

Report On
Effect of Covid19 on growth of Electronics manufacturers focusing on
Walton Group

By

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An internship report submitted to BRAC Business School (BBS) in partial fulfillment of the
requirements of the degree of
Masters of Business Administration (MBA)

Brac Business School
Brac University
October 2020

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DECLARATION

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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LETTER OF TRANSMITTAL

Nusrat Hafiz

Lecturer,

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BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “Effect of Covid19 on growth of Electronics manufacturers focusing on Walton Group”

Dear Madam,

With great pleasure I would like to submit my internship report titled Effect of Covid19 on growth of Electronics manufacturers focusing on Walton Group. I am currently working at the company as Deputy Assistant Director in the sales and marketing department.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Abdullah-Al-Noman

17264069

BRAC Business School

BRAC University

Date: October 05, 2020

NON-DISCLOSURE AGREEMENT

This agreement is made and entered into by and between Walton Digi-Tech Industries Limited and the undersigned student named Abdullah-Al-Noman for the commitment of preventing the unauthorized disclosure of confidential information of the Walton Digi-Tech Industries Limited.

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Walton Digi-Tech Industries Limited

.....

Abdullah-Al-Noman

ACKNOWLEDGEMENT

To begin with of all, my intense obligation is for my internship supervisor Nusrat Hafiz, Lecturer, BRAC Business School, BRAC University. I was assisted by her academic guidance, enormous forbearance, persistent supervision, constructive criticism to perform all the research work smoothly from data collection to critical analysis and all the important parts of the study. I was also facilitated by her evocative feedback and recommendation to correct my drafts and updated it to a better version and finally it has made me at the completion of internship possible.

I would also like to exhibit my supreme appreciation to the spokespersons of Walton Group. By providing their valuable time and most applicable information they helped me, on the basis of which I have prepared this report. I am grateful to all of them for their guidance and kindness as well as to the organization for giving me opportunity to work with them.

Finally, I am extremely indebted to my parents and family members for their constant encouragement and support which is always directed me to pursue my dream.

Abdullah-Al-Noman

October, 2020

EXECUTIVE SUMMARY

The report is prepared as per the requirement of internship phases of MBA program of BRAC University. In this research work I showed the effect of the covid19 on Walton group.

Walton group is the leading electronics, home appliances and IT devices manufacturer of Bangladesh. The production plants situated in Kaliakoir, Gazipur is being treated as one of the largest along with all kind of high technological facilities. I am working in this organization from March, 2019.

In this report initially I tried to identify the impact of covid19 on the global electronics manufacturers and also on the other Bangladeshi manufacturers from this industry. I found a lot of insights while working on the situation of Walton group during the pandemic. I have interviewed top level managers from different departments to analyze the situation. The supply chain department and production units faced their most difficult times in this period. The company mostly depends on China and Taiwan for the supply of raw materials and it was being stopped. The production was also being stopped for a certain period due to lockdown and for the shortage of raw materials. Even after the opening of the Chinese factories and the shipping lines there was scarcity of the raw materials in international market.

From May 2020 the company resumed their regular activities and planned to recover the revenue while things started getting normal slowly. They maintained strong communication with the suppliers and the shipping lines to get the supply of raw materials on time. The company designed attractive offers and campaigns with giving more focus on online sales and e-commerce platform to generate sales. Moreover, the frontline employees gave their full effort to resume the operation

of the company. So, in conclusion, my research found that though Walton group suffered for covid19 in the initial months but now they are strongly overcoming the situation.

Keywords: Manufacturing Industry, Corona Virus, Supply Chain, Production

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CHAPTER 1: INTRODUCTION

1.1. RESEARCH BACKGROUND

After the Second World War the year 2020 will be remembered by the world for the outbreak of the deadly covid-19. Every country of the world and the total economy has been affected by this outbreak. The businesses and the economies of the world is trying to cope up with this new normal situation but it's really tough as the total system got affected. The manufacturing industries specially the electronics manufacturers are suffering most on this pandemic. The economy of a country mostly depends on the strength of its manufacturing industry. 16% of the global GDP was earned from manufacturing industry in 2018 (Orion Market Research Private Limited, 2020).

The global FDI could shrink by 5%-15% which is assessed by the United Nations Conference on Trade and Development (UNCTAD) that the COVID-19 epidemic could affect, due to the disgrace in manufacturing sector as well as factory shutdown (Orion Market Research Private Limited, 2020).

