

Report On  
**B2B Sales & Development Process**  
**Transcom Electronics Ltd.**

By

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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  
April, 2020

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## **Declaration**

It is hereby declared that

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

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**Letter of Transmittal**

Mr. Jubairul Islam Shaown

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Subject: Submission of Internship Report

Dear Sir,

I am submitting my Internship Report titled, “B2B Sales & Development Process: Transcom Electronics Ltd.” which is a requirement to complete my BUS400 course. During my timeline of internship, I have worked with Transcom Electronics Limited. While working I came to know about the detail of B2B sales and development process of Transcom Electronics Limited. The report has been compiled as per your requirements and those set by the host organization. It gives me immense pleasure to tell you that working on this internship report has given me a wide range of exposure.

For such, I came up with an intention of doing a research on TEL’s B2B sales process and development. I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible. Yet, if it requires any clarification, I will be happy to address them.

Thank you again for your support and patience.

Sincerely yours,

---

Md. Jubaer Islam

ID: 16104138

BRAC Business School

BRAC University

April 15th, 2020

**Non-Disclosure Agreement**

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between Transcom Electronics Limited and the undersigned student at BRAC University .....

## **Acknowledgement**

First of all, I would like to show my gratitude's toward Almighty Allah who has given me strength and patience to complete my report due on time.

I would like to thank my academic advisor, Mr. Jubairul Islam Shaown for giving me the opportunity to work with him as he helped me throughout the whole semester to make this report and research in proper way. He always kept track of my progress and helped me complete this report with proper guidance, support and counseling during this period.

Next, I acknowledge my gratitude to Mr. Taslimur Rahman, Head of Corporate sales, Transcom Digital, for his contiguous assistance and guidance from time to time and for being my supervisor in the host organization in achievement of my internship program as well as preparing the report.

In the end, I show my utmost gratitude towards the people who have contributed greatly behind the completion of this report. Without their help, this report would not have been completed within time.

## **Executive Summary**

This internship report is prepared based on the three months of practical knowledge and work experience in sales department in Transcom Electronics Limited. During this internship period, I have worked under the supervision of Mr. Taslimur Rahman (Head of sales, Sales Department).

This report is prepared on the topic of “B2B Sales & Development Process of Transcom Electronics Limited”. This report includes all the activities I have done so far working under TEL along with their sales and development process. The Transcom Electronics sales department runs into two categories which are B2B sector and B2C sector. B2B sector focuses on capturing organizations and factories and thus look forward to generate leads. On the other hand, B2C sector focuses on consumers ensuring better sales. This report focuses on how the B2B sales process works and how they have developed throughout the years. This report also includes their whole offer and after sale service processes prepared on B2B clients. Transcom Electronics Limited not only provides offers and discount on their large corporate, but also provides best after sale service to all of their clients. This holds a reputation for TEL all over Bangladesh as the clients are getting more benefits in their needs. The report provides a clear idea about all of these factors and processes of Transcom Electronics Limited about their B2B sales.

In conclusion, I have given utmost care to explain all the necessary aspects about the sales and development process of Transcom Electronics Limited and I feel very lucky having an experience under their work environment. However, there are some limitations mentioned in this report which should be taken care of by the company. I have suggested some possible solutions against those problems. If the recommendation points are noticed carefully, the company can get the advantage very quickly.

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## List of Acronyms

B2B- Business to Business

TEL- Transcom Electronics Ltd

TDC- Transcom Distribution Company

HOB- Head of Branch

GM- General Manager

BM- Branch Manager

AGM- Annual General Meeting

TDC- Transcom Distribution Company Ltd AMC-

Annual Maintenance Contract

SME- Small and Medium-sized Enterprise

MNC- Multi National Company

CT- Corporate Team

MIS- Management Information System

# **Chapter 1**

## **Company Overview**

## 1.1 Introduction

Transcom Group is a Bangladeshi business conglomerate. Transcom is one of the leading and fastest growing diversified business houses in Bangladesh. There are so many segments under this business including Electronics, Beverage, Radio channel, Newspaper, Pharmaceuticals and Foods etc. Transcom was originated with tea plantation in 1885 in Bangladesh. This company is making opportunities for more than 13500 employees in our country. Their diversified business house has now interest in many segments in the industrial along with service sectors in Bangladesh.



