service purpose are of reputed branded and tested before use. All these things are done for the best fulfillment of the client. So the products become especially rich in quality. RWL used MMC parts which are imported from mother company MMC Japan.

3.1.2 Price

Price is a standout amongst the most great parameters that assistance any individual in settling on purchasing choice. On a normal the cost of the parts and administration charge of RWL are pretty much near the market rate. Parts cost may fluctuate in view of the assortment of parts quality. RWL give the value which is institutionalized by MMC.

3.1.3. Place:

RWL wants to give premium service in the prime locations to charge premium cost. RWL is spreading its service all through Dhaka city. We have another workshop service in Chittagong city which is additionally situated in lucrative place. RWL as of now begin extending its business in Sylhet.

3.1.4Promotion:

Marketing efforts in a type of publicizing, deals advancement and public relation are set up which can assist the sales with boosting up let alone in a decent circumstance however appropriate framework to keep up contact with existing client to build compatibility and guarantee Rangs is dependably there to deal with their everything sort of issue in regards to the item offered by Rangs.

3.2 The Role of IMC:

The term IMC has come up within the field of promoting as one of the pioneering concept within the 21st century. In most of the cases integrated marketing communication is thought to be a combination of advertising and promotional activities. But in down to earth field the scope and part of coordinates promoting communication is much more since in today's world integrated marketing communication has been observed as a modern parading in marketing. Typically since a well-executed integrated marketing communication arrange can help the company's brand and item to create and maintain within the long run.

With the assistance of IMC the big conglomerates are able to conversation with the customers and cater their needs and wants effectively. Moreover integrated marketing communication makes the alternatives for the companies to connect their product, brand or service with individuals, places, events, encounters, feelings and things.

3.3 The tools for IMC:

The tools of IMC is as follows



3.3.1 Advertising:

The dictionary definition of advertising is the action of calling something to the thought of the public especially by paid announcements. From my academic lessons I can know that advertising is characterizes as any paid frame of non-personal communication almost an organization product, benefit, or thought by a distinguished sponsor. From this definition we will clearly get it that advertising could be a paid shape. Space or time should be bought for advertising.

Moreover the non-personal component includes diverse mass media like TV, Radio, magazines and newspapers. These media vehicles can transmit message to the target audience, for the most part in same time. Also the non-personal substance refers that there's for the most part no opportunity for immediate feedback from the message recipient Also the advertiser should decide how the target gathering of people will interpret and react to a message before selecting a media vehicle.

Sales Promotion:

Sales promotions can be directed at either the client, sales staff, or distribution channel individuals .Sales promotion incorporates a few communications activities that attempt to

provide added value or motivating forces to consumers, wholesalers, retailers, or other organizational clients to stimulate immediate sales.

These efforts can attempt to stimulate product interest, trial, or purchase. Illustrations of devices used in sales promotion include coupons, tests, premiums, point-of-purchase displays, challenges, discounts, and sweepstakes. In these cases sales promotion done by the another sister concern of Rangs Group.

3.3.2 Direct Marketing:

To maintain strong relationship companies are doing direct marketing and it has gotten to be a strong key strategy for the companies. Direct marketing targets particular clients with personalized advertising message and promotional campaigns. In some cases individuals play an imperative role in this direct marketing process. There are, however, numerous issues related to direct marketing, extending from the highly technical to the more organizational and administrative perspectives.

Direct marketing is much more than direct mail and mail order catalogs. It includes a variety of exercises, including database administration, direct calling, telemarketing, and direct response ads through direct mail, the Internet, and different broadcast and print media. One of the major instruments of direct marketing is direct reaction advertising, whereby a product or service is advanced through an advertisement that encourages the customer.

Direct mail:

Direct mail is posted mail that promotes your business and its products and services. There are a few distinctive sorts of direct mail.

Telemarketing:

Telemarketing includes contacting potential customers over the phone to offer products or services. It is able of creating new client prospects in huge volumes and is additionally a valuable instrument for taking after up on coordinate promoting campaigns

Campaign:

Since they are authorized by the MMC Japan, they have to be do campaign for promoting their service. They offer many discount, free service, free checkup activity. When I am doing my internship over there I found that there's two campaign begun. One is vehicles AC free diagnosis and another is vehicles Lube oil free replacement charge. Clients are taken this offers and campaign target is achieved.