Developing country like Bangladesh is facing tremendous economic downturn. The total supply chain process experienced large-scale disruption in this situation. "Uncertainty in the manufacturing sector is a great threat to our economy." Said by, a director at Bangladesh Garment Manufacturers and Exporters Association, Mr. Sharif Zahir has spoken about the poor condition of garments sector to a report of Dhaka Tribune. He also predicted about the whole manufacturing industries that the uncertainty of manufacturing industries is a huge threat for the economy of Bangladesh (Ovi, I. H., 2020).After the garments industry, the electronic manufacturer like

Walton is facing huge struggle to run their business. Walton is the largest hi-tech park of Bangladesh where they manufacture a variety of products like refrigerator, television, air conditioner, washing machine, laptops, mobile phones and many other electronics, IT and home appliances. The total 22 production bases or units of these products got totally shut down for 3 months in this pandemic. The 200000+ employees of the company locked down in their houses. The giant professional manufacturer company of Bangladesh faced the economic crisis and started thinking how to improve the situation and sustain the business.

1.2. PROBLEM STATEMENT

As the flights and shipments were closed around the world; the manufacturing industries felt the huge shortage of raw materials. All the manufacturers like Walton faces the same problem and production got disrupted. Even the trade of finished goods which were in inventory got disrupted due to the lockdown and lack of transportation facilities. The number of sales of consumer goods and electronics came near to zero from the end of March to May, 2020 in Bangladesh due to the lockdown and from the fear of corona virus. Many people losses their jobs and got less salaries in this period which effects on their purchasing capacity. For Walton it was the pick season of selling their products. The sales growth and the collection of company is hugely affected in this period. The company basically missed the business opportunity in two Eid festivals of this year.

1.3. RESEARCH QUESTION AND RESEARCH OBJECTIVE

In this report we will try to identify how Walton responses in covid19 crisis and reform their business.

Research Question:

- How Walton group affected after covid-19 breakout?
- What measures are taken to cope up the situation?
- How they are planning for future growth?

Research Objectives:

- To assess the sufferings of Walton Group after the covid-19 breakout.
- To identify the measures taken by Walton group in this pandemic
- To identify the future growth of Walton group

1.4. SIGNIFICANCE OF THE STUDY

At the end of this study, we will identify the impacts of covid19 on the electronics manufacturer like Walton. We will give some solutions like how to increase the sales through digital media by maintaining proper hygiene.

CHAPTER 2: LITERATURE REVIEW

2.1. GLOBAL SCENARIO OF ELECTRONIC MANUFACTURING INDUSTRY

The whole world came to a standstill from the beginning of 2020. Even in the last quarter of 2019, the industries cannot even imagine within a few months they have to shut down their production and all other activities. Like other industries the electronic manufacturers also suffered in this period (Walton Bangladesh, 2020).

Since the end of World War II, US industrial production documented its biggest monthly decline while business activity across the Eurozone distorted to a record low in March 2020 (Okorie O., 2020).

Due to the coronavirus pandemic maximum Chinese industrial were closed down during January. At that time around 2-3% component prices have increased by Chinese vendors due to the insufficiency of supplies due to factory closure (Orion Market Research Private Limited, 2020). As a result, the electronics industry significantly got affected due to the COVID-19. The main reason is China accounts for nearly 85% of the total value of components utilized in smartphones and nearly 75% in the case of televisions (Orion Market Research Private Limited, 2020). All precarious components, such as printed circuit boards, memory, mobile displays, open cell TV panels, capacitors and LED chips are supplied by China to all over the world. Consequently, the electronics manufacturing sector across the globe has been adversely affected (Orion Market Research Private Limited, 2020).

Foxconn and Pegatron, the Chinese producer of Apple products also were closed till February 15, 2020. Lock down and travel restriction caused delay in device shipments as well as launch in new iPhone 12. Apple had lowered the rate of shipments but the supply has started from May. Apple has also worked in manufacturing N95 masks and face shield with its suppliers. Their revenue also got decreased. They were expecting minimum \$63 to \$67 billion in the quarter of March which is lower their annual plan but ended up \$58.3 billion (Clover, 2020).

Due to covid-19, the total revenue of Samsung Industries of March quarter also decreased 7.6% from its previous quarter and ended up in total KRW 55.33 trillion (Samsung, 2020). According to the quarter report Samsung faced and expecting to low demand on TVs and home appliances. The demand of memory remained and expected to be solid or robust. The mobile demand may soften due to declining demand (Samsung, 2020).

2.2. IMPACT OF COVID-19 ON ELECTRONIC MANUFACTURING INDUSTRY OF BANGLADESH

The impact of Covid-19 is phenomenal on Electronic Manufacturing Industry of Bangladesh. This industry is the developing and prominent one in context of Bangladesh from last two years. The parts and machineries of televisions, refrigerators, air conditioners, smartphones, home appliances and motor cycles are mostly supplied from China.

