

Report On  
“ANALYZING THE SALES OF RASEL INDUSTRIES LIMITED”

By

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20164001

An Internship Report submitted to the BRAC Business School in partial  
fulfillment of the requirements for the degree of  
Master of Business Administration

BRAC Business School  
BRAC University  
30<sup>th</sup> September, 2022

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## **Declaration**

It is hereby declared that,

1. The internship report which I have submitted is from my own original work while completing degree at BRAC University.
2. It does not contain any material taken from any previously published document or is not written by a third party, except where this is properly cited through full and precise 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 recognized all main sources of help.

**Student's Full Name & Signature:**

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Md. Saifur Rahman Khan

20164001

**Supervisor's Full Name & Signature:**

---

Dr. Salehuddin Ahmed, PhD

Professor, BRAC Business School

BRAC University

## **Letter of Transmittal**

Dr. Salehuddin Ahmed, PhD

Professor, BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

**Subject: Internship Report on “Analyzing the Sales of Rasel Industries Limited”**

Dear Sir,

This is my desire to represent my internship report regarding “Analyzing the Sales of Rasel Industries Limited”, which I was selected by your direction.

I have attempted and dedicated my best effort to finish the report with the vital data and suggested plan in a noteworthy dense and complete manner as possible.

I believe that the report will meet the requirements and thanks for providing me such an occasion to work on this topic.

Sincerely yours,

---

Md. Saifur Rahman Khan

20164001

BRAC Business School

BRAC University

Date: 30th September, 2022

## **Non-Disclosure Agreement**

- I comprehend that Confidential Information is secured in each structure, for example, composed records and correspondence, oral interchanges, and PC projects and applications.
- I make a deal to avoid utilizing, duplicate, make notes with respect to, expel, discharge, or reveal Confidential Information, except if it is allowed by the Business arrangement.
- I agree that my commitments under this Agreement proceed after my work or my time as an intern concludes.
- I agree not to allow any other person to have access to the information given to me by the bank.

### **Student's Full Name & Signature:**

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Md. Saifur Rahman Khan

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### **Rasel Industries Supervisor's Full Name & Signature:**

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Mr. Shamsul Bashar

Director

Rasel Industries Limited

## **Acknowledgement**

My sincerest welcome to my supervisor Dr.Salehuddin Ahmed, Phd, Professor of BRAC University for providing his gentle instruction, proper idea, improvements and guidelines for the accomplishment of my report. Without his support it would have been tough for me to complete the report.

I am really grateful to Mr. Shamsul Bashar, Director for giving me the chance to complete my internship program from this industry.

I also like to thank Nurul Absar Rasel of Rasel Industries Limited, Dhaka for supporting me for 3 months program and gain good experience in this industry. I am also really pleased also for the knowledge that I also acquired during my close association with my colleagues on different sectors and other officials who helped me by sharing their enriched experience during the internship period.

## **Executive Summary**

Rasel Industries Ltd. was emerged into automobiles business since 2004. Since its inception, having the good reputation in the domestic automobiles market; the company is operating strongly through rapid growth that enable to reach the desired and ultimate destination.

During my internship period I have seen different types of desk works. I have done practical staffs in those areas as well.

The key purpose of my report is to deliver a general impression on Sales of Rasel Industries Limited. It will also provide diverse features, standings, conditions and ways to improve the different services of the industry.

In this report I have provided the works which I have done myself through my internship period with the help of other officials in different department of Rasel Industries Limited. In this report, I have tried to describe the different ways of Sales of Rasel Industries Limited

Finally, I have learnt about the various rules, standards, circumstances required to do sales, knowing its outcomes and ways required for solving them if it gets riskier.

I have seen different aspects of Sales of the industry and also gained quite a bit of knowledge from the officials.

# Contents

<b>Declaration</b> .....	ii
<b>Letter of Transmittal</b> .....	iii
<b>Non-Disclosure Agreement</b> .....	iv
<b>Acknowledgement</b> .....	v
<b>Executive Summary</b> .....	vi
<b>List of Tables</b> .....	x
<b>List of Figures</b> .....	xi
<b>List of Acronyms</b> .....	xiii
<b>Glossary</b> .....	xiv
<b>Chapter 1:</b> .....	1
<b>“Origin of The Report”</b> .....	1
<b>1.1 Origin</b> .....	2
<b>1.2 Objectives</b> .....	2
<b>1.3 Scope of the Report</b> .....	2
<b>1.4 Methodology of the Report</b> .....	3
<b>1.5 Limitations of the Report</b> .....	3
<b>Chapter 2:</b> .....	4
<b>“Organizational Overview of Rasel Industries Limited”</b> .....	4
<b>2.1 Introduction of the Industry</b> .....	5

<b>2.2</b>	<b>Models Available in the Market</b> .....	<b>6</b>
<b>2.3</b>	<b>Brands of Rasel Industries</b> .....	<b>7</b>
<b>2.4</b>	<b>Timeline</b> .....	<b>8</b>
<b>2.5</b>	<b>Organizational Structure</b> .....	<b>9</b>
<b>2.6</b>	<b>Departments</b> .....	<b>10</b>
<b>2.7</b>	<b>Main Branches</b> .....	<b>11</b>
<b>2.8</b>	<b>Authorized Service Centers</b> .....	<b>12</b>
<b>Chapter 3:</b> .....		<b>14</b>
<b>“Sales of the Industry”</b> .....		<b>14</b>
<b>3.1</b>	<b>Best bikes of the industry</b> .....	<b>15</b>
<b>3.2</b>	<b>Comparative study of the best bikes</b> .....	<b>16</b>
<b>3.3</b>	<b>Quantities of all bikes (2019-2022)</b> .....	<b>19</b>
<b>3.4</b>	<b>Prices of all the bikes (2019-2022{September})</b> .....	<b>24</b>
<b>3.5</b>	<b>Renowned bike Café Racer 125</b> .....	<b>28</b>
<b>3.6</b>	<b>Sales of Victor R Series</b> .....	<b>29</b>
<b>Chapter 4</b> .....		<b>32</b>
<b>“Findings and Recommendation”</b> .....		<b>32</b>
<b>4.1</b>	<b>Findings of the Study:</b> .....	<b>33</b>
<b>4.2</b>	<b>Recommendation of the Study:</b> .....	<b>33</b>
<b>Chapter 5</b> .....		<b>34</b>



<b>“Conclusion and References”</b> .....	34
<b>5.1 Conclusion:</b> .....	35
<b>5.2 References</b> .....	36
<b>5.3 Others</b> .....	36
<b>5.4 Appendix</b> .....	37

## List of Tables

<b>Table 1: Models Available in the Market .....</b>	<b>6</b>
<b>Table 2: Quantity of 2019.....</b>	<b>19</b>
<b>Table 3: Quantity in 2020.....</b>	<b>20</b>
<b>Table 4: Quantity in 2021.....</b>	<b>20</b>
<b>Table 5: Quantity in 2022.....</b>	<b>21</b>
<b>Table 6: Price in 2019 .....</b>	<b>24</b>
<b>Table 7: Price in 2020 .....</b>	<b>25</b>
<b>Table 8: Price in 2021 .....</b>	<b>25</b>
<b>Table 9: Price in 2022 up to September .....</b>	<b>26</b>
<b>Table 10: Price &amp; Quantity of Victor R series .....</b>	<b>30</b>