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Direct Calling:

Direct calling is a compelling way to develop an adaptable, low-cost business. Direct calling includes a free sales representative offering products or services specifically to clients, frequently at a customer's home or working environment.

Feedback call:

Chance to listen from customer a feedback call could be a call that's totally focused on feedback from the client. A feedback call can incorporate problem solving or for service recovery if the customer still feels that the issue has not been illuminated. Feedback is vital since it tells us how well we are doing in the eyes of the customer. It's moreover a great way to find out what we are doing right, what sorts of experiences are wowing clients and turning them into promoters; we will do more of it.

Online and Web Marketing:

Rangs workshop limited incorporates a site which is <http://Rangsworkshop.com/> and they have proficiently utilized it to communicate with their potential clients. Also to extend its online nearness Rangs workshop features a key organization together with Rangslimited.com.bd

3.3.3 Personal Selling & Direct Marketing:

Like other after sales service companies RWL, has service team for working within the Dhaka area and other teams within the Chittagong region. These group mainly target corporate and business individuals and accomplish their target as per assigned by the service manager. This group moreover looks over the taking after responsibilities

- To Checking and Analyzing market patterns of the automobile division of Bangladesh
- Developing and actualizing imaginative marketing strategies that will make an effect, back the brand and drive service.
- Producing innovative and cost-effective advancements both in print and online.
- Producing innovative thoughts for benefit based development.
- Studying competitors' product and service & investigating ways of moving forward existing items and administrations, and expanding profitability
- Identifying target markets and creating techniques to communicate with them.
- Preparing and overseeing showcasing plans and budgets
- Managing the generation of professional
- Liaising with other internal support departments such as dealers and distribution
- Producing reports to screen comes about and findings and proposals to company directors or other senior managers.
- Traveling to exchange appears, conferences and deals meetings.
- Supporting and overseeing a marketing team.
- Developing and maximizing third party connections to provide on brand targets and strategies.
- Delivering an occasion's program, to guarantee that brand nearness is maximized and vital targets are met.

3.4 Corporate Social Responsibility of Rangs Workshop Limited:

- **Responsibilities to Investor:**

Each person wants to invest his or her cash is such a route, to the point that the investment turns out to be exceptionally commendable and important to him or her. Furthermore, RWL being a member of Rangs Group gives that certainty to the purchasers. RWL guarantees the speculators an anchored and safe investment and each and every person can expect a decent return.

- **Responsibilities to Customer:**

Its customer service department dependably remains adjacent to a client to give the most ideal neighborly service. Customer service executives are constantly prepared to welcome clients at whatever point he or she needs them. Because of the commitment of such huge numbers of presumed architects and professional in the workshop, they guarantee to give quality service. RANGS Workshop Ltd is far superior to other workshop organization in Bangladesh.

- **Responsibilities to Employees:**

The inner condition of RWL is so much co-agent. The compensation of the employees is satisfactory. The employees have different attractive facilities. Here the employees can demonstrate their expertise in each segment

- **Duties to Government:** Rangs Workshop Ltd. Contribute a large amount of revenue to the Government exchequer as far as Registration Cost, VAT and Taxes and Utility service charges.

- **Responsibilities to the Community:**

Population growth is the main considerations that require an expanded number of private houses. Bangladesh experienced the high development of populace throughout the decades, which prompted the appeal for private houses. Be that as it may, the rate of population growth reduced altogether, the support in the creation of private houses has still been critical.

- **Obligations to Country:**

RWL has contributed a ton to expand our national income. The name RWL remains as a giant, assuming the novel part of tackling the settlement issue of Bangladesh and also making the better ways of life. Rangs has always introduced the latest technologies and inventions of developed countries to Bangladesh.