After the outbreak of corona virus in China, at first the supply of raw materials has been disrupted from January, 2020. The head of Brand and Communication of Minister Hi-Tech Park Ltd, KMG Sohel Kibria told Dhaka Tribune that “Over 60% of the raw materials, parts and machinery for manufacturing and assembling refrigerators, motorcycles and other home appliances come from China and there will be an impact in the long run” (Ovi, I. H., 2020).

Asian Development Bank said the Covid-19 pandemic could wipe out \$3.02 billion off. In case significant outbreak, the worst case could be wipe out of \$300 billion-plus economy of Bangladesh. The growth of GDP will come down to 4 percent from as projected growth of 8.5 percent (Siddiqui, 2020).

While talking about the production of mobile handset to UNB, the managing director of Edison Group, Zakaria Shahid said that "The production rate may drop by 30 to 40 per cent," (The Financial Express, 2020). This is because most of the raw materials come from China which is a global hub for handset production.

According to Mesbah Uddin Ahmed, chief marketing officer of Fair Electronics, the 60% mobile handset available in Bangladesh market is currently manufacturing by the 9 factories of the country. He also added that around 120,000 to 130,000 handsets are currently manufacturing by the Fair Electronics locally. This number may fall to 30,000 to 40,000 if the raw material crisis continues (The Financial Express, 2020).

2.3. IMPACT OF COVID-19 ON WALTON GROUP

Walton the largest electronics manufacturer brand of Bangladesh having the hi-tech factory in Chandra, Gazipur had been severely affected by the shock of covid19. The supply chain and the production units faced difficulties from the early January as the Chinese factories were shutting down. More than 20000+ workforce and total 22 production bases under 680+ acres of factory area got standstill from 25th March when the lockdown started in Bangladesh. The production was still on by managing the alternative sources.

The regular production got stopped but for the sake of the country Walton came up with innovation to serve the society. Their main perspective was to serve the frontline worker especially medical service people. Garment industries were manufacturing PPE and masks but it was difficult to manufacture goggles and face shields. Walton has taken the primary enterprise of manufacture face shields and safety goggles in the country told to The Daily Star by Golam Murshed, executive director of Walton.

Walton also started their journey in manufacturing ventilator which is to assist the critically ill Covid-19 patients in breathing. In that the journey of Walton, the first step was to receive the patent, source code and design of ventilators on March 31 from Medtronic which was confirmed by Walton officials. The whole procedure was supported by the State Minister for ICT, Zunaid Ahmed Palak (Star Online Report, 2020).

Walton worked on three models. One of those is from the Medtronic and the other two were locally designed by the research and development team of Walton. End of the April they send these models for clinical trials. After the approval from the health directorate, Walton will manufacture the ventilator commercially but Walton will not make any profit confirmed by Minister Palak. Engineer Liakat Ali Bhuiyan, an advisor to Walton's ventilator project, said Walton's aim is to stand by the people of the country at this critical juncture (TBS Report, 2020).

To safely deliver food, medicines and other essentials to Covid-19 patients in isolation, Walton has built a Medicart robot. It has been handed for the clinical trial at the middle of the May (Noyon, 2020).

China-based Xiaomi said the news portal The Elec at March that they will be cutting its domestic TV supplies by 20% in March, and between 10-15% in April of 2020 (Lee, 2020).

2.4. STUDY GAPS AND RESEARCH CONTRIBUTION

There are a significant number of works have already done on the impact of Covid on manufacturing industries. They have talked about the impact or disruption of supply chain process and production process also. These studies have also suggested some solutions to overcome these problems. There is not that much work done on the topic how the market or sales of electronics goods is increasing and companies are marking up their losses. Maximum electronics manufacturer around the world are now back on their regular production and supply chain related activities. The companies are focusing on clearing their old stock or inventory by providing attractive promotional offers like discounts, exchange offer and many more. In my research, I will show how Walton group is recovering the shock of covid19 and change their overall marketing and sales strategy. In these periods the company understood the importance of online sales and they are now more focused on online and e-commerce-based sales channel.

CHAPTER 3: METHODOLOGY

3.1. RESEARCH METHOD AND ITS JUSTIFICATION

There are two major types of research methods- qualitative research and quantitative research. Qualitative research is kind of descriptive in nature as generally it does not deal with numeric data. On the other hand, quantitative research is done by using numeric data or various numeric methods or statistical methods. In quantitative approach researcher collected data by many ways like surveying, online polls, questioners etc. Researchers started analysis with large number of data sets and by using various statistical methods and hypothesis they came into a decision. Quantitative research is more time consuming when researcher need more accurate data. Researcher use qualitative research method when its need to understanding the human behavior or beliefs, attributes which is difficult or cannot be quantify mathematically. The qualitative method investigates the why and how of the decision-making process. In qualitative method individuals can share their thoughts or experiences in their own words or own way that helps researcher to study the complex aspects of a person's experience. This type of research is good for exploratory research and hypothesis generation as the data collection process is easy and there is fewer restrictions on data collection process. The main disadvantage of qualitative research method is to determine the validity and reliability of the personal experience or linguistic data. Sometimes these types of data can misguide the objective of the research.

