

Report On

**Artificial intelligence: Essential to Successful Consumer Acquisition
for the Consumer Electronics Goods Industry in Bangladesh.**

A study on Walton Hi Tech Industries Ltd.

By

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An internship report submitted to the BRAC Business School (BBS) in partial fulfillment
of the requirements for the degree of
Bachelor of Business Administration (BBA)

BRAC Business School (BBS)
BRAC University
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Declaration

It is hereby declared that

1. The internship report submitted is my/our 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/We have acknowledged all main sources of help.

Student's Full Name & Signature:



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Letter of Transmittal

Mr. Riyashad Ahmed
Assistant Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Internship Report Submission on Walton Hi-Tech Industries Ltd.

Dear Sir,

This is my pleasure to display my entry level position provide details regarding' Recruitment and Selection Procedure of Walton Hi-Tech Industries Ltd., which I was appointed by your direction. In preparing the data I had tried my best to incorporate all the potential information related to the subject. I will be accessible for any clarification, on the off chance that required. Thanks for giving me the opportunity for working in this report.

Sincerely yours,



MD. Wasib Islam

ID: 16204014

BRAC Business School

BRAC University

Date: April 25, 2021

Acknowledgement

First of all I would like to give profound thanks and gratitude to my supervisor Mr. Riyashad Ahmed Sir and my co-supervisor Mr. Saif Hossain Sir for their excellent direction, observing and steady support all through the course of this proposal. The favoring, offer assistance and direction given by him from time to time made a difference me to total this report. To complete Business administration course, it quite incomplete without having practical knowledge through internship program. My full concentration in this report was to describe the branding strategy that they have taken for their products. Being an employee of Walton, it was convenient for me to compute the report within my organization. As I am employed in “Brand and Market communication”, still I had to gather information and data from other unit such as; Product and Research Team. I was very lucky that I have got full assistance and co-operation from all of my colleagues in Walton.

I would like to thank and express my most deep appreciation towards all the representatives of the Walton bunch for giving me all the data required to total this report. I would to recognize with a profound sense of love, my appreciation towards my guardians and individuals of my family, who has continuously upheld me ethically as well as financially. Lastly, my most profound appreciation goes to All-powerful Allah for giving me the strength and capacity to total this assignment.

Executive Summary

This report has been prepared as per the requirement of completion of internship course, BUS 400, in the Bachelor of Business Administration (BBA) program at BRAC University. After a successful interview, I was nominated for working in the Walton Hi-Tech Industries Ltd. The report illustrates a brief overview of Walton, the department I was working for and its members. It explains the tasks carried out by Walton TV Department and its products.

This report contains the summery of Brand Communication practices followed by Walton Hi-Tech Industries Ltd. and how those practices are implemented to improve Branding. From the bookish knowledge we know that, in theory there are practices like consumer behavior, brand management, product marketing, brand combinations and so on. But organizations tend to modify them, update them and even just drop them when necessary.

In my report, I tried to bring out all the Branding activities and practices conducted and followed by Walton and how those are implemented. Other than, it too portrays my obligations and commitment to the organization and my learning results from the internship encounter.

Keywords: Branding; Communication; Strategy; Intelligence; Sales; Coordination; AI

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List of Acronyms

AI Artificial Intelligence

Glossary

Thesis Artificial intelligence: Essential to Successful Consumer Acquisition for the Consumer Electronics Goods Industry in Bangladesh

Glossary

Word	Definition	Type
Automation	the utilize or presentation of programmed gear in a fabricating or other handle or office.	Noun
Artificial	made or created by human creatures instead of happening actually, particularly as a duplicate of something common.	Adjective
Branding	Is a marketing practice to shape one's brand	Noun
Interface	a device or program enabling a user to communicate with a computer	Noun
Interaction	reciprocal action or influence.	Noun
Intelligence	the capacity to secure and apply information and aptitudes	Noun
Marketing	the activity or commerce of advancing and offering items or administrations, counting advertise investigate and publicizing.	Noun
Quantitative	relating to, measuring, or measured by the quantity of something rather than its quality.	Adjective

Simulated	imitating the conditions of something, especially as a training exercise	Adjective
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Chapter 1

Overview of Internship

1.1 Student Information

Name: MD. Wasib Islam

ID: 16204014

Program: Bachelor of Business Administration (BBA)

Major: Finance

Minor: Marketing

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

Period: From 23rd January,2021 to 23rd April,2021

Company Name: Walton Hi-Tech industries ltd, Walton Group

Department: Branding, Television

Address: Walton Corporate Headquarter, Plot-1088, Block-I, Sabrina Sobhan Road P.O-Khilkhet, P.S-Vatara, Bashundhara R/A, Dhaka-1229.

1.2.2 Internship Company Supervisor's Information

Name: Mohammad Aftab

Position: Brand Manager, Walton Television, Walton Hi-Tech Industries Ltd.

1.2.3 Job Description

- Support Brand Manager and Asst. Brand Manager with campaign preparation and execution (e.g., Follow-up on: Design development, QC, Agency deliverables).
- Plan and carryout all sorts external and internal events & activations campaigns.
- Collect relevant supporting information for brand communication material development,
- both online and offline (e.g., Technology insights of Google/Dolby/Smart Features etc.).
- Support brand manager with local market competition as well as the global brand activity Intelligence report
- Regularly checking up on website and Facebook information, pictures and brand communication materials and report to brand manager.
- Support brand team in daily administrative tasks and deliverables.
- Marketing event activation & coordination with the brand manager
- Merchandising & retail display management with dedicated team
- Marketing budget management & forecasting through analyzing all the expenses and projects.

1.3 Internship Outcome

1.3.1 Student's contribution to the company

- Successfully coordinated coupon activation where we distributed 15000 coupons in 1 week in the Gazipur area and increased sales by 200%

I alongside with our brand team had coordinated coupon campaign in different area of Gazipur. That has a significant impact on sales, which we can measure by 200% increase.

- **Tech Master (Competition for tech enthusiasts)**

I made the main planning of the "Tech Master" the first-ever tech ideation contest in Bangladesh where we targeted nationwide all the tech enthusiast. It's an Innovative Idea and Practical Implication Regarding Modern Technology. The main objective of this competition is to grow the interaction with the young tech enthusiasts.

- **Woman's Day OVC**

Woman's day OVC. It's another successful event which I personally coordinated with production house 'Big Content & Cinemistry'. Besides, I involved in some part of the video. I conducted this shooting with minimum budget and come up with good outcome.

- **Rural Activation Campaign**

I design the rural activation campaign where the target customer was rural peoples (TG 3/4) The main objective is to get- Affordability, Availability, Awareness, and Acceptability among the target group.

- **Facebook and Instagram content**

The branding materials which is a regular requirements for social media content. I coordinated the contains of the last 5 3 months with graphics and motion experts.

- **Support to the sales team**

I had regularly supported the sales team with data resourcing and data inputting through Microsoft excel.

- **Potential discussion with R & D team for product development**

I had worked with research and development team for the product development. Besides, I incorporate major changes and suggestion for the next productions.

- **Created a 4-month campaign and content listing**

I designed 4-month campaign planning in details which is still helping the branding team to track their work progresses.

- **Cost minimization on branding with proven financial forecast support**

From my financial knowledge I had learned in my university I was able to minimize their cost and provided financial forecast as well as suggestions.

Event Coordinating

I had successfully coordinated important events at Walton. Two significant events was “Walton Television Branding Stars & “Bangladesh-Romania Inauguration ceremony”

1.3.2 Benefits to the student

- **Learned the main thing of work under pressure**

I had to work under pressure with congested deadline. Presently I’m Being able to bargain with weight within the work environment could be a highly sought-after skill. In case weight at work is part of our way of, life I will be satisfied to memorize that there are things I can do to both lower the weight and demonstrate to others that I can handle weight successfully.

- **Coordination**

Coordination plays a huge role in the success of an organization. I had learned to work with distinctive individuals and divisions towards a common objective, it offers numerous benefits to assist keep the endeavors synchronized and coordinates.

