



Bus 400
Internship report on
Using Marketing Mix to Launch a New Bike Brand In the market

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Ashaka Mahboob

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Dear Madam,

It is a great pleasure for me to submit to you the report on my experiences and learning from my internship at Asiatic EXP. Being a student of marketing concentration, I have always wanted to gather some practical knowledge about brands, products and their marketing stories. Through my internship I have gathered hands on insight about the Marketing strategy of a new brand. I am grateful that you extended me all the support and guidance I needed in this course.

Lastly, I would like to thank you for giving your valuable time in helping me out at various stages during this internship.

Sincerely,

Jawad Ahmed

ID: 12104255

ACKNOWLEDGEMENT

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In addition I would Also Like to thank Mr.Fakhrul Islam Jewel, Sr, Executive planning who I have been closely working with in this project. And helped me detect the errors and modify them to suit better for this project. Also recommended possible theme for this term paper.

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Executive Summary

Bajaj Auto is a \$2.3 billion company founded in 1926. It is world's fourth largest two- and three-wheeler manufacturer. The company is into manufacturing of motorcycles, scooters and three-wheelers. In India, Bajaj Auto has a distribution network of 485 dealers and over 1,600 authorized services centers. The Bajaj brand is well-known across several countries in Latin America, Africa, Middle East, South and South East Asia. It has a distribution network in 50 countries with a dominant presence in Sri Lanka, Colombia, Bangladesh, Mexico, Central America, Peru and Egypt.

It has technical tie up with Kawasaki Heavy Industries of Japan to manufacture latest models in the two-wheeler space.

Bajaj Auto has launched brands like Boxer, Caliber, Wind125, Pulsar and many more. It has also launched India's first real cruiser bike, Kawasaki Bajaj Eliminator. And their Latest addition is The Bajaj 'V'.

Bajaj Auto's has three plants in total one for three wheelers and others for two wheelers, two plants situated at Waluj and Chakan in Maharashtra and one plant at Pant Nagar in Uttranchal, western India.

The importer for Bajaj bikes and other Bajaj products in Bangladesh is Uttara motors limited (UML). Uttara Motors Limited (UML) was established in 1972 by her founding Chairman & Managing Director Late Mr. Mukhlesur Rahman. UML which is the flag bearer of Uttara Group of Companies (UGC), is engaged in the sales and marketing of different brands of automobiles throughout the country via her nationwide sales, service & spare parts network. UML's product range includes motorcycles, auto rickshaws and commercial vehicles which are assembled here in Bangladesh by her other sister companies, and other products such as passenger cars, SUVs, pickup trucks are imported in CBU condition from the respective manufacturers in Japan, India, Pakistan, Indonesia & Thailand.

And for the 360 degree marketing solution Uttara motors limited have chosen Asiatic EXP as their partner which is the BTL marketing wing of Asiatic 3Sixty. Asiatic Group of Companies, the largest marketing communications group in the country. This diversified organization's humble journey started as an advertising agency on the same day back in 1966 as East Asiatic. Later in 1994 East Asiatic was transformed into Asiatic Marketing Communications Ltd. Asiatic was one of the very first companies to seek international affiliation. In 1996, Asiatic built international partnership with J. Walter Thompson (JWT), currently the 4th largest and one of the oldest advertising agencies in the world.

Asiatic 3 Sixty, throughout its whole journey serviced some of the biggest names in business such as- Pepsi, Robi, Airtel, Grameenphone, Lux, Sunsil, BATB, Nokia, HSBC, Wheel, Red Cow, Dano, ICC (International

Cricket Council) and many more. Asiatic has also created ground breaking social campaigns for the Government of Bangladesh, UNICEF, BRAC, Save the Children, CARE, TIB, UNDP, SMC, BCCP etc. Asiatic EXP is all about giving their clients an experience which they never had before. That's why they use the word EXP the short form of Experiential marketing.

Asiatic 3Sixty in a picture:



This report attempts to explain the whole launch plan for the Bajaj 'V' bike through the perspective of the planning team of Asiatic EXP also relating this plan with the Marketing mix. In addition this report will contain the detailed work that I have done being a part of the planning team. After receiving the brief from Uttara motors and co-ordinate with the whole team to create a full proof plan to create maximum impact. I have been lucky enough to work in this project with the planning team and see it firsthand that how things work in the marketing and communication world. The clients ask for it and we deliver the goods. I have also seen how my inputs have raised the magnitude of the whole plan and then finally see the implementation of the plan.

Chapter 1

Customized Marketing Plan for Bajaj 'V' to create maximum impact in the market

1.1 Origin of the report :

Bajaj is a very well established brand in Bangladesh. And they simply dominate the sports segment bikes in Bangladesh. The Bikes that Bajaj makes are very popular among first time bike owners and there is a craze in the younger age group. After the Successful launch of the Sportier version of Bajaj Pulsar the 150AS in 2015, they want to launch the mighty Bajaj 'V'. And this bike as product is not conventional in any ways rather than in a class of its own.

This report will give detailed information about positioning this product in the market through marketing mix.

1.2 Objective of the study :

The main purpose for this study is to show how successful the launch plan was to place a whole new brand in the whole new segment and relate it with the Marketing Mix

- How the marketing plan was developed;
- Why they chose this market to penetrate;
- After Launch Customers perspective.

1.3 Scope of work :

The report is made on the basis of the clients brief in this case Bajaj and Uttara motors and what their requirement was. After taking note of their requirement we discuss among the planning team and people pitch their ideas in the meeting among which the best idea is picked and the whole team works together to make that plan work. Our scope was to use the idea we generate to attack the customers thought process and also talk to Bajaj and Uttara motors officials to know how they want it and is our plan aligned with their requirement.

1.4 Limitations :

Although there were no such limitations rather than the budget constrains but we did come up with some real good ideas which could not be implemented because of the product has a back story like no other. So the planning team was very cautious about the fact that how the story will be placed in front of the customers so that they do not get any negative vibe . Both Historical and Emotional attachment was found for such a product like a motorbike is rare indeed and we had to work on that to make sure the plan falls in place.

1.5 Methodology :

In order to get the after launch information from the customers it is quite hard to get ,Because Uttara motors has a policy not to disclose the overall sales for a single brand. So research was done with Primary and secondary Data.

1.6 Source of Data Collection :

- **Primary Data :**

The primary data for this particular product is not available anywhere in Bangladesh. But there are sales figures of INDIA is available but as we speak about the Bangladeshi market, that information is invalid. SO the primary data collection had to be done with a questionnaire to reach maximum bikers faster and get the information easier.

- **Secondary Data :**

For secondary data collection Bajaj global website, Uttara Motors Limited website and Asiatic EXP's official websites were used. For survey the help of Google docs was implied. And also some reliable E-commerce and business report sites were used as well.

1.7 Data Collection Techniques :

- **Questionnaire :**

A questionnaire was made with all the relevant information about the bikes and customers choice through Google docs and was posted in Facebook most popular bike groups and feedbacks were taken according to their responses