In this research, I am using qualitative research method to understand the impact of Covid-19 on Walton Group. The Covid-19 issue is a very recent global issue or a hot topic. As it is a very recent issue the availability of numeric data is very less to go for quantitative research method. Moreover,

as an employee of Walton group, I and my colleagues feel or experience the impact of this pandemic situation very closely. So, it is really easy to accumulate our personal experiences in this period. In this research work, we will find the answer of two important questions. First one is why the production and sales of Walton Group dropped significantly during Covid-19 and second one is how they are overcoming the situation day by day.

3.2. RESEARCH STRATEGY

As discussed earlier we are going to use the qualitative research method to find the impact of Covid19 on Walton group. There are mainly six types of qualitative research strategies. They are-

- **One-on-one interview**

One-on-one interview is a personal interview with single person at a time to get the opinion of that individual person. These interviews can be done face to face or over phone. The duration of these interviews can be half an hour to two hours and even more.

- **Focus group discussion**

There are six to ten participants in a focus group to find the answer of few questions. It is an open-end discussion session. It can be done through online survey also.

- **Ethnographic research**

The most in-depth observational method that studies people in their certainly arising environment. Here researcher needs to consider culture, value, geographic location and others while interviewing. It is a challenging and time-consuming research method.

- **Case study research**

This type of research method is used in areas like educational sector, social sector and others. By analyzing the cases researchers try to find the solution of a problem.

- **Record keeping**

This is actually usage of previous existing reliable data, information or resources which is being used for new similar research findings.

- **Process of observation**

Qualitative observation deals with the five major sensory organs and their functioning – sight, smell, touch, taste, and hearing. This doesn't involve measurements or numbers but instead characteristics. (QuestionPro, 2020)

3.3. DATA COLLECTION METHOD

I have already discussed six qualitative research strategies. In this research I will use both one-on-one interview and focus group discussion method for collecting the primary data. I will be going to take interviews of three top level managers of Walton group. I have selected top managers because they are the front-line people and they have actual data and the insight story of company's situation during Covid19. For understanding the actual scenario of market, I will arrange a focused group discussion along with three divisional sales managers of the company.

3.4. SAMPLE RESPONDENTS PROFILE

For conducting interviews, I am selecting-

- 1) Name- Md. Ahsanul Alam Siddiqi

Position- Deputy Director, Finance and Accounts, Walton Group

E-mail- siddiqi39647@waltonbd.com

Mr. Ahsan is working directly with the owners of the company and knows about the ins and outs of financial situation of the company. He can provide me the solid primary data to work on.

2) Name- Md. Lalon Hossain

Position- Senior Assistant Director, Human Resource Management, Walton Group

E-mail- computer.hrm3@waltonbd.com

From the beginning of the covid pandemic Mr. Lalon is observing the impact of the virus on the workplace and even in the personal life of the employees. They had to take some timely decisions for the health safety of the workers, engineers and executives of the company. For conducting the emergency works they have to implement the concept of online office during the lockdown.

3) Name- Muslima Mubashera Rupa

Position- Deputy Assistant Director, Supply Chain Management, Walton Group

E-mail-

Supply chain is one of the most important department of a manufacturing industry as they have to support the production units by ensuring proper supply of raw materials. When there is any outbreak of pandemic the supply chain process disrupted mostly. Miss Rupa can share her experience from the starting of covid19 as she worked with the Chinese factories and some major shipping companies for ensuring the proper supply of raw materials.

Apart from the personal interviews, I have arranged a focus group discussion along with the divisional sales managers of Walton group to understand the actual scenario of sales and revenue of Walton group.

3.5. DATA ANALYSIS

For analyzing the research data, I will use the data triangulation method to validate my primary and secondary data. I will collect some data or information from secondary sources like article, news and journal papers from the internet and cross-check if my data is similar or not. Apart from that, I will perform both SWAT and PESTAL analysis of my primary data.