- **Emotional intelligence**

- By considering our feelings and how to control them, I'll superior able to specific how I feel and get it how others are feeling. Walton permitted me to communicate more successfully and manufacture more grounded connections.

- **Leadership**

Leadership is an important function of management which Walton helps me to cherish efficiently. I got many chances to practice leadership skill through various corporate tasks.

- **Writing skills**

By working in Walton TV branding team, my writing skills increased which I never imagined. I practiced a lot to write applications, reports, news articles, contents etc. Thus developed my writing skills.

- **Graphics designing**

I learned the beginning level of graphic designing which is adding an extra skill to my career. Graphic design is more than just aesthetics as well as graphic design is a form of communication between the business and the target audience.

1.3.3 Problems/Difficulties (if any faced during the internship period)

During my internship, I did not encounter any critical issues at work. Most importantly, my supervisor, Aftab Sir, ensured that every minor issue was resolved. As a result, I didn't have to deal with any stress as an intern. They also provided me with very flexible work environments. Overall, the internship journey was a positive experience with no difficulties.

1.3.4 Recommendations for the company on future internships

Internship programs are a well-known way for college undergraduates to pick up the abilities and hands-on encounter they have to be effective in their careers. But on the off chance that your organization's assistant program is missing, you may be lost out on a chance to prepare future full-time workers, construct more grounded connections with colleges. Although I was just an intern at Walton Hi-Tech Industries Ltd. though, based on my understanding, I would like to make some recommendations-

To guarantee their internship program may be a great long-term venture, inquire upfront in case undergraduates are open to future full-time openings. This basic discussion at the starting of their relationship can assist you choose whether to progress a candidate assist within the enlisting handle, or include them to interns ability community instep.

Walton Television administration should pay attention on to their equipment arrangements and availability as this plays a vital role in intern's work.

Corporate social responsibilities activities done by Walton Television should be made more observable to create a stronger brand image. Provide students with clear outlooks, a outline to thrive, and the technology to accomplish their responsibilities.

Work with Walton's organization's hiring managers to establish consistent intern communication processes and checkpoints so that all interns are held accountable for their results.

Future applicants are more likely to trust the experiences and recommendations of their peers, so use their existing interns to help fill their talent pipeline. Finally, exit interviews should be a regular component of the intern program. Gather input on every intern's experience, from their connection with their hiring manager to general company culture, just like you would with

full-time workers when they depart from the company. In today's economy, numerous organizations are always attempting modern approaches to realize objectives. Survival regularly implies rapidly disposing of ineffectual activities and attempting something distinctive. Understudies working amid this energetic environment must not get debilitated on the off chance that their work is supplanted with a substitution approach, or they're all of a sudden inquired to differ bearings. Allover those are the suggestion Walton Television can use for the future interns for the betterment of internship programs.

Chapter 2

Organization Part: Overview, Operations and a Strategic Audit

2.1.1 Introduction

Throughout my academic career, I have acquired bookish expertise on specific subjects. Yes, I have worked on projects that included research results. However, those were research ventures sent to faculties only, and since we were still in the learning process, the faculty could forgive us. There is no such opportunity in the business world. The internship is the period where an understudy gets a down to earth presentation to the corporate world. Within the four a long time of our BBA courses. We were instructed how corporate life is and how to act totally different circumstances. But in our internship period, we get the first-hand involvement of all we have learnt in those 4 a long time. Internship helps an understudy to relate his scholarly learning and instructing within the genuine corporate world. Business courses are now shifting towards a more practical side and I think doing this Internship program at Walton certainly helped to experience the practical side from the front row.

It has created the scope of gathering the practical knowledge that helps a fresh graduate to enter in the job market. Apart from all these, internship programs give a great opportunity for the potential employees to broaden the area of knowledge in certain industry, they can determine their career path, create networks in the corporate world. The succeeding report is constitution of an elaborate description of my experience as a Brand Communication intern in the Walton.

2.1.1 Objective

The objective of this internship program was to acquire practical knowledge and experience in the Bangladesh pharmaceuticals industry as well as, to learn to contribute meaningful ideas to the organization and taking responsibility for the outcome.

Primary Objective

The main objective of this report is to portray the knowledge and understanding that I have acquired during my three months long internship program and evaluate how my theoretical learning from university life can be practically used in workplace culture.

Secondary Objective

- To gain the vast knowledge of Walton Hi-Tech industries and details about its operation.
- To learn about the different activities of the different Department of Walton.
- To understand and gain experience about an advertising agency and the challenges that it faces.
- To formulate recommendations for the Walton Television possible improvement.

2.1.3 Methodology

To write this report, I used both primary and secondary data. While I could gather fewer primary data, however, I could get my hands more on secondary data. Below I have mentioned the sources of these data

Primary Sources:

Information collected by the researcher themselves through surveys, interviews or direct observation.

Sources of Primary Data:

Interviews

Direct observations

Statistical Data

Documents

Sources of Secondary Data:

Walton Hi-tech Industries Ltd.'s Website

Walton Hi-tech Industries Ltd.'s Annual Report

Reference books on Electronics industry

Reading materials regarding consumer electronic good

2.1.4 Scope of the study

It gives me great pleasure to state that there is a wide range of research opportunities in this area. However, due to time constraints and other factors, it was unable to be considered. The report depicts how Walton Hi-Tech Industries Ltd. runs various departments in their Head Office. Furthermore, it discusses why Walton Hi-Tech Industries Ltd has such a huge market opportunity in Bangladesh as well as abroad, followed by some critical recommendations. I hereby delegate the other areas of study to prospective interns.

2.1.4 Limitation

Limitations There were some limitations of the study and, therefore the report may lack some vital data.

- Inadequate time management. While three months is a long time, it is insufficient to complete a project and a research paper.
- The lack of an adequate number of data sources.
- As a business student, it is difficult to apply theoretical experience to the real-world atmosphere of a tech company.
- The company's strategy of not sharing private details with interns. No employee expresses their company's general inefficiencies.
- As a result, there is a chance that any critical information was withheld from the study staff consulted.

2.1.5 Significance

The purpose of this study is used as a guideline to research which is related with how Walton Television conduct their internship program and influence the brand management decisions of consumer electronics goods. Since consumer electronics has become more global and many demands in our country, it is important to know how hi-tech industries operate in their business and how they implement it. Hopefully, this research will give better understanding on the hi-tech industries like Walton.

2.2. Overview of the Company

Walton is the most recent multinational electrical, electronics, vehicles, and other appliance brands with one of the world's largest well-equipped R & D facilities, with development carried out by various subsidiaries under the banner of the Walton group headquarters in Bangladesh. Today, Walton employs over 20,000 people over 22 production bases spread across 680 acres of factory land. According to statistics, there has been a massive rise in the export of Walton Television in the year 2021. To our surprise, it has surpassed the total export of the

year 2020 by about 5 times within this short period. The company completed the landmark of exporting their television to more than 35 countries by the end of last year. A program was held in the corporate office to celebrate this glorious achievement of the Highest Television Export in 2020. As a Bangladeshi Electronic Brand, Walton has already marked their valuable presence globally through exporting its Television to various countries. For the first time, Walton will establish its position through its original Brand name.

The products of the company have acquired a significant local market share and are also being exported globally for its world class quality. Walton sets its vision to take a place among the top Electronics, Automobiles, and Telecommunication Industries in the world by 2015. In a nutshell, it has been vehemently proved that Made in Bangladesh is the mark of ultimate confidence.

2.2.1 Mission

Walton is dedicated to producing well-thought-out, high-quality goods. They are also committed to preserving the ecosystem. Walton is a forerunner in the electronics and automotive industries. In Bangladesh, they are also the industry leader. They want to maintain their position and are committed to eventually capturing a large portion of the global market.