Figure 1 Products of Transcom group

In recent years Transcom has emerged in Bangladesh as an increasingly powerful media house. Transcom Electronics Ltd (TEL) is a corporation within the Transcom Group, which is one of the largest industrial groups in Bangladesh. Some of the brands under Transcom's management are: Eskayef Bangladesh limited (Pharmaceuticals), Prothom Alo & The Daily Star (Newspapers), ABC Radio FM 89.2 (radio channel) and Transcom Distribution Company Ltd (TDC). Other food

and beverage and electronics groups are: Pizza Hut, Pepsi, 7-up, Mirinda, KFC, Philips, Whirlpool, Panasonic, Hitachi, Maybelline, Garnier, Lays, Transtec and etc.

Apart from Transcom has a distribution setup, known as Transcom Distribution Co. Ltd. (TDC), Bangladesh's largest independent distribution setup with complete nation-wide network distribution facilities and branch offices with warehouses and delivery vans.



Figure 2: Transcom Delivery Company Ltd

In current situation, staying competitive is the essential to survive in today's business world, where quality standards and standard goods and services sneak through physical boundaries. The recent global recession and its consequences have exposed yet another threat and the bitter side of globalization, given the interesting growth and expansion of business. For this, Transcom Group is working relentlessly to aid businesses succeed in their respective sectors.

## 1.2 Companies and Associates

|   |                    |
|---|--------------------|
| Eskayef Pharmaceuticals Ltd.                              | Mediastar Limited  |
| Transcom Beverages Limited (PepsiCo and its subsidiaries) | Transcraft Limited |

|   |                             |
|---|-----------------------------|
| Transcom Consumer Products Limited<br>(PepsiCo, Mars, Conagra Brands, Kraft Heinz and its subsidiaries) | Tea Holdings Limited        |
| Transcom Distribution Company Ltd   | Trinco Limited              |
| Transcom Electronics Limited  | Transfin Limited            |
| Transtec Limited  | Monipur Tea Company Limited |
| Transcom Food Limited   | Marina tea Co. Ltd          |
| Mediaworld Limited  | Reliance Insurance Ltd.     |

### 1.3 Transcom Electronics Limited

A part of Transcom Group is Transcom Electronics Limited (TEL). It is a private limited company owned by the Chief Executive Officer (CEO) Mr. Latifur Rahman. Transcom Electronics Ltd (TEL) began its operation in 1993 by taking over the PHILIPS electronics and lighting company in Bangladesh. The company is currently one of the country's leading electronics and electrical firms, selling and supplying industrial lighting, mobile electronics, home appliances and professional lighting products from renowned brands through its comprehensive distribution.



TEL is the authorized distributor for Whirlpool, Samsung, and Hitachi products in Bangladesh. The products include refrigerators, freezers, washing machines, microwave ovens and other household appliances. Transcom also distributes some other renowned brands like: Panasonic, Daikin Air conditioning, Sebec, Sanford, Uniliver Pure It, Kent Water Purifier, Black+ Decker and so on.



Figure 3: Transcom Electronics Appliances

## 1.4 Transtec

To meet changing customer demands and to offer quality goods in various segments of the market, TEL has introduced a new brand TRANSTEC, selling light bulbs, tube lamps, dry cell batteries, refrigerators, freezers, Smart TV and other electrical accessories. It has already earned a great brand value in the consumer mind. Transtec provide product with maximum value with minimum cost. Recently, Transtec is competing with one of the well known domestic brands “Walton”.