- **Responsibilities toward Unprivileged individuals:**

RWL has likewise contributed a considerable measure to the unprivileged individuals who are denied from social needs. With the assistance of decent DR. Mohammad. Younus, RWL began Japan Auto-Mechanic School which give far-reaching preparing, hands-on involvement in Auto Mechanical administration, repair, board beating, and painting

Chapter: 04

RWL Experience

4.1 My Specific Responsibility of the Job:

I have been working as an intern at Rangs Workshop Limited under Customer Service Department. My responsibility was to ____

- **Maintain the customer database:** I used to maintain customer database and I also used to filter the database. The customer who does not belong to the number I replaced them.
- **Maintain a follow up calls and also reminded them about the campaigns:** I used to call the customers who already took the service and already passed few months. I called them and reminded them to come and take the service again. I also used to tell them about our ongoing campaigns so that they can take the services as well.
- **Maintain the hotline number of RWL, and responded to the customer queries:** I was supervised to maintain the hotline number of RWL as well. People used to call upon this number to get various information about the service and I used give the answers.
- **Regular update the database:** I used to update the database if any changes occur such as new customer, transfer Information and so on.
- **Prepare the invoice bill:** Not only calling but also I used to make invoice bill in Microsoft excel. It used to be under accounts department.
- **Managing customer feedback and survey forms of customer:** Also used to manage customer feedback on a notebook. Maintained survey forms of customer as well.
- **Maintaining a database of parking token:** also used make sheets of parking token of daily registered cars
- **Preparing lunch bill:** also prepared lunch bill of Rancon hospitality
- **Invoice analysis:** Invoice analysis was also a part of my daily activities. I used make them on the basis of collection requirements.
- **Employee performance calculation:** also calculated employee performance sheet

Chapter: 05

Analysis and Findings

Industry Analysis

5.1 Industry Overview:

The car business is as of now a standout amongst the most imperative in the world. The interest for cars in Bangladesh is rising with each passing day. Individuals are moving to the modernized time and becoming accustomed to have a luxurious life. That is the reason individuals planning to purchase their own particular vehicles as our money related circumstance are getting steady step by step. With enhancing street foundation and more prominent family obtaining power in Bangladesh individuals are intrigued to purchase their own particular vehicles. Both multinational and neighborhood organizations are available in the market with their assortment of product offerings. That is the reason automotive part is developing quickly.

Among them Rangs Workshop, Millennium, Navana, Uttara Motors, Runner, and so forth are the all-around prestigious after sales service provider in Bangladesh.. A portion of the best after deals benefit focus which has been given below:

Company Name	Growth
Rangs Workshop Limited	28%
Navana	32%
Millennium	19%
Uttara Motor	9%
Local	12%

Table 02: Automobile Industry

5.2. Porter's Five Forces Model:

Porter's five powers analysis is a structure for industry examination and business system improvement shaped by Porter, Michael E.(1979), Harvard Business School. It draws upon modern association (IO) financial matters to infer five forces that decide the aggressive force and subsequently engaging quality of a market. Appeal in this setting alludes to the general business productivity. An "ugly" industry is one in which the blend of these five forcess acts to drive down generally speaking benefit. Avery ugly industry would be one drawing nearer

"unadulterated rivalry", in which accessible benefits for all organizations are headed to ordinary benefit. Three of Porter's five forces allude to rivalry from outside sources.

Alan Price. Human Resources Management, (4th edition), Thorough and comprehensive treatment of all the key aspects of HRM.

One of the famous marketing analysts, Harvard Business School professor Michael Porter, to analyze an industry's attractiveness and likely profitability. Since its publication in 1979, it has gotten to be one of the foremost well-known and profoundly respected business methodology tools. In view of perceptions and working in this organization for 3 months, the Porter's model can be utilized to give a concise thought regarding the business.