2.2.2 Vision

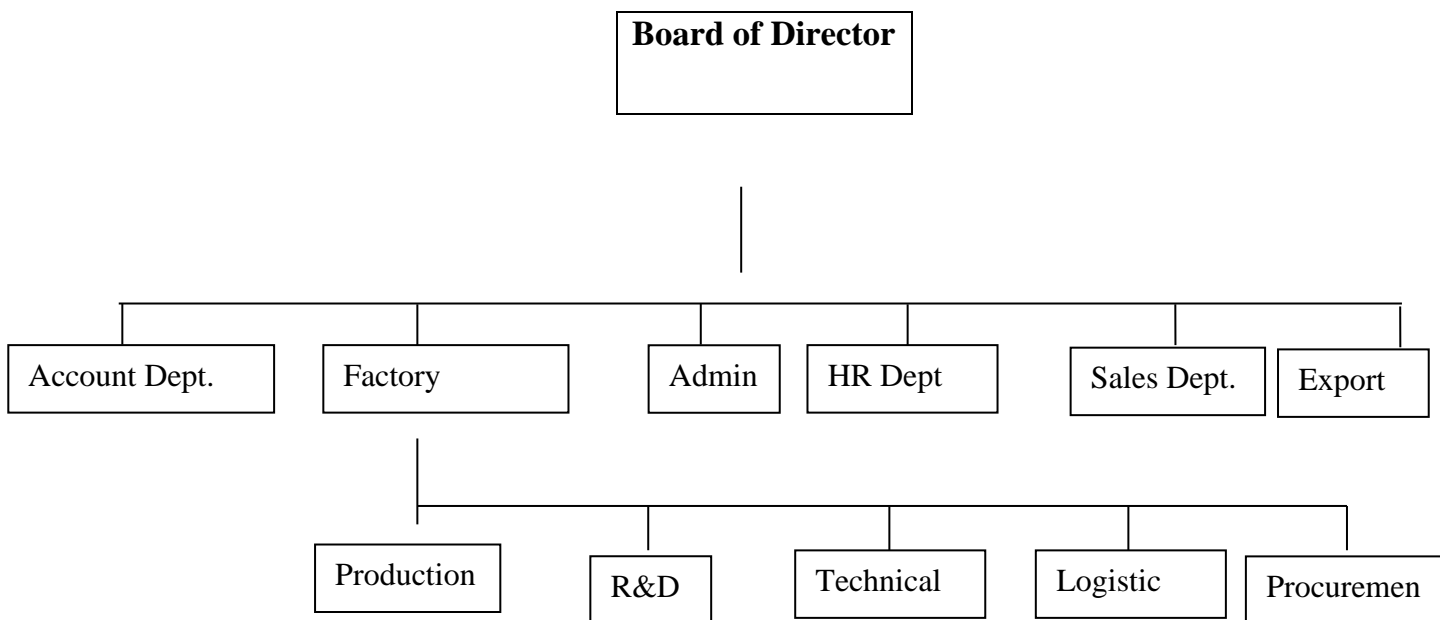
Walton's vision is to be among the world's leading Electronics, Automobile, and Telecommunications Industries. In a nutshell, it has been unequivocally demonstrated that made in Bangladesh is the mark of ultimate confidence.

Walton must prioritize customer loyalty in order to realize their vision. Since they aspire to be a multinational company. As a result, they must adapt lately.

2.3 All the departments & Management Practices

Walton has few departments that help this giant company to run properly. All the departments co-operate with each other in order to accomplish the jobs required. Walton has conducted their management practice to an efficient way that make this massive corporation run smoothly.

2.3.1 Organizational Structure



2.3.2 Administration

Walton's administration, like that of most other companies, serves as the company's backbone. Their primary duty is to ensure effective inter-departmental coordination and knowledge flow. They also develop and carry out successful organizational strategy. They are also in charge of creating the administrative budget. They also write forecast and spending reports on a daily basis. Admins department is also responsible for stock and supplies of organizational materials.

2.3.3 Audit

The audit department at Walton is in charge of reviewing operating processes, risk assessment, and control functions. Their primary duty is to evaluate the effectiveness of internal management. Walton's audit establishes compliance with management-established rules and guidelines. They also look at staff grievances and suspected criminal conduct. They conduct revenue audits to determine the profitability. They conduct sales audits to identify the issues that are impeding sales progress. Internally, they report to the audit committee of the Board of Directors and senior management.

2.3.4 Finance and accounts

Walton's Finance and accounts: department's primary responsibility is to ensure that everybody is paid on schedule. They are also in charge of keeping track of receivables. They keep track of, accept, and process customer payments. They also perform an annual audit to ensure that everything is running smoothly. Employee payments are handled by the Finance and Accounts department. It is their duty to ensure that workers get their remuneration on schedule. Finance and accounts: this branch is also in charge of bonus rewards. They ensure the taxes are collected correctly on all employers and the company. The Finance and Accounting department creates analyses based on statistics and analyzes it for budgeting, planning, and other purposes.

2.3.5 Human Resource

Walton has a well-developed human resources department. They are in charge of a variety of tasks. Their primary responsibilities include hiring and firing staff, recruiting employees, and managing inter-departmental relationships. Walton's human resources department is also in charge of retirement schemes such as insurance and other employer-provided fringe benefits. They also keep track of staff absences and attendance. They also keep all facets of work welfare up to date, such as health care, medical leave, maternity leave, paternity leave, and so on.

2.3.6 IT Department

The IT department's primary role is to provide logistical assistance to the whole company. Walton's corporate server is maintained by IT. They look after enterprise applications like Oracle and Bizmotion. Walton's IT department is also in charge of securing the organization's entire cyber infrastructure. They modify current company applications to make it more user-friendly. They also design the company's website and ensure its security. They are also in charge of deploying and configuring a shared network between departments. They are also responsible for providing cyber access to the organization's network and preventing data from being tainted.

2.3.7 Sales Department

Walton's sales department is the strongest. The sales department is referred to as the "heart of the company." The corporation employs a sizable sales team. The salesperson's primary responsibility is to generate sales. This, though, is not the only liability. They must sell quickly and safely. Walton's sales team strives to minimize sales costs as much as possible. They are advised to maintain as many clients as possible because keeping existing customers is better than acquiring new ones. Walton's sales team is also critical in determining industry trends. Later, they speak with brand personnel and assist in bringing about changes to the product and current marketing environment. At the end of the day, the sales force is what drives Walton's success.

2.3.8 Research & Development Unit:

The Research and Development department is in charge of developing new technologies. They are also in charge of developing new technologies. Walton's R&D staff works closely with the

marketing team to develop new products. They're also in charge of the deal's decision maker. They identify and implement new technology that manufacturers, rivals, and consumers are using.

2.3.9 Supply Chain Management

Walton has a sizable supply chain division. Their main duty is to purchase raw materials and other necessary items used for food production. Walton has a large number of foreign vendors. Since it is important to have replacement raw materials after Walton gets the order, the supply chain manages them with caution. The supply chain has its own hub in Walton. The supply chain has its own operation management team in Walton. These individuals are in charge of planning and forecasts. Supply chain also is responsible for shipment. They must ensure that the commodity supply does not get obstructed. They also make efficient use of their warehouse space. The supply chain ensures that the manufacturing process is reliable and successful.

2.3.10 Marketing Practices

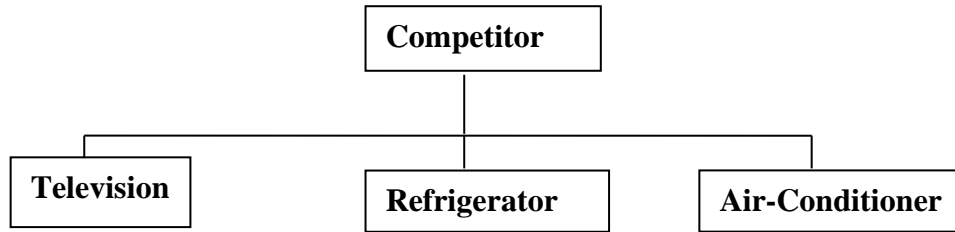
Walton Television's marketing department is working relentlessly to increase the companies brand value. Walton divided its product range into Electrical appliance, Home Appliance, Automobile etc. Each of the department has its own branding section. The branding department is responsible for promotion of the products. They are also responsible or digital marketing since they do not have any separate department for digital marketing. They marketing department works with the graphic design section in-order to produce promotional posters, banners, and the social media content. The Branding department is also responsible for customer query management. The marketing department is responsible for product innovation. They work with the R&D team to innovate products following the market trend.

