

Report On

**The first local three-wheeler manufacturing initiative in Bangladesh: A
scope for Runner Automobiles**

By
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ID: 18104110

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

BRAC Business School
BRAC University
Aug 27, 2022

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Declaration

It is hereby declared that

1. The internship report that was submitted was created by me while earning my degree at Brac University.
2. Except as properly referenced through complete and precise citation, the report does not consist of any formerly published or authored by a third party content.
3. The report does not include any content that has been approved or submitted for a different degree or diploma at an institution or other organization.
4. All significant aid sources have been recognized and acknowledged by me.

Student's Full Name & Signature:



Nayeem Afzal Niloy
18104110

Supervisor's Full Name & Signature:

Ms. Raisa Tasneem Zaman
Lecturer, Brac Business School
Brac University

Letter of Transmittal

Ms. Raisa Tasneem Zaman

Lecturer,

BRAC Business School,

BRAC University,

66, Mohakhali, Dhaka-1212.

Subject: Submission of the internship report.

Dear Ma'am,

I'm honored to present my internship report to you about “The first local three-wheeler manufacturing initiative in Bangladesh: A scope for Runner Automobiles”. This report describes the task I was given to do during my internship period at RUNNER Automobiles Limited, where I contributed with customer demand, branding strategy, sales operations, and other marketing initiatives at the Marketing Team. I have accomplished all possible attempts to achieve the study objectives with relevant information and analysis to provide a comprehensive understanding of the report's topic.

I therefore, want to convey my profound gratitude for your incomparable guidance and instruction, which allowed me to successfully develop this report. I hope this report lives up to your expectations, and I would be open to suggestions or concerns you might have.

Sincerely yours,

Nayeem Afzal Niloy

ID: 17304022

BRAC Business School, BRAC University

Date: Aug 27, 2022

Non-disclosure Agreement

This agreement is formed and approved by the signatory student at BRAC University and Runner Automobile Limited.

1. I can not disclose our organization's financial information to any other third parties.
2. I am not allowed to reveal any information on the trading volume.
3. I am not entitled to speak to anyone about the agency rosters.
4. I must also present the report to my senior member before submitting it to my institution.

I agree to participate in the company's legal actions.

Acknowledgement

Firstly, I want to express my sincere gratitude to Almighty Allah for giving me the fortitude to overcome all the challenges I faced during this period. My parents, who are always at my side, have faith in my abilities, and are motivated by my success, deserve my gratitude .

In addition, I want to impart my kind appraisal to "Ms. Raisa Tasneem Zaman," Ma'am, my internship supervisor, for the entirety of her assistance and continuous observation throughout my internship timeframe. Additionally, I would like to express my gratitude to "Ms. Rahma Akhter," my co-supervisor, who has always served as a motivational figure helped to improve my self-efficacy, helping me in fulfilling the final requirement for my undergraduate degree and timely delivering my report through submission. I am immensely grateful to my RUNNER Automobiles Limited teammates in the marketing division, who guided me across each task. The staff members and officials were all very friendly to me. They have supported me and helped me along the journey in my profession, and I'm going to be thankful toward them. I will remain appreciative of their endeavors on my behalf for assisting me and my academics. I received tremendous cooperation from my senior coworkers in completing the document within the deadline. Last but not least, I would like to thank BRAC University for helping me develop abilities that will benefit me in both my future career and every day moving ahead for the previous several years of my life. I want to express my sincere appreciation to all those who assisted me in finishing this report. I will remain forever grateful to anyone who supported me and become ready for the duties in the reality that were beyond me.

I wish to express my regret to everybody else who contributed with the completion of this document but who I was unable to mention.

Executive Summary

The most well-known automaker in this country is The Runner Automobiles Limited.

Apparently , it started as a local brand and then evolved overseas. It is always working to innovate and attain the maximum height all the while satisfying the demands of the automobile sector. Runner Automobiles Limited's manufacturing facility in Bangladesh is a thriving industry with a competent distribution system.

The marketing department at Runner oversees all areas with ability and fair competence. As a marketing intern, I gained a great deal of understanding about branding, digital marketing and consumer demand from talented individuals. I was given a variety of tasks as an intern to guarantee the greatest outcome. Three wheelers are in high demand on the market right now, and programs are aimed at improving customers' demand.

This report consists of a new initiative proposed by the company. I have been offered to this organization's three-wheeler division. This analysis suggests that a three-wheeler manufacturing endeavor is growing in our nation. The challenges, needs and benefits of this undertaking are described here.

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List of Acronyms

- RAL- Runner Automobiles Limited
- SKU- Stock Keeping Unit
- QA- Quality Assurance
- QC- Quality Control
- SOP- Standard Operating Procedure
- B2C- Business to Customer
- ATL- Above the Line Marketing
- BTL- Below the Line Marketing
- TTL- Through the Line Marketing
- TVC- Television Commercial
- OVC- Online Video Commercial

Glossary

Grey Market: In an unregulated market known as the "grey market," a third party sells items that have not been approved by a trusted provider.

Activation: A promotional campaign that promotes customer contact and raises brand recognition is called activation.

Chapter 1- Overview of Internship

1.1 Student Information

Name: Nayeem Afzal Niloy

Student ID: 18104110

Program: Bachelor of Business Administration (BBA)

Major: Marketing (Minor: HRM)

1.2 Internship Information

Company: Runner Automobiles Limited

Department: Marketing (Three-Wheeler)

Internship Duration: 3 months

Address: 138/1 Tejgaon I/A, Tejgaon Industrial Area, Dhaka 1208, Bangladesh.

Runner Automobiles Supervisor's Information

Name: Md. Mahmudul Hasan Mamun

Position: Deputy Manager, Marketing

Job Responsibilities

I began my position as an Intern at Runner Automobiles Limited in the marketing department. As previously stated, Md. Mahmudul Hasan Mamun, the Deputy Manager for the marketing division of RAL, served as my line manager. He was the capable leader of his marketing team, and I was a part of that team. I was treated like regular staff right away. I felt less like an intern here since I was addressed like one of the team members by everyone, and not just once. I worked with many brand managers, ASM, and employees from multiple departments across my internship. They all become united and work together as a close-knit crew in a wonderful work environment. I have participated in a number of ATL and BTL initiatives, including the creation of OVCs, the selection of brand promoters and influencers, the presentation of activation campaigns, road shows, and leaflet and brochure development. I also worked in the field of digital marketing, where I was given the responsibility of being an admin and running a Facebook page and a YouTube channel. Evidently, I also worked in the sales department, where my responsibilities included market research, presentation creation, and digital lead acquisition and client relationship management. In addition, I served as the program coordinator at the "6th Dhaka Bike Show 2022," where my duties included negotiating with vendors and agencies from collecting quotations up to final selection and as an on-site coordinator I kept an eye on all activities and concerns including food, transportation, and hospitality. To sum up, I was able to successfully transfer my conceptual knowledge to the realm of corporate practice across this internship period.

1.3 Internship Outcomes

Contribution to the Organization

As a marketing intern, I learned a lot about many facets of developing brands. I also had the opportunity to bargain with vendors and agencies for products and advertising campaigns. I also learned all the pros and cons of a marketing representative who contributed in campaigns and branding. I had the ability to expand and apply my academic knowledge in ATL, BTL, and digital marketing thanks to Runner. I wanted to contribute to the company as a corporate professional. I was always coming up with fresh promotional ideas as I was finishing my

marketing degrees. I thus offered many marketing ideas to the supervisor of industrial marketing and my immediate supervisor.

During my internship, I submitted ideas for road safety campaigns, scripting for three-wheeler activation promotions, and a brand-new initiative called "Pink CNG for Women," along with other aspects that assisted me in carrying out my internship work. I'm happy that my managers backed the concept and helped me with a number of things. using creative agency to create consumer communication and promotional material arranging all aspects of the order process for promotional products such signs, banners, wobblers, brochures and leaflets. E nsuring that promotional materials are distributed to multiple delivery locations and jointly formulating consumer business models analyzing data from online surveys to determine how buyers and sellers see the items processing of customer inquiries on the purchase of three-wheelers, EMI services, and providing the customer with dealership and vendor support. interacting with clients to learn more about how they view the company components of my study. The marketing manager also expressed appreciation for my recommendations. I hope Runner Automobiles Limited finds my concept to be beneficial.

Advantages obtained as a student

- At Runner Automobiles Limited, interns have the chance to cooperate with and become acquainted with a number of the greatest leaders within the organization. The academic proficiency is valued by the officials.
- The working environment is welcoming and supportive. Consequently, somebody may get a highly adaptable work atmosphere.
- Learners gain understanding, acquire interpersonal skills, and discover how to work as a team into a proper business environment.
- In addition to completing examinations for the university, students can also, in contrast to academic surveys, expose students to a wider variety of places.
- Interns can make valuable connections here with people in the corporate sector.
- Senior-level mentoring has indeed been essential in helping me become ready for my potential career.
- The student will gain a lot from this chance for their resume.

Challenges faced while completing the Internship

Considering that I attended with the mediocre discrepancy of Covid-19's effects, the internship at Runner Automobiles, which focused on a practical working experience, was rather difficult. Firstly, adaptability was a huge issue. However, I had to work directly with branding and sales as a marketing associate. Even though several limitations made it tough for me, I wanted to complete my internship in a local firm. The company helped me stay effective during the epidemic in the office and in the surrounding area. I first had trouble getting the Desktop Workstation that was giving me concern. It was later rectified. Due to my distance from the workplace and time restrictions, this caused some dilemmas. Another problem I ran across was the data saturation in the early going. I didn't know much about the automobile industry, so I had to look up all of my contenders' information and familiarize myself with this vast industry. Fortunately, each member of the team was personable and kind, and even with their help, I was capable of comprehending the entire information. Additionally, I had difficulties while doing my internship since I was unable to conduct an authentic market analysis because of several limitations.

Suggestions for Runner Automobiles Limited

The largest automaker in this nation is Runner Automobiles Limited (RAL). It offers a beneficial method of hiring and retraining. Because of their outstanding academic performance and strong business connections, people are eager to enroll here. In my opinion, RAL ranks among the best organizations in Bangladesh for internships that help people improve their abilities and become ready for a career. However I want to include some recommendations for RAL.

RAL is highly discreet when it relates to data and other business dealings. Each individual on the team so each intern receives a desktop that may be used for organizational and social functions. Unfortunately, I think the intern's PC is quite outdated and insufficient. However, there were occasions when interns had to execute duties that were on equivalent with those of permanent employees. Therefore, from my perspective, devices for interns ought to have better specifications.

RAL hires a lower proportion of interns than most other significant organizations here. The firm needs to hire more interns to aid in the development of upcoming industry specialists, albeit this

depends on organizational goals and expectations. Both the company and the students will gain from it.