Figure 4 Transtec Products

## 1.5 Showroom List

| SI | Code  | Name                    |
|----|-------|-------------------------|
| 01 | DGT   | Gulshan Tower           |
| 02 | DGC   | Gulshan Circle          |
| 03 | DGN   | Gulshan 1               |
| 04 | DKP   | kuril                   |
| 05 | DUT   | Uttara                  |
| 06 | DSJ   | Uttara Janapath         |
| 07 | DDM   | Dhanmondi               |
| 08 | DSM   | Satmasjid Road          |
| 09 | DBB   | Basabo                  |
| 10 | DKB   | Karwanbazar             |
| 11 | CTN   | Nasirabad               |
| 12 | DMD   | Mohammadpur             |
| 13 | DMP   | Mirpur 1                |
| 14 | DRS   | Rokeya Soroni           |
| 15 | DPL   | Pallabi                 |
| 16 | DMK   | Mohakhali               |
| 17 | DMB   | Malibagh                |
| 18 | DST 1 | Bangabandhu Stadium     |
| 19 | DST 2 | Moulana Bhasani Stadium |
| 20 | NGJ   | Narayanganj             |
| 21 | SYL   | Sylhet                  |
| 22 | BOG   | Bogra                   |
| 23 | RAJ   | Rajshahi                |
| 24 | KUL   | Khulna                  |
| 25 | CHS   | Halishahar              |
| 26 | CSM   | Sk.Mujib Road           |
| 27 | CML   | Comilla                 |
| 28 | DIP   | Ibrahimpur              |
| 29 | DTN   | Tongi                   |
| 30 | DSV   | Savar                   |
| SI | Code  | Name                    |
| 31 | DJB   | Jatrabari               |



|    |     |                                 |
|----|-----|---------------------------------|
| 32 | NSD | Narsingdi                       |
| 33 | MYM | Mymensing                       |
| 34 | TGL | Tangail                         |
| 35 | RGP | Rangpur                         |
| 36 | DIN | Dinajpur                        |
| 37 | JES | Jessore                         |
| 38 | KTA | Kushtia                         |
| 39 | BSL | Barisal                         |
| 40 | CSS | Sholoshahar                     |
| 41 | FEN | Feni                            |
| 42 | CHM | Chowmuhoni                      |
| 43 | BRB | Brahaman Baria                  |
| 44 | DBD | Badda                           |
| 45 | DDS | Dhanmondi Sankar                |
| 46 | TMR | Tangail Mymensing Road          |
| 47 | CGC | Chittagong Golpahar Circle      |
| 48 | DBP | Dhaka Bijoynagar Paltan         |
| 49 | SSU | Sylhet Shahjalal Uposhahar      |
| 50 | DAB | Dhaka Azimpur Bot tola          |
| 51 | DUG | Dhaka Uttara Gausul azam        |
| 52 | FAM | Faridpur Alipur Mor             |
| 53 | DKT | Dhaka Khilgaon Taltola          |
| 54 | CJR | Ctg. Jamalkhan Road             |
| 55 | SPJ | Satkhira Polashpur Judgecourt   |
| 56 | DLH | Lalbag Haronath ghosh Road      |
| 57 | SSK | Sirajganj Shohrwardi Khan plaza |
| 58 | KBB | Kishorganj Bangabondhu Bhoirob  |
| 59 | RJD | Rangpur Jail Road               |
| 60 | DGL | Gulshan 1                       |

## 1.6 Corporate Mission

Transcom Electronics Limited is a well developed company following their manners and structures fruitfully. They are very passionate and strict in achieving their destination. The core missions of TEL are:

1. Provide the best customer service
2. Maintain corporate and business ethics
3. Provide high quality product and services
4. Maximize company's growth and minimize competition
5. Show professionalism and team spirit
6. Strictly follow the labor law and business law

## 1.7 Competitive overview and rivalry

Consumer electronics is a highly competitive market with a broad range of products from International as well as local companies. Because of the brand image and reputation, the international brands have a clear top of mind affiliation.

| Product Category       | International Brands                                  | Local Brands                                 |
|------------------------|---|--|
| <b>Television</b>      | Sony, Samsung, Panasonic, Toshiba, Philips, LG, Sanyo | Rangs, Walton, Vision, Singer, MyOne, Jamuna |
| <b>Refrigerator</b>    | Samsung, Whirpool, Kelvinator, LG, Hitachi, Hier.     | Walton, MyOne, Minister                      |
| <b>Air Conditioner</b> | General, Daikin, Gree, Whirpool, Carrier.             | Butterfly, Walton, Jamuna                    |
| <b>Home Appliances</b> | Miyako, Sebec, Panasonic, Sharp, Steamfast.           | Walton, Electra, Singer, Eco+                |