## List of Figures

<b>Figure 1: Timeline</b> .....	8
<b>Figure 2: Board of Directors</b> .....	9
<b>Figure 3: Board of Directors</b> .....	9
<b>Figure 4: Statistics of 2019</b> .....	16
<b>Figure 5: Statistics of 2020</b> .....	16
<b>Figure 6: Statistics of 2021</b> .....	17
<b>Figure 7: Statistics of 2022(September)</b> .....	18
<b>Figure 8: Sales of best bikes of the industry</b> .....	18
<b>Figure 9: Amount sold in 2019</b> .....	21
<b>Figure 10: Amount sold in 2020</b> .....	22
<b>Figure 11: Amount sold in 2021</b> .....	22
<b>Figure 12 :Amount sold in 2022 (September)</b> .....	23
<b>Figure 13: Determined Price in 2019</b> .....	26
<b>Figure 14: Determined Price in 2020</b> .....	27
<b>Figure 15 : Determined Price in 2021</b> .....	27
<b>Figure 16: Determined Price in 2022(September)</b> .....	28
<b>Figure 17: Price &amp; Quantity of Café Racer 125</b> .....	29
<b>Figure 18: Price of Victor R Series</b> .....	30

**Figure 19: Quantity of Victor R Series ..... 31**

## **List of Acronyms**

- RIL- Rasel Industries Limited
- TK- Taka
- Carb- Carburetor
- Ltd- Limited
- MRP- Market Price

## **Glossary**

- Cafe Racer- Model of Victor R Series
- K19- Model of Lifan Series
- KP- Model of Lifan Series
- KPR- Model of Lifan Series
- KPT Model of Lifan Series
- KPV- Model of Lifan Series
- XPECT- Model of Lifan Series
- Classic 100- Model of Victor R Series
- V80 Express- Model of Victor R Series

## **Chapter 1:**

# **“Origin of The Report”**

## **1.1 Origin**

I have made an internship report on “ANALYZING THE SALES OF RASEL INDUSTRIES LIMITED” based on the guidelines of my advisor and my learning. As per his instruction and understanding I wrote the report based on the Quantitative data of Rasel Industries Limited and my experience with the officials while I worked there. This report has been designed to provide basic understanding of the corporate sales environment of Rasel Industries limited and performance of the branch.

## **1.2 Objectives**

The purposes of the study are shortened in the following manner:

- To learn different works of the automobile industry
- Analyzing the performance of sales of the industry
- Outlook the presentation of theoretic knowledge in the real life

## **1.3 Scope of the Report**

As an intern the choice and thoughts of mine was very much restricted and inadequate. I had to abide by some rules for acquiring different source of data for writing my report. It is based on reflection and lessons through my internship period in the industry. The study generally covers the sales areas.



## **1.4 Methodology of the Report**

This report is generally arranged on the basis of both main and subordinate information

### **Main information:**

- Informal interview with the employees of the concerned department
- Having general conversations with general majors and staffs of the branch
- Experience of hands-on work from different desk were covered

### **Subordinate information that was used for this report are:**

- ❖ Statement of affairs on yearly basis
- ❖ Other sources
  - Sales statement on yearly basis
  - Through official website
  - Selling mechanism of the automobile industry

## **1.5 Limitations of the Report**

- To make a report on some issues takes much time but in practice we are given a short time.
- The study was conducted only on the shorter level. Full performance could not be assessed for time restrictions.

Finally, the lack of depth of my knowledge and the analytical capacity for writing such report is also a shortcoming of this study.

## **Chapter 2:**

# **“Organizational Overview of Rasel Industries Limited”**

## 2.1 Introduction of the Industry

Rasel Enterprises Co., Ltd. has been associated with the automobile business starting around 2004. Since its foundation, the organization has partaken in a high standing in the homegrown vehicle market. The organization works firmly through quick development which empowers it to accomplish its ideal ultimate objective. Rasel Enterprises Restricted is the sole wholesaler of his LIFAN, VICTOR-R and MOTOCROSS marked bikes in Bangladesh. furthermore, wholesalers. RIL has started a gradual assembling process.

Rasel Enterprises Ltd. will proceed to develop and adjust to an influencing world, yet its essential establishment has not changed since the organization was established, the underpinning of reasonableness, honesty and a general worry for its clients. Trust, insight and information are our main concerns. The RIL Administration Office is carefully coordinated. A group of experienced specialized staff offers full-support backing to give total fulfillment to our esteemed clients.

Moreover, most outlets are additionally outfitted with present day studios to offer quick support to clients. RIL keeps on testing in the space of '**delight of transportation**', '**biologically creative innovation**' and '**way of life fulfilling**'. This makes Rasel Businesses Ltd. an association that takes a stab at designing, assembling and promoting greatness and has a noticeable presence in the homegrown market.

## 2.2 Models Available in the Market

BRAND	MODEL	CC	MRP (BDT)
LIFAN	KPR 165R CARBURETOR	165	199,000
LIFAN	KPR 165R FI	165	210,000
LIFAN	KP 165	165	165,000
LIFAN	KPT 150 FI ABS	150	310,000
LIFAN	KPV 150	150	280,000-310,000
LIFAN	K19	165	270,000-280,000
LIFAN	XPECT	150	320,000
VICTOR-R	CLASSIC 100	100	85,000
VICTOR-R	V80 EXPRESS	80	70,000
VICTOR-R	CAFÉ RACER 125	125	125,000