2.3.11 Export Department

Walton hi-tech industries export department is the most growing and prominent unit in their corporate office. Currently, Walton TV is being exported to 7 European countries, specifically Germany, Italy, Greece, Denmark, Romania, Poland, Ireland, and Croatia. The market entry of Walton Television in each country was highlighted through various events in the respective regions. The ambassadors and business partners gathered to welcome the electronic brand in their zone. Besides, Ireland and the United Kingdom are the countries surrounding the Northern Europe Region for export. Poland and Croatia on the other hand, are the gateway to Eastern Europe for export business. The Export is all set to begin its operations in Italy. While the target for the upcoming month is Spain. The diverse market penetration is ensuring sustainable business growth in all respects. It's simultaneously playing a vital role in brand exposure, resulting in exponential growth of the export business.

2.4 Industry and Competitive Analysis

Bangladesh has a large demand for household goods due to its increasing population and economic growth. The fact that only about 60% of the population has access to energy demonstrates that if it is available in the country, demand will go higher. In the field of home appliances such as television, refrigerator, freezer, air-condition etc. Some of Walton's consumer electronic products competitors are:



Lg	-	LG
Smart	LG	General
Singer	-	Gree
Samsung	-	Samsung
Panasonic	Whirlpool	Eco Plus

Walton has started manufacturing major parts for the assembly of motorcycles. Right now, they hold nearly 8% of the market share. In this regard, Walton is doing admirably in the intensely competitive electronics industry. Dealers also play an important part in promoting goods to consumers through good salesmanship. They are critical for any business because they play a significant role in the advertisement and promotion of electronic goods. As a result, the more powerful and profitable the sales team, the better. Despite its sincere efforts, excellent reputation, and integrity, the firm is under pressure from the industry's rising and vigorous competition. Faced with rising market competitiveness and a large sales goal, Walton found that he had little choice but to become more successful in his marketing. Despite being satisfied with the current marketing scheme, Walton management needs to keep their eye on this regard. As a result, Walton management has tasked a survey on the country's market position in the Dhaka Region. Walton is now selling its goods with its own sales force and retailers throughout the nation. Walton Electronics has undoubtedly set the standard for export to an outstanding

level. This, in turn, is a great opportunity to represent Bangladesh in the international arena. Moving forward, the aim is to take the Made in Bangladesh tag to the next level within the next few years.

2.4 SWOT Analysis

The SWOT analysis of Walton Group will elaborate the Strength & Weakness of, and Opportunities & Threats for Walton Hi-Tech Industries Ltd.

Strength	Weakness
<ul style="list-style-type: none"> • Wider range of products • Strong local presence • Low-cost, high-quality product • Strong market knowledge • Advanced technology applications • Local brand loyalty • Industrial firm near capital • Only company that manufactures motorcycles • Superior Brand Image • Low Price and Good Quality 	<ul style="list-style-type: none"> • Shortage of skilled manpower • Problems with proper tracking • Shortage of accessories • Software • Low Quality Hardware • Customer care • Unable to Capture High Income Group • Relatively New • Reliability and Trust • Non-Listed • Lack of Variety
Opportunities	Threats
<ul style="list-style-type: none"> • Wide Range of Products • Sales Growth by Emerging Products • Increased Sales in Major Cities • Opportunities to Employ Skilled People • Innovative Product Introduction • Software Individuals Carrier • First Company to Export Electronics 	<ul style="list-style-type: none"> • Unethical competition in the market • Political instability stifles profits • More entrants enter the market • Consumer appetite shifts • Future Prospects • Foreign companies dominate market share • Price inflation • Corruption in port stifles export and import

2.7 PESTEL Analysis

PESTLE Analysis of Walton Television analyses the brand on its business strategies. It examines the various external factors like political, economic, social, technological (PEST) which impacts its business along with legal & environmental factors.

Political (P)

Political stability plays a key role in the triumph of an organization. A company flourishes if the major political factors are conducive to its operations. Walton has faced political pressures in Bangladesh. But, in Bangladesh in some context political environment hampers consumer goods industries as per different rules and regulations. Countries political environment if remains unstable and violent then the market become volatile which is harmful for a company. Walton sometimes has to face these kinds of volatility.

Economical (E)

The current condition of economy in Bangladesh is quite unstable for the pandemic of Covid 19. But if we see for long scenario then the consumer goods industries becoming a booming factor for economy. This economy also supports this growing position of electronic goods for home and abroad. So, Bangladeshi economical condition is quite feasible for Walton's current market position. The tall intrigued rate will encourage people to contribute and boost Walton's development prospects. At long last, changes within the cash rate might influence benefit and universal exchange.

Social (S)

Walton has effectively blended its approach of worldwide considering and acting locally. Indeed, after growing their sends out over a great number of nations, Walton has had to customize its items concurring to the wants of the nearby clients. Quickly shifting shopper likings can have both positive and negative inductions for the commerce where it can influence

one commerce emphatically and the other one negatively. Brands like Walton ought to watch out for such socio-cultural strengths when centering arranging their limited time endeavors.

Technological (T)

Nowadays, every company is attempting to harness the power of technology to its greatest advantage in order to transmit a distinctive picture of its brand. As a technological business, Walton has been able to use innovation to gain a competitive edge. The forward-thinking firm has relentlessly introduced new items to the market. For marketing purposes, the firm also employs a range of digital technologies in Bangladesh. The technical developments in the electronic home appliances sector have been tremendous. Starting with large box TVs, we've progressed to flat screen LED TVs, which are widely recognized and pleasantly enjoyed by the general public. Because technology is always evolving, Walton should incorporate it into its products in order to remain competitive.

Environmental (L)

The rising environmental pollution including technological progression has compelled business organizations to adopt innovative recycling and waste management practices. Moreover, assuming efficient waste management practices in organizational units that are located in or near urban areas is very crucial for Walton. Many countries have placed strict norms to guard their urban areas through effective waste management. Climate and climatic conditions can have an affect on company productivity. Extraordinary climate conditions, for case, might raise working costs and constrain Walton to create the esteem chain more adaptable. Buyer obtaining propensities may be influenced as a result of these advancements, inciting the commerce to alter its item and showcasing methodology.

Legal (L)

Since of customer stresses around security and security, information assurance has ended up a major issue. To secure shopper information, Walton must investigate information security rules. There are moreover rules in put to set the greatest cost, keep up a specific level of quality, and secure clients from misleading showcasing guarantees. To ensure compliance with customer assurance laws, Walton must look at these criteria.

2.6 Summary and Conclusions

The government of Bangladesh will encourage the nation to put significant focus on the electronic industry for the next few years to come. If we take a close look at the current scenario of Bangladesh, the garments industry is booming rapidly. but we also have to focus on technological product like ours. Besides, Electronic products are considered High Tech and hold a much more sophisticated position among the mass. Hence, the more we contribute to these categories of products, the higher the economy will flourish. Walton Electronics has undoubtedly set the standard for export to an outstanding level. This, in turn, is a great opportunity to represent Bangladesh in the international arena. Moving forward, the aim is to take the Made in Bangladesh tag to the next level within the next few years. Working with Walton was a fantastic opportunity for me. The work climate, as well as the supportive attitude of the staff, is something I can never forget. There is a distinction to be made between formal and experimental learning. Academic learning refers to the ideas we learned at NSU. We've studied a lot of fundamental concepts in company management. Those hypotheses have proven to be beneficial. Those ideas have aided us in developing insights that we can apply in the real world of business. Experimental learning, on the other hand, is learning by firsthand experience. I gained a lot of experimental learning experience through my internship at Walton.

I've gained experience, and I'm hoping to put it to good use in order to improve in areas where I'm lacking.

2.7 Recommendations

While working as an Intern at Walton, I noticed that there are a few issues in this department, and I have written some suggestions based on my observations as an Intern:

Walton television needs to increase their focus on their product design & pricing. If they successfully meet public demand with low price, then definitely it will be more flourished.