Transcom Electronics faces competitive rivalry against international brands. Here, Sony Rangs has strong brand presence in Bangladesh because of their strong consumer loyalty, high sales turnover and strong distribution network and showrooms all over the Bangladesh. The electronics market has become so competitive in the market that consumers do not remain loyal to their brands. They

prefer shifting brands over any small reasons. Moreover, Electra Mart has collaboration with different organizations like Daraz, maintaining high profit margin, strong distribution network, and some other reasons like Sony Rangs. On the other hand, Walton has also put their name on the competition list, though they focus on local concept and patriotism, low product price following economic scale, large number of potential customer base due to high brand exposure and strong popularity in rural areas.

# **Chapter 2**

## **Job Description**

## **2.1 Introduction**

As an intern, I was considered as a sales executive and a team member of sales under my supervisor Mr. Taslimur Rahman, while working at Transcom Electronics Limited for three months. I joined the Transcom Electronics limited company in the middle of January, 2020. I got the opportunity of real business and corporate world of TEL. My primary responsibility was to adapt myself in the given context and understand my core responsibilities and duties.

## **2.2 Duties and Responsibilities as an Intern**

### **2.2.1 Training**

The well-defined selling approach provides the consumer with superior value, which is the cornerstone of business success. This training offers a specific process-framework for the planning and execution of Sales and Marketing activities. TEL guides to more logical thought process and consideration in designing and accomplishing corporate sales initiatives. Here, on the job training offers B2B sales process and established tools within an organization. Transcom Electronics limited offers interns orientation training to get familiar with our job, peers, rules and regulation of the company. This training helps intern to be self confident and more informative and proactive. Moreover as an intern, I have been a part of the sales team which made me visit corporate offices with supervisors where I get to know how to do all the works of the corporate sales working model to expand customer-base. This also helped me learn how sales lead runs faster and at higher margins. Additionally, I learned how to deal with official person which include a major behavioral issue. Such training was given to improve an intern's experience and skills for growing on - the-job efficiency. I have been instructed on the correct management methods for machinery and tools at work. This training helps to efficiently do the job and reduce the production wastage and inefficiency. Furthermore I get to know about a plain overview of marketing and corporate sales strategy. And establish sales and marketing opportunities as a continuation of business growth. Along with this, this training also provided me to verify those corporate strategies and its relationship to sales and marketing that I have learnt so far from my academy.

### **2.2.2 B2B Experience**

Transcom Electronics Limited provided me an amazing opportunity on B2B sales service. I have started to maintain connection with every responsible person from particular well known

companies in different area in Dhaka with the help of my seniors. As a sales team member of my supervisor, I have visited different companies in Dhaka city. I have followed the strategy to get into more customer relationship management for TEL's business growth. TEL also provided gift items as a sign of souvenir to those companies to prioritized customer to maintain their relationship strong.

The corporate offices that I have visited so far are given below:

- Daffodil International University
- Beximco Pharma
- Radient Pharmaceuticals
- Syngenta Foundation Bangladesh
- Meghna Group of Industries
- Sikder Group Of Companies
- Northern University
- UCB Bank (Gulshan Branch)
- Labib Group
- Bangladesh Brand Forum
- Lafarge Holcim Bangladesh Limited
- Nestle Bangladesh
- The Nielson Company Bangladesh Limited
- BRAC Centre
- Oponin Pharma Limited
- MetLife Bangladesh
- Department of Public Health Engineering
- DBC News
- Boishakhi TV

All these offices were very well mannered and showed great hospitality amongst us. I am much honored to meet so many HR and Chairman of corporate world. These visits helped me learn about behavioral issues and provide knowledge about how to meet and achieve the target. I could not

have this experience and opportunity to meet those respected person without the help of my corporate supervisor Mr. Taslimur Rahman.