**Table 1: Models Available in the Market**

## 2.3 Brands of Rasel Industries



**LIFAN**

**MOTOCROSS**

**VICTOR-R**

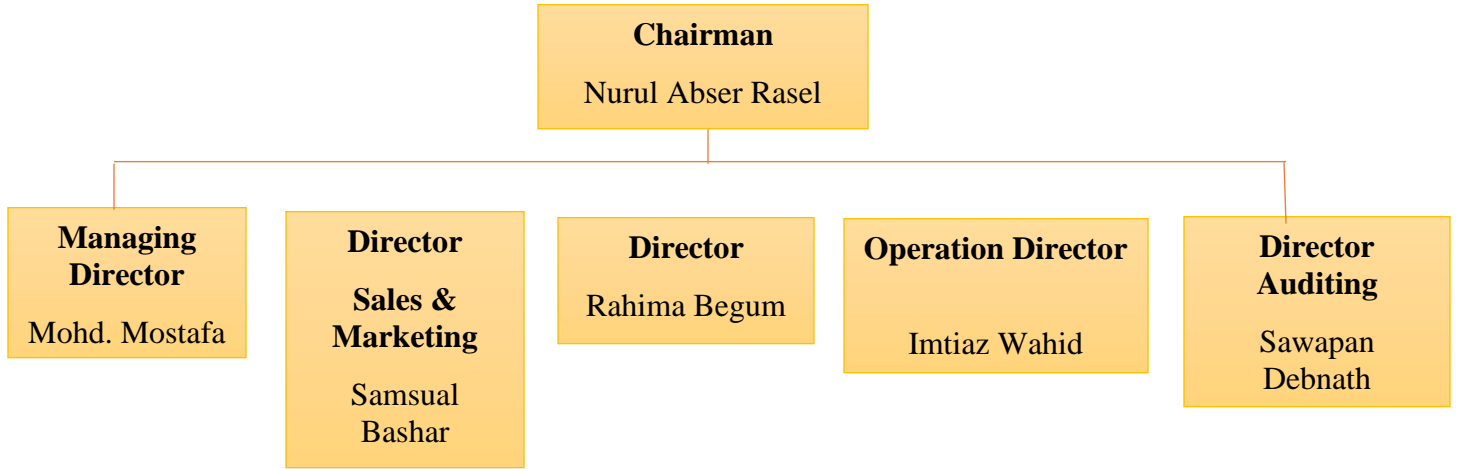
## 2.4 Timeline



**Figure 1: Timeline**

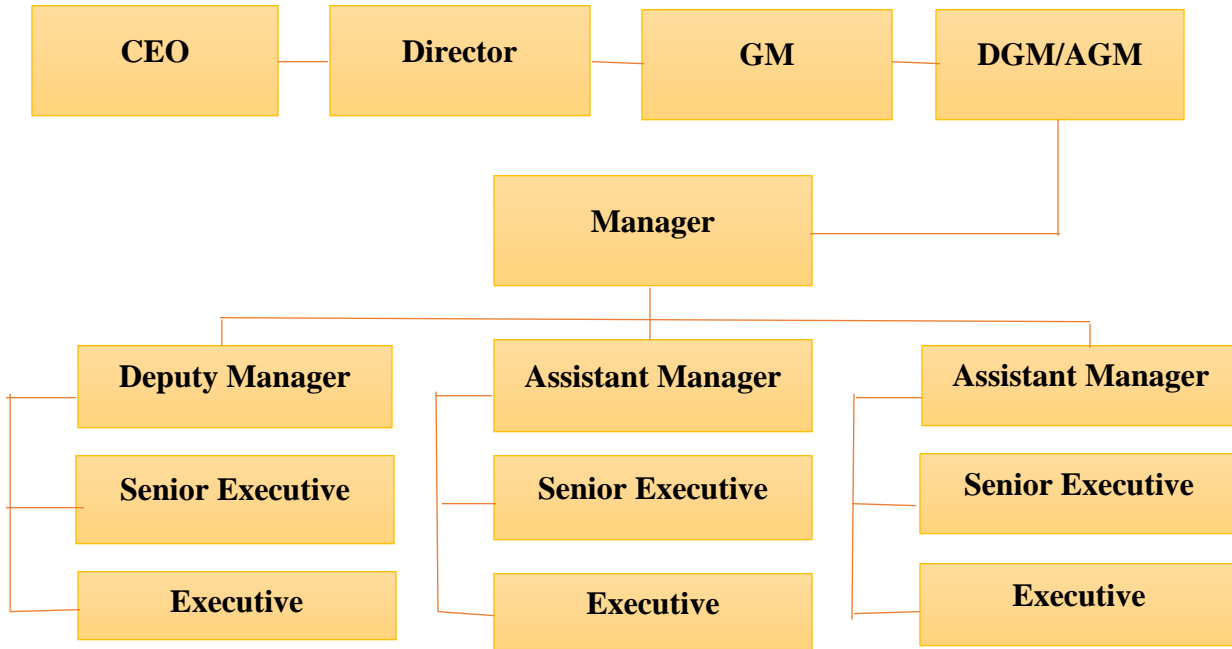
## 2.5 Organizational Structure

### Board of Directors



**Figure 2: Board of Directors**

### Reporting Structure



**Figure 3: Board of Directors**

## **2.6 Departments**

### **1 Sales & Marketing Department**

- Looks after sales and marketing sector
- Creates new dealership
- Retains relation with established dealership
- Does marketing publicity activities

### **2 Accounts & Finance Department**

- Preserves records in accounting books
- Looks after cash flow
- Does auditing on fixed intervals

### **3 Service Department**

- Delivers after sales service for all bikes
- Delivers spare parts
- Heeds to consumer feedback

### **4 Factory Department**

- Assembles motorcycle
- Manufacture parts
- Retains stock
- Transports motorcycles to dealers



## **2.7 Main Branches**

### **SHANARPAR SERVICE CENTER**

**E-10, Mizmizi, Siddhirgonj,**

**Siddhirganj PS; Narayanganj-1430;**

**Bangladesh**

### **MIRPUR SERVICE CENTER**

**252/1, Senpara Porbota,**

**Mirpur 10, Bangladesh**

## **2.8 Authorized Service Centers**

They have multiple service centers almost across whole Bangladesh. They are given below:

**RIDERS CAFÉ 342**, Daniya, Jatrabari, Dhaka 1236 - 01682903475

**MOTO GARAGE**, 219/13/2 (Kafrul Super Market) Near Vanga Bridge, 60 feet road, Mirpur, Dhaka – 1216 - 01626528814

**MOTOR PARADISE BD**, House # 56 Baganbari, Banasree Staff Quarter Link Road, Khilgaon Dhaka 1219 - 01551 076031

**UNIQUE MOTORSPORTS**, D- 160, Al Misfallah Bhaban, Kadirgonj, Rajshahi - 01312624614

**MOTO STATION PRO**, New Chadgaon Thana West Side, Shah Amanat Road, Chandgaon, Chittagong - 01781887447

**SHIPLU MOTORCYCLE ENGINEERING WORKSHOP**, 01 J N C Road, Nurpur Alamnagar, Rangpur - 01779705156

**RIFAT AUTO WORKSHOP**, Dhorola Shetu Road, Kurigram - 01926481714.

**MAYER DOA ENGINEERING WORK SHOP**, Upazilla Chattar, Nageshawri, Kurigram - 01768833342

**Z&Z ENTERPRISE**, Gohail Road, Sutrapur, Bogura - 01711164641

**KDA MOTORS**, Muradpur, Chittagong - 01714080932

**GOLDEN MOTORS**, 9, Shahjalal Plaza, Subhani Ghat 3100, Sylhet - 01717490419

**SA MOTORS**, Velanogor Narshingdi - 01711126508

**BISMILLAH MOTORS**, Chandora Pallibiddut, Gazipur - 01713579374

**RABBI MOTORS**, Radhanogor, Pabna - 01716141674

**NASIM ENTERPRISE**, Shapahar, Porsha, Noagaon - 01728172467

**DHAKA MACHINERIES**, Natore Sadar, Natore - 01743905921

**ASIA MOTORS**, Tetulia Road, Panchagarh. - 01717817124

## **Chapter 3:**

### **“Sales of the Industry”**

### **3.1 Best bikes of the industry**

#### **KPR 165 CARBURETOR**

The Lifan KPR 165 carburetor is a product of Lifan. Lifan is a Chinese brand. Lifan KPR 165 carburetors are collected/fabricated in China. The bicycle is controlled by a 165-motor creating a greatest force of 17 hp and a most extreme force of 17 Nm at 8000 rpm. The Lifan KPR 165 carburetor can run KM each hour and consumes around 45 KM of fuel for every liter.