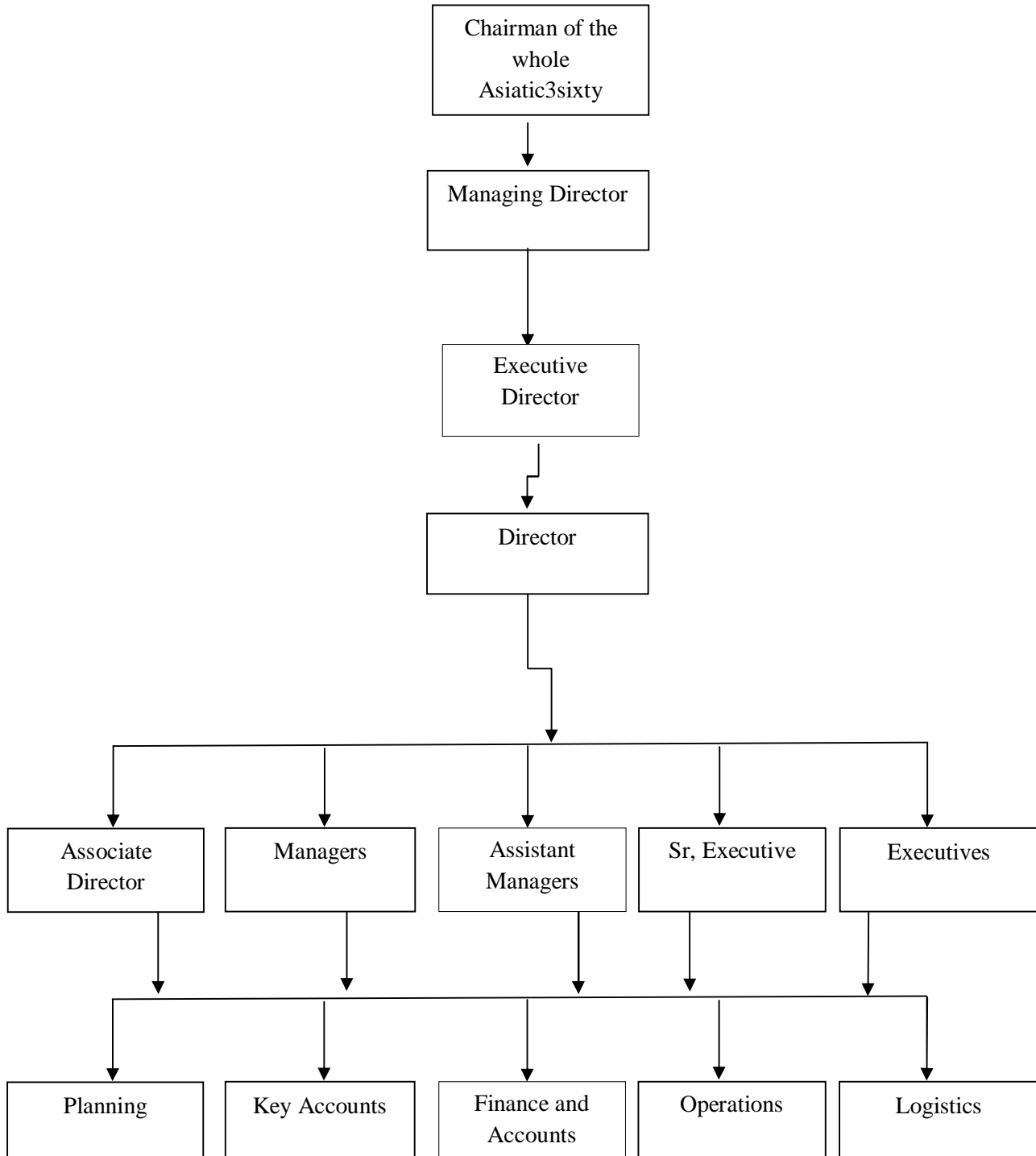
- **Interview:**

A short interview was conducted by me personally without any questionnaire from the bike shops in Bangla Motor and by the Data collected from that interview is also included in the report.

Chapter 2

Job description And Responsibilities

2.1 Organogram:



2.2 My assigned Task and contribution:

I was a part of the planning team and worked closely with them in this project along with other projects as well. The main part was to understand the clients brief at the first place. The Brief to launch the Bajaj “V” Bike came to our reporting boss the planning manager and it was shared with the whole planning team including me. The brief explained what Bajaj & Uttara motors wants to do for the launch and a short description about the product. As I am good with technical specifications of cars and bikes I was assigned to do a thorough research about the product and the history related to it. After that a meeting was arranged by the executives of Asiatic EXP including the IT and operations to discuss and take inputs about the launch and PR of Bajaj “V”. The team divided the task in to 3 parts, and the elements are:

- Pre Hype
- Promotion
- Execution

The first part was to plan a pre hype to excite the Target group. After that is done move on to the Promotion to create awareness and then go for the launch.

For the pre hype part my input was to excite the Target group with teasers and let them know the tagline. For the promotion my input was not to do it separately or before the launch as it can create misconception because of the back story of the bike and then at the Launch program the execution of the whole plan will come together where the bike will be revealed and all the misconceptions or the whole idea behind the bike will be disclosed and it will create a great impact in the market.

According to my research and forecast the bike will be popular even outside the target group. Because something unconventional always works as a magnet for customers and this was the perfect opportunity to create a whole new market.

2.3 The Bike Launch and PR plan:

- Launch Plan :

To come up with the perfect launch plan the team had to do in depth research to support the ideas that we generate. As Bangladeshi has a soft corner for our 1971 liberation war and this bike has a connection with the war so we developed the plan keeping our liberation war in the back of the mind.

So the outline of the plan was roughly created. The ideas were noted down like mentioned below:

- The Big Idea – 1971 war hero
- Create and show an AV (Audio Visual) At the launch program
- A Big projection mapping on the stage live to give an unexpected experience to the crowd
- Suggested Tagline – 1. Weapon of youth ; 2.Spirit of freedom
- Use an LED interactive wall to show Bajaj’s history on the foyer.
- A segment to pay homage to our respective war heroes.
- On that segment tell war related stories where the involvement of the Bajaj “V” story meets
- A live voice over drama on stage
- AV of the Product/ product demonstration
- A live performance by a renowned artist, Suggested artists: Bappa Mazumder + Elita who will only perform Muktir gaan.

After this plan was created 60% of the items were taken to work further on and got implemented.

- PR Plan :

The main idea of the PR plan was generated by the planning team and later on outsourced to Asiatic’s PR wing for further development and execution. The outline of the PR plan is mentioned below:

- An old Ally returns to Bangladesh
- An Ally of the Past
- Work on the emotional attachment for this product
- Forged with the invincible metal of INS Vikrant
- Embodies the Spirit of freedom.

These outlines led the PR team work and perfect our ideas and make them come to life where the plan meets the customers.

2.4 Bounce back with the Bajaj and Uttara motors Higher Officials:

All the ideas generated was put on a power point presentation in order to pitch it to the Uttara motors and Bajaj Autos Higher officials who came from India just to see and give feedback to our plan and pave the way for the plans execution . The plan was created by the Planning team and to present the plan a 3 member team went to the Uttara Motors Head office. The Team consisted of the Associate Director, Mr.Manas Paul, The Sr, Executive planning Mr.Fakhrul Islam Jewel and the 3rd person was me. And from the Uttara motors and Bajaj there were Mr.SACHIN DESHPANDE, the Regional Marketing Manager (International Business) at Bajaj Auto Ltd. and other officials.

After presenting the plan they really liked it and asked for further explanation and wanted to know how the plans will be implemented as Asiatic has previous experience of doing this sort of launch and that too with Bajaj so it was very easy to Convince them and get their approval for the plan . But there were a few very significant feedbacks from the Bajaj end, these are:

- Make sure the products gets an emotional appeal
- Make sure there is no misconception about our product concept
- The Launch must be grand
- Only teasers will be given (Suggested by us)
- The Budget is not much of an issue as they suggested BDT 10 million but our estimate was 6 million.
- All the PR activity and Advertisements will follow the launch program so it will set the bench mark
- The liberation war and the products history must come to the main focus.

2.5 Final Approval of the Plan:

According to the Plan and after getting the feedback The Planning team suggested me to work closely with the creative team to get all the ideas as a sample and all the printing and gift items along with the invitation card will have to be approved by the Bajaj authority .So with my supervision the ideas came to life. The pictures below are the mock up designs done by the creative team for all the items according to our plan. The pictures given below are the mockup of the gift items sent for approval:



Cap with Bajaj 'V' logo and Tagline



Printed Cutout for the foyer



Danglers to be hung on the Launch Venue



Key Rings as a souvenir



Branded T-shirt as a souvenir



Wrist Band as souvenir



Invitation card for the launch



Goodie Bag for the souvenirs.

Printed Wall 4'8' for inside the venue

After sending the designs all the feed backs were positive almost all the items got accepted Except the Cap and the key ring. Later all the mockups were outsourced to be executed by our designated vendors.

Chapter 3

Product Description

3.1 Story Behind the inception of the product :

There is a very strong back-story to this product which emotionally appeals to both the nations Bangladesh & India. The story itself makes the whole thing that much interesting.

INS Vikrant (Indian Navy Ship) (Sanskrit: विक्रान्त, for courageous) was a Majestic-class aircraft carrier of the Indian Navy. The ship was intended to be made as HMS Hercules for the British Royal Navy during World War II, but construction was put on hold when the war ended. India purchased the half complete carrier in 1957, and construction was fully completed in 1961.