### 2.2.3 Projects

I have participated in various company project works of TEL besides B2B experiences. There, I have gained knowledge about internal business affairs of TEL and participated in it. Some of them were easy, some of them were very difficult, and I could not complete those tasks without the help of other corporate employees. The projects I have participated in are given below,

1. **Digitalization of gift voucher project:** rather than selling electronics and home appliances, TEL also sales gift vouchers starting from 500 taka to more than 100000 taka. They follow manual methods to distribute or sell this gift vouchers and track them.



Figure 5: Gift voucher of 1000 BDT

Therefore, it becomes very difficult to track those gift vouchers and also takes many manpower and time to rearrange all the data. Our project was to find a way to make it simpler to track the vouchers so that it takes less manpower and consume less time behind this. I, along with my team members, the employees of TEL, have provided a solution of it by adding a barcode number on every voucher which will help keep track of thousands of vouchers.

2. **Data Entry:** I had to do a lot of paper works also while working under TEL. First of all, I had to entry information from invoice copy and vat copy of work orders. I had to fill up 3 months sells of invoice copy and vat copy which includes the sales of December, January and February. At first it was complicated for me. However, with the help and direction from my fellow members, I found it lot easy later and enjoyed working under TEL. Moreover, I have prepared routine wise slides for my supervisor to present our products to our clients while in a meeting or visiting their offices. I have prepared slides on brand new Samsung 82 inch 8K Smart TV which was launched recently in the market. It helped

my supervisor represent the product to our clients in a formal and attractive way. Also, I have prepared slides for training classes of TEL branch employees based on the guidelines of the company. Through this, I have learnt a lot about the company's training policy and how they manage their employees. Besides these, I have done some problem solving tasks of TEL and their selling process. As example, I have modified their sales flowchart according to the new rules and offers offered by TEL. This included bonus, sales percentages, buyer offers and so on. Another project that I have participated in is Project Online, where I, along with my team member, had to find out how we could boost our corporate sale through online. For this project, I have done basic secondary data research on other competitors of TEL in the market. Here, I have found out the competitors business position in the market as well as their strength and weakness. Through this, we have found out so many opportunities which can be used by TEL in future. The project is still processing and I have submitted my research to help it grow further.

3. **Facilitating in preparing MOU:** MOU or memorandum of understanding is a formal agreement between two or more parties. Companies like Transcom Electronics use MOU to crate official partnership. The rules and regulations were already there. I have modified this MOU for hundreds of companies for TEL which includes hospitals, universities, mosques, organizations and so on. These MOUs carry a degree of seriousness and mutual respects than a normal agreement between companies and organizations.
4. **Facilitating in preparing excel sheets for lead generation:** While working under an organization, there is a massive use of excel sheets on different purposes to organize paperwork and files. Moreover, it also helps track down the information and also create rules and regulations for office employees. While working under Tel as an intern, I have facilitated in preparing excel sheets for lead generation, like tracking down sales and sales percentage per month and comparing with the previous month's sale as well as the target sale. Moreover, these excel sheets also contained employee's target lead generate and how much they had achieved. This was a great experience for me to work on.
5. **Expediting lead generation:** TEL follows face to face meeting or on phone call meetings with B2B buyers about their deals and discounts. There, while expediting lead generation, I had to make phone calls to our targeted new and old customers about our new deals and discounts. I have made phone calls to Public Relation officers of different universities and



managed to collect info about their current condition and if they need our product for this summer or not. If they already have our product and have some issues about warranty, I suggest them to contact our service authority directly. However, if they do not have AC installed in their organization building, I suggested them about our new items and brands depending on their preferences.

## **2.3 Learning Outcomes from Internship Experience**

### **2.3.1 Learning Experience**

After completing all the courses of my department, this internship was my first step towards the corporate world. The first thing I have learnt from this internship is the nature of a corporate office, the culture of Transcom Electronics and its people. All of my respective colleagues and line managers are very and helpful. As I had no experience of corporate world, they tried their best to make me feel easy and comfortable. They not only helped me learn from my mistakes, but also helped make my overall behavior better than before and what approach what should take in different situations. Moreover, I have learnt how to communicate with individuals and develop my marketing and sales skills. Also, I have learnt how the whole on-boarding process works and how to make approach to corporate sales and generate leads for a company. I have learnt how to communicate with external organizations for bulk lead and negotiate stuffs. Moreover, I have also learnt about company's law and rules while approaching for sales. This whole internship experience also helped me learn what skills are needed to generate sales and communicate with people.