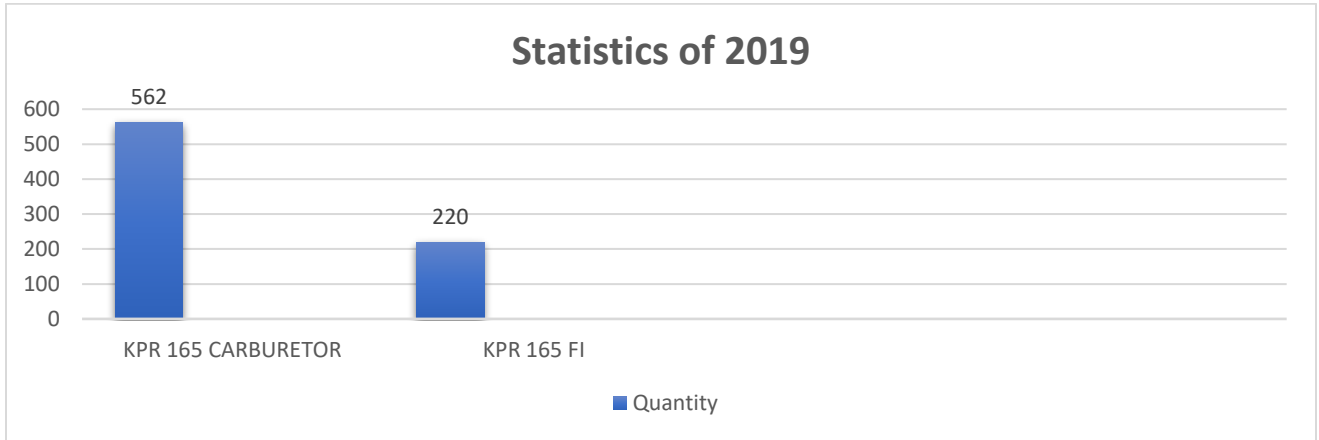
#### **KPR 165 FI**

The Lifan KPR 165 FI is a product of Lifan. Lifan is a Chinese brand. The Lifan KPR 165 FI is gathered/produced in China. The bicycle is controlled by a 165-motor delivering a greatest force of 17 hp and a most extreme force of 17 Nm at 8000 rpm. The Lifan KPR 165 he can run KM each hour and consumes around 45 KM of fuel for every liter.



### 3.2 Comparative study of the best bikes

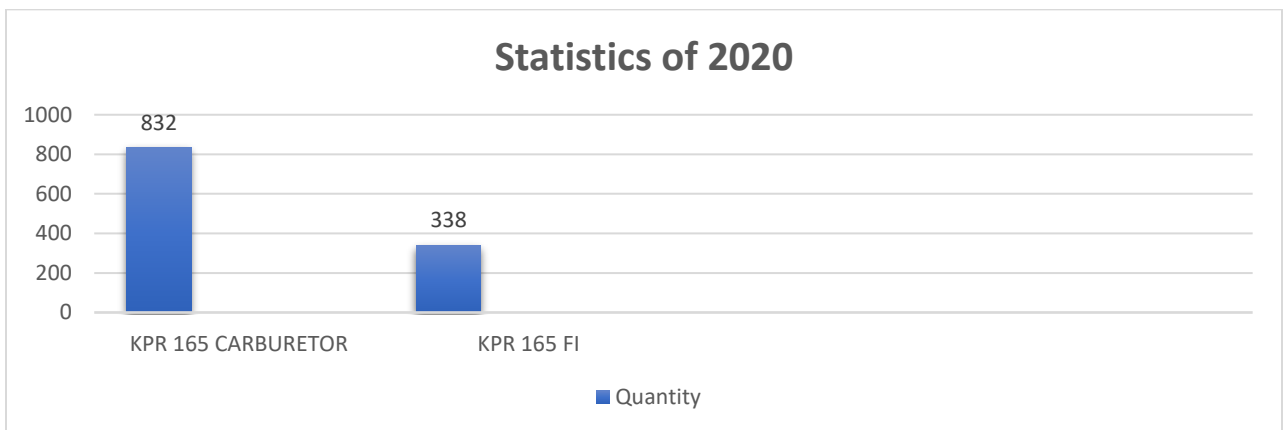
In 2019,



**Figure 4: Statistics of 2019**

In the year 2019 before the Covid-19 struck in Bangladesh Rasel Industries sold KPR 165 Carburetor worth of TK199000 at a quantity of 562 which was the best in the industry and they sold their KPR 165 FI version at a worth of TK185000 at a quantity of 220 which was also a very good bike in the country.

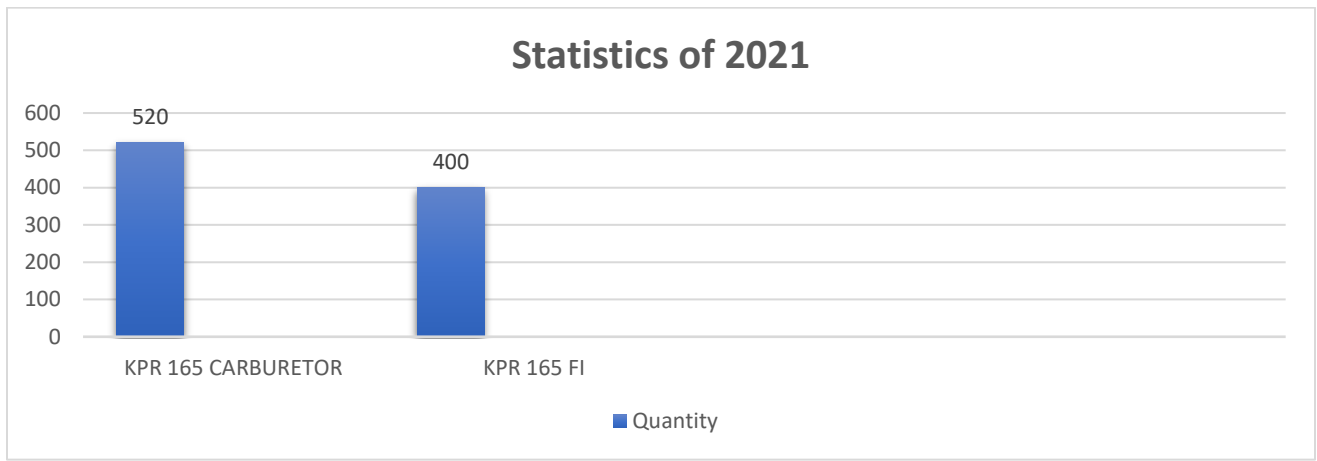
In 2020,



**Figure 5: Statistics of 2020**

In the year 2020 at the time of Covid-19 in Bangladesh, Rasel Industries sold KPR 165 Carburetor worth of TK199000 at a quantity of 832 which was the best in the industry and they sold their KPR 165 FI version at a worth of TK185000 at a quantity of 338 which was also a very good bike in the country.