INS Vikrant was commissioned as the first aircraft carrier of the Indian Navy and played a key role in enforcing the naval blockade of East Pakistan during the Bangladesh - Pakistan War of 1971.

In the later years, the ship underwent major refits to embark a modern aircraft, before being decommissioned in January 1997. She was preserved as a museum ship in Cuffe Parade, Mumbai, until 2012. In January 2014, the ship was sold through an online auction and scrapped in November 2014 after final clearance from the Supreme Court

During the early years of World War II, the Royal Navy built a fleet of light aircraft carriers in an effort to counter the German and Japanese navies. The 1942 Design Light Fleet Carrier, commonly referred to as the British Light Fleet Carrier, was the result. Used by eight navies between 1944 and 2001, these ships were designed and constructed by civilian shipyards as an intermediate step between the expensive, full-sized fleet aircraft carriers and the less expensive and more-quickly-built but limited-capability escort carriers.

Sixteen light fleet carriers were ordered, and all were laid down as what became the Colossus class in 1942 and 1943. Only eight were completed; of these, four entered service before the end of the war, and none saw combat. Two were fitted with maintenance and repair facilities instead of aircraft catapults and arresting gear, and entered service as aircraft maintenance carriers. The final six were modified during construction to handle larger and faster aircraft, and were re-designated the Majestic class. The improvements from the Colossus class to the Majestic class included heavier displacement, armament, catapult, and aircraft lifts and aircraft capacity.

The fifth ship in the series, HMS Hercules, was ordered on 7 August 1942 and laid down on 14 October 1943 by Vickers-Armstrong on the River Tyne. She was launched on 22 September 1945, and her construction was suspended in May 1946, after World War II. At the time of suspension, she was 75 per cent complete. Her hull was preserved and, in May 1947, she was laid up in Gareloch off the Clyde. In January 1957, she was purchased by India and was towed to Belfast to complete her construction and modifications by Harland and Wolff. Several improvements to the original design were ordered by the Indian Navy, including an angled deck, steam catapults, and a modified island.

As a part of preparations for the war, Vikrant was assigned to the Eastern Naval Command, then to the Eastern Fleet. This fleet, along with INS Vikrant, consisted of the two Brahmaputra-class frigate INS Brahmaputra and INS Beas, the two Petya III class corvettes INS Kamorta and INS Kavaratti, and one submarine, INS Khanderi. The main reason behind strengthening the Eastern Fleet was to counter the Pakistani maritime forces deployed in support of military operations in East Bengal.^[17] A surveillance area of 18,000 square miles (47,000 km²), confined by a triangle with a base of 270 mi (430 km) and sides of 165 mi (266 km) and 225 mi (362 km), was set up in the Bay of Bengal. Any ship in this area was to be challenged and checked. If found to be neutral, it would be escorted to the nearest Indian port, otherwise, it would be captured, and taken as a war prize.^[18]

In the meantime, intelligence reports confirmed that Pakistan was to deploy a US-built Tench - class submarine, PNS Ghazi. Ghazi was considered as a serious threat to Vikrant by the Indian Navy, as Vikrant's approximate position would be known by the Pakistanis once she started operating aircraft. Of the four available surface ships, INS Kavaratti had no sonar, which meant that the other three had to remain in close vicinity 5–10 mi (8.0–16.1 km) of Vikrant, without which the carrier would be completely vulnerable to attack by Ghazi.^[18]

On 23 July, Vikrant sailed off to Cochin in company with the Western Fleet. En route, before reaching Cochin on 26 July, Sea King landing trials were carried out. After the completion of the radar and communication trials on 28 July, she departed for Madras, escorted by Brahmaputra and Beas. The next major problem was operating aircraft from the carrier. The commanding officer of the ship, Captain (later Vice Admiral) S. Prakash, was seriously concerned about flight operations. He was concerned that aircrew morale would be adversely affected if flight operations were not undertaken, which could be disastrous. Naval Headquarters remained stubborn on the speed restrictions, and sought confirmation from Prakash whether it was possible to embark an Alizé without compromising the speed restrictions. The speed restrictions imposed by the headquarters meant that Alize aircraft would have to land at close to stalling speed. Eventually the aircraft weight was reduced, which allowed several of the aircraft to embark, along with a Seahawk squadron.

By the end of September, Vikrant and her escorts reached Port Blair. En route to Vishakhapatnam, tactical exercises were conducted in the presence of the Flag Officer Commanding-in-Chief of the Eastern Naval Command. From Vishakhapatnam, Vikrant set out for Madras for maintenance. Rear Admiral S. H. Sharma was appointed Flag Officer Commanding Eastern Fleet and arrived at Vishakhapatnam on 14 October. After receiving the reports that Pakistan might launch preemptive strikes, maintenance was stopped for another tactical exercise, which was completed during the night of 26–27 October at Vishakhapatnam. Vikrant then returned to Madras to resume maintenance. On 1 November, the Eastern Fleet was formally constituted, and on 13 November, all the ships set out for the Andaman and Nicobar Islands. To avoid misadventures, it was planned to sail Vikrant to a remote anchorage, isolating it from combat. Simultaneously, deception signals would give the impression that Vikrant was operating somewhere between Madras and Vishakhapatnam.

On 23 November, an emergency was declared in Pakistan after a clash of Indian and Pakistani troops in East Pakistan two days earlier. On 2 December, the Eastern Fleet proceeded to its patrol area in anticipation of an attack by Pakistan. The Pakistan Navy had deployed Ghazi on 14 November with the explicit goal of targeting and sinking Vikrant, and Ghazi reached a location near Madras by the 23rd. In an attempt to deceive the Pakistani Navy and Ghazi, India's

Naval Headquarters deployed Rajput as a decoy—the ship sailed 160 mi (260 km) off the coast of Vishakhapatnam and broadcast a significant amount of radio traffic, making her appear to be Vikrant.

Ghazi, meanwhile, sank off the Visakhapatnam coast under mysterious circumstances. On the night of 3–4 December, a muffled underwater explosion was detected by a coastal battery. The next morning, a local fisherman observed flotsam near the coast, causing Indian naval officials to suspect a vessel had sunk off the coast. The next day, a clearance diving team was sent to search the area, and they confirmed that Ghazi had sunk in shallow waters.

The reason for Ghazi's fate is unclear. The Indian Navy's official historian, Hiranandani, suggests three possibilities, after having analyzed the position of the rudder and extent of the damage suffered. The first was that Ghazi had come up to periscope depth to identify her position and may have seen an anti-submarine vessel that caused her to crash dive, which in turn may have led her to bury her bow in the bottom. The second possibility is closely related to the first: on the night of the explosion, Rajput was on patrol off Visakhapatnam and observed a severe disturbance in the water. Suspecting that it was a submarine, the ship dropped two depth charges on the spot, on a position that was very close to the wreckage. The third possibility is that there was a mishap when Ghazi was laying mines on the day before hostilities broke out.

Vikrant was redeployed towards Chittagong at the outbreak of hostilities. On 4 December 1971, the ship's Sea Hawks struck shipping in Chittagong and Cox's Bazar harbours, sinking or incapacitating most of the ships present. Later strikes targeted Khulna and the Port of Mongla, which continued until 10 December, while other operations were flown to support a naval blockade of East Pakistan. On 14 December, the Sea Hawks attacked the cantonment area in Chittagong, destroying several Pakistani army barracks. Medium anti-aircraft fire was encountered during this strike. Simultaneous attacks by Alizés continued on Cox's Bazar. After this, Vikrant's fuel levels dropped to less than twenty-five percent, and the aircraft carrier sailed to Paradip for refueling. The crew of INS Vikrant earned two Mahavir Chakras and twelve Vir Chakra gallantry medals for their part in the war.

In August 2013, Vice-Admiral Shekhar Sinha, chief of the Western Naval Command, said the Ministry of Defence would scrap the ship as she had become very difficult to maintain and no private bidders had offered to fund the museum's operations. On 3 December 2013, the Indian government decided to auction the ship. The Bombay High Court dismissed a public-interest lawsuit filed by Kiran Paigankar to stop the auction, stating the vessel's dilapidated condition did not warrant her preservation, nor were the necessary funds or government support available.