CHAPTER 4: FINDINGS AND ANALYSIS

4.1. FINDINGS

4.1.1. SUMMARY OF FINDINGS

I have followed the qualitative research approach to conduct the findings of the research. I have interviewed total three manager level employees of Walton group and arranged a focus group interview with three sales managers to understand the situation of the company during the pandemic. It is found that the company was not prepared for the covid shock and the supply chain process hampered even before the pandemic started in Bangladesh. The production and sales were completely closed down for two and half months which had a great impact on the revenue and the cash flow of the company. Currently the situation is getting normal day by day and the production units are open now and it is expected that the company can mark up the losses within next 2-3 months.

Interviewee 1-

Md. Ahsanul Alam Siddiqi

Deputy Director

Finance & Accounts

Walton Group

Questions	Answers
<p>What is the situation of the Manufacturing Industry of Bangladesh during Covid pandemic?</p>	<p>The garments industry is treated as the biggest manufacturing industry in Bangladesh and the effects on garments industry is huge. The yarn and cotton are the main raw materials needed to run an industry which is mainly imported from China. Along with that the machinery needed for this industry is imported mostly from Germany, China and Europe. When the manufacturers or businessmen acknowledged about the virus issue in December 2019, they ordered and did the LC for a large amount of raw materials and produced a number of products. But within a few months Bangladesh along with the whole world got the impact of Covid, the products became slow moving and the whole operation got stuck. As a result, unemployment, salary issues and a total unrest situation occurred in the garments industry. Still the situation of export is not smooth enough to recover the losses. More than 100</p>

million dollars confirmed orders either got cancelled or cannot be delivered during this pandemic. In terms of the electronics industry, the **90-95 percent** of the companies are mainly **importers or distributors**. There are only **5-10 percent local electronics manufacturers** like Walton or Myone. The **price of the raw materials increased about 50 percent** in the **international market** and big manufacturers like Walton had to buy the raw materials in the early January and February of the year for continuing the production. But in March, when covid attacked in Bangladesh, the **demand decreased** highly in the market and the **revenue of the company started falling** significantly. Not only Walton, every manufacturer's working capital and cash flow has a negative impact because there was **no collection from the market** in the initial months of the pandemic and at the same time the company needs to pay the interest to the bank.

<p>What is the current situation now? Is it getting better now?</p>	<p>Yes, the situation is getting better now-a-days. The shipment is getting normal and maximum international markets are open now. Walton started their regular export and import with China, Taiwan and Europe markets. By maintaining social distancing and proper hygiene production became started and some teams are working from home. Somehow the works are being managed and done by the frontline employees. The number of primary and secondary sales are still not satisfactory but it will get normal within the next two or three months.</p>
<p>What is the condition of the revenue of the walton now and what was the condition in the initial period of covid?</p>	<p>In the late march when the country became locked down our company got serious shock in revenue. The expected revenue fell around 90%. We are now marking up that fall. Still now we can markup around 60-70% of our company's revenue.</p>
<p>How does the government help you in this</p>	<p>In the month of May 2020, the government</p>

crisis?	declared a fund for the large industries. The interest rate of this loan is 4.5% . Some of the concerns of walton groups like walton hi-tech industries and dream park international are benefited a bit from that loan but the industry can recover just 2-3% of revenue from this loan.
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Interviewee 2-

Muslima Mubashera Reza

Deputy Assistant Director

Supply Chain & Sourcing

Walton Group

Questions	Answers
What is the situation of the total supply chain process during the initial period pandemic?	Our main raw material supplier is China . We are the first department of the walton who experienced the first shock of coronavirus. The Chinese factories and major shipping

	<p>lines started getting shut down from January, 2020. Our production units and the factory were on till the end of March 2020. In those two months we had to bear extra costs and in search of alternative markets for ensuring the proper supply of the raw materials.</p>
<p>Is there any scarcity of the raw materials in the international market?</p>	<p>Yes, there is a huge scarcity of raw materials in the international market though the factories are operating now. Even the suppliers raised the prices of the raw materials to minimize their losses and they are kind of non-negotiable. Even we have to bear the demurrage cost in some cases.</p>
<p>How are you planning to overcome the situation?</p>	<p>Actually we are trying to maintain a good relationship with our regular suppliers and trying to convince them to decrease the price for us as we always gave them big quantity orders. They are also suffering and trying to move on. We are also maintaining strong relationships along with the airlines and</p>

	shipping companies as they are full operational now.
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Interviewee 3-

Md. Lalon Hossain

Senior Assistant Director

Human Resource Management

Walton Group

Questions	Answers
Did you take any precaution for the Covid pandemic?	Actually, we cannot predict that the situation can worsen within the initial weeks. It was a full new horrible experience for us. We gave the priority of the health of our employees and the factory workers. We have to close all our official activities and operations from the third week of March, 2020. It was a tough decision for us but we have done it for the sake