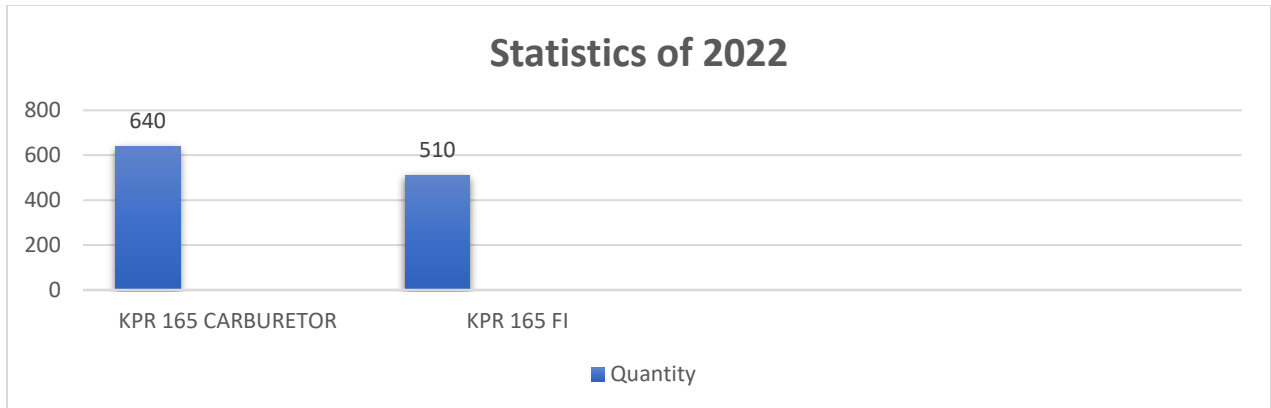
**In 2021,**



**Figure 6: Statistics of 2021**

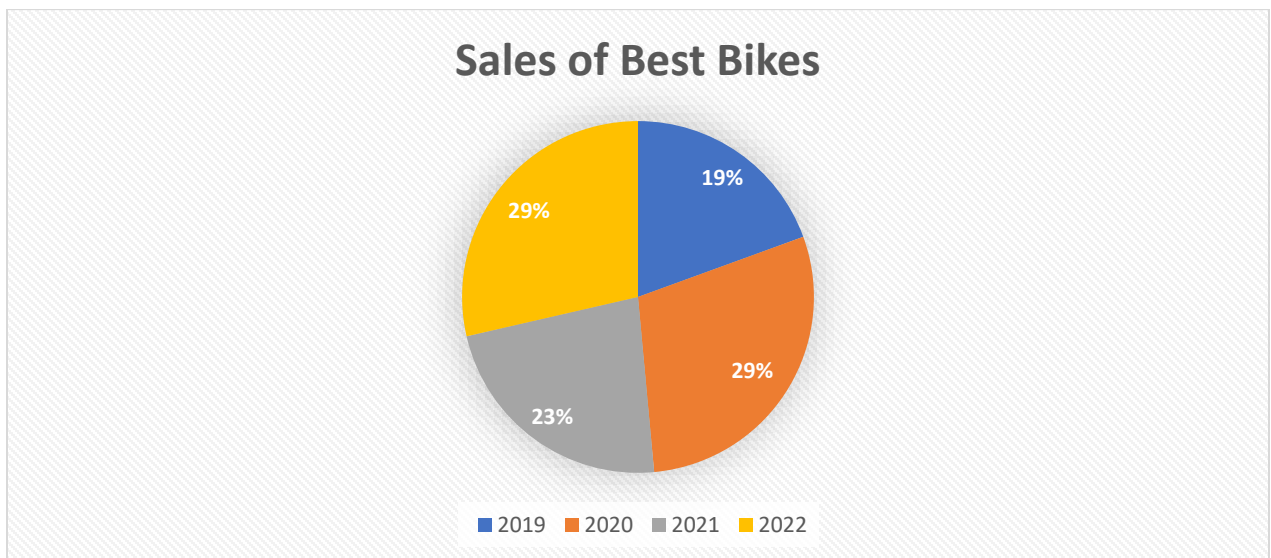
In the year 2021 at the time of Covid-19 in Bangladesh, Rasel Industries sold KPR 165 Carburetor worth of TK199000 at a quantity of 520 which was the best in the industry and they sold their KPR 165 FI version at a worth of TK215000 at a quantity of 400 which was also a very good bike in the country.

In 2022,



**Figure 7: Statistics of 2022(September)**

In the year 2022 after the Covid-19 period and starting of re-growing period in Bangladesh, Rasel Industries sold KPR 165 Carburetor worth of TK204000 at a quantity of 640 which was the best in the industry and they sold their KPR 165 FI version at a worth of TK220000 at a quantity of 510 which was also a very good bike in the country up until the end of September of the following year.



**Figure 8: Sales of best bikes of the industry**



### 3.3 Quantities of all bikes (2019-2022)

If we can have a closer look at all the bike selling quantities before, in-between and after Covid-19 stage we can have a clear idea of which bikes they have taken further in production and which they have stopped in the previous years.

They are represented through some tables below:

#### 2019

Particulars	Sales
	Quantity
Classic-100	170 Qty
Fighter-71	6 Qty
GLINT100ES	20 Qty
JOJO-100	4 Qty
KPMINI-150	40 Qty
KPR-150	448 Qty
KPR165R (CARBURETOR)	562 Qty
KPR-165R (EFI)	220 Qty
KPS-150	28 Qty
KPT-150	40 Qty
Razor	6 Qty
Lime	4 Qty
V100-LINK	22 Qty
V110 (LINK ADVANCE)	2 Qty
V80XPRESS	188 Qty
<b>Grand Total</b>	<b>1760 Qty</b>

**Table 2: Quantity of 2019**

**2020**

Particulars	Sales
	Quantity
Cafe Racer 125	194 Qty
Classic-100	102 Qty
JOJO-100	4 Qty
KPR-150	114 Qty
KPR165R (CARBURETOR)	832 Qty
KPR-165R (EFI)	338 Qty
STRIKE125	2 Qty
V110 (LINK ADVANCE)	10 Qty
V80XPRESS	16 Qty
	1612 Qty

**Table 3: Quantity in 2020****2021**

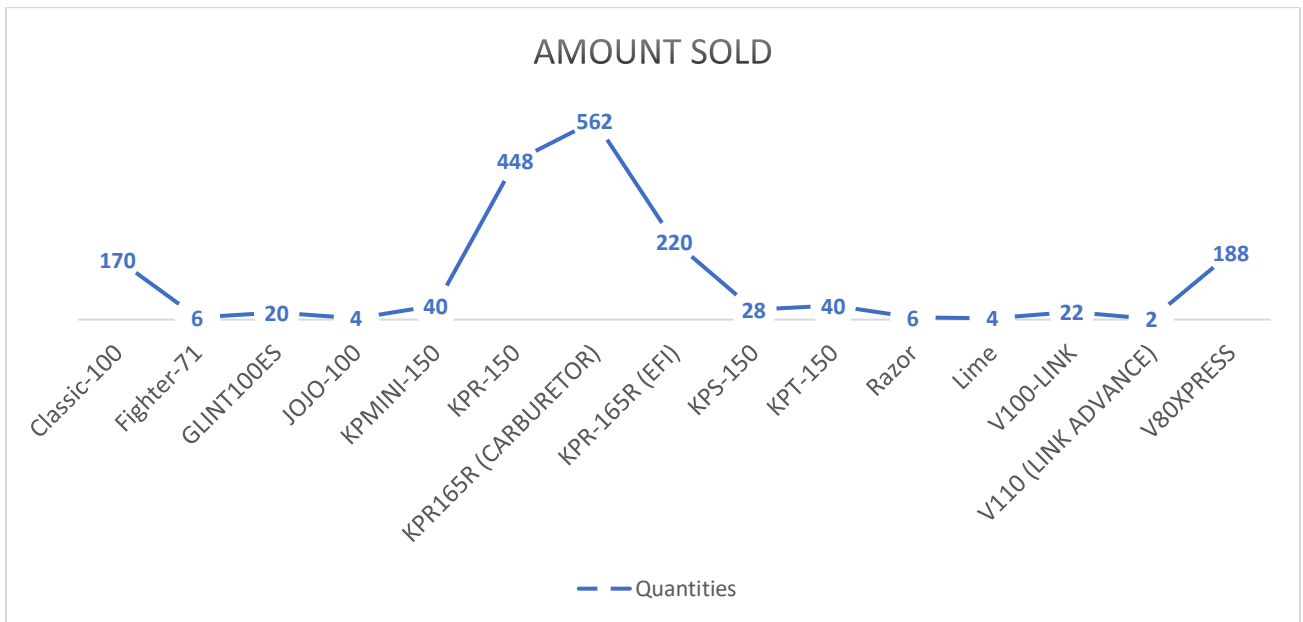
Particulars	Sales
	Quantity
BLINK	2 Qty
Cafe Racer 125	162 Qty
GLINT 100	2 Qty
K19-165	164 Qty
KP-165	176 Qty
KPR-150 (CBS)	196 Qty
KPR 165 Carb-CBS	52 Qty
KPR165 EFI (CBS)	400 Qty
KPR165R (CARBURETOR)	520 Qty
KPT150 ABS	102 Qty
KPV150	4 Qty
Razor	2 Qty
XPECT-150	40 Qty
	1822 Qty