In January 2014, the ship was sold through an online auction to a Darukhana ship-breaker for rupees 60 crore (US\$8.9 million). The Buyer of the ship was mainly Bajaj Corporation. But the buyers name was not disclosed because of the lawsuits at that time. The Supreme Court of India dismissed another lawsuit challenging the ship's sale and scrapping on 14 August 2014. Vikrant remained beached off Darukhana in Mumbai Port while awaiting the final clearances of the Mumbai Port Trust. On 12 November 2014, the Supreme Court gave its final approval for the carrier to be scrapped, which commenced on 22 November 2014.

In memory of Vikrant, the Vikrant Memorial was unveiled by Vice Admiral Surinder Pal Singh Cheema, Flag Officer Commanding-in-Chief of the Western Naval Command at K Subash Marg in the Naval Dockyard of Mumbai on 25

January 2016. The memorial is made from metal recovered from the ship in February 2016, Bajaj unveiled a new motorbike made with metal from Vikrant's scrap and named it Bajaj 'V' in honor of Vikrant

The navy has named its first home-built carrier INS Vikrant in honor of INS Vikrant (R11). The new carrier is built by Cochin Shipyard Limited, and will displace 40,000 t (44,000 short tons). The keel was laid down in February 2009 and she was launched in August 2013. As of December 2016, the ship is being fitted out and is expected to be commissioned by the end of 2018.

3.2How it came to life:

The War ship was bought by The Bajaj Corporation and they had big plans for it. Bajaj knew the historical importance of this ship and the nation's emotional attachment to it. So they had to scrap it to create something new. But whatever they would build must have to be grand, it has to be the invincible just like the ship.

Bajaj came up with a plan to make a bike with it. So the segment of the bike can go both ways one was their successful sport segment bikes which are affordable and one of the best selling in the market. They can use the same strategy for the marketing and it is proven to work.

The other way was to make it a cruiser bike, which will appeal to more mature and sophisticated people and it will be built for longer travelling range. This segment also has a niche customer base.

But in spite of all that they created a whole new segment by adding both the element of sportiness and a little twist of a cruiser bike. This was so unconventional that people haven't seen anything like this.

This bike segment was later named as the sport cruiser but it is truly the best of both worlds.

3.3 All the Specification of the bike :

- Engine :

- Type – Single cylinder , 4 stroke, SOHC (Single over head camshaft) 2 Valve, Air cooled , DTS-i
- Displacement (CC) - V-15 : 149.5
V-12: 124.5
- Maximum Power Output (PS@ RMP) : V-15 : 12.0@7500
V-12: 10.9@7500

- Suspension :

- Front – Telescopic
- Front Fork Diameter (mm) – V-15 : 33
V-12: 30
- Rear : Twin shocks , Nitrox (Gas filled)

- Tires :

- Front : V-15 : 90/90 – 18” , Tubeless type
V-12: 2.75- 18” , Tube type
- Rear : V-15 : 120/80 – 16” , Tubeless type
V-12: 100/90 - 16” , Tube type

- Fuel Tank :

- Total Liters – 13 L
- Usable reserve – 1.7 L

- Electrical :

- System – 12V, 4 AH VRLA

- Headlamp : V-15 : 55/60W
V-12 : 35/35W

- Tail lamp: LED tail Lamp.

- Dimensions :

- Length (mm) : V-15 : 2040
V-12 : 2040

- Width (mm) : V-15 : 785
V-12 : 785

- Height (mm) : V-15 : 2040
V-12 : 2040

- Ground Clearance (mm) : 165

- Wheelbase (mm) : 1315

- Kerb weight (kg) : V-15 : 133
V-12 : 137

- Saddle height (mm) : 780

3.4 How It was marketed Previously:

Bajaj is now the market leaders of the sport bike segment. But turning the clock 17 years back they were only producing commuter scooters. At that time Hero Honda CBZ and TVS Ferio was dominating the market. So the proper development and marketing of the product have helped Bajaj make its way to the top. The story of the marketing success of Bajaj always starts with the Pulsar.

When It first came out as a sport bike the company made the TVC and promo based on the 180cc version of the bike while the competitors were stuck with the 150cc bike. They placed the product in the back of the mind that it is a higher cc sport bike but simultaneously there was a 150cc version of the bike was available so people got to choose between them but got the inspiration from the 180cc version. So this strategy helped a lot back then. In 2001 when they first launched that bike they saw success from day 1. They wanted to use the same formula with the Bajaj 'V' as well.

One of Bajaj's very own and A member of the board of directors Mr. Rajiv Bajaj talked about the product development and marketing strategy of the Bajaj "V" with campaignindia.in. Where he mentioned after 25 years being in this business Mr. Rajiv strongly believes and old American auto enthusiast saying that "There is no replacement for displacement" . So they simply could not go for lower displacement bike. And also mentioned if they were to produce a 100cc bike infused with the metal of the legendary INS Vikrant it would have been an insult towards the warship. So they had to make it 150cc.

The word from the man himself mentioned goes something like "How are you going to crack Hero's impenetrable hold on this market? With the 50th 100 cc bike? The 30th 110 cc bike (no matter how many valves and spark plugs it might have in it)? Or the 25th 125 cc bike in the market place? We don't think that is going to cut it. As Einstein said in a different context (but I think it very much applies), 'A problem is never solved at the level at which it is created'. If competition creates a problem for us at the 100 cc level, we must have a 125 cc solution. If it's at a 125 cc level already, we need a 150 cc solution. To our counter-intuitive way of thinking, this was very obvious – we needed to create a new 150 cc motorcycle, with a distinct and differentiated positioning."

Later he added, "I am very pleased and proud to present one of our engineers from our R&D, Mushtaq, who is part of a team that created this product. Beyond stating that the V would be a bike that would be 'Invincible' in daily commuting, we really didn't have the skill to articulate it in a charming, catchy way, and put that 'X' factor into it, which would amplify it so many times in the minds of people. And that came, from an equally 'junior person', Kevin (from Leo Burnett, our ad agency). I was in office and my marketing team came up to me, and said, 'Boss this is a video that I think you should see'. I would have had to be stupid not to see the potential in that. It struck me that all I needed to do was connect these two dots (Pulsar and Bajaj V's marketing strategy) – the design that Mushtaq has created, and the position that Kevin has articulated – and some magic is going to happen."

It is needless to mention that all the ideas came together and Bajaj V appealed beyond its target group and sold 24,057 units of Bajaj V-15 and forecasted to sell 50,000+ units in the coming 12 months. And from this stat it is a clear proof that Bajaj knows exactly what they are doing and they are doing it just right.

3.5 The impact before coming to Bangladesh:

The impact of the bike after it was launched in India was very moving. This is a particular bike with such a historical significance that could only have 2 markets, one is India and the second one is Bangladesh. This bike simply could not be sold outside these two countries because the other people will have less than zero importance for the history behind it. To others it is a 150 cc sport cruiser but for the 2 nations it is a war hero.

For the marketing part Bajaj did not lose any opportunity to market this bike as a war hero. So they went on the digital platform to reveal its purpose and history in brief.

For the website Bajaj designed a separate website for this particular product. The website contains all the information about the bike and its history in brief. It also has the entire story from the Ship's crew and pilots. It also has a video statement of the real life bike owners. So they mainly emphasized on the patriotism and emotion of the people.

The impact this had was to buy the product simply being driven by the emotion. Although people have many other options to buy a 150 cc bike from the cruiser or the sport bike segment, The Bajaj 'V' connected both the lines to act as one. For this people actually leaned towards this bike and then backed up by the history. Bajaj 'V' truly became "the invincible both on the streets and in the market.

Chapter 4:

Creating marketing Mix for Bangladeshi Market:

The impact this had was to buy the product simply being driven by the emotion. Although people has many other options to buy, but the marketing mix that came together for this product to make it irresistible to some extent . Simply the Marketing Mix is a tool used by businesses and Marketers to help determine a product or brands offering. The 4 P's have been associated with the Marketing Mix since their creation by E. Jerome McCarthy in 1960. The marketing mix for Bajaj "V" is elaborately explained below:

4.1 The Product:

"Product" refers to the goods and services that are offered to the customers. Apart from the physical product itself, there are elements associated with a product that customers may be attracted to, such as the way it is packaged but in Bajaj "V"'s case the Packaging didn't matter here we can say the products color options. Other product attributes include quality, features, options, services, warranties, and brand name. As a very well established brand Bajaj always ensures quality in terms of the built and life span, then come the features as all the Bajaj motorbikes come with the latest tech but in an economical package. But the uniqueness comes from the actual material it is built from which is the metal of the legendary warship INS Vikrant, after that the options of this Bike is nothing fancy just like any other 150 CC bike but that was not the intention of the product developers at the first place, The service and warranties is the same as any other Bikes in the market.