My experiences show that sales employees face unique difficulties under this sector. They confront hurdles since the majority of people think they could less than target not gather sufficient outcome in the automobile industry because of giant competitors. RAL should take the necessary actions to influence the opinions of a specialized group of such employees. Officials may provide workshops or conferences to their staff in order to motivate them.

Chapter 2: Organization Part

2.1 Introduction

Although Runner Motors as well as Automobiles remain the corporation's core emphasis sectors, it has additionally expanded its trade and commerce into certain industries, such as oil and gasoline, fuel and energy, estate development, land development, and ecological innovation oriented bricks, cloth, and apparel. Business centered and Commercial vehicle service in Bangladesh is described as being very competitive and well regulated. The demand of these automobiles are growing as well as commercial automobile production is becoming speedier and less complex. The commercial vehicle industry creates increasingly alternatives as customers place a higher priority on having better support. Every firm that works involving commercial transports is constantly looking for methods to enhance the level of support they offer to their clients due to the intense contest in the automotive industry.

2.2 Overview

In 2000, The Runner Automobiles Limited was founded as the inaugural "Motorcycle Manufacturer and Exporter" in the nation. Runner Motorcycles has really been steadily growing throughout the country for a few decades but also has emerged as the market superior in the sub-100cc sector and the first business to successfully ship Two-wheelers. We are well-positioned to succeed in the global two-wheeler sector by displaying the "Made in Bangladesh" emblem.

When Hafizur Rahman Khan, Chairman of Runner Group, decided to accept a challenge in this competitive world of international business, he started this extraordinary corporate journey in 2000.

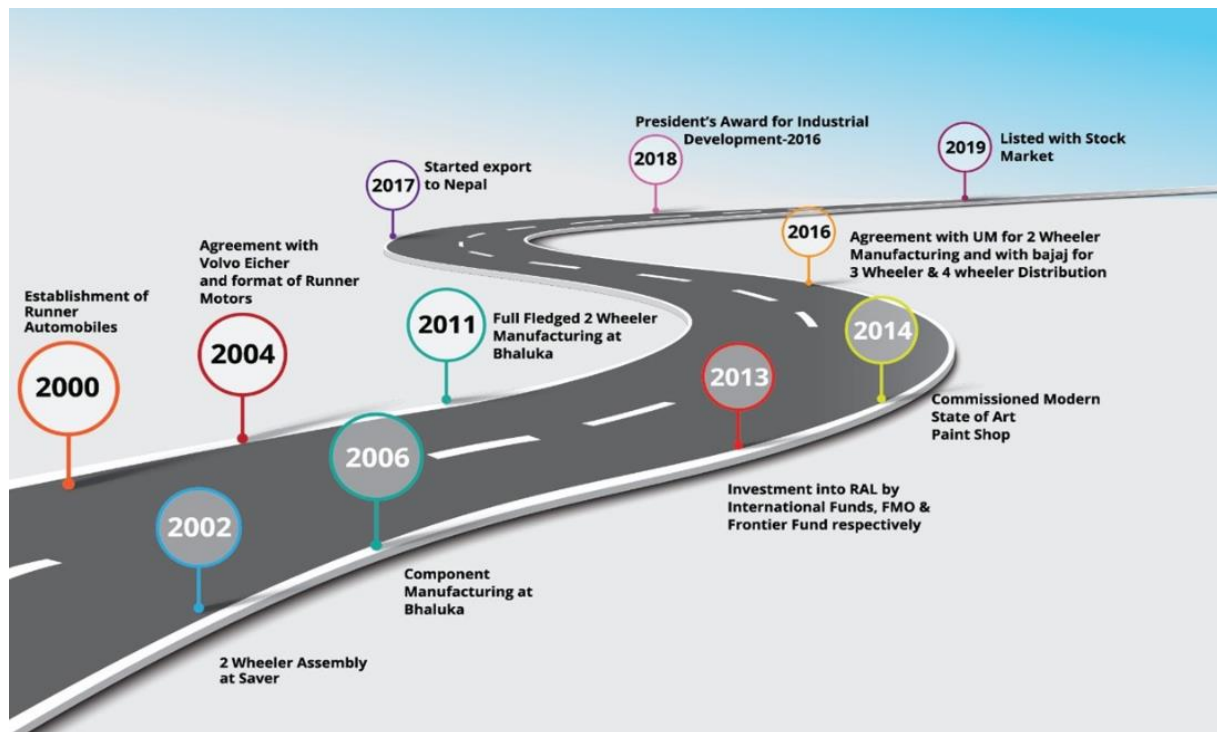
It entails making motorcycles. The company then began developing motorcycle engines and various motorcycle parts. Subsequently, it established an efficient supply chain network around the globe with the establishment of over 310 sales locations, more 120 active dealers, and 29 operating COCO showrooms. The company succeeded in winning over the minds and affections of the bikers around our country. Runner automobiles now hold 13% of the market dominance, and that percentage is rising quickly.

Currently, as a result of exceptional legislative and regulatory backing as well as the expanding and solid economical circumstance of the populace. Figures for FY'21 show an increase of 5% from FY'20. The daily trade of motorbikes amounts to about 1,500. The popular motorcycle firm in Bangladesh, Runner Motorbikes, makes it possible for people to travel about more swiftly and efficiently.

638 workers at Runner Automobiles devote their talents to producing 100000 motorbikes annually. Additionally, Runner operates a nationwide network of 270 sales offices. In Bangladesh, there are hundredth dealers, thirteen showrooms, and an exceptional after-sales service that covers almost 100% of the sub-100cc market and offers a selection of 16 upgraded models to meet the demands of regular customers.

In addition, RAL imports Bajaj three-wheelers. Recently, Runner Automobiles and Bajaj Auto, a dominant player in the automobile industry with headquarters in India, partnered to establish a Tk 300 crore manufacturing facility for three-wheelers powered by CNG and LPG in Mymensingh. By offering the clients safe, elevated automobiles at a reasonable price, they are attempting to support the growth of Bangladesh's automotive sector.

History Roadmap



Mission

- The goal of Runner Automobiles is to establish a name for itself through branding by meeting customer demands with environmentally friendly technology while also taking stockholder return on investment into account.
- Runner will achieve our vision by employing a lean manufacturing approach and highly productive human resources.
- The Runner Automobiles will go beyond what consumers think is valuable in order to raise the standard of living in this world.

Vision

- By satisfying customer needs and offering desired products and services at competitive prices, the firm hopes to establish RUNNER as a reliable brand.

Core Values

R = Respect consumer expectations and demands

U= Unite as a crew to embrace achievement

N= No waste from nature is acceptable.

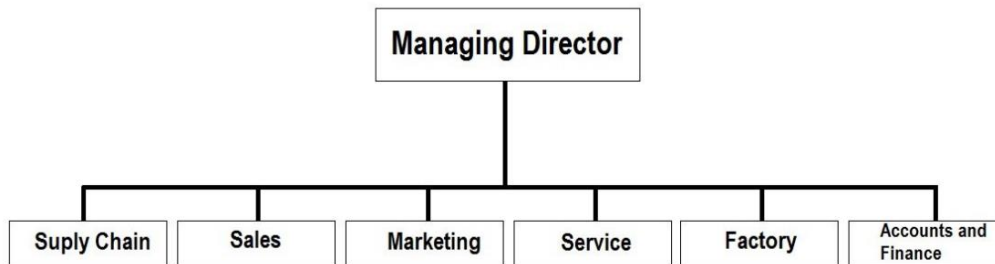
N= Never get propitious

E= Enjoy responsibility

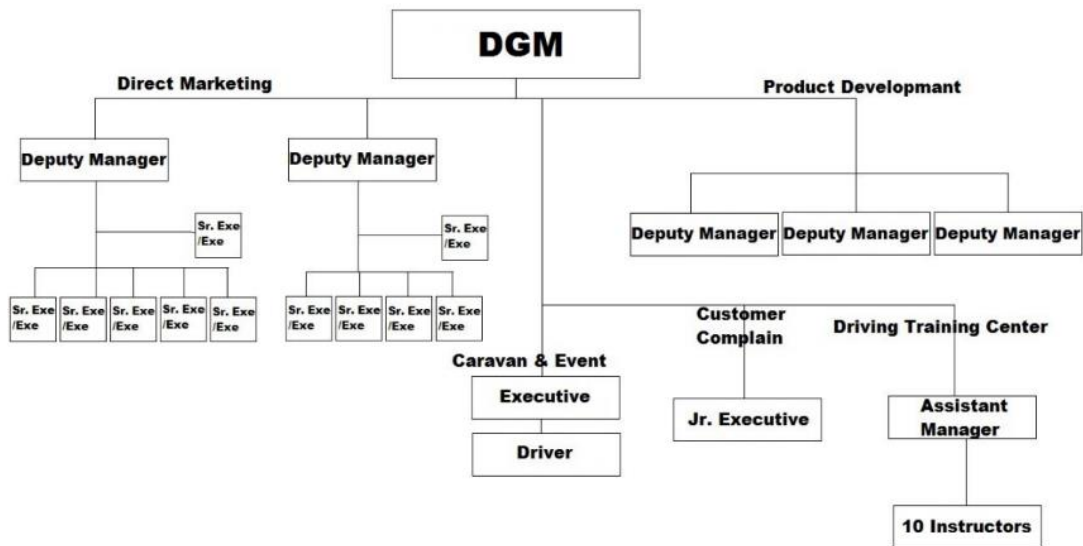
R= Recognize the influences of social and environmental variables on deals

Organogram

Runner Automobiles Ltd.




Reporting Structure of Runner Automobiles Ltd. Marketing





Business Model Canvas



Product Line

Brand Name	Segment	Model Name
Runner Motorcycles 	80 CC	• Bike RT
		• AD80 Alloy
		• AD80 Deluxe
	100 CC	• Cheeta
		• F-100
		• Bullet V2
	110 CC	• Royal+ V2
		• SKOOTY-110
		• Kite Plus
	125 CC	• Turbo V2
150 CC	• Knight Rider	

		• Knight Rider V2
	165 CC	• BOLT
MOTOGARS (mg) 	Jackets	• MG Winter Jacket- Black
		• Winter Jacket 22
		• MG Winter Jacket- Blue
	Mask	• Face Protective Mask- Runner
Backpack	• Regular Backpack	
KTM 	125 CC	• RC 125
		• Duke 125
Vespa 	125CC	• Notte
		• LX
		• VXL
	150 CC	• VXL
		• SXI
Aprilia 	125 CC	• FX
		• SR-125
		• SR-125 Race
	150 CC	• Terra 150
		• GPR-150
		• FX-150
		• Café-150
eWave 		• eWave Electrica
		• eWave VOLTAGE
		• eWave Eco

Four- Wheeler 	216 CC	Bajaj Qute
Three- Wheeler 	236 CC	Bajaj RE
	470 CC	Bajaj Maxima

2.3 Management

Management Culture

The vehicle manufacturer Runner Automobiles Ltd. is a subsidiary of the Runner Group of Companies. The company boasts a capable steering committee, comprising a board involved with executives and trustees of with deep expertise in the auto sector.