Walton television should reduce their lengthy process of managerial decisions which will make them more productive.

Walton Television need to focus on branding more than traditional sales. It will play a vital role in long lasting brand impression.

The Sales Administration and Branding departments should be staffed with more employees. Manpower shortages make it more difficult and result in reduced production.

It seemed that the job burden was excessive; work could be distributed. work could be distributed uniformly. During my internship, I noticed that some people overworked. If this happens, it will break the morale of the overworked personnel.

The compensation rate should be increased; I've seen people leave positions solely for the sake of the pay, not for the sake of the community. There are fewer employees in the workplace. They need to hire somebody.

Chapter 3 (Project Part)

Artificial intelligence: Essential to Successful Consumer Acquisition for the Consumer Electronics Goods Industry in Bangladesh

3.1 Introduction (Background, Objective(s) and Significance)

3.1.1 Background

Bangladesh is fastest growing country for electronic industry. The electronics industry in this country mostly produces consumer items. The large range of consumer electronic manufacturing and assembling is emerging due to modern technologies and opportunities. This developing era of partnerships between individuals, technologies, and artificial intelligence brings with it a new upsurge of opportunities. This becoming a good practice for efficient marketing as well as branding. The AI reproduces three core segment which are big data, machine learning and logical solutions. This helps marketers to aggregate and segments the big amount of market data. They are ensuring the right data to the right people.¹ In the sense of branding, in Bangladesh it's still in establishing concept. But, currently many of the local and multinational companies are looking forward to establish their brand from the core. Earlier days the corporations were not used to focus on branding. They focus more on their sales. Which is not create any long-term impact on the brand. So that, branding become a significance word for every corporation. Country like Bangladesh needs proper branding according to the right people, locations and other measurement. Electronics consumer goods is one the hi-tech products that is creating much more significance in the industries. Which have a strong connection with digital platforms. That platform is very vital to build the brand impression.

This paper attempts to how Artificial intelligence artificial intelligence will have greater impact with the consumer electronic goods in Bangladesh.

3.1.2 Objectives

A research study designed to assess the significance of the artificial intelligence and branding for consumer acquisitions and successful brand impression in the local market of Bangladesh.

General objective: To identify factors that will affect consumers interaction more effectively and to successful implementation of branding through artificial intelligence.

Specific objectives

- To assess the facts, attitude and practice of the artificial intelligence to branding of consumer electronic goods.
- To identify barriers and concerns related to artificial intelligence.
- To assess the awareness and perception of the marketers regarding the artificial intelligence as the most effective tool.
- To describe what marketers, take into account in making such decisions as whether to adopt significance by using artificial intelligence for branding.
- To develop productive procedure for securing brand impression to the market.

3.1.3 Significance

This study's findings will redound to marketers' benefit, considering that artificial intelligence plays a vital role in acquisition of consumer. The greater demand for branding with a good

impression justifies the need for more effective, efficient and productive approaches. Marketers will be guided on what should be emphasized by artificial intelligence in the corporate world through the best performance in sales and brand value creation.ⁱⁱ For the researcher, the study will uncover vital areas in the context of Bangladesh that many researchers could not explore in the sense. Thus, a new theory on artificial intelligence through branding may be arrived at.

3.2 Literature Review

Verma (2021) stated at his Artificial intelligence in marketing: Methodical appraisal and future research route paper that Artificial intelligence is being used in marketing to track and anticipate future purchase actions of target customers and to improve their voyage. Besides, big data, machine learning, and strong solutions are the key aspects of AI's capability. With the idea of "big data," marketers may collect and categorize massive volumes of information. The term "big data" refers to the ability of marketers to collect and categorize large volumes of information with minimum manual effort. They'll be able to convey the right message to the right individuals at the right time, via the channel of their choosing, thanks to this information. Marketers may use machine learning (deep learning) to understand and make logical inferences from enormous data sets. They will forecast consumption trends, follow and evaluate customer purchases, and forecast consumer behavior in the future. The product or the service is all about how consumer want it. So, simply its need data to reach them. If this data can be AI compelled the new consumer acquisition can be a great success. These stages have the control to infer quick promoting insights into your gathering of people so you'll make data-driven choices around the way to best reach them. for the occasion, systems like Bayesian Learning and Overlooking can offer assistance marketers pick up a clearer understanding of how open a client is to chosen showcasing exertion.

3.3 Methodology

The goal of this research paper is to systematically describe and analyze the relation between branding and artificial intelligence. This is to establish a cause-and-effect relationship between this two. This survey needed of quantitative data.

This survey needed the quantitative data, After that primary and secondary data had been collected. The quantitative data has been collected by controlling and manipulating variables through a simple questionnaire. Besides the impact of artificial intelligence on branding is being analyzed, then the research is been quite likely be quantitative in nature. So that, It been considered quantitative data collection methods as online survey and the report analysis.

The online survey took place through google docs. The survey contained of 10 multiple-choice questions including liner scales. The aim was to conduct the survey with 70 potential customers of electronic goods in google doc from 15-25 February 2021.

- The questions were been designed in multiple choice and liner scale
- The sampling method was non-probability approach.
- This includes convenience sampling and volunteer opt-in panels.
- It took only 1 minute to fill up the survey which was designed.
- Social media platform as Facebook and LinkedIn is being used to contact with participants.
- Sample size was 70 and the response rate 99%.

Online surveys typically produce results that cannot be widespread beyond the sample group, but they provide a more in-depth understanding of contributors' insights, incentives and emotions which is a good tool to measure the analysis.

3.4 Findings and Analysis

This research paper is about the impact of artificial intelligence on branding. As the consumer is more aware of the brand and has the acquaintance about its price, quality and specially the interaction. The more they will be involved towards that brand. The loyalty level increases with the age. In the midst of the fast spread of the most recent innovations as of late, bounty of showcase pioneers is fortified to boost up in a really more progressed and productive zone, inside which AI has solidified itself since of the foremost capable weapon.

In reality, increasingly are contributing in AI promoting - a good adoption to revolutionize the way we do promoting. the foremost later measurements appear that current AI innovation can boost commerce efficiency by up to 40%. The consumers, who are more social media oriented. Besides, Artificial intelligence added the interaction more effectively which provenly more effective than the brands who don't practice AI. Consumers are preferring the easy interface with ongoing communications. From the first result of survey that was calling for the brand they remember at the first glance. 47% of them had chosen Sony and 45% of them choose Walton. So, I analysis the way these two companies interact with their consumer.

Which of the following brands have you tried for electronic products? (Select all that apply)

70 responses

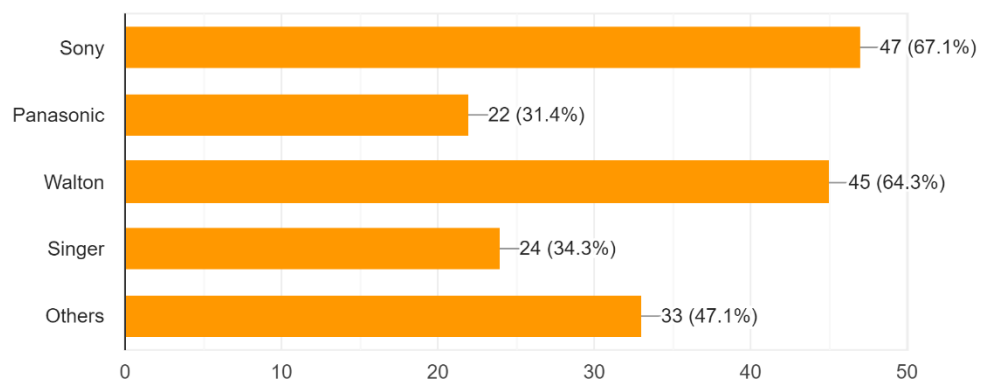


Table: 1.1 (Most used brand regarding consumer goods)

Approaching the same consumer for their brand communication they needed the user-friendly support which the systematical AI process can give. Consumer also getting a lot of brand names as I asked them to remember about electronic goods. But, which of them they are more loyal to? Here is the question. But it depends on how easily they can interact with brand. To clarify more in details, I needed to know the most used platform where consumer interact. I had found TVC and Facebook are the place where they are aware of the brands. If we go back to the previous days people are fully on television ads. Whereas now people are more active on social media platform like Facebook.