Moreover, using Microsoft Excel more often has helped me learn a few new things from my supervisor and I have become proficient over the time. Also, I had to make PowerPoint slides for some training programs and for my supervisor. By doing so, I have become more efficient in making PowerPoint slides.

All these learning experience and skills could not be possible without the guidance and help from my supervisor and other colleagues of the company during my internship period. They have helped me learn from my mistakes and trained me with great care. There, I won their trust with my work

quality and responsibility towards assigned works. I have not only received their trust but also their respect even from other seniors and co workers. Moreover, other interns under TEL also respected and helped me the whole time.

### **2.3.2 Difficulties and Challenges**

I have faced certain difficulties and challenges throughout the whole internship period.

- Firstly, there was no fixed desk for interns. I had to sit to different desks everyday whichever was empty. It was difficult for me to prepare my work in different desk every day.
- After joining, I had to know that I need to bring my own laptop to do the office works as TEL does not provide fixed desktop or laptop to their employees. As I did not have any laptop, they had to arrange a desktop for me which took a long time to manage. It was very difficult and challenging for me to do the works without desktop those days.
- Though I had one supervisor in sales team, I had to do follow orders from other senior members and their given duties. It was difficult to complete those works in time and because of this, I had to do overtime most of the day.
- Moreover, there was no fix schedule and limit to meet clients of different companies. The pressure of meeting many clients and companies in one day at different places was very challenging to me. Though, I came to enjoy those meetings over the time.

# **Chapter 3**

## **B2B Sales & Development of Transcom Electronics**

### **3.1 Origin of the Report**

It is required to complete an internship program under a company to complete the Bachelor of Business Administration under Brac University. Students have to prepare academic reports that reflect the learning and work experience of their internship phase. The main purpose of this internship report is to fulfill the requirements of BUS 400 course as a part of BBA program where students get the experience of the real corporate world. Along with the experience of the corporate world, the internship program also fulfills the purpose of comparing real life scenario with academic knowledge learned in Brac University. Moreover, it also fulfills the purposes to provide field experience allowing for hands-on computer work.

Throughout this internship period, I get the chance to work with Transcom Electronics ltd, a subsidiary of Transcom Group of Bangladesh. This internship helped me understand how corporate world works in real life scenario and how to cope with the pace of corporate sectors. This internship course helps me understand the organizational culture before joining into the actual corporate world.

### **3.2 Objective of the Report**

The general objective of this report is to fulfill the Bachelor of Business Administration (B.B.A) degree required under the supervisor and the faculty of Brac Business School of Brac University.

Furthermore, the specific objective of this study is to know about B2B corporate sales and discuss more about their marketing and sales strategies in corporate world. Another purpose of this report is to learn about business alliances and prospect networking and relationship management through core marketing initiatives.

### **3.3 Scope of the report**

The scope of the report depends on the company's function, operation, and performance and so on. Here, the study of this report is about the corporate sales process development of Transcom electronics limited and some strategies as per the requirements. In addition to this, it can also help sales team to discover new strategies regarding our new generation sales and marketing. Moreover, this study will help corporate sales in identifying weakness as well as strength of major areas.

### 3.4 Methodology

The internship was carried out in such a systematic procedure starting from the selection of the subject to the preparation of the final report. As a result, all the data are collected from various sources. The two methods while using collecting data are:

#### Primary Data:

- Observation of the activities from the corporate office
- Practical experience
- Face to face conversation with colleagues
- Practical field visit with my in site mentor

#### Secondary Data:

- Official website of Transcom Group ([www.transcombd.com](http://www.transcombd.com))
- Information from previous report
- Different documents and information provided by my supervisor and other senior employees

### 3.5 Limitations of the Report

Though I got a lot of help externally and internally while working in Transcom Electronics Limited, there were some limitations as well as unavoidable problems to prepare this report.