So what makes a product successful is creating a perception on back of peoples mind that the product that they are offering works as a whole package and what extra that people are getting some element that differs a product from the competition and Bajaj was able to do all that for this product. The Bajaj "V" should meet the needs of a particular target market. For example, a luxury product should create just the right image for "customers who have everything, "while many basic products must be positioned for price conscious consumers. Other important aspects of product may include an appropriate product range, design, warranties, or a brandname. Customer research is a key element in building an effective marketing mix. Your knowledge of your target market and your competitors will allow you to offer a product that will appeal to customers and avoid costly mistakes. Bajaj mentioned in their brief of their

4.2 The Price:

When the price of an imported Motorbike comes in mind there is always a question of Government imposed Rules and taxes to be paid with the bike. There are many external costs like the import duty, Tax, supplementary duty, Regulatory duty etc, which affects the total price of the bike when it leaves the showroom floor and goes to a customer? For the understanding of the price we can look at the Available Data that we have. The Price of Bajaj 'V' in Delhi, India is 63,000 INR (Indian Rupees) this price includes all the legal payments. If we convert the same amount to BDT (Bangladeshi Taka) 79,724 BDT. By considering importing costs This amount should not Exceed to 1, 00,000 to 1, 20,000 BDT. But Bajaj 'V' Is sold in Bangladesh By Uttara Motors after paying for all the legal documents in the segment of a 150cc bike the price becomes +- 1,67,500 BDT In Dhaka, Bangladesh . This is the price listed by Uttara motors to be sold by their authorized dealers and distributors. This is a 209.75% Increase on the actual price of the Bike. But there are information's that has to be considered and these are the Government rules which are The import duty rate for importing **150cc motorcycle** into Bangladesh is **25%** , the import VAT is **15%**, when classified under Cars & Motorcycles → Motorcycles & Scooters → Engine Capacity: 126 - 250 cc with HS commodity code 8711.20.99. Additional taxes apply: Supplementary Duty (SD) (250% CIFD), Regulatory Duty (RD) (4% (CIFD + Supplementary Duty (SD))), AIT (Advance Income Tax) (5% CIFD).

For the comparison there are also other information's and these are:

- Bajaj Is an Indian brand so there is no import tax
- The distribution costs inside a country is relatively lower than that of exporting costs
- The registration and other taxes are still lower in India Than In Bangladesh
- The product was aimed to be priced more economical than their sports bikes
- For the price point of this bike it is still a bargain according to the bike reviewers
- The Bike is a segment leader so the price is the benchmark for other manufacturers if they want to compete in this segment.

The Product should always be seen as representing good value for money. This does not necessarily mean it should be the cheapest available; one of the main tenets of the marketing concept is that customers are usually happy to pay a little more for something that works really well for them. But there is a catch for this particular product. The marketing strategy developed for this bike for this price range was supposed to be a target group aged above 30 or middle aged. But the unconventional styling and pricing has attracted loads of younger customers as well as first time bike owners. So it is easy to say that Bajaj has priced the Bike precisely to meet or exceed the customers' expectations.

4.3 The Place:

For the place aspect of the Bajaj “V” there are two things that will be considered which play a vital role for the success of this product. That before the marketing Mix comes in the Bajaj ‘V’ already has a limited market and the market is Bangladesh and India. Then when It comes down to the marketing mix the distribution channel and delivery of the product plays a role.

To talk about the marketing mix ,the product must be available in the right place, at the right time and in the right quantity, while keeping storage, inventory and distribution costs to an acceptable level.

The place where customers buy a product, and the means of distributing your product to that place, must be appropriate and convenient for the customer. This applies to the supplier of the product which is Uttara motors .

– Customer surveys show that delivery performance is one of the most important criteria when choosing a supplier. The supplier here is the dealer in Bangladesh which is Uttara motors and they represents the Bajaj brand here. They already have many years of experience for selling Bajaj bikes.

– Place also means ways of displaying your product to customer groups. This could be in a shop window, but it could also be online. For this Bajaj Has displayed their Bikes in Bajaj showrooms but there are more interactive display along with the back story of the bike in their dedicated Bajaj ‘V’ website.

. – The sales operations are physical here. Which means a potential customer can choose the bike and specs from the website but they have to physically order the bike to the dealer and get the delivery later on if they don’t have the exact spec bike available at their showroom.

– There is an also individual distributor like the shops in Bangla motor and other shops all over Bangladesh who works as a sub distributor of the bike.

– The advertises of this bike has been put up in all the local newspapers to reach more people .and also has been target marketed in Facebook and YouTube to establish a total presence in both the print and digital media .

4.4 The Promotion:

Promotion means a company's communication towards its customers and the companies offering to a customer. This includes advertisements, Brandings, Public Relations, social media outreach, Special offers Etc. The promotion part must catch attention to the targeted customers.

The Main Task assigned to Asiatic EXP is to develop the proper Promotion of the product to make the product appealing to the customer, give them a consistent message and above all give the customers a reason to choose their product rather than their competition in the market.

- The Promotion was developed in such a way that could communicate with the customers in the Print ad and also in the TVC and bangle text was used to make the advertise more legit.
- The promotion mainly focused on the construction of the bike as well the history
- The features of the bike were represented visually In the TVC and also in the print advertise. The features was also mentioned in the advertise broadcasted in the radio.
- There were also a part of the promotion where the history came first and the benefits of owning this bike. The theme was mainly suggesting becoming indomitable and invincible by owning this bike and enjoying your hard earned freedom. The main communication line is "The Invincible".
- In order to attract the attention the print ads were started off with the bangle tagline where it was placed as a symbol of patriotism, freedom and indomitable spirit for the people who think different then a picture of the actual bike some visual of the INS Vikrant ship in the back and on the bottom of the advertise the Features were explained. This way it was made sure that the ads were effective.
- In many cases the first thing that comes to the mind if heard about a new company or a product is the website of the Product or the brand. What Bajaj did specifically for this "V" bike is create a dedicated website to showcase and detail the history of this product and with the help of Google they made sure if anyone searches anything about this particular bike they will be guided towards that particular website.
- The print advertises and the TVC is a general form of promotion. So Bajaj and Uttara motors took things a bit further in the full digital platform. First of all teasing the product in the official Facebook page of Uttara motors and after launch the TVC was placed in YouTube, banner ads were put in different Bike related and non related websites, also the Bike's picture was put in the Facebook suggestions to gain more customers views and interest people in the product.
- The promotion was not only limited to the Advertisement. The BTL marketing part was handled by Uttara motors by educating their sales persons about the history of the bike. So when potential customer visits the Bajaj /Uttara motors outlet the sales person will talk about the history of the bike along with the specifications and the features. Which excites the customer to consider the Bajaj 'V' bike over any other bike.

Bernard Booms and Mary Bitner built an extended model of marketing mix consisting of seven P's (Booms, B. and Bitner, M. 1981). They added "People" to the list of existing variables, in order to recognize the importance of the human element in all aspects of marketing. They added "process" to reflect the fact that services, unlike physical products, are experienced as a process at the time that they are purchased. Desktop modeling tools such as Micro TSP have made this kind of statistical analysis part of the mainstream now. The Extended 3p's are defined below in the perspective of Bajaj 'V' Bike.

4.5 The People:

In the Marketing mix people means the assigned person from a company who interacts with the direct customers of a product or service. In the case of the Bajaj "V" the people are the Sales persons in the view of the marketing mix. But there is a deeper understanding of the "people" than that.

The people for Bajaj "V" includes from the top level management to the sales person. The persons who are responsible for the Bajaj "V" Includes

- The management people who initially Bought INS Vikrant in the auction
- The decision maker who finalized that the scrap metal of the Ship will be infused to make only a single model of Bike
- The Bajaj "V" Designer who was given the task to design something customers haven't seen before
- The Bajaj "V" engineers who were responsible for choosing the right engine to put in this bike and make it work in real life
- The Marketing Personnel of the company who developed the unique marketing plan for the unique product
- Then comes the Sales person of the product at the tail end.