Leadership Practice

The CEOs' leadership style is the main factor impacting any business and its management. When a superior practices effective leadership, people are highly driven to complete tasks and offer their best effort in order to meet any company's objectives. The company uses a "Democratic" leadership genre in light of this. Democratic leadership, sometimes referred to as participation or cooperative leadership, is a kind of leadership where members of the group participate in making decisions.

Human Resource structure

Any business may leverage competent employees as its most vital asset by using human resource management, a planned, continuous planning process. In order to prevent employee scarcity, it offers appropriate people allotment in accordance with work needs. A comparable approach to human resource planning is used by Runner Group. There are several stages to human resource planning. They consist of the following:

The initial step in HR planning is job appraisal. It comprises investigating and assessing a position to determine the tasks and responsibilities, in addition to the importance, competencies, and working conditions. The performance assessment is broken down into two phases, one for each of the job adverts and required qualifications. A job specification outlines a specific role depending on a performance evaluation. It describes the tasks, obligations, scope, working circumstances, and supervisor for the position. Job requirements, on the other side, are a type of public statement similar to job postings in that they contain specific information addressing, along with other things, educational background, relevant expertise, interpersonal and technical capabilities, and leadership traits. Through job analysis, the division gets a view of the whole workforce for the entire company.

Recruitment Hiring

Internal hiring

The recruiting procedure involves locating and attracting candidates from within the organization, which frequently happens through connections and alumni ties. However, there is no choice but for applicants to go through the drawn-out testing procedure.

External hiring

The selection procedure is incredibly time-consuming. The department employs a cross selecting process to make sure just the best individuals are picked for employment within the company.

The HR department starts by requesting manpower out of any company, including those in marketing, sales, accounts, finance, customer service, and other areas. The department provides information on learning, boosting skills, and practical activities, in addition to determining if they desire fresh university graduates or not. The department establishes a recruiting announcement according to the requirements after obtaining the necessary information out from

staffing requirements. During the circular launch, the unit's longest phase is CV screening, which typically involves 10 to 15 days because of the large number of applications and the challenge of finding the best fit.

The section starts the procedure five days after finishing the CV sort. Written testing precedes the initial interview with an Assistant Manager, a higher-ranking official of the relevant department, and HR managers. They next offer a desktop examination to gauge the candidates' proficiency with computers. After the initial interview session, there will be a last interview with the superior employer and the head of HR department, and after the last interview, the candidates are accepted into the company.

Compensation criteria

Runner is a company that offers a significant priority to its employees. The company always keeps an eye on its employees to make sure they like and remain involved in their work environment. As a consequence, the company offers its employees the benefits they require. among which are the following:

- Salary
- Compensation on performance
- Provident Fund
- Absence and encashment
- Bonuses on Eid-UI-Fitr
- Bonuses on Eid-UI-Adha

The compensating strategy appears right away. The main factor determining remuneration is total service length. A worker who has been with the company for 5 years can receive additional benefits, such as the aforementioned:

- Smartphone reimbursement
- Convenience shop
- Transportation
- Food

Training Method

The company has a 4-step process in place for properly educating its employees. Here are the procedures.

Step 1: Get ready for TNA. Recruiters can identify any skills that a worker lacks by using this testing.

Step 2: The HR committee develops a calendar for scheduling training all year long after gathering data from TNA.

Step 3: After the training sessions have been organized, the staff leads them. The recommended method of delivery is a classroom method. Organizational training is best accomplished through on-the-job training.

Step 4: Evaluations of the candidate's development are conducted after the session to gauge how well it went. If a weakness is found within one of the employees, it is corrected in the subsequent training session.

Performance Appraisal System

The Runner Group monitors its development with the aid of key performance indicators (KPIs). That appears to be effective, and evaluations are carried out in line with KPIs. Considering the findings of this performance review method, it occurs only once per year. An individual's wage, advancement opportunities, and raises are all decided. A coordinated approach to management known as admin panel by targets involves creating objectives for the company, its various units, and each individual official (MBO). Every year, staff members are evaluated on how well they did altogether in achieving the goals. The MBO's practices is primarily used by expertised developers , director bodies, project initiators, and other traditional barring employees. Utilizing this assessment approach, staff aspirations are in line with more general corporate objectives.

Labor Law Agreement

Adherence with worker's rights law is a crucial human resource task. Refusal to comply may result in unfair labor standards, wage suppression, and general employee discontent, that all can short-term negatively impact productivity. Moreover it can hamper profitability. Managers in charge of HR at Runner are knowledgeable with such laws, for instance Title Vii of the 1964

Rights Act, the Employment Rights Act, the National Labor Relations Act, and several other acts and rules.

2.4 Marketing Culture

Strategies

B2C and B2B services are offered by Runner Automobiles Ltd, which is renowned for its superior connection management and product innovation. The industry's major objective is to provide vehicles at a substantial discount despite upholding the highest levels of standards, customer care, and awareness of the brand. Moreover, to be a local company, the corporation places a higher priority on brand development than sales department

Target Group

Runner Automobiles' target market, segmentation, and classification are as follows:

- University/College Students
- Government workers
- Business owners
- Farmers and cultivators
- Rural People
- Delivery services
- Online shoppers
- Middle class, Lower middle class individuals
- Drivers/Riders

Targeting

Runner has a unique targeted approach. Methods for selective targeting of a range of different business strategies is one in which the corporation decides to cater to each of the target consumer segments with high-quality products and services. Multiple segment marketing also makes reference to brand recognition. Every sector receives special treatment since the company offers each one certain benefits.

Positioning

With the tagline " জন্ম থেকেই বাংলাদেশি " Runner Motorcycle stresses nationality and places a high value on exceptional quality and dependability.

Channels and networks

Runner Automobiles is renowned for its fully equipped and resourced distribution platforms for vehicles. Their current performance shows how their supply chain is playing a vital role for their business. Any time a defect in a motorcycle is found, the service and repair staff is immediately alerted, and steps are taken to fix the problem right away.

Progress of new products and strategies

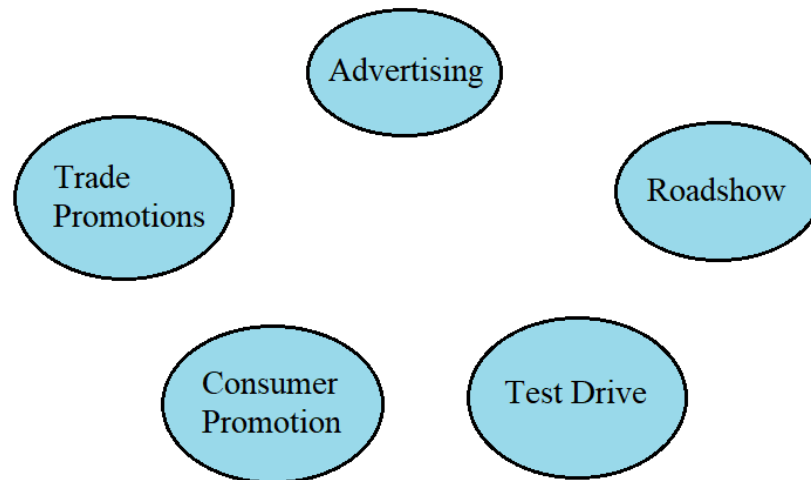
In Bhaluka, Mymensingh, Runner Automobiles Ltd. has a cutting-edge manufacturing facility with the capacity to produce 100,000 vehicles annually. Modern research and development resources at the factory provide efficient QA/QC increasing customer pleasure by providing them with a feeling of assurance. Because of this, the industry's assembly line is crammed with a wide range of unique vehicles made with considerations for safety, riding comfort, and price. The company also keeps an eye on what its rivals are doing. Their rivals include Hero, Uttara Motors, Kawasaki, Honda, Jamuna, Singer, VS, Bajaj, Suzuki, Walton and Yamaha. They are starting with advertising and promotion campaigns.

Marketing Framework

IMC Strategy

IMC, or integrated marketing communications, refers to the integration of various advertising mediums such that they complement one another. A variety of marketing aspects (commercial ads, public affairs, advertising, corporate properties, and social platforms) are chosen and then combined to create marketing techniques and unique campaigns that are tailored to the specific objectives of the company. The advertiser must be aware of each media's limitations, along with the viewer's capacity for and openness to receiving messages through that media. In order to guarantee IMC for its significant operations in Bangladesh, Runner Automobiles has developed a

highly effective approach. The collection of procedures that are employed to produce IMC are explained beneath.



Branding

Runner Automobiles engages in branding activities like the ones listed below:

- Wall advertising Endorsement
- numerous athletic and recreational events
- Wall advertising Endorsement
- distributing leaflets for the diversity program.
- An extensive caravan activation in Bangladesh
- TVC and OVC digital broadcasting (Facebook, YouTube)

Advertising

The following are a few notable advertising and marketing strategies adopted by RAL:

- Facebook promotional activity
- Advertisement through broadcast at Google Display Network
- SMS marketing targeted on specific localities
- TVC and OVC via social media and broadcasting channels

Marketing Barriers

A crucial component of marketing is the SMS approach. SMS advertising attracts some people who aren't even eligible to buy motorcycles. It costs money as a result, and this marketing initiative does not get the expected results. My findings lead me to conclude that this is the organization's primary marketing issue, which I believe has to be resolved.