Which platform usually give you the insights of this kind of product?

70 responses

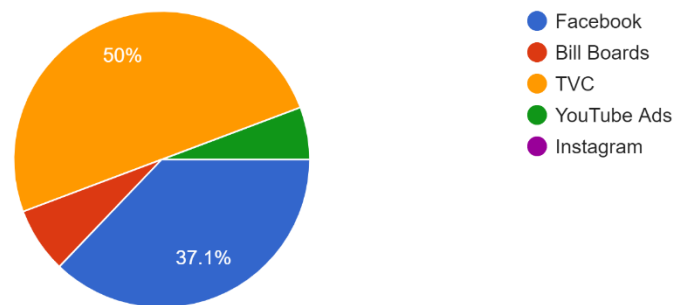


Table: 1.2 Most used Platforms

Classic way of marketing like billboards and prospectus are now less effective for the modern time. So, I asked the participants whether the billboards are effective to draw their mind or not? But I didn't get those strong positive results. People are busy and they are more on screen than outside. From table 1.3 we actually get an idea for this fact.

Does bill boards and posters gain your attention for their brands?

70 responses

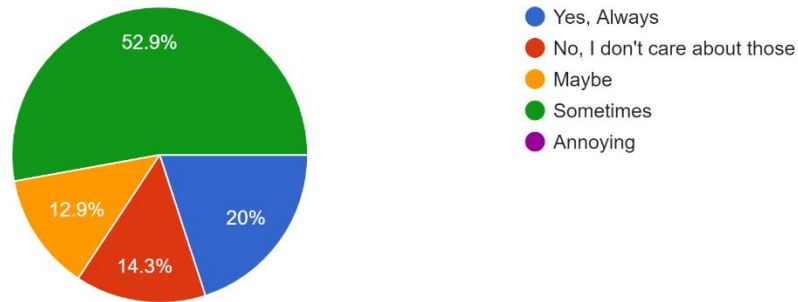


Table: 1.3 Effects of billboards

From table 1.2 and 1.3 explains the consumer are more active on screen on their gadgets than to the outdoors. Now It comes to brand interactions where they actually prefer and how they prefer. From table 1.4 people prefers the direct interaction than TVC and bill board in majority. So that they need more on responsive platform than outdoorsy platforms.

On a scale of 1 to 10, how likely is that you prefer brand interactions than just watching TVC or billboards?

69 responses

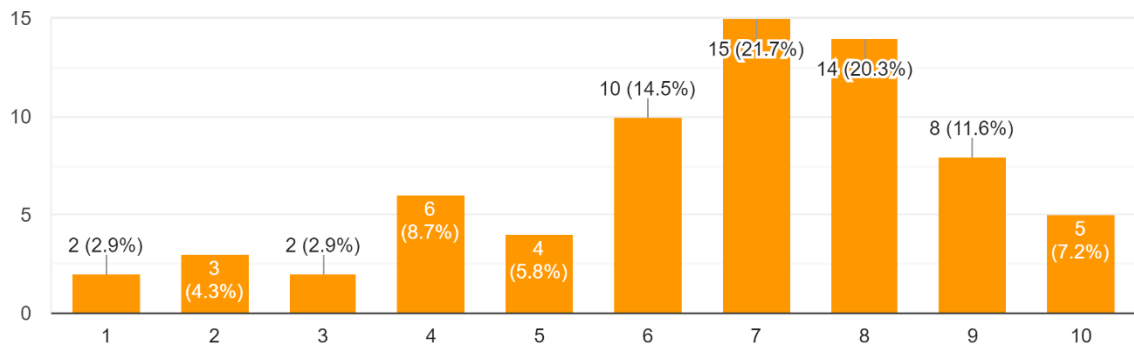


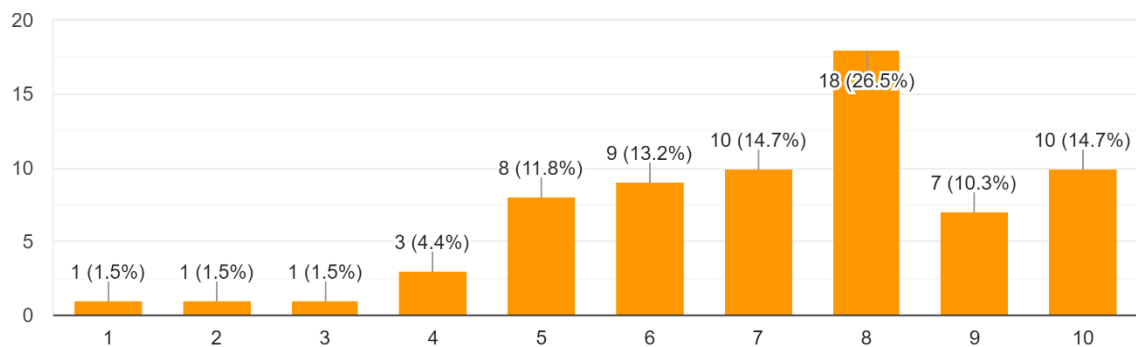
Table: 1.4 Preferences of brand interactions

This result from table 1.4 indicates the direct interactions needed for brand loyalty. Brand interaction increases brand awareness in depth. Which is creating the need of AI technologies in brand communications.

Table: 1.5 Preference of quick response from brand

On a scale of 1 to 10, how likely is that you prefer quick response than get it to know by yourselves from a brand if you need any query?

68 responses



As we know the facts which leads the consumer behavior regarding their buying. For a lot of today's marketers, AI is used to enhance advertising groups or to carry out greater tactical responsibilities that require much less human nuance. Factually, 4 different methods have been discovered are:

- Think realistically
- Think sensibly
- Act humanely
- Act rationally

AI makes the branding mechanization more intelligent. It can work with computerization to enable translating data into decisions, meaningful interactions and positively impact consumer behavior. This is how it works –



It can work with marketing automation to enable translating data into decisions, meaningful interactions and positively impact the brand positioning. AI can help marketers scale the number of campaigns they create, determine the following best actions for purchasers, then define which campaign to send to them properly.

Everything is about data, but what matters more is quickly and accurately turning data into actionable insights. In other words, the speed with which the branding tasks are executed and implemented could be a critical element that AI marketing can bring around the business. AI makes your marketing automation more intelligent. So, getting the consumer acquisition and the brand positioning required the artificial intelligence. From the table 1.5 indicates that consumer will increase their brand loyalty if the direct response from brand is happens. For

each consumer responding the brand team needs the structural artificial intelligence procedures.

On a scale of 1 to 10, how likely is that you prefer When you get instant response from any brand?
69 responses

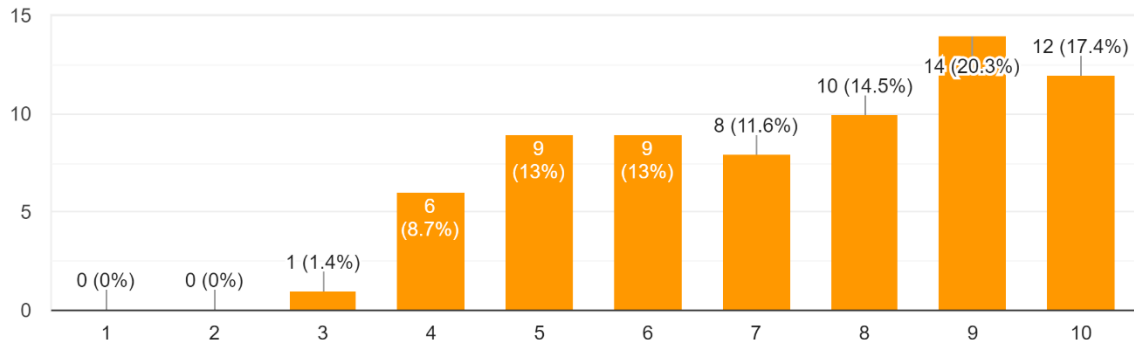


Table: 1.5 Preference of instant response

The table show the majority of the people prefers the instant response form the brand which is important. AI is able to gather and track real-time vital information so that marketers can make decisions right at the minute without having to hold up until the operations conclusion. They can control what to do following based on the data-driven reports so that the choices will be more brilliant and more segregated.