	<p>of our employees. After a few days the government locked down the whole country and we also strictly followed that direction.</p>
<p>How do you perform the operational activities during lockdown?</p>	<p>Though our office was closed during the lockdown period, we started our emergency operational activities through online platforms by using zoom, google meet or Microsoft team applications. The employees showed major dedications in the pandemic situation.</p>
<p>Did you recruit any new candidates in the pandemic situation?</p>	<p>It is a really interesting fact that we performed some recruitment in the pandemic period. Because of covid we have to change some of our business modalities and we have to focus more on online and online based customer support. So we were in need of employees who can perform these types of operations smoothly for the organization.</p>
<p>What were the safety measures taken for the employees of Walton? Are there any job cuts</p>	<p>We are continuously giving support and safety measures to our employees by</p>

<p>during this period?</p>	<p>providing masks, hand sanitizers, face shields and many other protective equipment. Apart from that if any employee or the family members of an employee got infected by covid, we are providing all kinds of financial and mental support to them. There is no single job cut in the organization in this pandemic situation.</p>
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Interviewee 4 (Focus Group Discussion)-

1. Md. Khalilur Rahaman (Deputy National Sales Manager, Computer Accessories and Distribution Network, Walton Group)
2. Md. Asaduzzaman (Divisional Sales Manager, Computer Accessories and Distribution Network, Walton Group)
3. Md. Faruk Miah (Divisional Sales Manager, Computer Accessories and Distribution Network, Walton Group)

<p>Questions</p>	<p>Answers</p>
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<p>What was the consumer behavior before covid and during covid?</p>	<p>There was a significant growth or month on month growth in our distribution channels. But during covid-19 people showed less interest on electronics products and their purchasing power also become less in this situation. People were uncertain how long the lockdown will be on.</p>
<p>Which products of your product lines got most attention or sales in this pandemic?</p>	<p>During the lock down people have to do online offices and still the educational institutions are operated through online. So, the digital devices like laptops, desktops and mobiles are being sold through our own e-commerce channel named eplaza, facebook page and through other popular e-commerce sites like daraz, evaly and many more. Even our production team introduced medical equipment like ventilator, face shields, hand sanitizers etc.</p>
<p>How you are overcoming the situation now?</p>	<p>By giving attractive offers like exchange offer and special discounts, we are trying to recover the revenue and we hope that we can overcome</p>

	the situation within next 2-3 months.
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4.1.2. INTERPRETATION OF FINDINGS