**Table 4: Quantity in 2021**

**2022 up to September**

Particulars	Sales
	Quantity
Cafe Racer 125	162 Qty
K19-165	214 Qty
KP-165	226 Qty
KPR-150 (CBS)	196 Qty
KPR 165 Carb-CBS	52 Qty
KPR165 EFI (CBS)	510 Qty
KPR165R (CARBURETOR)	640 Qty
KPT150 ABS	202 Qty
KPV150	24 Qty
XPECT-150	90 Qty
	2316 Qty

**Table 5: Quantity in 2022**



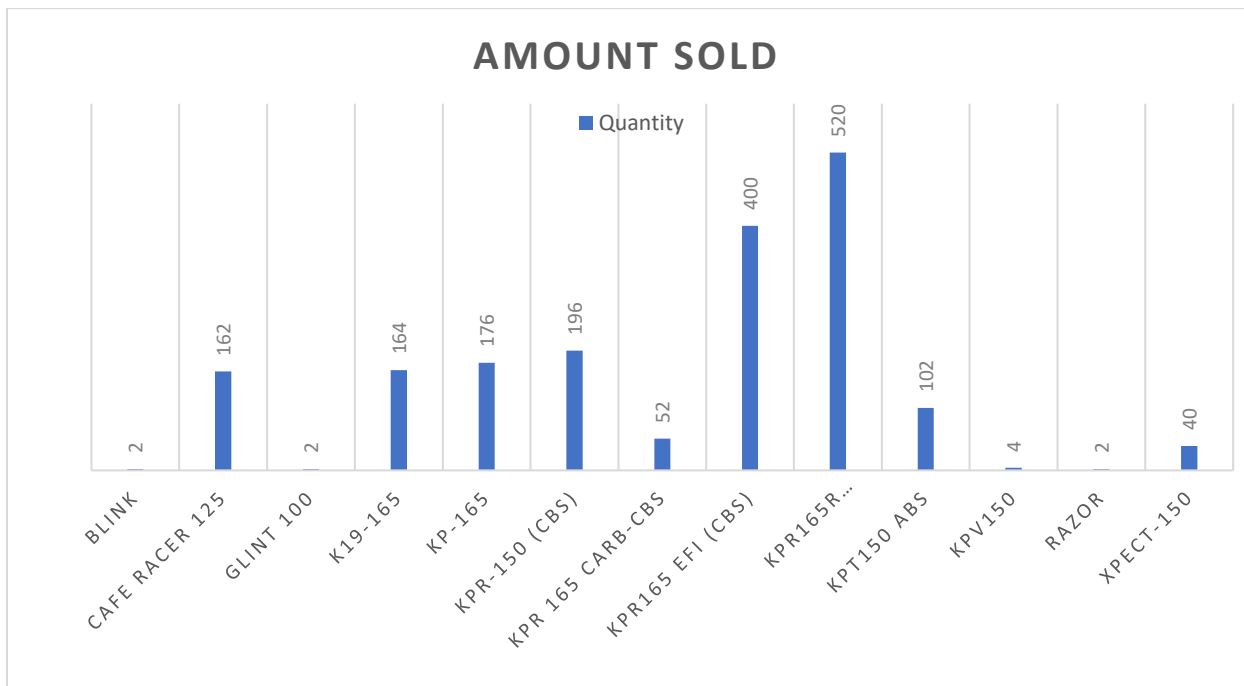
**Figure 9: Amount sold in 2019**

At the year 2019 besides KPR 165 carburetor and KPR 165 R FI, another model named only KPR 150 also was sold at a quantity 448 which was its highest only for that given year.



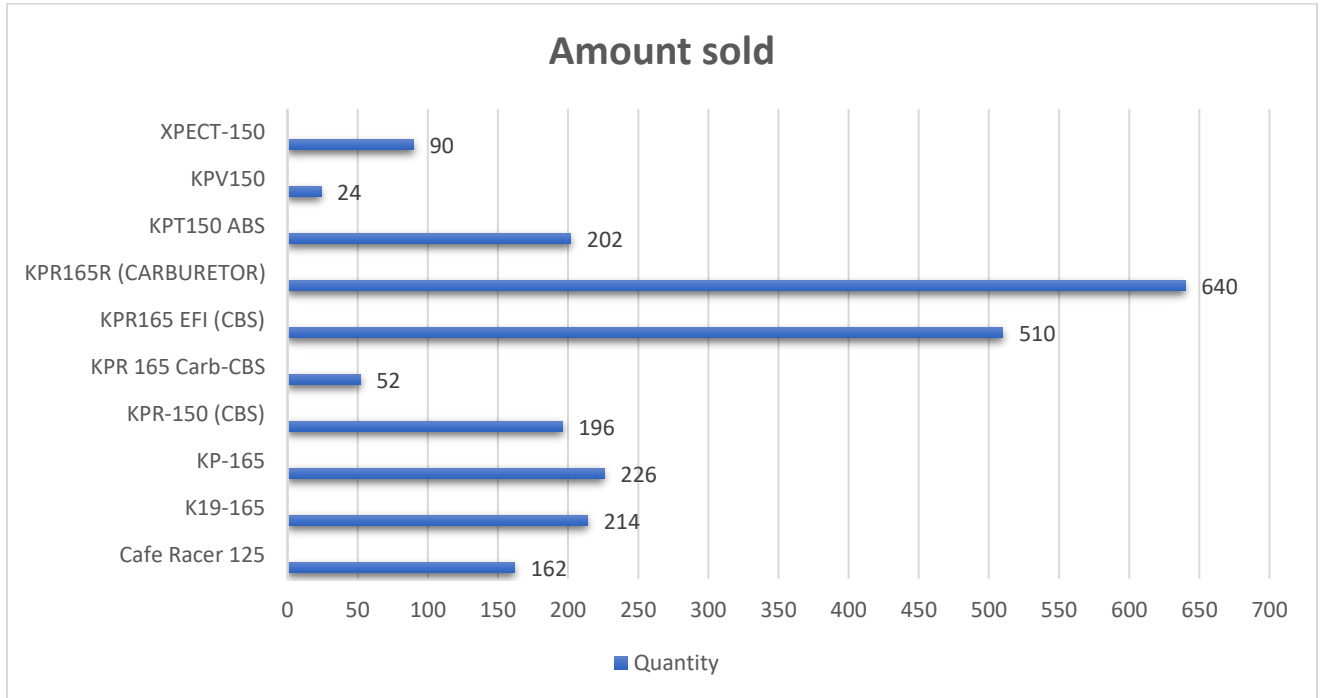
**Figure 10: Amount sold in 2020**

V80 Express, V110 Link Advance, Strike125 and JOJO100 were the least favorite ones in the year 2020 and they were sold at an extremely low quantity.



**Figure 11: Amount sold in 2021**

In the year 2021 Blink, Glint100 KPV150 and Razor were the least favorite ones and they were sold at an incredibly lower quantity.



**Figure 12 :Amount sold in 2022 (September)**

In the year 2022 up until September they discontinued most of the old bike models due to low quantity selling and they focused more on the following chart models and by the looks of the things they are flourishing more well with these models of the bikes.

### 3.4 Prices of all the bikes (2019-2022{September})

If we can have a closer look at all the bike selling prices before, in-between and after Covid-19 stage we can have a clear idea of which bikes they have sold at what sort of prices over this 4years span of time.