2.5 Financial Performance Assessment and Accounting Practices

Liquidity Ratio

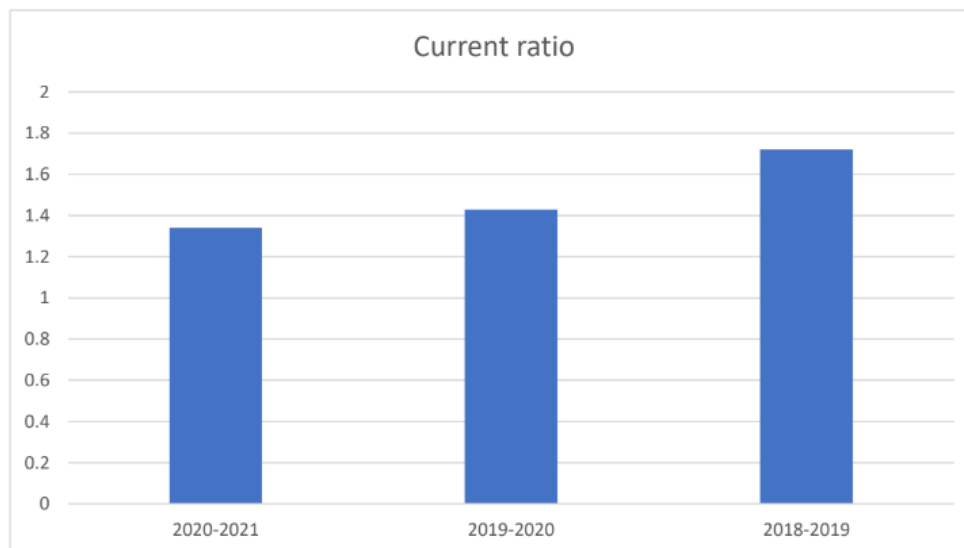
Current Ratio: $\text{Current Ratio} = (\text{Current Assets}) / (\text{Current Liabilities})$

RAL:

Ratio Name	2020-2021	2019-2020	2018-2019
Current ratio	1.34	1.43	1.72

Explanation:

- **Time series evaluation:** The current ratio from the year 2018 to 2019 fiscal year was 1.72 times. However, the data indicates that a reduction is expected for the recent fiscal years



Quick Ratio

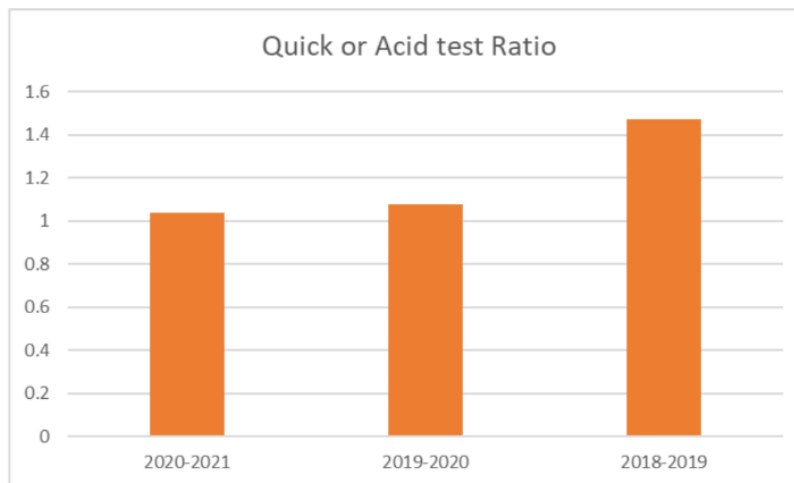
Formula: $\text{Quick Ratio} = (\text{Current Assets} - \text{Inventory}) / \text{Current Liabilities}$

RAL:

Ratio Name	2020-2021	2019-2020	2018-2019
Quick or Acid test Ratio	1.04	1.08	1.47

Explanation:

- **Time series evaluation:** The Quick ratio for the 2018 to 2019 fiscal year is just 1.47. However, it deteriorated during the 2019 to 2020 fiscal year and 2020 to 2021 fiscal year consecutively.

**Activity ratio****Inventory Turnover**

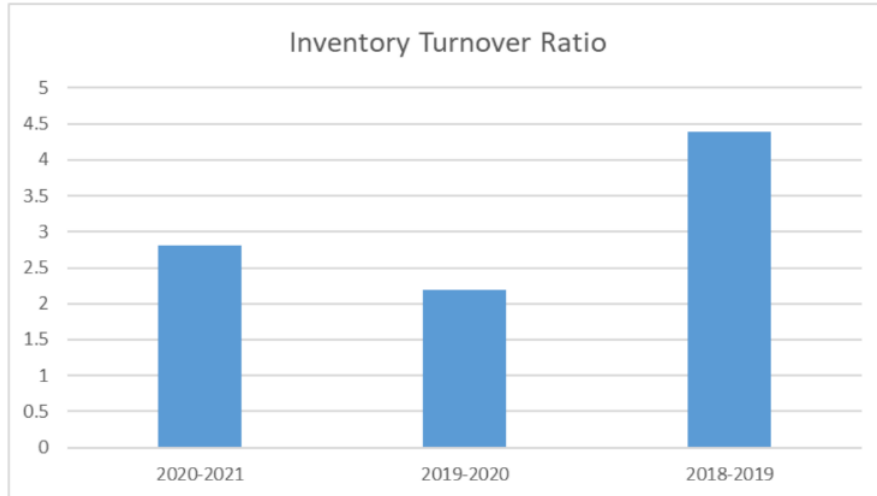
Formula: Inventory Turnover Ratio = Cost Of Goods Sold / Average Inventory

RAL:

Ratio Name	2020-2021	2019-2020	2018-2019
Inventory Turnover Ratio	2.81	2.19	4.39

Explanation:

- **Time series evaluation:** The amount was 4.39 times in between FY 2018 to 2019, which is a lot more than average. The ratio decreased in the FY range between 2019 to 2020, dropping to 2.19. The ratio became 2.81 between 2020 to 2021 FY, greater compared to the year before.



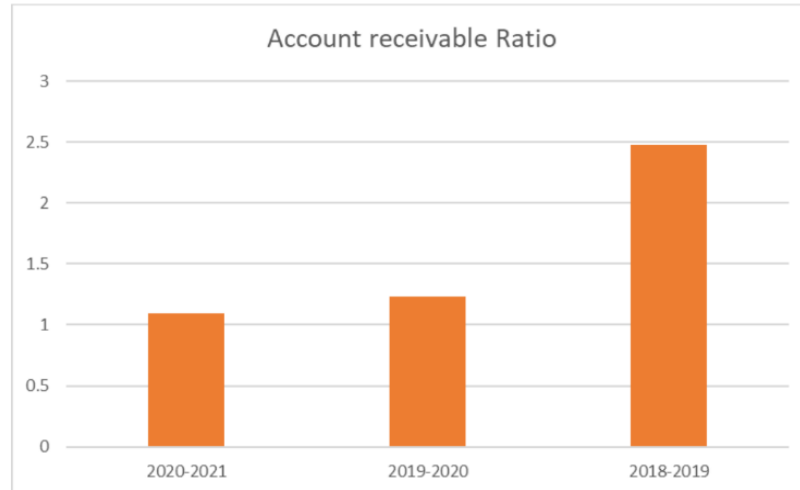
Accounts Receivable Turnover Ratio

Formula: Accounts Receivable Turnover Ratio = Net Credit Sales ÷ Average Accounts Receivable

Ratio Name	2020-2021	2019-2020	2018-2019
Account receivable Ratio	1.09	1.23	2.48

Explanation:

- Time Series evaluation:** In comparison to previous fiscal years, the accounts receivable ratio prediction for between FY 2020 to 2021 is the least. The least amount owing is determined by the consumer's inability to repay the debt and the lack of the company to set up a reliable framework for acquiring from consumers. Following that, it increased to 2.48 in FY 2018-2019, as expected. In the year 2019 to 2020, the ratio subsequently decreased up to 1.23.



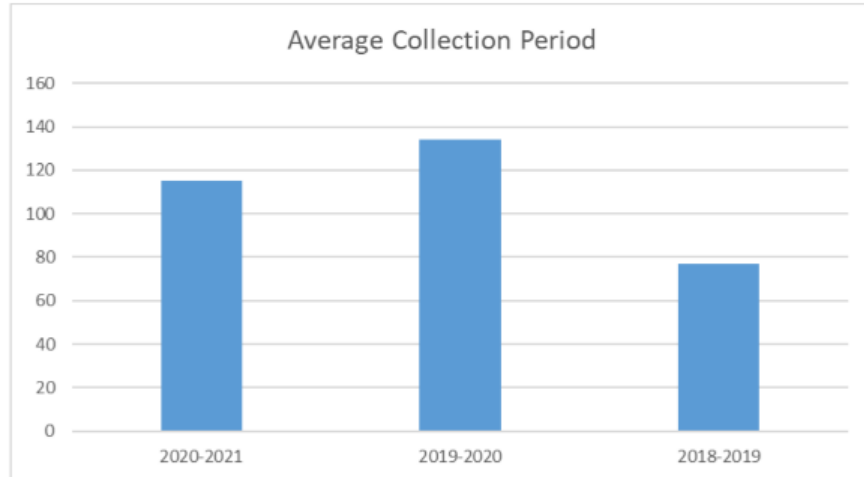
Average collection Period

Formula: Average Collection Period = Accounts Receivables ÷ (Net Sales ÷ 365)

Ratio Name	2020-2021	2019-2020	2018-2019
Average Collection Period	115	134	77

Interpretation:

- Time Series Evaluation:** An increased median gathering period points to several possible problems for the company. Out of a practical standpoint, it can mean that the business has to do a better job of informing customers regarding the obligations and expected payments. The rate reached 77 in between FY 2018 and 2019, and it was generally good, however it increased and became 134 the following year, and this was negative for the company. It was tardy in getting the consumer to compensate. On the other hand, they have reduced the typical collection period that occurred between 2021 to 2022, which represents an upgrade, to 115. We are conscious that perhaps the firm will benefit more from average collection times that seem to be shorter. It shows that clients of a business make their payments more quickly.



Leverage ratio

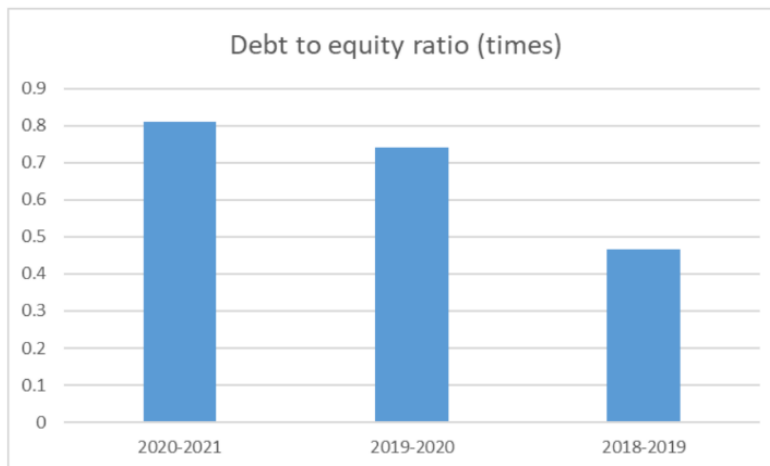
Debt-To-Equity Ratio

Formula: Debt-To-Equity Ratio = Total debt ÷ total equity

Ratio Name	2020-2021	2019-2020	2018-2019
Debt to equity ratio (times)	0.81	0.74	0.466

Explanation:

- Time Series Evaluation:** The ratio has been 0.466 in the ground year of 2018 to 2019, demonstrating the organization's ability to balance its overall debt and fiscal commitments against shareholders' equity. It must have been 0.74 in the next FY between 2019 & 2020 and 0.81 in the following 2020 to 2021 subsequently.