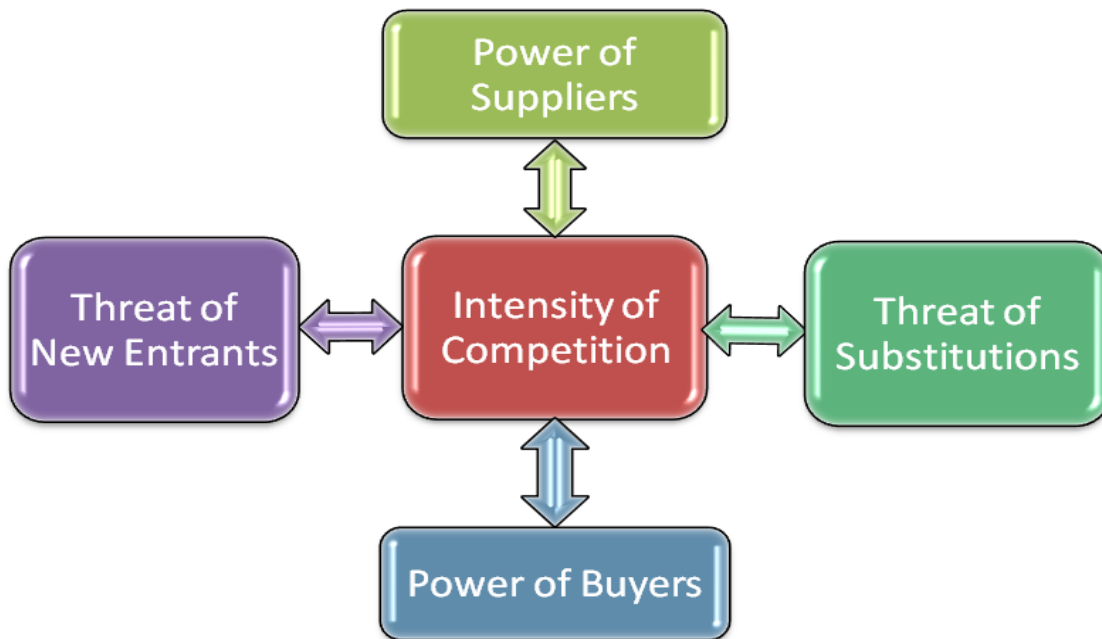


Figure 2: Chart of Porter five force model

Industry Rivalry:

For most industries, this is the significant determinant of the competitiveness of the business. Some of the time rivals contend forcefully and once in a while matches contend in non-value measurements, for example, benefit, put. At show car area have numerous players. Rangs workshop encounters an extreme rivalry with advertise challenger system as a current player in the market with a high piece of the overall industry. This demonstrates since there were generally numerous players in the market, it was appealing and still is. As of now Navana, Millennium, have picked up a promising execution in the market. These three contender

manages diverse brand as like Toyota, Nissan, Jaguar, Land Rover, and Hyundai. Along these lines, the risk of industry contention for Rang's Workshop constrained is high.

Threat of New entrants:

Beneficial markets that yield significant yields will draw firms. This outcomes in numerous new participants, which will viably diminish gainfulness. The automobile sector has low passage obstructions and furthermore high leave hindrances. This implies they think that it's difficult to leave amid terrible circumstances thus it prompts overcapacity and discouraged income for all. In this way, the danger of new passageway for Automobile Sector is so direct.

Threat of Substitute Service Provider:

The danger of substitute service provider is high. Numerous nearby service providers are developing rapidly. So people can be move from authorized service provider to local service provide. Sometime authorized service provider didn't give the best service in that specific time at some point their parts cost is so high so people want to go local workshop so client exchanging rate is relatively high. Be that as it may, the person who is dependably go for the quality and dependability him or despite everything she go to the authorized workshop.so for this situation dangers of substitute is additionally direct.

Bargaining Power of Buyer:

The automobile sector has a risk and that is the haggling intensity of the purchasers. The reason is that it has such a large number of rivals in the current market. In spite of the fact that a little separation is available in the low exchanging expense of the purchasers to another provider and the high value affect ability among the purchasers has prompted this industry being an ugly fragment. Through when customer utilized vehicles of a brand they generally endeavor to take the benefit of that brand, however they would prefer not to trade off quality and cost. So for this situation bargaining power might be differ on the grounds that for one client quality might be the primary need at another cost .But every organization is giving the significance to keep up the association with clients by giving administration as per their requirements and fundamental quality.

Bargaining Power of Supplier:

In this automotive sector bargaining power of supplier is very high. In this automobile sector we manage the branded vehicles and in Bangladesh a portion of the organization is the authorized distributor of those branded vehicles. For that Most of the parts are transported in from the remote nation so are insufficient competent to deal with them .So haggling intensity of supplier is strong.