- The information and data collection need enough time to make this report. While completing this report I faced challenge as there was lack of time.
- As there was too much workload, the whole system was not that much organized.
- Lack of fixed bench and workplace for interns.
- Their company website did not have enough data to fulfill the information needed for the report.
- The program and process they are used to operate with, was not up to date.

## 3.6 Literature review

### 3.6.1 Sales & Buying Behavior

Anderson and Oliver (1987) conceptualized sales performance as the evaluation of sales people based on what they produce (i.e. sales outcomes) as well as what they do (i.e. sales behaviors). Based on this view, salesperson performance has been studied relative to both salesperson outcome and behavior performance (Anderson and Oliver, 1987; Challagalla and Shervani, 1996; Cravens et al., 1993; Oliver and Anderson, 1994). Regardless of how performance is defined, sales managers play a key role in ensuring that sales person performance goals are met (Dalrymple et al., 2001) and a major problem that sales managers face in doing this is the inability to accurately measure performance.

According to Niels Nolsøe Grünbaum (2015), the buying center members applied satisfaction dimension when forming satisfaction judgments. Moreover, the focus and importance of the identified satisfaction dimensions fluctuated pending on the phase of the buying process. Based on the findings a three step sales model is proposed comprising of:

1. Identification of the satisfaction dimensions the buying center members apply in the buying process.
2. Identification of the fluctuation in importance of the satisfaction dimensions.
3. Identification of the degree of expectation's adjacent to the identified satisfaction dimensions.

### 3.6.2 Branding

Branding is essentially used to convey a set of values to potential buyers which may be considered at various stages of the organizational decision making process including the determination of the characteristics of the product or service, the search for potential suppliers and the evaluation of proposals (Sweeney 2002). In addition to understanding the process of the decision making Lynch Etal (2004) state that it is also necessary to understand the structure of the decision making unit and the evaluative criteria used to make purchase decisions. It is also necessary to understand the characteristics of the purchase situation and the nature of the organizational buyers. An understanding of these aspects of organization buying will enable marketers to determine how branding can be successfully implemented.

Seller Company's brand is a mirror image from people expectations in customer organization. According to Kotler & Pfoertsch (2006 pp241-245) "Sellers brand is promise, the totality of perceptions-everything customer hear, read, know, feel, think, etc. –about a product, service, or business. It holds a distinctive position in customer's minds based on past experiences, associations and future expectations. It is a short cut of attributes, benefits, beliefs and values that DIFFERENTIATE, reduce complexity and simplify the decision-making process."

### 3.6.3 Sales Performance

Sales scholars have for a long with varying success studied factors that influence sales performance (Churchill et al., 1985; Evans et al., 2012; Verbeke et al., 2011). Generally, they have reached a consensus that selling related knowledge, degree of adaptation, role ambiguity, cognitive aptitude and work engagement are significant drivers of sales performance. However, context and buyer-seller interactions (static) were not considered when examining these determinants (Churchill et al., 1985; Verbeke et al, 2011). Extend sales scholarship has confirmed that frontline B2B salespeople's learning orientation (Sujan, Weitz, & Kumar, 1994), customer orientation (Franke & Park, 2006; Weitz, Sujan, & Sujan, 1986), adaptive selling (Weitz et al., 1986), hardworking (Brown & Peterson, 1994; Silver, Dwyer, & Alford, 2006), intrinsic motivation (Bodla & Naeem, 2014) and technical expertise (Verbeke et al., 2011) have a positive influence on sales performance. However, the research has failed to detect and account for new drivers for sales performance across complex selling contexts (Verbeke et al., 2011).

### 3.7 Sales Process of TEL

A B2B sale is known as business to business sales. Here, a company buys products for their business consumption from Transcom digital is called B2B sales of Transcom digital. Usually, this B2B sale is for every product that Transcom Digital offers like Hitachi, Philips, Whirlpool and so on. However, Transcom operates B2B sales for every brand they offer except Samsung mobile.

### 3.8 Classification of B2B Sale

Transcom Digital has classified B2B sales in two major parts. They are:

1. Large Corporate
2. SME Corporate

**Large Corporate:** Large corporate are those corporations who have a consistency of yearly sales potential of 2.0 million BDT or more.