They are represented through some tables below:

#### 2019

Particulars	Sales
	Price
Classic-100	85000TK
Fighter-71	165000TK
GLINT100ES	86000TK
JOJO-100	109000TK
KPMINI-150	155000TK
KPR-150	185000TK
KPR165R (CARBURETOR)	195000TK
KPR-165R (EFI)	210000TK
KPS-150	175000TK
KPT-150	260000TK
Razor	109000TK
Lime	70000TK
V100-LINK	86000TK
V110 (LINK ADVANCE)	89900TK
V80XPRESS	70000TK
<b>Grand Total</b>	<b>20,49,900TK</b>

**Table 6: Price in 2019**

**2020**

Particulars	Sales
	Price
Cafe Racer 125	115000TK
Classic-100	85000TK
JOJO-100	115000TK
KPR-150	185000TK
KPR165R (CARBURETOR)	199000TK
KPR-165R (EFI)	210000TK
STRIKE125	115000TK
V110 (LINK ADVANCE)	89900TK
V80XPRESS	70000TK
	11,83,900TK

**Table 7: Price in 2020****2021**

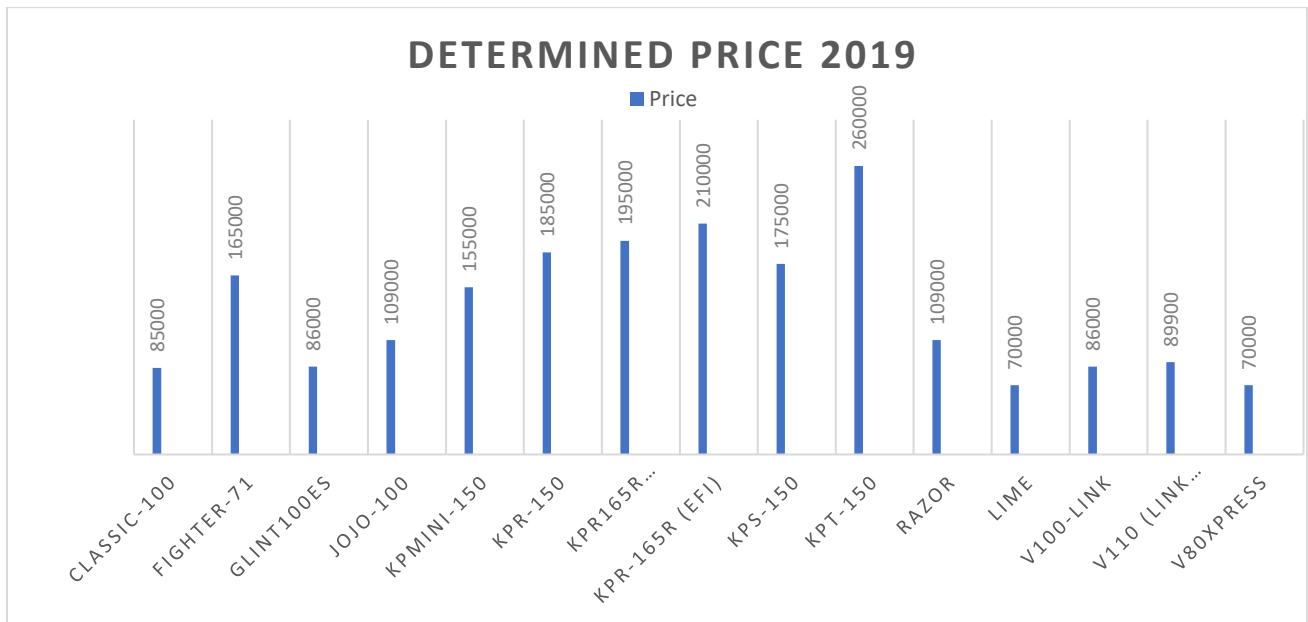
Particulars	Sales
	Price
BLINK	135000TK
Cafe Racer 125	115000TK
GLINT 100	97000TK
K19-165	260000TK
KP-165	165000TK
KPR-150 (CBS)	190000TK
KPR 165 Carb-CBS	204000TK
KPR165 EFI (CBS)	215000TK
KPR165R (CARBURETOR)	199000TK
KPT150 ABS	275000TK
KPV150	295000TK
Razor	135000TK
XPECT-150	175000TK
	24,60,000TK

**Table 8: Price in 2021**

**2022 up to September**

Particulars	Sales
	Price
Cafe Racer 125	125000TK
K19-165	270000TK
KP-165	175000TK
KPR-150 (CBS)	200000TK
KPR 165 Carb-CBS	214000TK
KPR165 EFI (CBS)	225000TK
KPR165R (CARBURETOR)	209000TK
KPT150 ABS	285000TK
KPV150	305000TK
XPECT-150	185000TK
	21,93,000TK

**Table 9: Price in 2022 up to September**



**Figure 13: Determined Price in 2019**

In the year 2019 the two most pricy bikes which was sold at a price of 260000Tk and 210000Tk was the KPT 150 and KPR 165R FI





**Figure 14: Determined Price in 2020**

In the year 2020 the two most pricy bikes which was sold at a price of 210000Tk and 199000Tk was the KPR 165R FI and KPR 165R Carburetor



**Figure 15 : Determined Price in 2021**

In the year 2021 the three most pricy bikes which was sold at a price of 295000Tk, 275000Tk and 260000Tk was the KPT 150 ABS, KPV 150 and K19 165



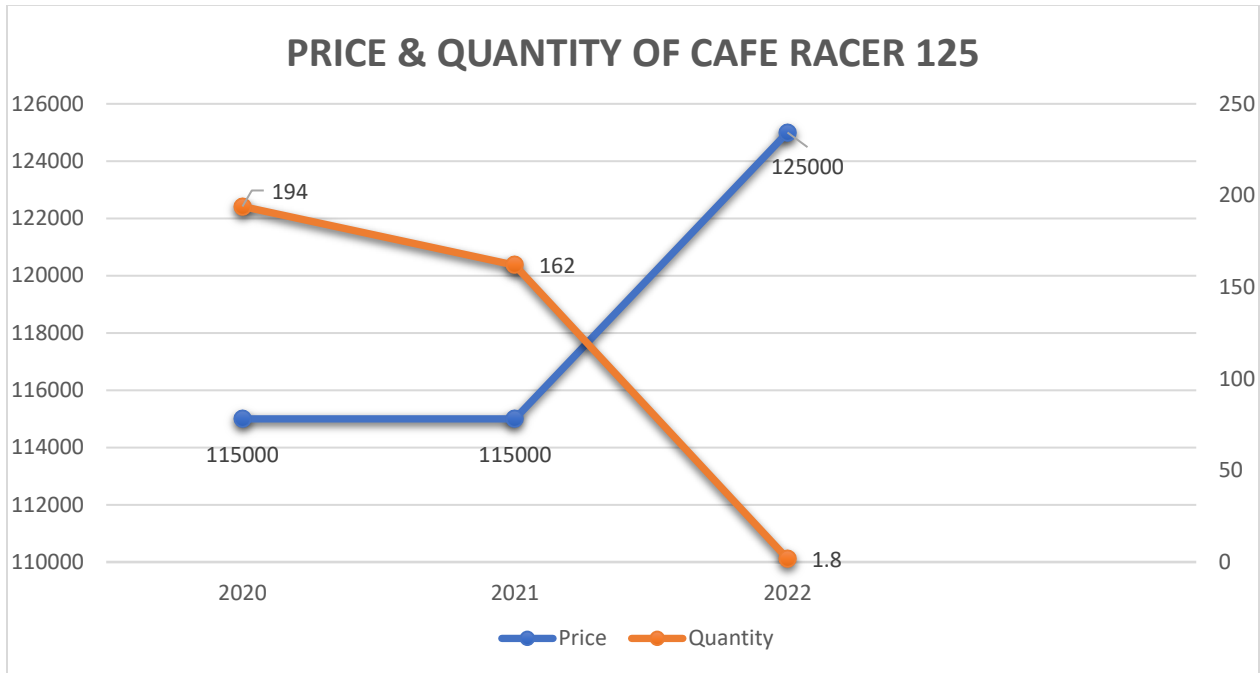
**Figure 16: Determined Price in 2022(September)**

In the year 2022 up until September the three most pricy bikes which was sold at a price of 305000Tk, 285000Tk and 270000Tk was the KPV 150, KPT 150 ABS and K-19 165.