But these people actually do one of the most important tasks to actually convince people to buy the product, make sales and generate money for the company. For the Sales person of a company there are three point to be focused on and these are:

- Personal selling:

The sales person of Uttara motors who directly interacts with the customers in order to build a relationship to manipulate their next purchase decision. They give the customers In depth specification of the Bike and gives them the price. Also they have the power to negotiate within a certain price point. They also help the customers to finance the bike with loan or payments and handle the legal and ownership documents.

- Customer service :

The Sales person's job is done after making the sales, receiving the payments and delivers the product. But there is always a factor of after sales service. Bajaj has a very good reputation for free after sales service and warranty of a certain time period or Mileage. There are 2-3 free services after purchase which is maintained by a team of technical professionals and mechanics. But the main contact person from the company always is the person who

had the most interaction with the customer. So Even there is a systematic way of arranging an appointment but the contact person can also help to arrange the services. Thus makes up to a great customer service.

- Training:

When a sales person of Bajaj is hired after recruitment they receive intensive training session in order to excel at their work more effectively and efficiently. They need to be mentally and physically fit for the job. But most importantly they receive a technical training about the specification of the bike that they are selling and also help form Psychologist's in order what words or behavior to use to lock in a sale. The Training at Uttara motors sales is a continuous process because of there is always 1 or 2 new model of bike released every year and each one is different so before launching the product they conduct these training sessions in order to be prepared when the product is launched in the market.

4.6 The Process:

The process refers to the fact that in order to achieve a certain target there is a process that is to be maintained. There are certain stages to a process. The stages are described below:

- Deliver value through all elements of the marketing mix. The value Of Bajaj Auto is Learning, innovation, Perfection, speed and transparency.
- Feedback can be taken and the mix can be altered. Direct feedback through sales and customer reviews are taken and conveyed to the decision makers
- Customers are retained, and other services or products are extended and marked to them. Once a person owns a Bajaj Bike they need to come back for more and that is what the company is always focusing to achieve.
- The process itself can be tailored to the needs of different individuals, experiencing a similar service at the same time.

In other sense, Process is the way to deliver the product more efficiently to the end users. For example, we can say that Uttara motors have all the database of the Bajaj Pulsar Bike owner of the past 2 years. So when they are launching a new Bike they will call through their customer service centers to those previous owners to offer them a priority based Bike delivered to them within a week of the bike's release. This can get people interested and the people who already owns one or looking for an upgrade will highly consider of going to the same brand that they have experience with .Thus the Process becomes efficient to generate revenue faster.

4.7 The Physical Evidence:

Physical evidence is the exact location where the product or the service is delivered from. This has some resemblance with the 3rd 'P' of the marketing mix but it is very different than 'Place'. The physical evidence is the customer's experience while purchasing or taking delivery of their desired product.

This includes the environment of where the product is displayed, Experienced by the potential buyers.

It is stated by the Original Authors Booms and Bitner (1981) that,

'The environment in which the service is delivered and where the firm and customer interact, and any tangible components that facilitate performance or communication of the service'

This physical evidence can also be narrated by saying the actual customer experience that people get when they walk into a showroom till they walk out of the showroom.

The Main Factors of Physical evidence and these are listed below:

- Image Is Everything
- Physical Environment and Spatial Layouts
- Ambience Is the key
- And Make It Interesting

The corporate Image of a company relies on many factors such as :

- Signage
- Logos
- Tarpaulins
- Employee Uniforms, if any
- Paperwork
- Packaging
- Letterheads
- Business Cards

This has to be done just right in order to let the customers or potential customers know that where the brand stands among the others.

The physical environment is not just about the logo and the signboards, the inside environment is also a factor to represent what the company is trying to offer. The layout of the place has to be functional and cannot be cluttered. The space should feel open, clean and well decorated. In the Uttara motors outlets case they have ample amount of space for the display of the bikes. A separate seating area to get the paperwork done , and printed walls with the bike's performance images, taglines and specifications.

Ambience is not tangible but it is considered as a very important part of the physical evidence in the corporate marketing mix. It is the look and feel create to please the clients via lighting, interior design, floor carpeting, Music played(if any), the air conditioning and the seating area.

And to make it interesting nowadays the bike is placed on the display on a dummy tract or road with a fake background but the lighting makes it look very lively and gives a vibe of the bikes capability in the real world. For example, Bajaj Pulsar bikes are the sport segment bikes and they are displayed on a metal wheelie stand because wheelie is one of the most famous stunts done by sport bike riders this gives an exciting display of the bike.

Chapter 5

After Launch effect in Bangladesh and Recommendations:

After launching the Bajaj 'V' in Bangladesh the results were pretty astonishing and unexpected. Bajaj has the initial intention of marketing the bike for the middle aged customers aged between 30-35 years, which did not work. The PR plan along with the print advertisement and TVC was firstly planned towards the middle aged people but the execution was very lively so the advertises appeal was more towards the youth. In one way or another it attracted customers. And at the end the Target group did not matter as they sold the Bajaj 'V' in good quantity and Bajaj Made money from this.

After The Launching of the bike in Bangladesh and the research that I have conducted most of the buyers of this particular bike and bike enthusiast for this bike are mostly aged less than 30 years old. Even the age group that this bike has appealed is 20-15 years old.

There is a specific reason behind it. As the newest biking tradition has everything to do with it. After 'Pulsar' became popular to be used as a stunt Bike. Then came the tradition of customizing older 100cc bikes, and turning those bikes into a 'café racer'. But even after much enthusiasm the law enforcement of this country classified those bikes as illegally modified bikes. And the riders had to count a hefty amount of penalty if they got caught by any law enforcement officer.

The other option was to import café racer style bikes from abroad, but the mainstream manufacturers of these bikes did not think of the rules and regulations of the Bangladeshi Market because it is considered as a niche market . So they were making high end café racer style bikes for Europe and America. Those bikes consist of higher cylinder capacity (CC). So at the end those bikes simply were not compliant with the Bangladeshi law of Highest CC of the bike cannot be more than 155.6CC.

So, when the Bajaj 'V' was launched, in spite of having a rich story behind the bike it is the styling that caught the attention of the younger bike riders. So it simply went much more popular among the younger people. Also the promotions online engaged more people of the younger age group and started a pre launch Buzz among the bike rides. The Bajaj 'V' did become the topic among the bike riders.

For the recommendation part by looking at all the data retrieved from the market the following recommendations can be given:

- The target market is broader than expected so they should think outside think about the younger bike riders.
- The history of the bike is mentioned in English for mass crowd. But there needs to be a separate website where everything will be mentioned in Bangla
- The customer engagement can be more interactive to market the bike outside the target group.

- The newer version of the bike should be mechanically without problems as there are many complain about the gearbox.
- There needs to be more color combination of the bike for new model year. As the old ones are getting common.
- There needs to be a gender based marketing campaign as all the buyers of this bike is Male and there is an emerging market of female bike riders.
- Like the other competitors there can be a few special edition bikes produced in a limited quantity with a higher retail price. Which will only be available in selected places and only Bajaj enthusiasts will be able to purchase the bikes.
- Bajaj is already planning to launch a new bike brand from Bajaj. Which will be another cruiser segment Bike but the Bajaj 'V' still has the potential to be a great product like the Pulsar. So it is preferable to change the model year, fix the problems and remarket the bike. So the sales curve will not go down for another year.

Chapter 6

Research Findings and response analysis:

To get the actual market information I have personally conducted market research Via Google docs. This research was intended towards the actual findings of the Bajaj 'V' owners and Bike enthusiasts. And all those people who rode the bike or got to experience it. The questionnaire was posted in several Facebook groups including the Bajaj 'V' group, Dui chakka (legends are rolling) group, Official Bajaj Page , and Uttara Motors page. The sample questionnaire is given below:

Bajaj 'V'

This survey form is to find out peoples opinion about Bajaj's new bike, the Bajaj 'V'. This Bike has already been doing very good in the Indian Market and recently been introduced to the Bangladesh Market. We want to find out what people are thinking about this bike.