5.3 SWOT Analysis:

SWOT analysis may be a key arranging procedure utilized to assist an individual or organization recognize the Strengths, Weaknesses, Opportunities, and Threats related to business competition. It is expecting to indicate the objectives of the business venture or project and recognize the inner and outside components that are favorable and unfavorable to accomplishing those targets. Users of a SWOT analysis frequently ask and reply questions to produce important data for each category to form the apparatus valuable and recognize their competitive advantage. Strengths and Weakness are as often as possible internally-related, while Opportunities and Threats commonly center on environmental placement.

- **Strengths:** characteristics of the business that provide it an advantage over others.
- **Weaknesses:** characteristics of the business that put the business at a disadvantage relative to others.
- **Opportunities:** components within the environment that the business might misuse to its advantage.
- **Threats:** elements in the environment that could cause trouble for the business

5.3.1 Strengths:

The strengths of Rangs Workshop Ltd are its assets and capabilities that can be utilized as a basis for creating a competitive advantage. Cases of such strengths include:

Long Existence in Bangladesh: Rangs has begun its task in Bangladesh 27 years back. What's more, it has been conveying the some extremely prestigious products in this nation. Inside these 27 years numerous high points and low points has come in the business areas of Bangladesh however Rangs has never veered off from its vision to convey the best items and administration. This long presence in the market has given Rangs a gigantic altruism and puts stock in the brain of the general people.

Established Brand Names: Rangs by name has an exceptionally Strong Brand Recognition in people mind. At whatever point somebody sees a Mitsubishi auto or Mercedes Benz the name RANGS come in the brain of that person.

Good Reputation: Utilizing the brand name of Rangs, Rangs Workshop Ltd is taking the upside of good notoriety. Rangs remains as a name of conviction, trust, class, taste, tastefulness and predominance in the psyche of the general population of Bangladesh.

Financial Stability: As Rangs had effectively caught the greater part piece of the overall industry of the pristine vehicles, it has delighted in strong gainfulness, which empowered it to be a financially strong company. In spite of the fact that alternate partners of Rangs Group are not the market pioneers in their particular fields but rather those organizations are likewise procuring a tremendous measure of cash. Subsequently, the entire gathering and in addition Rangs Workshop Ltd is getting a charge out of enormous monetary reinforcement.

High Manpower Resources: Rangs Workshop Ltd has an extremely elite access to high grade and very sound resources. Total work of its after-sales service are carried out and supervised by its own experienced team of engineers and technicians. Every one of the engineers and technician are profoundly prepared up by the MMC Corporation.

Efficient Sales Team: A very efficient and energetic team of sales is working to enhance the sales of Rangs Workshop Ltd. This group is dependably looking for a new client and furthermore the groups additionally safeguard to hold their current client. The proficient deals group of Rangs Workshop Ltd can be a benefit for any organization to divert an organization to its gainfulness.

Professional Marketing Team: The present marketing team isn't just gathering in the brochures of the ventures. They have even an advertising intend to advance their administration. The nonattendance of an effective and professional marketing team with a marketing plan to position Rangs, Workshop Ltd in people's brain with unmistakable attributes is impeding the organization forward.

Genuine Parts: Rangs workshop is an authorized Mitsubishi vehicles service provider they used genuine which is directly imported from mother company MMC, japan

5.3.2 Weakness:

The absence of certain strengths in Rangs Workshop Ltd (RWL) has turned into its shortcoming. On account of RWL, weaknesses are the other side of qualities. Take the case in which a firm has a lot of assembling limit. While this capacity might be viewed as a quality that competitors don't share, it additionally might be a viewed as a weakness if the huge

investment in manufacturing capacity keeps the firm from responding rapidly to changes in the key condition. A similar thing is valid for RWL. Being an extensive organization overhead is likewise gigantic, which is one of the weaknesses. Each of the next might be considered shortcomings of Rangs Workshop Ltd.

Poor Supply of Parts: RWL has a poor image for not having a smooth supply of parts for after-sales service. Obviously, there is the possibility of stock development, yet this can be handled by the productive administration. RWL imports costly parts from abroad. Every one of these things incurs money

Parts are costly: Cost of Rangs items is higher than every single competitor rival in the automobile sector in Bangladesh. Same parts cost is higher than the other local competitors.

The absence of financial support at the ideal time: The present system is whatever the cost is it must go under a legitimate review strategy. Be that as it may, the audit section once in a while costs a great deal. For example, if there should arise an emergency the customer's service department or the land procurement department has nothing to do except for sitting tight for the audit department of sanction for the required cash.