### **3.5 Renowned bike Café Racer 125**

This is the famous bike of the Victor R series of Rasel Industries Limited which was introduced in 2020 and has become one of the most famous bikes of the industry. It is just like the version of Honda CG125 but with a more modified look to make more attractive to the buyers who are the core fans of this bike.

The price along with the quantity of the bike is given below:



**Figure 17: Price & Quantity of Café Racer 125**

### 3.6 Sales of Victor R Series

The three famous branded bikes of the Victor R series are the Café Racer 125, the V80 Express and the Classic 100. Out of this bike two of the bikes were out of production after the end of 2020 i.e. the starting of 2021.

The Classic 100 was sold around 85000TK and the V80 was sold around 70000TK in the year 2019-2020 at around a quantity of 170 and 188 in 2019 and 102 and 16 in the year. The Café Racer 125 is the most famous one among the three

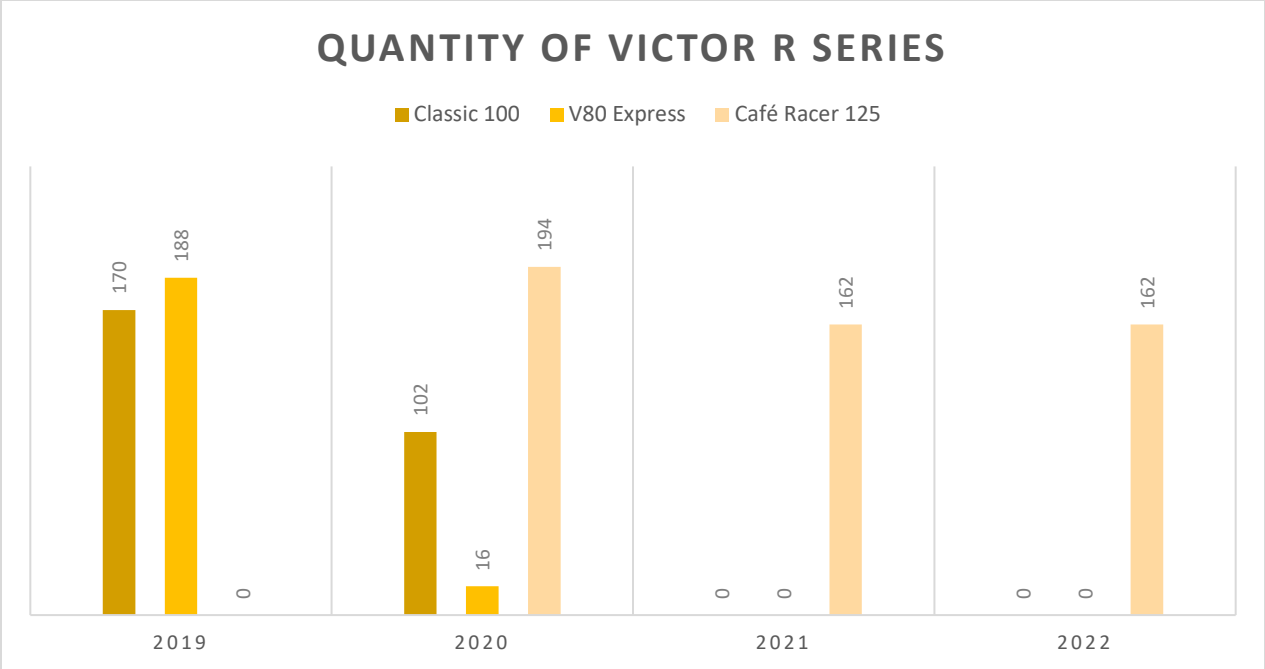
Let's have a look at the detailed price and quantity of them through some table and figure

Particulars	Sales							
	Price	Quantity	Price	Quantity	Price	Quantity	Price	Quantity
	2019	2019	2020	2020	2021	2021	2022	2022
Classic 100	85000	170	85000	102	---	---	---	---
V80 Express	70000	188	70000	16	---	---	---	---
Café Racer 125	---	---	115000	194	115000	162	125000	162

**Table 10: Price & Quantity of Victor R series**



**Figure 18: Price of Victor R Series**



**Figure 19: Quantity of Victor R Series**

## **Chapter 4**

### **“Findings and Recommendation”**

#### **4.1 Findings of the Study:**

- Online Selling is not so improved compared to today modern automated world
- Depending on the client the company takes some time to validate
- Every one of the representatives are not skillfully prepared enough in the personal computer expertise part.
- Rests on most of the time on the head office for decisions and product and service delivery
- There is a slight absence of technology
- The business and the security risk are temperately risky.

#### **4.2 Recommendation of the Study:**

- Need to improve its Online Selling framework so it can resist with different banks.
- Separate work force ought to be prepared to beat the insufficiency sustaining in the industry
- There should be dependable well-organized personnel in every branch in order to take independent decisions and make swift product and service delivery.
- They should work on their business and security risk.

## **Chapter 5**

### **“Conclusion and References”**



## **5.1 Conclusion:**

From the learning and experience perspective I might want to state that I really building the utmost of my entry level position period in Rasel Industries Limited since the actual first day. I am sure that this 3-month provisional job program will help me with understanding my further business in the movement promote.

The automobile industry of Bangladesh has grown a lot with its sales through different brands of bikes. They are doing their exercises and they add quite a lot to the national economy. Among them Rasel Industries Limited additionally makes noteworthy commitment to the economy. They are playing out their exercises and offering good quality product and services to the clients for the necessity of the clients and the industry itself. They are performing various drills so as to make more open doors for the clients. In spite of the fact that they have a few constraints in their administrations, they are doing a lot for the welfare of the economy of the country. In the occasion that they can diminish their restriction and present new thoughts, they can improve in the sales part more for Bangladesh.

## 5.2 References

- Home New. (2022). Retrieved 25 September 2022, from <https://raselindustry.com/>
- Rasel Industries Limited. (2022). Retrieved 25 September 2022, from <https://www.bikebd.com/bikeimporter/rasel-industries-limited>
- Rasel Industries Limited. (2022). Retrieved 25 September 2022, from <https://www.facebook.com/RaselIndustriesLimited>

## 5.3 Others

- ❖ From my note and the learning's I have acquired throughout my internship stage
- ❖ From the important information's being given through pictures on WhatsApp

## 5.4 Appendix



**Lifan KPR 150**



**Lifan KPR 165r carburetor**



**Lifan KPR 165r EFI**



**Lifan KPT 150**



**Victor-R Classic 100**



**Victor-R V80 Express**