Profitability Ratio

Gross Margin Ratio

Formula: (Total Revenue- COGS) ÷ Total Sales

Ratio Name	2020-2021	2019-2020	2018-2019
Gross Margin Ratio	25.75%	25.99%	25.87%

Explanation:

- **Time Series Evaluation:** Gross margin between the year 2018 and 2019, the baseline period, is 25.87% based on the aforementioned facts. The next consecutive fiscal years up to 2021, retained their respective starting percentages of 25.99% as well as 25.75%.



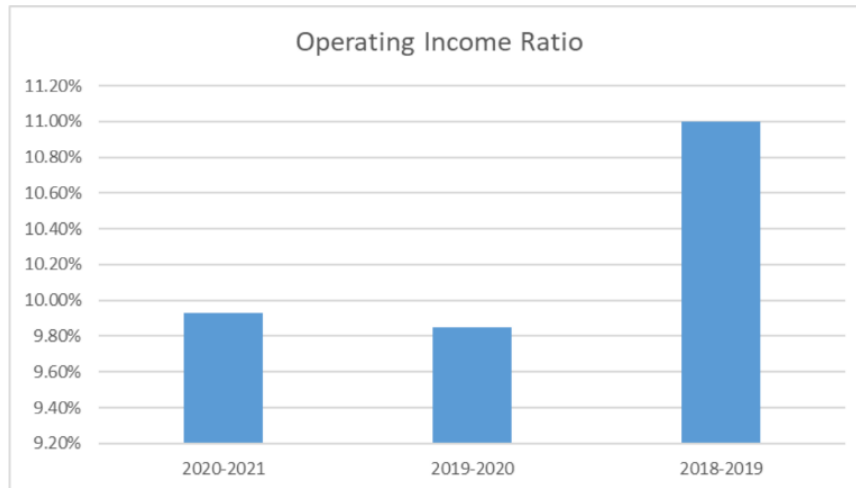
Operation Income Ratio

Formula: Operating Income Ratio = Operating Income ÷ Net sales

Ratio Name	2020-2021	2019-2020	2018-2019
Operating Income Ratio	9.93%	9.85%	11%

Explanation:

- **Time series evaluation:** As can be observed above, the operational profitability for the 2018 to 2019 fiscal period became 11%. The past 2 years that followed, 2019 to 2020 and 2020 to 2021, recorded 9.85% as well as 9.93% respectively.



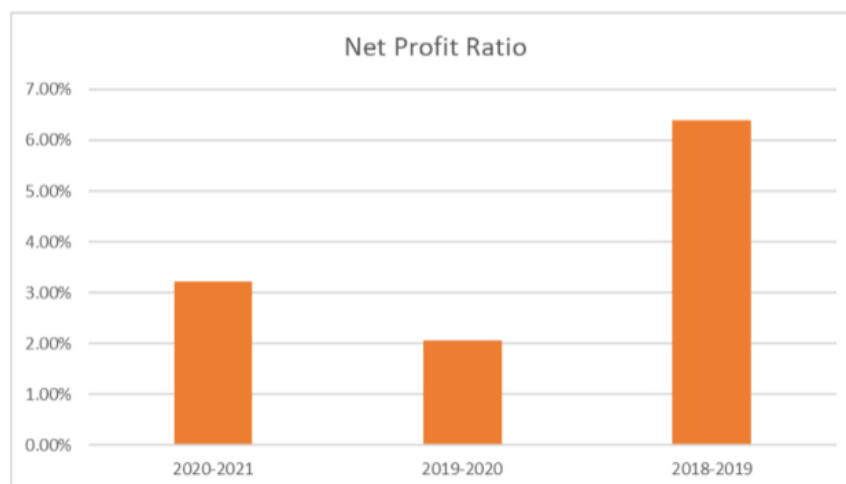
Net Profit Ratio

Formula: Net Profit Ratio= (Revenue- Cost) ÷ Revenue

Ratio Name	2020-2021	2019-2020	2018-2019
Net Profit Ratio	3.22%	2.05%	6.39%

Explanation:

- Time Series evaluation:** Taking into account the total profit and sales ratio. It was 6.39% for the 2018 to 2019 fiscal year. 2019-2020 as well as 2020-2021 fiscal years showed 2.05% and 3.22% circumstances, respectively.



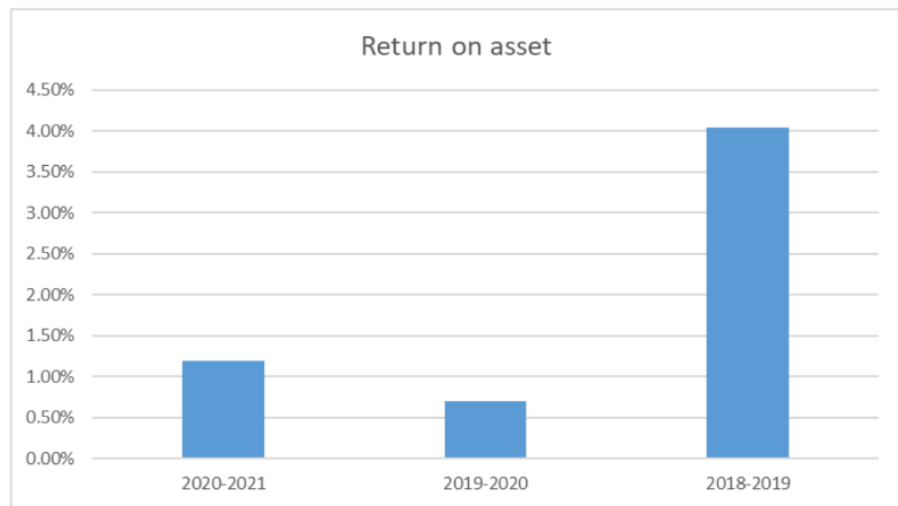
Return on asset (ROA)

Formula: $ROA = \text{Net Income} \div \text{Average Asset}$

Ratio Name	2020-2021	2019-2020	2018-2019
Return on asset	1.20%	0.70%	4.04%

Explanation:

- **Time Series Evaluation:** Between 2018 to 2019, the asset return totaled 4.04%. Conditions for the upcoming 2 fiscal years, 2019–2020 and 2020–21, were, respectively, 0.70% and 1.20%.



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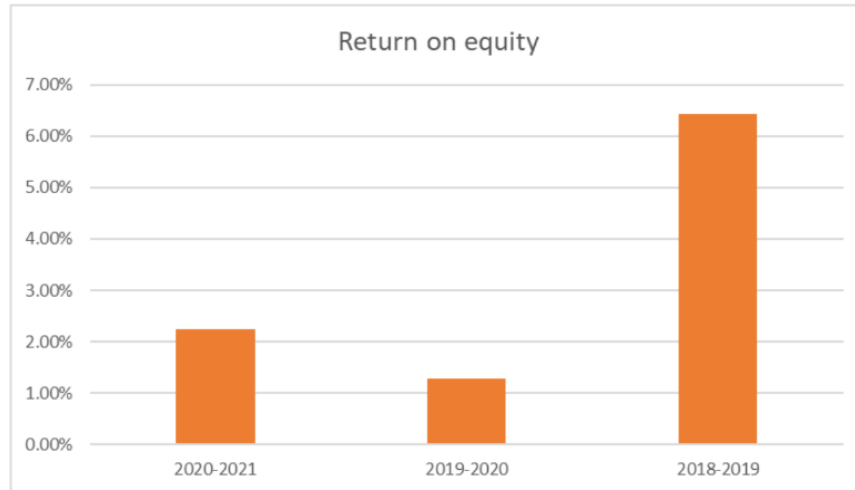
Equity Return

Formula: $ROE = \text{Net Income} \div \text{Shareholders Equity}$

Ratio Name	2020-2021	2019-2020	2018-2019
Return on equity	2.25%	1.28%	6.43%

Explanation:

- **Time Series Evaluation:** The equity returns from 2018 to 2019 fiscal year was estimated to be 6.43%, as seen in the preceding graph. After that, for the next fiscal years respectively, the scenario was 1.28% and then 2.25%.



Market value Ratio

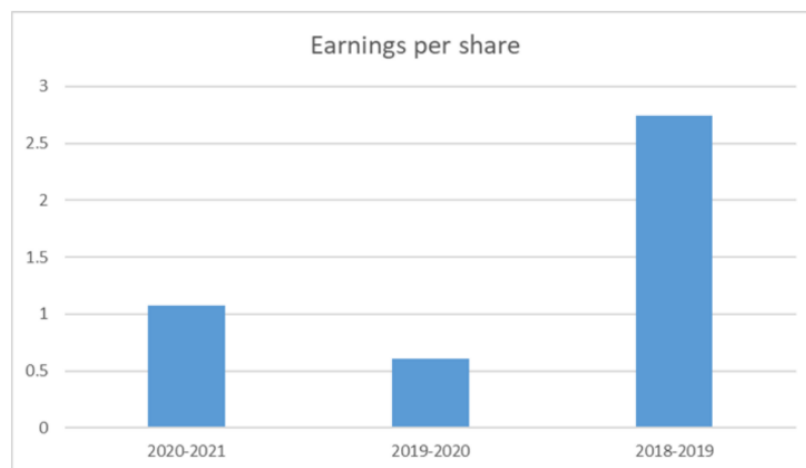
Earnings per Share (EPS)

Formula: $EPS = (\text{Net Income} - \text{Preferred Dividends}) \div \text{End of period common Shares Outstanding}$

Ratio Name	2020-2021	2019-2020	2018-2019
Earnings per share	1.08	0.61	2.74

Explanation:

- Time series evaluation:** The 2.74 earning per share in between the year 2018 and 2019 is observed here. Afterwards, the circumstance was 0.61 as well as 1.08, respectively, in the following fiscal years, 2019 to 2020 & 2020 to 2021.



Account Practices

Accounting fundamentals: Since RAL is a public limited company that complies with all essential accounting principles, its taxation procedure must be adjusted to conform to accepted standards in order to avoid undesirable outcomes.

Accounting procedure: The accrual technique is used in RAL's accounting system. Using this method, a firm is allowed to record the income necessary to obtain reimbursement for the sale of goods or services.

Accounting Loop: Every company sets up a process for effectively using accounting and auditing standards. The cycle begins alongside a trial balance and ends through a financial statement. The timeframe between July 1 through June 30 is extended by fiscal technique which is utilized to generate financial reports.

Depreciation Process: The "Accumulated Depreciation Method" is used by RAL as a company to determine amortization. It entails recording higher depreciation costs within the initial year of a resource's beneficial life and lower depreciation costs throughout the following years.