3.5 Summary and Conclusion

In the following years, marketers of our country can expect greater impact of Artificial Intelligence, through more smart searches, smarter ads, refined content delivery, relying on

bots, continued learning, preventing deception and data breaches, sentiment analysis, image and voice recognition, sales forecast, language recognition, prognostic customer service, customer dissection and so on. Which is giving orderly direction for how human marketers and buyers can group up with AI, which has significant suggestions for retailing, which is the interface between marketers and buyers.ⁱⁱⁱ Drawing from the numerous shrewd see that AI progresses from mechanical, to consider, to feeling insights (based on how troublesome for AI to imitate human keen), the system sets that collaboration between AI and branding can be accomplished by 1) recognizing the particular interaction of AI, 2) having lower-level AI expanding higher-level communications and 3) moving branding to the next insights level when AI robotizes the lower level.^{iv} At the modern-day brand management and customer acquisition depends on an inside and out. The capacity to make constant, information driven choices has carried AI to the cutting edge for promoting partners. Be that as it may, showcasing groups should be knowing when closing how to best coordinate AI into their missions and tasks. The turn of events and utilization of AI instruments are as yet in the opening stages. It will create the dynamic changes in the field of electronic consumer goods in Bangladesh by proper utilizing all the facilities.

3.6 Recommendations

The force of Artificial Intelligence in brand the board is immense which is the primary justification this paper. Simulated intelligence marking permits advertisers to head a tremendous measure of promoting information examination from web-based media,

management, as well as the client handling in a moderately quicker time. That is the reason AI branding is an absolute necessity for each business. Brand managers should practice the procedure which incorporates various mechanism that can help the brands perform so well and keep the customer loyalty to different level.

Branding automation. AI makes the automation of branding more intelligent. It can be enabling translating data into decisions and productive interactions. Which will have a positive effect on the brand positioning. Certain practices as for brand management marketers can use different technics should be incorporated-

- Automated decision making
- Data analysis
- media buying
- Content generation
- Real-time personalization

Compelling AI-Powered Solutions give advertisers a focal stage for dealing with the far-reaching measures of information being gathered. These stages can infer astute promoting insight into your intended interest group so you can settle on information driven choices about how to best contact them. For instance, structures, for example, Bayesian Learning and Forgetting can help advertisers acquire a clearer comprehension of how open a client is to a particular promoting exertion.^v

Clearly Artificial Intelligence holds an essential job in assisting advertisers with interfacing buyers. The accompanying parts of AI promoting make up the present driving arrangements that are assisting with overcoming any issues between the far-reaching measures of client information being gathered and the significant subsequent stages that can be applied to mark the executives.

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Appendix A.

Google Survey Details

Google survey report from 70 peoples

Age range: 22-35

Occupation: Student & Job holders

Location: Dhaka metropolitan

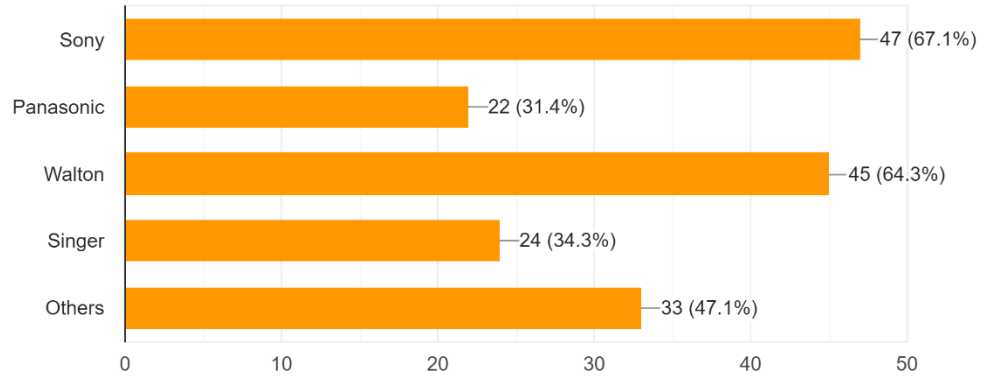
Questionnaires

- I. Which of the following brands have you tried for electronic products?
- II. When you think about electronic products, which brand come up to your mind?
- III. How many brands have you heard of before which is related to the electronic good?
e.g., TV, Refrigerator, Washing Machine etc.?
- IV. Which platform usually give you the insights of this kind of product?
- V. Does bill boards and posters gain your attention for their brands?
- VI. On a scale of 1 to 10, how likely is that you would recommend your brand which you knew from advertisements to a friend or colleague?
- VII. On a scale of 1 to 10, how likely is that you prefer brand interactions than just watching TVC or billboards?
- VIII. On a scale of 1 to 10, how likely is that you prefer quick response than get it to know by yourselves from a brand if you need any query?
- IX. On a scale of 1 to 10, how likely is that you prefer When you get instant response from any brand?
- X. From where did you buy your electronic goods maximum times?

Survey Result

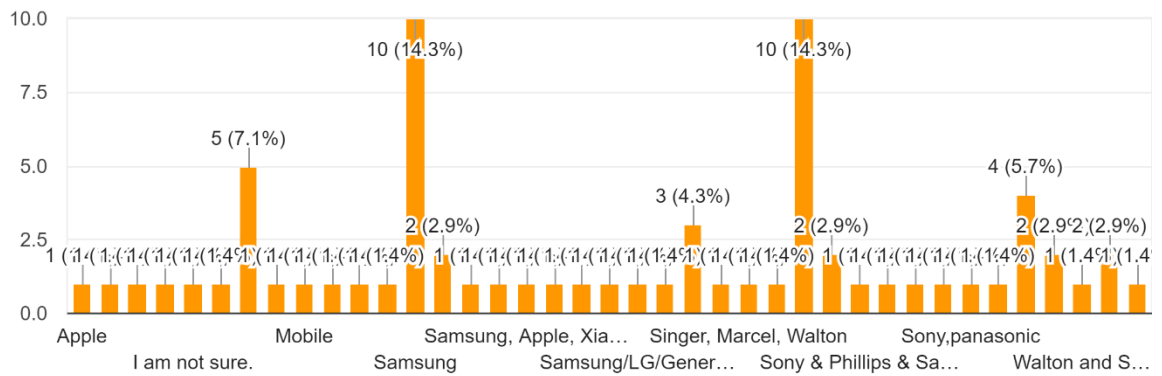
Which of the following brands have you tried for electronic products? (Select all that apply)

70 responses



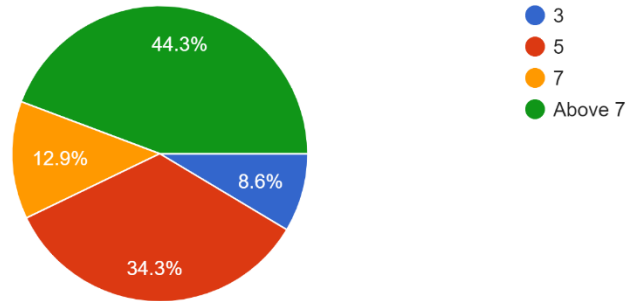
When you think about electronic products, which brand come up to your mind?

70 responses



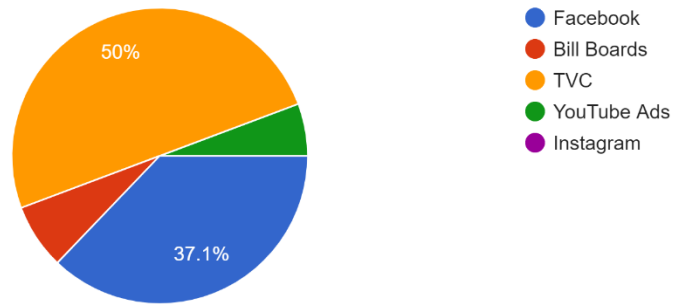
How many brands have you heard of before which is related to the electronic good. e.g. TV, Refrigerator, Washing Machine etc.?