***Email address**

***Your Name, Age and gender**

1. Do you think Bajaj 'V' has a unique Design?

- Yes
- No
- Maybe

2. Do you think This Bike Belongs to A certain age group?

- Yes
- no
- Maybe

3. Is the Price of the Bike appropriate?

- Yes
- No
- Maybe

4. Did the History of the Bike Helped you in purchasing the Bike?

- Yes
- No
- Maybe

5. Do you think this Bike is Fuel efficient than other 150CC bike?

- Yes
- No
- Maybe

6. Is the after Sales service of the Bajaj 'V' bike good?

- Very good
- Satisfactory
- Not satisfactory
- Bad

7. How is the technology of the bike? (Engine, Instrument cluster, LED lamps etc.)

- Very good
- Satisfactory
- Not satisfactory
- Bad

8. Is the safety feature of the bike Appropriate? (Breaking system, Chassis etc)

- Very safe
- Safe
- Not safe

9. Would you change any feature of the bike?

- Yes
- No
- May be

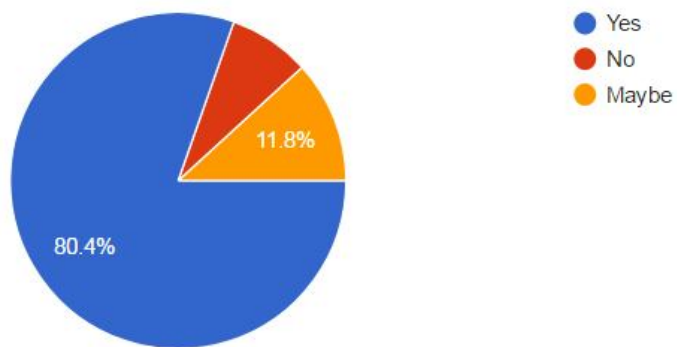
10. Your general comment on the Bajaj 'V'

Response analysis:

There were 50+ participants aged between 19-30+ years old and 100% of them were Male. They have given their authentic responses about the Bajaj 'V'. So the analysis is given below according to the questions:

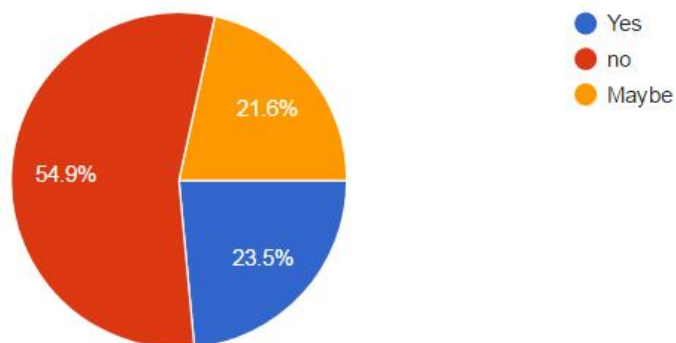
1. Do you think Bajaj 'V' has a unique Design?

51 responses



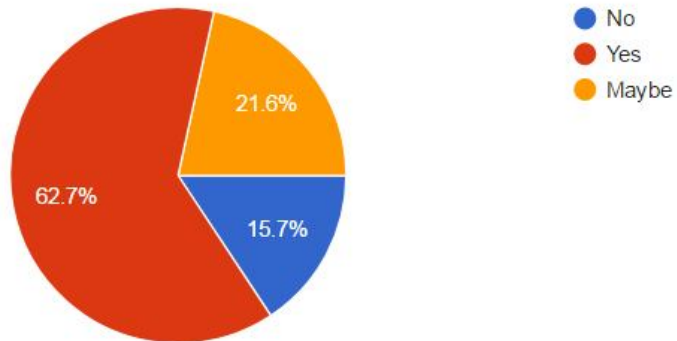
2. Do you think This Bike Belongs to A certain age group?

51 responses



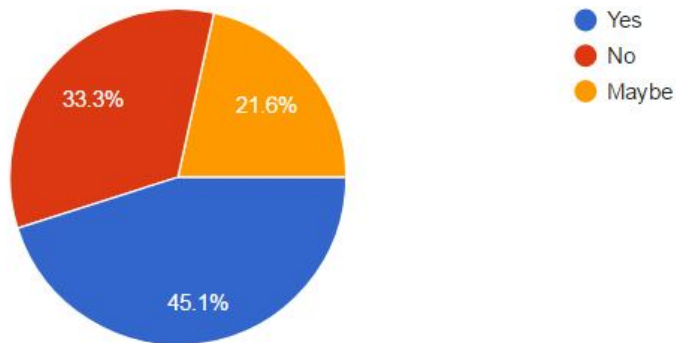
3. Is the Price of the Bike appropriate?

51 responses



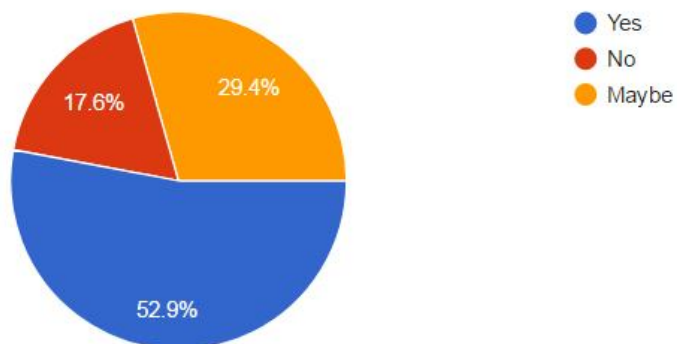
4. Did the History of the Bike Helped you in purchasing the Bike?

51 responses



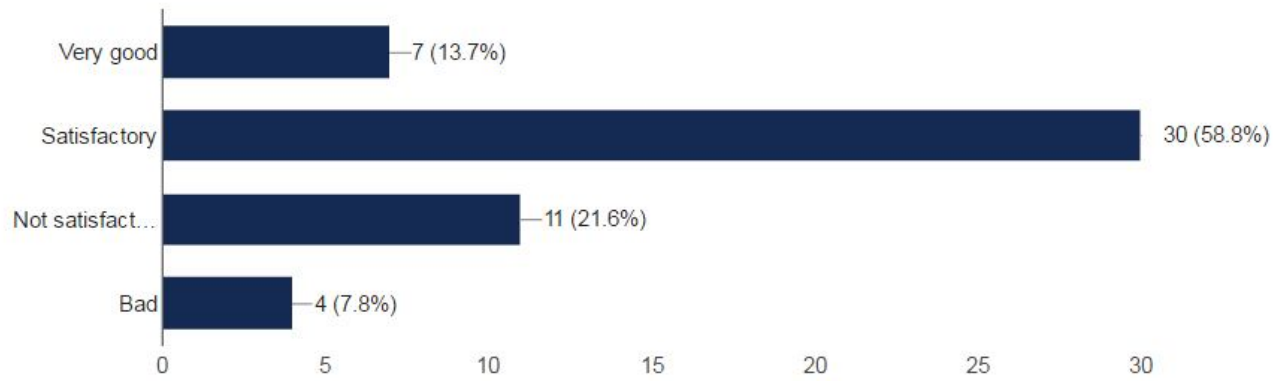
5. Do you think this Bike is Fuel efficient than other 150CC bike?

51 responses



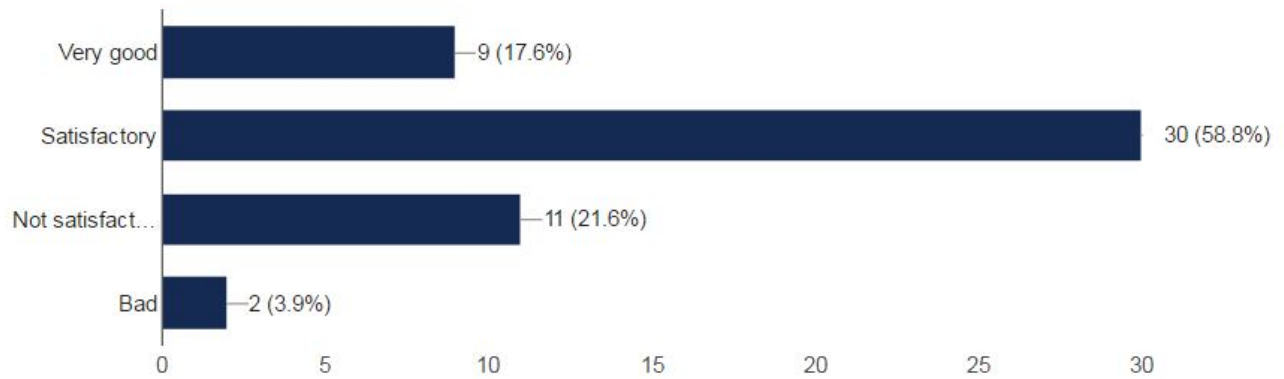
6. Is the after Sales service of the Bajaj 'V' bike good?