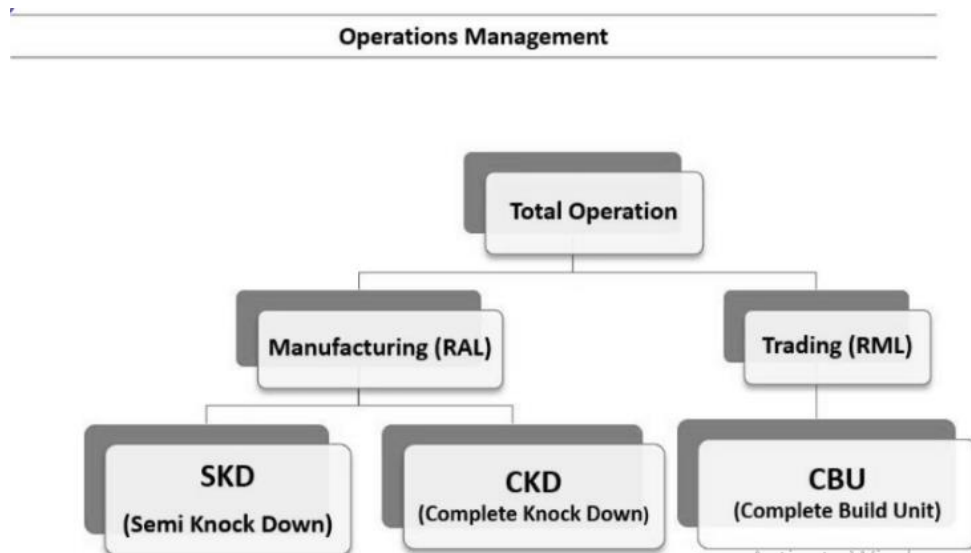
2.6 Operations Management and Information System Culture

Certificate issued from ISO: The organization has ISO 9001:2015 accreditation, ISO 14001:2015 accreditation and ISO 45001:2018 accreditation for quality assurance, environmental management and work wellness and safety controlling respectively.

Assurance of Quality: The quality assurance is ensured through quality management approach. It is described below which aligns with RAL.



Operations Management: RAL is primarily a manufacturing company. Thus, a firm that manufactures products has an extremely specific operational strategy. The details of organization culture are shown in the given section.



2.7 Industry and competitive Analysis

Porter's Five Forces Model

Analysis of Runner Automobile Ltd. using the Porter's Five Forces model highlights and examines five factors of competition where each industry is shaped by. It also assists in determining an industry's viability as well as profitability. The corporate strategy assessment of the RAL is examined beneath in light of these dynamics.

Porter's five forces



Customer's bargaining power: In order to maintain competitive advantage, a firm must establish positive working relationships with its clients. Although Runner is complex, it is important to remember that there are several renowned rivals for Runner. Consequently, customers frequently struggle to choose the finest brand. Customer choice is influenced by both price and quality in addition to the reputation of the organization. Consumers have a great deal of negotiating power in this situation.

Supplier bargaining power: RAL imports vehicles and accessories from China and India in CBU and CKD form, and then after manufacturing, distributes the finished products thru the dealers and distributors across all of Bangladesh. Thus, suppliers have significant negotiating leverage.

Threats of substitute products: In reaction to increased pricing, customers are more inclined to purchase a product if a similar replacement is available. Accordingly, RAL can outperform its rivals in terms of effectiveness and business viability. This product may displace those made by RAL on the marketplace, reducing both RAL's customer base and earnings in the process. RAL's rivals in the vehicle industry, including Suzuki, Bajaj, Yamaha, TVS, Kawasaki, and others, compete both formally and informally with Honda. As a result, the Bangladeshi automobile sector faces a serious challenge from substitute products.

Threats of the arrival of new competitors: Because a number of its contenders have already been succeeding, the anticipated implication of each industry's benefit in advertising will indeed be relatively lower than the peak point of the lesser comic marketplace. The Bangladeshi government has issued a regulation that ends the taxation for manufacturers. Although it produced condensed vapors over the heads of the Runners, it also lessened the potential of fresh rivals entering the race. Like a result of the intense rivalry and low danger from new rivals, they may present themselves as a trading importer.

The rivalry between existing competitors: Rivals of Runner Automobiles include a variety of manufacturers including Honda, Bajaj, Suzuki, TVS and Yamaha, among others. Efficacy of Runner will be impacted by any adjustments made by one of these rivals. In order to contend in the automobile industry with its own rivals, Runner has continued to study, invent, adapt, and enhance. Honda & Yamaha, the two primary leading companies that control the majority of the Bangladeshi vehicle market, are Runner's current key rivals. Due to the larger influence of current rivals, subsequent contenders are also strengthened.

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> -Strong brand recognition and a rapidly -Expanding business in Bangladesh -Excellent goods quality -Reputation that is widely recognized in Bangladesh. -Highly knowledgeable and skilled personnel -Access to Services and Parts 	<ul style="list-style-type: none"> -Fuel consumption -Less effective marketing effort than rivals -Moderate research and development
Opportunities	Threats
<ul style="list-style-type: none"> -Future market prospects for female riders -Adoption of a high-tech-based depot networking system -Ability to dominate the 50cc and 80cc markets 	<ul style="list-style-type: none"> -There are more rivals in the automotive industry -Local businesses are offering better trade margins -The government is enforcing tight tax and VAT policies. -Governments enacting new laws and norms

2.8 Summary and Conclusion

Runner Automobiles Limited is dedicated to sustained development and market dominance through innovation and superior products. In order to have a distinctive product and boost sales, it is essential to have a strong heritage and impact directly in the eyes of customers. The whole nation's commodities were made widely obtainable to clients thanks to an effective logistical organization. Different channels for marketing and promotional communications are efficient tools for gaining a competitive advantage over rival companies. RAL uses highly skilled people assets to establish its organizational objectives.

2.9 Recommendations

- The quality of present items should be raised, and new units should indeed be introduced by RAL.
- To offset the competitor's effort, RAL's promotional activities should be more diverse.
- To be competitive, the price of RAL products needs to go up. For example, as consumers have the established opinion that low-cost commodities are deficient.
- Among the most important organizations in Bangladesh's automotive industry is Runner Automobiles. However, RAL employees are less satisfied with their jobs than employees in other leading businesses in Bangladesh. In my opinion, RAL needs to engage more branding and marketing managers to enhance the efficacy of its branding initiatives and operations.
- To lessen the impact of the gray market and convince retailers to utilize genuine RAL products, RAL should build strong ties with retailers through export marketing, gifts, or bonuses.

Chapter 3-Project part

3.1 Introduction

Literature Review

Three-wheeler autos and auto-cycles are common names for three-wheeled vehicles. Since the original model's introduction in 1885, several further versions have come and gone. But it's plausible that autocycles have always been available to consumers, just like trike motorcycles (ppguide, 2021). Three-wheelers are referred to as CNG (compressed natural gas) in Bangladesh. Due to the nation's considerable natural gas resources and its well-developed natural gas transmission and distribution network, it is a crucial vehicle for people ("Present Scenario of Compressed Natural Gas (CNG) as a Vehicular ..", 2011). According to Fogelson (n.d.) We can operate these three-wheelers if we can operate a car. Lower sitting position, reduced weight, and a smaller total footprint are benefits over an automobile. All of the top models have a focus on dynamic acceleration and control, as well as striking design.

In Bangladesh, until February 2022, 20,671 CNG auto-rickshaws were registered in the Dhaka Metropolitan region, with 12,753 of those taking place between 2017 and 2022, according to BRTA statistics (Javed, 2022). Three-wheelers confide in CNG. To begin with, CNG vehicles are far more environmentally friendly than gasoline-fueled vehicles(Bajaj FinServ, 2022). The government has designated the CNG industry as a priority area and is actively encouraging private business owners to invest there. As a result of the government's efforts and the sharp increase in gasoline costs in recent months, the CNG industry has grown enormously. Now that more and more CNG conversion workshops are emerging, CNG is quickly gaining acceptance and popularity (Bashar, Rahman, 2022). Since then, the emergence of auto-rickshaws in our country has increased. Runner automobiles is one of the prominent three-wheeler importers in our country.

This year, the first motorcycle manufacturer and exporter in the nation, plans to start manufacturing Bajaj three-wheelers at a new unit in its industrial zone (Babu, 2022). Zunaid Ahmed Palak, state minister for information and communication technology, announced that Runner will introduce a three-wheeler by September of this year (Team, 2022). Moreover,in

Bangladesh, rural roads are ruled by Non-mechanized vehicles. Safety becomes a major issue. Also the government is confronting difficulties regarding road safety (BUET,2018). As a result, it is a great opportunity for Runner automobiles to supply motor three-wheeler vehicles which can perform a safe service for the passengers regardless of all the inconveniences. According to BBS, in FY 2017, the transport sector accounted for 10% GDP (H. Mansur, 2021). If Bangladesh can enter in new automobile manufacturing initiatives then the export circumstances can bring a massive boost in our economy.

Objectives of the Study

Broad objective: The main purpose of this study is to analyze the emergence of three-wheeler manufacturing in Bangladesh and exploring the endeavor of Runner Automobiles in amplifying the economic growth.

Specific objective:

- 1.To identify the drawbacks and opportunities in the three-wheeler industry.
2. To ascertain the challenges and to be able to propose recommendations.
3. To scrutinize the initiative of Runner automobiles in manufacturing and marketing three-wheelers.

Significance of the Study

Manufacturing three-wheelers is one of the most significant industries in Bangladesh for meeting consumer transportation needs. Our transportation industry has been severely damaged by the Covid-19 outbreak. As a result, Bangladesh now has a high demand for three-wheelers. A small variety of companies with unique offers are, nonetheless, available in the marketplace. Based on their needs, cost, and convenience, consumers buy them. Therefore, different buyers made different purchasing decisions, and the demand for the product also had an impact. If a three-wheeler manufacturer like Runner Automobiles wants to control the market, it must ascertain the need for and development of this niche. In this regard, I believe that Bangladesh's new three-wheeler industry should receive more attention in order to improve economic growth.

3.2 Methodology

Hypothetical framework

A study on scrutinizing the emergence of three-wheeler manufacturing in Bangladesh

?

Identify the drawbacks and opportunities

?

Indicate challenges and suggest recommendations.

?

Exploring the manufacturing initiative in detail

?