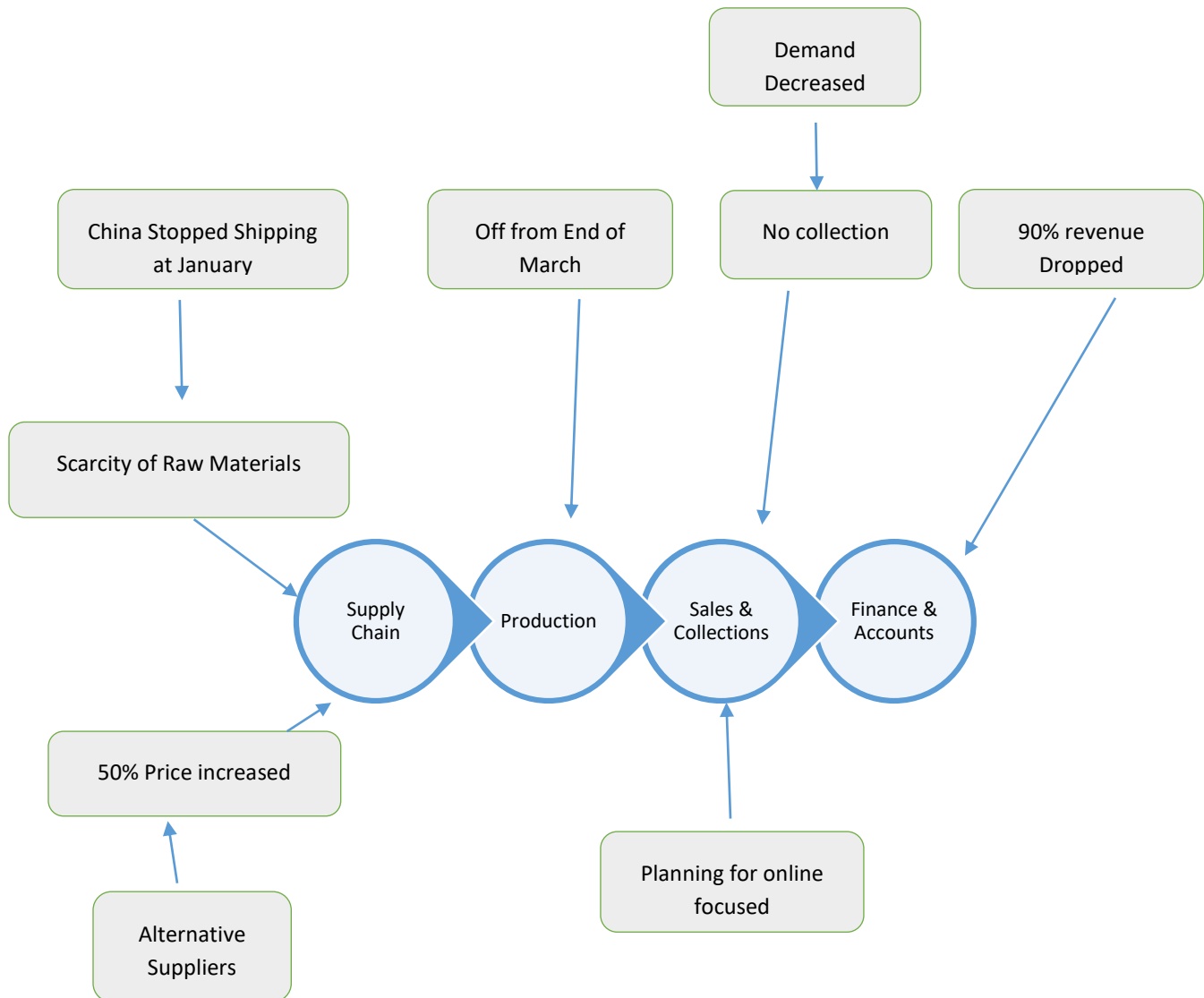
In simple words Walton group was not prepared for the shock of covid19 but they had managed to handle the overall situation very well. They took some timely and dynamic decisions to survive the worst period of the pandemic. The production and the office work is now going on full swing by not compromising the health safety of the employee of the organization. They experienced a serious impact on the revenue during the initial period of the pandemic. Their dynamic sales and marketing team responded strongly to the situation and started selling online. They designed some attractive campaigns to increase the sales volume. It is expected that the company will markup the losses within the first quarter of 2021.

4.2. ANALYSES

4.2.1. ANALYSIS OF DATA

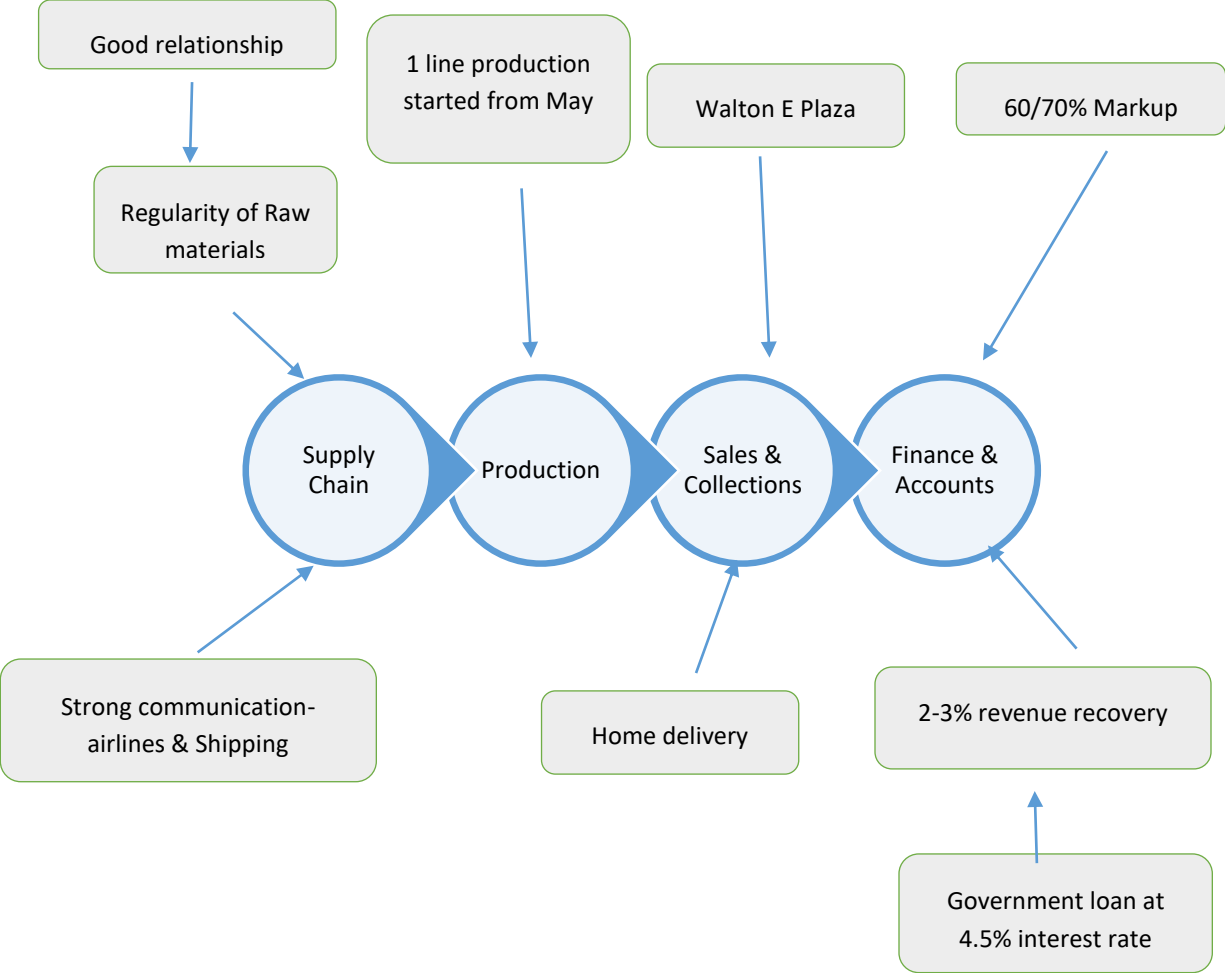
Picture of Walton Manufacturing Industry during the Initial Stage of Covid 19