70 responses



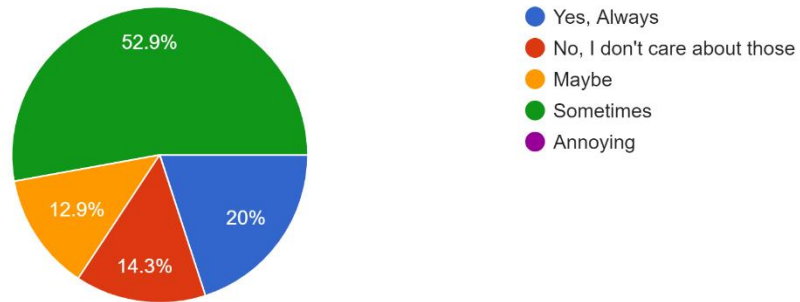
Which platform usually give you the insights of this kind of product?

70 responses



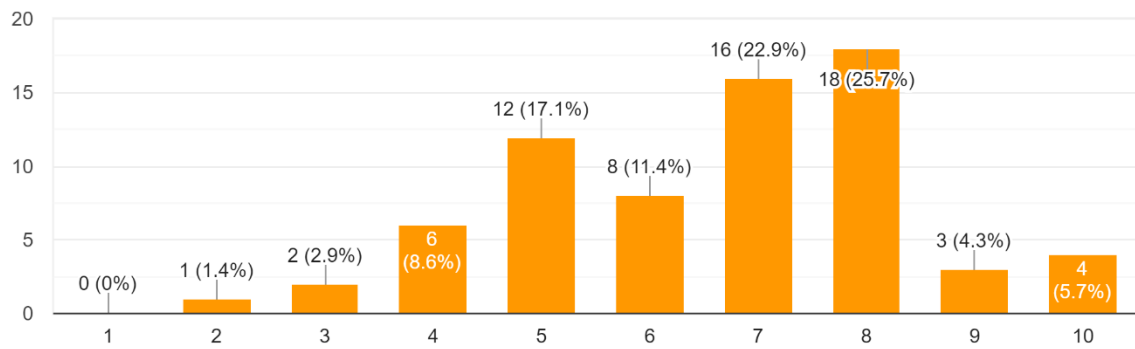
Does bill boards and posters gain your attention for their brands?

70 responses



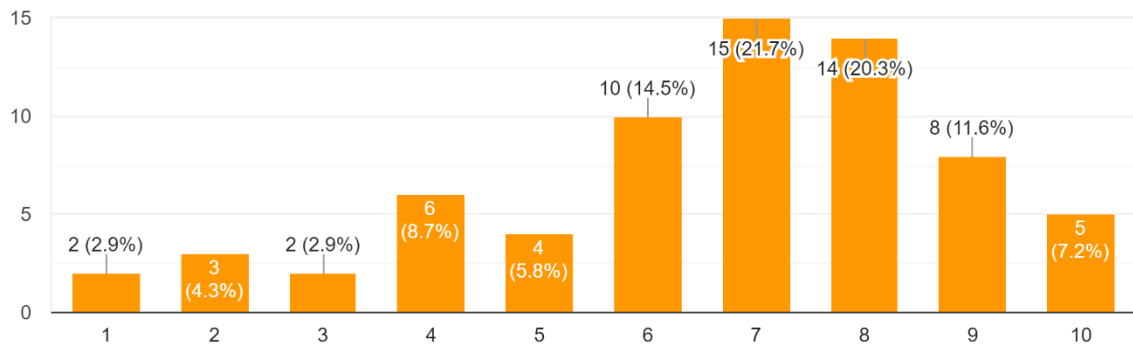
On a scale of 1 to 10, how likely is that you would recommend your brand which you knew from advertisements to a friend or colleague?

70 responses



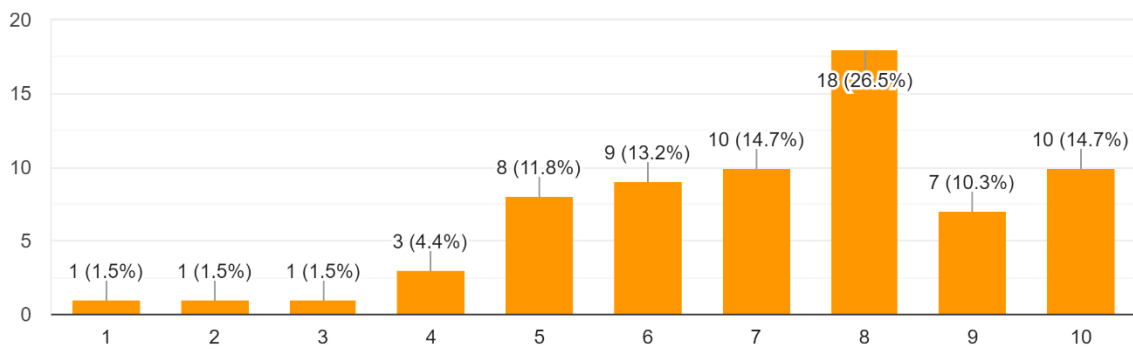
On a scale of 1 to 10, how likely is that you prefer brand interactions than just watching TVC or billboards?

69 responses

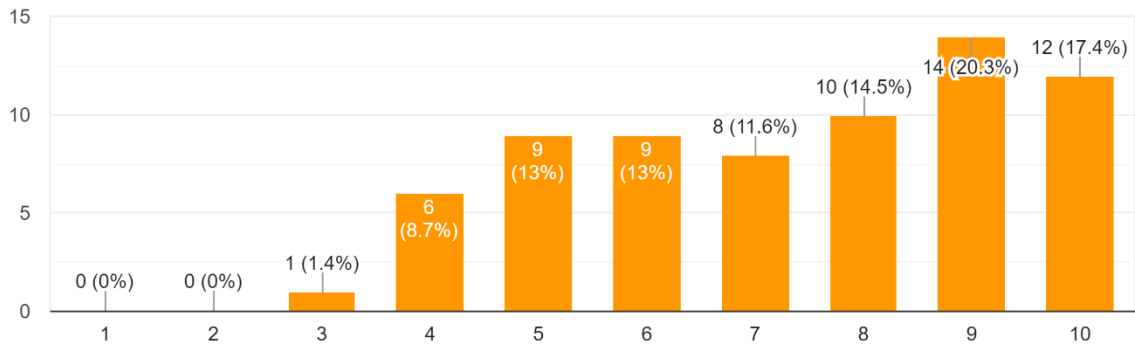


On a scale of 1 to 10, how likely is that you prefer quick response than get it to know by yourselves from a brand if you need any query?

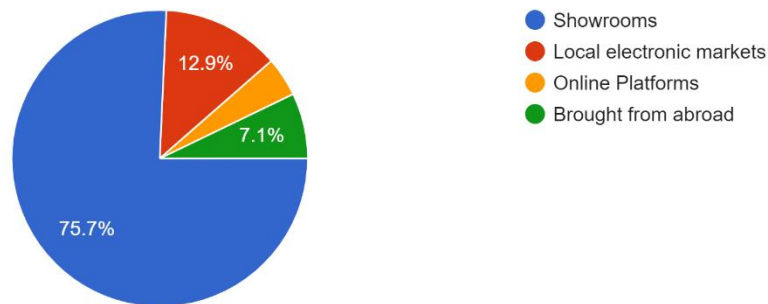
68 responses



On a scale of 1 to 10, how likely is that you prefer When you get instant response from any brand?
69 responses



From where did you buy your electronic goods maximum times?
70 responses



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ⁱⁱ Eriksson, T., Bigi, A., & Bonera, M. (2020). Think with me, or think for me? On the future role of artificial intelligence in marketing strategy formulation. *The TQM Journal*.

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