Economical growth

Research Design

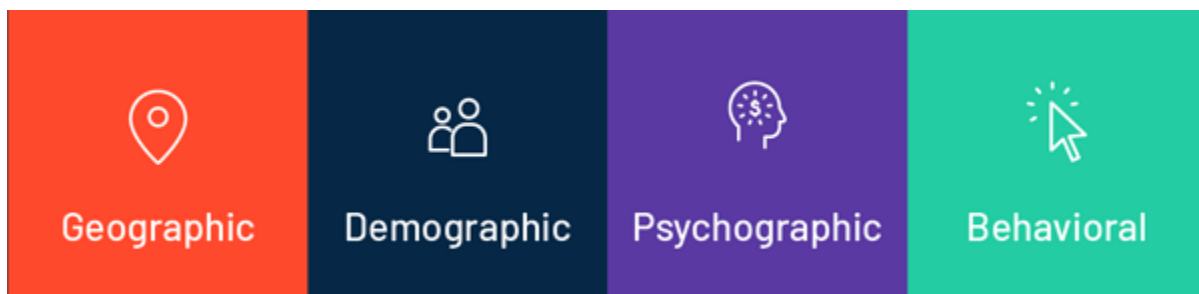
The major objective of this qualitative approach, which is centered on primary data, is to pinpoint potential outcomes that might highlight Bangladesh's first three-wheeler manufacturing industry as a consequence of demand. This plan seeks to produce estimations and collect crucial information to comprehend the necessity of the Runner automobile's initiative.

Sources of Data

There are 11 questions in the survey, and the answers can be utilized to gather particular analysis of data. Apart from the online survey form, the study's objective is to learn what passengers think about this three-wheeler production and Runner's endeavor; the questionnaire makes use of the stated primary information. In order to fully understand the project and create the questionnaire, secondary data were also obtained from books, publications, and the internet sites. To collect data for this study, I ran an anonymous survey between August 13 and August 16, 2022. The choice to take part in this study was discretionary. I explained the study's objectives to the respondents. They understood that the data would be protected and that information needed to be acquired. The questionnaire was launched with the consent of the respondents. We can evaluate the differences in viewpoints for filtering out the essentials based on the responses. 50 individuals in total participated in the survey. By the help of a questionnaire survey, I gathered information from people around the country. The categories are as follows:

1. Socio-demographic data
2. Timeframe variables in terms of vehicle usage
3. Preferences in terms of geography
4. Variables that affect vehicle choosing
5. Opinions upon manufacturing activity

Rationales for the study's inquiries: The questionnaire is developed with both open-ended and closed-ended inquiries. . Four separate segmentation categories were used to organize and divide the questionnaire. Which are:



Implication and Summary: Charts and tables are created in Microsoft Word and Excel to examine and interpret the data.

Sampling Method

Population selection: The preponderance of Bangladesh's population is urban and semi-urban, according to the total population studied in this study. Three-wheelers are often used by customers for transportation. Therefore, the community that was looked at for this study is over a certain population that may use a three-wheeler. Nevertheless, owing to the reasonableness and periodic payment option, alternative Pathao and Uber users can become paying clients. Therefore, those from the middle and upper classes to the elite class comprise up the target audience.

Areas being sampled: Urban and semi-urban regions were mostly collected via electronic methods. The research's limitations made it necessary to exclude the statistics from rural regions. Using this technique, each response shows a distinct facet of the respondent's behavior.

Sample size and technique: Convenience sampling was the type of sample employed in this analysis along with likert scale and utilization of both qualitative and quantitative data. It suggests administering the survey in a method that is practical for the respondents. The replies have only been gathered to the degree required for carrying out the study, within the bounds described in the following section. 52 people made up the data set for the report specifically.

Limitations

Inadequate engagement: A few of the participants were difficult to reach, whereas others were recalcitrant and may have provided misinformation.

Minimal Resources: Much research has been conducted on the three-wheeler industry. The effects of the manufacture and growth of this product on the Bangladeshi industry have not yet been thoroughly examined. The study was inadequate since it only employed a small number of main samples and an insignificant volume of secondary data.

Limits on the Sample's Quantity: The population's composition was already established through time, and user's confidentiality is taken into account. As a result of the sample's limited size, the report's veracity may be questioned.

Time constraints: This work was composed in a constrained amount of time. The sample size of the study is extensive in comparison, and the optimal population numbers could be significantly larger than the one used. A thorough survey is difficult to carry out at the moment.

3.3 Project Analysis

Hypothesis: I came up with the following hypothesis in my formulation:

H1- Whether this new three-wheeler manufacturing initiative is influencing people or not

H2- Identification of drawbacks, opportunities and recommendations in this industry

H3- Importance of Runner automobiles and the manufacturing project

Data Analysis

The demographic segmentation of the study is shown by the first two questionnaires, whereas the remaining inquiries concern three-wheelers. According to the research report, the participants' ages varied from 18 to 30 and above, with 82.7% of them being male, 15.4% of them female, and 1.9% being others.

Out of the other time periods, the proportion of individuals who first encountered the three-wheeler during the years 2001–2010 is the highest, at 71.2%. 44.2% of the population as a whole likes to travel by three-wheeler on a monthly basis. 28.9% of the overall sample size is made up by other usage levels.

As per the survey results, there are 78.8% people who use three-wheelers at Dhaka metro where rest of the respondents selected their hometown.

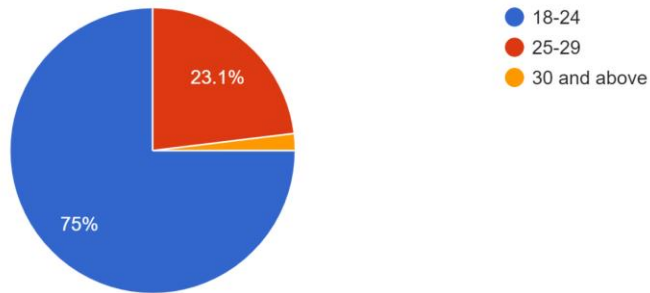
Other questions included open-ended replies, so respondents gave a variety of responses.

According to my attempts to elicit as much information as possible from three-wheeler passengers, question No. 8 produced the most crucial responses, enabling me to understand the demand for the three-wheeler manufacturing.

Considerations for the age of the users: Out of total 52 responses 75% of the three-wheeler users are aged 18-24 and age range 25-29 consists of 23.1%, 1.9% are of 30 and above. Most of the respondents are Millennials and Generation Z.

Select your age:

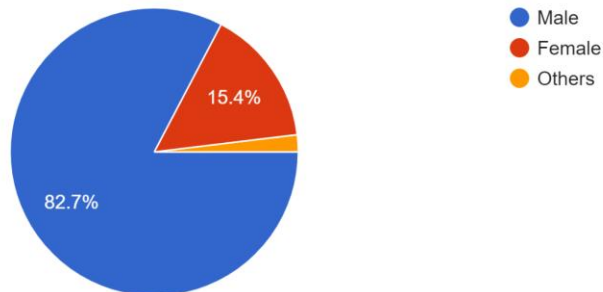
52 responses



Responses based on genders: The survey consisted of 82.7% of them being male, 15.4% of them female, and 1.9% being others.

Select your Gender:

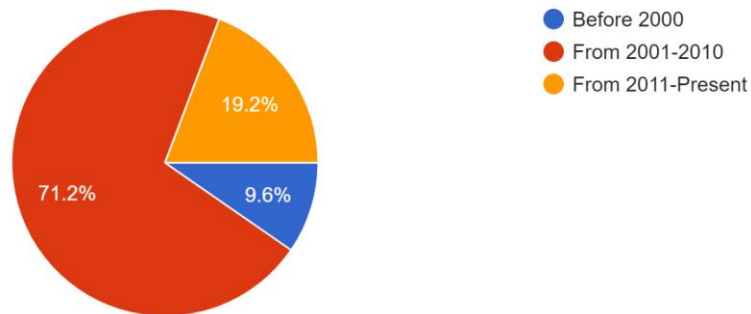
52 responses



Participants' first encounter with the vehicle: The response resulted in 19.2% participants who encountered this vehicle from 2011-present. Before 2000 it was 9.6%. Apparently, 2001–2010 is the highest, at 71.2%.

When did you start knowing about CNG three-wheelers ?

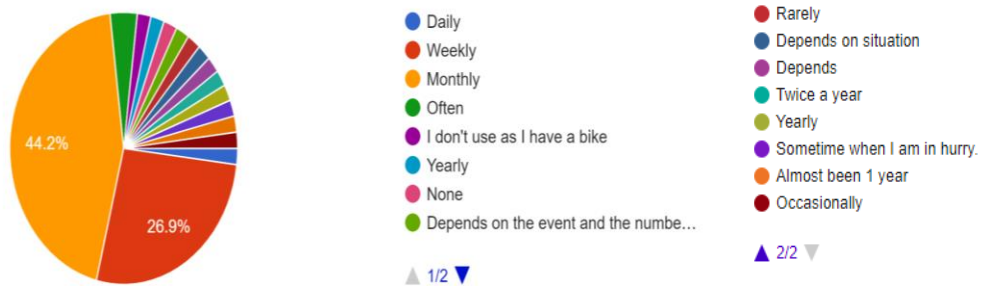
52 responses



Three-wheeler in transportation: Here monthly use is the highest at 44.2%. 26.9% of the sample uses it as transportation for a weekly basis. 3.8% respondents use it on a daily basis. Remaining 25.1% of Others consisted of open ended data.

How often do you use a CNG three-wheeler for transportation ?

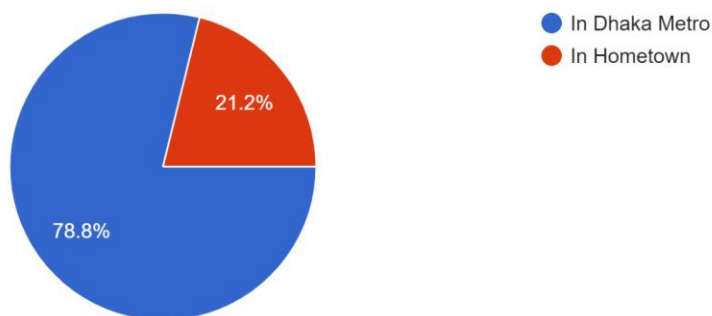
52 responses



Travel location: 78.8% people who use three-wheelers at Dhaka metro where rest of the respondents selected their hometown.

Where have you traveled the most by CNG three-wheeler ?

52 responses



Distinguishing with the alternatives: An open ended inquiry to acquire information about whether an individual has traveled by CNG three-wheelers and what was the best reason to choose it over Uber, Pathao.