(End of March to May)



Picture of Walton Manufacturing Industry during the Initial Stage of Covid19

(May to August)



4.2.2 STRATEGIC ANALYSES

4.2.2.1. SWOT ANALYSIS

Strength	Weakness	Opportunity	Threat
<ul style="list-style-type: none"> • Largest electronic manufacturing company • Lower priced products attracted all range of customers during covid • New venture to manufacture safety products • Online platform- E Plaza 	<ul style="list-style-type: none"> • Dependency on supplier • Couldn't predict the situation • Demand of electronics products got decreased during pandemic 	<ul style="list-style-type: none"> • Government loan • International market reopened • Social media and External online platforms- Daraz, Evaly, Robishop 	<ul style="list-style-type: none"> • There is a threat of second wave of corona virus in near future and it will make the market uncertain again.

4.2.2.2. PESTEL ANALYSIS

Political	Economic	Social	Technological	Environmental	Legal
Government was helpful and provided low interest loan	Initially it was downturn but now it is recovering	People are getting back on normal life day by day	The use of technology increased a lot. For the regular official meetings employees are using software like team, zoom, google meet	During the lockdown there was less pollution and industrial dust produced. Overall environment has got some positive impacts due to covid	The company needs follow the strong health related safety guidelines and ensure the social distance among the workers

4.2.3. COMPARISON OF ANALYSIS

If we compare our primary and secondary data, we found that covid pandemic affected the electronics manufacturing industry badly. From our analysis of both primary and secondary data it is clear that the supply chain and production of the electronics goods were a standstill during the

lock down. The primary data also shows that how electronics manufacturer like walton is overcoming the situation and the trend is on the positive side.

CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.1. RESEARCH OBJECTIVES

My first research objective was to assess the sufferings of Walton Group after the covid-19 breakout. From both the primary and secondary data analysis it has been clear that as a manufacturer Walton faced shortage of raw materials and month long lock down has hit the company cycle drastically. Stop of production and lower demand caused the heavily declined revenue for this electronic manufacturing giant, Walton group.

Secondly, my research objective was to identify the measures taken by Walton after the covid-19 breakdown. All the analysis shows that, Walton has improved communication with raw material suppliers in international market to continue to production. Besides regular production they have also focused on ventilator and goggles and glass shield production.

The last research objective was to identify the future growth of Walton group. Walton is recovering their lost revenue by targeting online customers and e-commerce market which is assured by analyzing the literature review and interviewees' provided information. They are forecasting potential growth by next year first quarter with this policy.

So it is clear that all my research objectives have been accomplished successfully by rigorous data analysis.

5.2. LIMITATION OF THE STUDY

The first constraints of my study are shortage of time. Secondly, I face lack of proper secondary data. Lastly, interviewees had limitation in providing confidential data. If those data will be available, the study will have more are to discover.

5.3. DIRECTION FOR FUTURE RESEARCH

I have focused on how Walton can turning up their revenue by new adoption in sales and marketing strategy. Future researcher can work on production sustainability to ensure the future growth.

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