51 responses



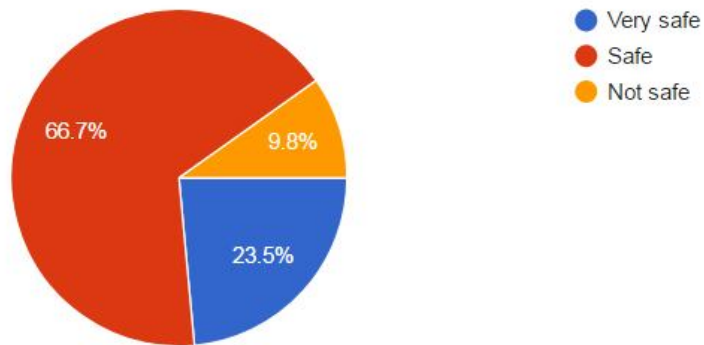
7. How is the technology of the bike? (Engine, Instrument cluster, LED lamps etc.)

51 responses



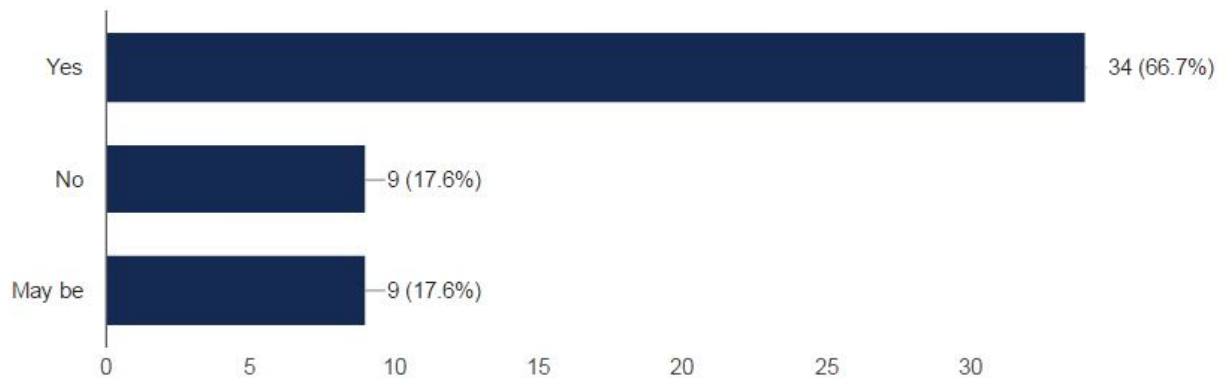
8. Is the safety feature of the bike Appropriate? (Breaking system, Chassis etc)

51 responses



9. Would you change any feature of the bike?

51 responses



10. Your general comment on the Bajaj 'V (Not all 50+ people participated gave comments)

1. Built-wise very good bike. I had not experienced any problem even after 17K Km. But its not the same for many others. Reviews are not so good. As a genuine Bajaj Lover that makes me sad. Everyone is complaining about after sales service. I request Bajaj to look in the matter seriously.

2. Good bike, Had A ride on it while travelling Nepal

3. Moderate bike

4. Needs more torque

5. Better than 125cc. But lower than 150cc.

6. better than average bike but not that good

7. good

8. The bike is good but most of the bike has chain and transmission problem

9. Bajaj v is is a uniquely designed bike, but bajaj need to look after some faults in bike like petrol indicator, rmp meter must have been provided, bike really need to improve on its pickup, back seat that is the pillion seat need to be adjusted as we ride the pillion is uncomfotable and it like pillion is always pushing back and after sales service is worst. Bajaj seriously needs to look after the after sales service part.

10. 1) gear shift jam problem I'm faced this issue I have claimed this issue with my service centre after 5, to 6 service this issue reduced now it happen rearly. 2)my bike engine gets off while I drive 20 to 30 kmph after I claimed battery warranty with Exide they replaced new battery now it's happening sometimes. 3) starting trouble with self and kick when bike engine is cooled or not used 2, 3 days on that time facing starting trouble issue.

11. very good bike. but fule indicate worn.

12. bike is short and enging power low...vibrate 50-60

13. Many complaints are there, even service period at Bajaj Service Centre - They simply change oil only, if we notify the issue means they are trying to compromise me. Half the worth.

14. This bike is not as per our expectations.. Bajaj just played wid our emotions n fooled us in the name of INS Vikrant.. I won't say that this bike is very bad but because of multiple problems in the bike for false fuel indicator,vibration problems and no fuel efficiency wid 30 to 35 km/l and to add there is no on of swich for the engine too unlike other bajaj bikes i wont suggest this bike ever to anyone plus very bad after sales service

15. Bike is ok

16. Good looking

17. Disappointed with engine vibration, and servicing ,

18. Too much vibration.. rest is good for the price

19. After 40 I'm getting vibration

20. Milage is low compared to other bike

21. I Proud Of Bajaj V, Best Sound, Best Look & Perfect Riding

22. This is the Most Unique riding style and Bike gesture i have seen.The red stripes from HD fat bob ,Back light from suzuki Intruder,And thump like Royal Enfield makes this bike perfect combination.Moreover the torque at any RPM gives you an adrenaline rush whenever You are On it.I Am very proud of Having V15.The bike which makes You stand apart from the crowd.....

23. I have very impressed with this bike

24. Awesome bike made by Bajaj. If get chance to improve this bike then I improve speed and vibrations of this bike then it just become the fastest bike in that range and get everything.

25. over all bike performance is Good. price valued Bike...

26. If Bike's head light would have round shape it will look very nice. And pillon seat must be comfortable as back seat cover is not so necessary for good look.

27. Manual speedometer changes with the digital

28. Its Holding its reputation with Style!

29. Its a good and stylish bike.

30. Good

31 .Not bad

32. This is a good bike.

33 Good looking

34. Nice bike

35. I would have changed the front headlamp to a round shape headlamp.

36. Flagship of independence

All the people who participated in the survey are listed below along with their Email, Name, age and gender :

ankitroy1805@gmail.com	Ankit Roy,18,male
aditto55i@live.com	Ahmad Ullah Adit, 25, Male
ppshete@gmail.com	Prashant Shete,36,Male
rhtgipta69@gmail.com	Rohit.20,Male
randy.gomes@cri.org.bd	Godfrey, 24,Male
0227basheercp@gmail.com	Basheer cp ,22,male
fimranhossain@gmail.com	Imran Hossain Fahad,25,Male
hrishikeshkadam21@gmail.com	Hrishikesh,19,Male
joe.snehashish@gmail.com	snehashish, 23,Male
dsushil99@gmail.com	Suceel,19,Male
viny5660@gmail.com	Vinayaka,19,Male
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imxarath@gmail.com	Sarath,29,Male
adityarai74@gmail.com	Aditya Rai,25,Male
dinithnirandana@gmail.com	dinith nirandana, 24,Male
amitdgp06@gmail.com	Amit kar,21,Male
aroonn.j@gmail.com	ARUN J,22,Male
goldybhagta11@gmail.com	Goldy Sidhu,18,Male
darlami.ravi37@gmail.com	Ravi singh darlami,28,Male
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vishalsri724@gmail.com	Vishal Srivastava 24 Male
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Conclusion:

Asiatic EXP is the largest BTL agency in Bangladesh. And as a part of this agency I have been able to get full exposure of the marketing plan development of both national and international brands. The Bajaj 'V' launch was one of those works that I have been fully involved with from the inception to the execution. And it is always a great satisfaction for anyone when his/her plan falls into place. It was a tremendous honor for me to work on this project. All the hard work, dedication, idea generation and decision making process has improved me as a person and paved the way for future corporate career. The seniors from Asiatic Exp have been a great mentor for continuously fixing my errors and suggesting for better outcomes. The most important thing was in spite of me being the junior person of the team my ideas were taken to notice by the seniors and the clients Bajaj and Uttara Motors which is an achievement in itself. The best part was that there was no difference between an executive and an intern. So same job responsibilities were given. These hands on work has help me to decide I want keep on working and improving myself in the field of marketing and achieve something very good in the future.

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