Lack of Information: No endeavors to utilize sales information of earlier years. As these information are not either accessible or kept professionally it isn't conceivable to contrast the execution of this with a year ago and other significant correlation.

5.3.3 Opportunities:

The external environmental study may uncover certain new opportunities for benefit and growth. A few cases of such opportunities for Rangs Workshop Ltd incorporate.

Quality of the items: The finishing quality of the products of RWL is diminishing step by step. As the quantity of project will increase in the following couple of years it can be accepted that the quality will diminish. So there is dependably a shot that the client will move from Rangs to some other organization.

Brand Acceptance: As Mitsubishi provides genuine parts to Rangs Workshop Ltd, it's a great opportunity for Rangs to redirect all the Mitsubishi users across the country into Rangs Workshop Ltd for servicing their vehicles.

Technology and Training: MMC provides training opportunities to the employees of Rangs Workshop Ltd each year for the improvements of their skill. This is a great opportunities for Rangs Workshop Ltd to provide the latest automobile servicing technology to the users using its very own Inventory and Financial Management System. Also Rangs Workshop Ltd. Is

equipped with high tech tools like John Bean Four post lifts and Asia's best paint booth technology.

5.3.4 Threats:

Changes in the outside natural likewise may exhibit Threats to the firm. On the off chance that the present business state of Rangs Workshop Ltd wins then it will confront some monstrous Threats sooner rather than later. A few cases of such threats Inc.

Political circumstance on the nation: The present Government is toward the finish of its term of decision the nation. So the political circumstance is relied upon to swing too terrible for the following years. A decent number of hartals and different disasters are normal. This should also affect the business of RWL.

Potential Doors: An ever increasing number of little organizations are coming in the market. Market section that ordinarily needs conservative size and moderate size workshop with little extravagance is becoming quick. What's more, to fulfill this section little organizations are blasting. These organizations have next to no overhead cost, the best administrations can commit their entire time behind a specific task, these organizations expects almost no edge or even no edge just to survive. They are the potential dangers. Again some little organizations are thinking of their new innovation.

New Competitors: An ever-increasing number of new organizations are coming to put resources into the market and some more reputed organization may accompany a lower price and great quality items. As people get a kick out of the chance to experiment with a new taste in living, they may experiment with these new items accordingly some piece of the overall industry might be lost. These enormous foreign and local giants are true risks to the organization like.

Chapter: 06

Recommendation and Conclusion

6.1 Recommendation:

Since I have worked there for total three months and I have obtained this colossal opportunity to distinguish all the activities and official methods closely. By seeing those forms I discover a few negative viewpoints that Rangs workshop must advance their service to serve their clients accurately and make their own income.

- Time is the most valuable part of a customer. Here customer waits for 6 to 7 hours and they get bored so we should think about the timing. We can provide the service within short period of time. In this way we can save our customer's time.
- Parts are the main element of our Rangs workshop limited. Sometimes we are having scarcity of availability of parts. Sometimes customer goes back without taking service as we fail to provide the assigned parts.
- Branch's beautification and enhanced is required for fulfilling current clients and to intrigue modern clients. Our workshop can be better beautified compare to millennium and Navana

6.2 Conclusion:

Actually being accepted as a well-known after sales service of Mitsubishi Cars in Bangladesh it was intense for Rangs Workshop to preserve their standing with suitable profound quality and fulfill their clients. At present many businesses attempted to enchant their clients by giving them short cut facility where the trade can basically make wage through the clients. They don't consider approximately the welfare of clients they one and only concern around their possess income. On the other hand, Rangs Workshop continuously remains next to their clients for any issue. They offer all sorts of offices and the offers are for all classes of clients. Their services are available for not only government divisions but also for individual people. For being a portion of such established company I found myself blessed to work and secure such strategies to advance my client benefit abilities. By utilized here me too able to alter with any kinds of clients additionally talk about their troubles with appropriate arrangement. This report is completely created based on the figures that I gotten whereas working there. It was my honor to be a portion of such organization and work beneath authority of such well-informed identities who prepared me everything with tranquility and care. To a great extent it was an end lessen counter to me.

Chapter: 07

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