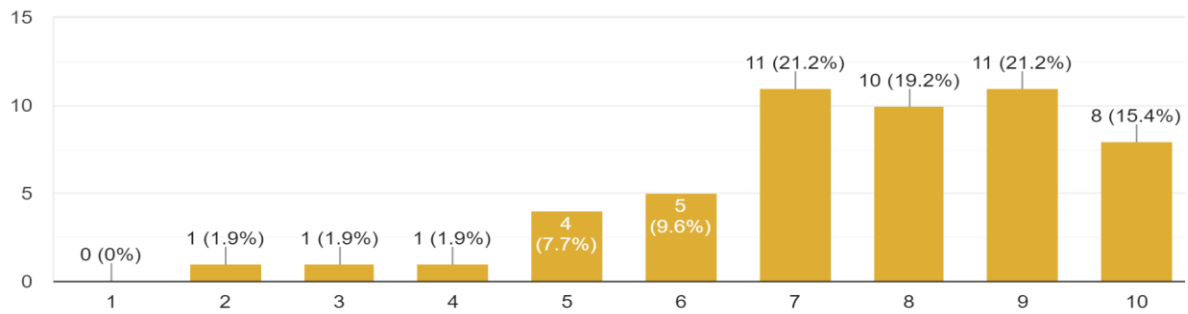
	Responses	
Cost effective	Not traveling now	Availability and it's metal built.
Outside Dhaka where cng is an option to Travel.	More convenient than cars since Dhaka has narrow roads	Cheaper
I can move easily to my destination with less transportation cost	Easily Available	Has more space than a two-wheeler and is safer as well. Can be used to carry a lot of things if necessary.
Negotiable	It's cheaper than uber	Its available everywhere
Cost friendly	I don't use much CNG	Low cost
Sometimes it's affordable over uber	Fare	Availability
When I failed to get an uber or pathao only then I use cng... In bangla it call "ঠেকায় পড়ে নেওয়া লাগে"	reasonable price, available in everywhere	No comment

Only CNG is available in hometown	CNG for Capacity and fare rate	Uber/Pathao is the best
Easy to find	Cheaper, can move faster than other board vehicles, carrying things.	I use CNG in my emergency time. In my home town I use CNG because it is the only transportation.
Cost	Capacity	The most important issue is the fare and CNG is less expensive than fuel so the fare is also le
Kholamela	Good, not bad	Affordable
time and cost convenient	CNG because at least 3 people can sit	Service
Pathao or Uber is always best comparing with CNG	Pathao because its fast	To save cost
lower price	Cheaper than uber. Safer than pathao.	Easily accessible
Because it can go fast and i can feel the fresh air	CNG as it has no alternatives	Outside Dhaka where cng is an option to Travel.
Cheaper than uber, safer than pathao	Uber is good	I can move easily with less cost
Maybe bcz of too late night	Situation basis	Negotiable
Sometimes it's affordable over uber	When I failed to get an uber	Setting up a fan

Individual's point of view on it's importance: Rate 7 and 9 is provided by most of the respondents with the rate of 21.2%. In addition, maximum individuals value the importance of Three-wheeler manufacturing within the country.

In transportation sector CNG three-wheeler plays a vital role.

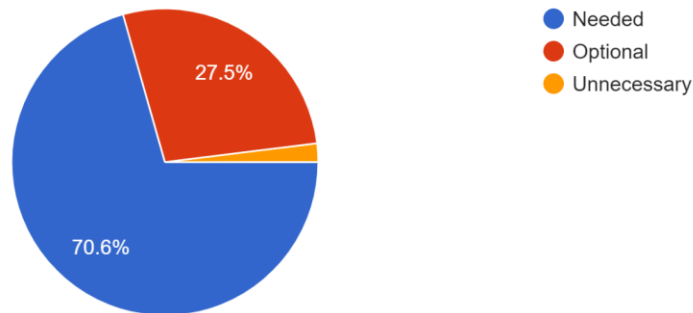
52 responses



Consumer's perception: This will help to identify the necessity of Three-wheelers manufacture for transportation. 70.6% respondents stated the need of manufacturing this vehicle whereas 27.5% stated optional and 2% unnecessary. Therefore, most of the respondents supported the necessity of the production of this vehicle.

Currently Bangladesh imports CNG three-wheelers. What is your perception about manufacturing CNG three-wheelers in our country?

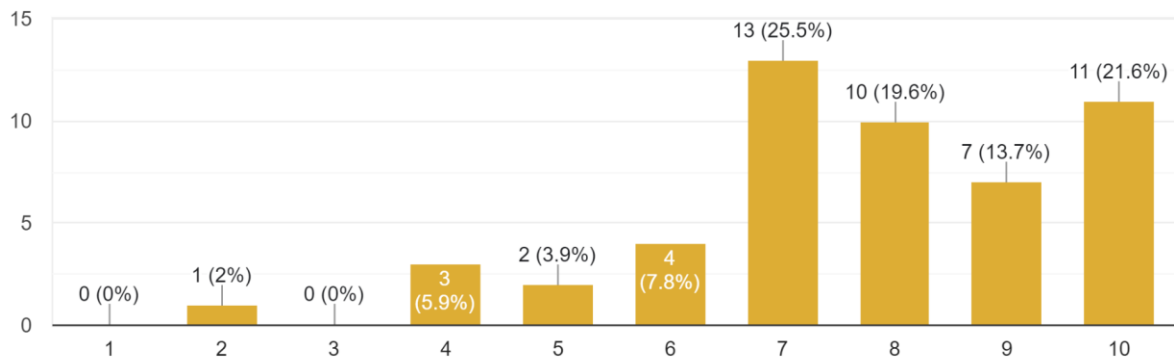
51 responses



Economical impact: This likert scale assisted to figure out the consumer's opinion on this manufacturing initiative and economic growth. Most of the responses include 7 at 25.5% and 10 at 21.65. As a result it is seen that individuals are conscious about economic growth.

Do you think this initiative is fruitful and going to keep an impact on our economy?

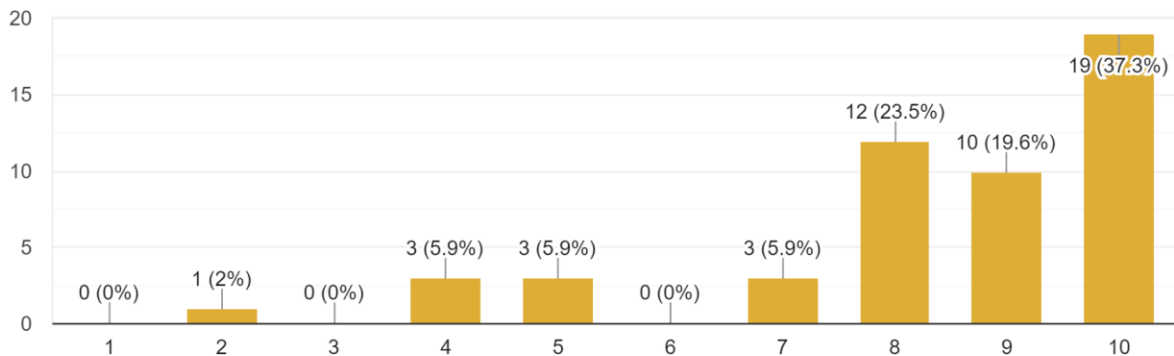
51 responses



Consumer's conception upon Runner: 37.3% respondents support Runner's initiative strongly and rated 10 which is the maximum. 19.6% rated 9 and 23.5% rated 8 respectively.

Do you support Runner Automobiles in taking the first initiative to manufacture CNG three-wheelers in our country?

51 responses



Recommendations: In this open ended there are several suggestions and recommendations that can help to screen out the possible alterations are stated through which the product can confront developments in manufacturing.

	Responses	
Decrease cng price and travel cost.	Extra fan services for passengers also not only for drivers.	Please make the drivers use the meter for charging fares
Ensuring safety should be the first priority	Good structure needed	In this era of Bangladesh, there are more traffic on the roads than usual. Please do not take unnecessary initiatives to make it more. Thanks.
If you can give a fan facility and tv watching facility that will be good.	Availability	I wish best of luck on your project.
Make it more available and cheap	CNGs with a functional meter	Not CNG three-wheelers. Try to make fast electric three-wheelers. It will be insane and environment friendly
New better designed cng three wheelers can make a huge change in Dhaka	It should be available	More safety and controlling system needed
The drivers should be more careful	Fare rate decrease	As of this moment, the number of motorcycles in the country is much higher than the number of uber or CNG three-wheelers. This is because motorcycles are being used to carry passengers as well. Takes less time to go to any place, can go through traffic easily, these are the reasons for the popularity of the two-wheelers. If the fare of the CNG three-wheelers becomes reasonable then the popularity of these three wheel vehicles might get higher than any transport

		vehicles.
No	Small med kid should be installed in the passengers end	Safety features should be increased
Well built body Fuel efficient Electric	Speed is capped which if increased can play a major role. The cng drivers should be put in check and dealt with more strict authority regarding the fares.	You should focus on what our country wants. It has to be reliable.
I hope the fare rate will decrease	Well, what we need to do first is to change the design of the three wheeler vehicle. It can carry only 3 people but if it can carry more than 5 then it would be a game changing vehicle for this country as gas is cheaper than petrol and octane. So the rent will be cheaper than petrol or octane's vehicle.	Meter rate should be maintained strictly
Fare should be lower	Install a fan at the back	Nope

Findings from the Data Analysis

- Most of the individuals are familiar with three-wheelers
- Millennials and generation Z still prefers three-wheeler for transportation
- Necessity of three-wheelers in metro city is evolving
- Emergence of three-wheelers in rural areas has been observed
- Individuals use three-wheeler as an alternative for Uber and Pathao
- Importance of three-wheelers in transportation sector is drastic
- Individuals' perception on three-wheeler manufacture is positive
- People believes that three-wheeler manufacturing can help to increase the economic growth
- Positive affirmation on Runner's endeavor

- Suggestions and recommendations that can be used to develop manufacturing and sustain passengers' concern

3.4 Summary and Conclusion

In my opinion as I have previously mentioned in the initial phase my project's outcome was to determine the drawbacks and opportunities. Thus I am capable of stating that the drawbacks in three-wheeler industries are observable as this vehicle needs much improvement and innovation in case of raising productivity according to the passengers. In addition it is seen that in metro cities as well as rural areas both sectors need three-wheelers as it has some sort of advantages. The challenges are visible as if the three-wheeler manufacturing starts what will be the perception of citizens and replies in this regard has been collected. Some crucial recommendations have been advised by the individuals which can be improvised and emphasized while manufacturing the product. Last but not least, as Bangladesh has a greater demand on three-wheelers than manufacturing this vehicle in our country can be a great approach to fulfill economic demand.

3.5 Recommendations

- Keeping the Manufacturing first priority, it is required to fill up this vehicle's demand in the marketplace
- Emphasizing on how to decrease the manufacturing cost as well as the product price
- Ensuring safety should be the first priority
- Providing proper allocation of the product on the basis of demand and availability
- Maintaining maximum fuel efficiency
- Installing proper ventilation and fan facility
- Spreading consciousness to use the meter
- Installing Med-kit facilities in the vehicle
- Emphasizing on use of eco-friendly gas rather than petrol
- Establishing flexible seating capacity
- Emphasize on R&D to come up with electric three-wheelers in future

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