**SME Corporate:** SME corporate are those companies who have a consistency of yearly sales potential of less than 2.0 million BDT.

### 3.9 Standard Operation Plan for B2B Sales

TEL follows Standard Operation Plan for their sales process. It is a set of step by step instructions compiled by an organization to help workers carry out complex routine operations. It helps achieve efficiency, quality output and uniformity of performance by reducing miscommunication and failure to comply with industry regulations.

### 3.10 B2B New Account Opening & Verification process

#### **TD Outlet:**

- Branch Manager (BM) will verify the customers, if the customer is buying products for their business use or individual use. The customer will be treated as B2B account in case of business use only.
- BM will collect necessary information as per given format and fill up account opening form in case of new customer.
- After that, new account opening form will be attached.
- The new account opening form will be sent to corporate team by BM.

**Timeline:** BM will send the account opening request to B2B team within 5.00 pm of the working day. If any request comes after 5.00 pm, it will be treated as the next working day task.



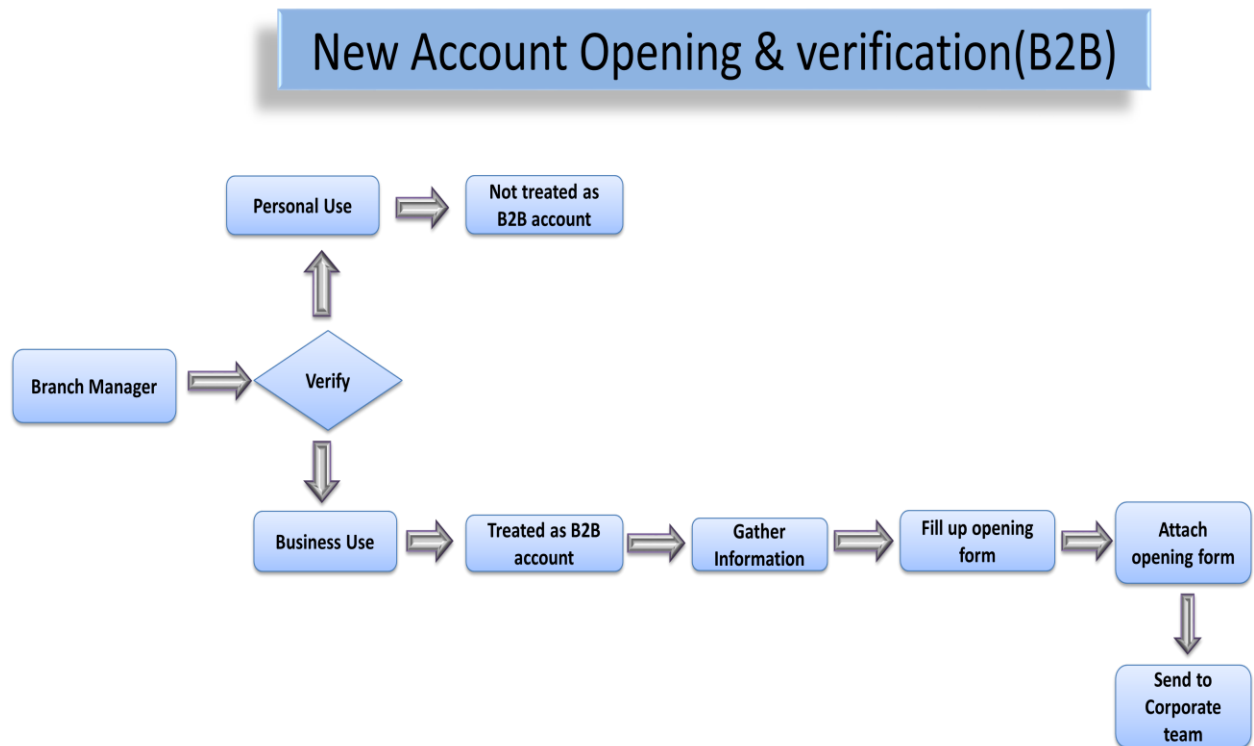


Figure 6: New account opening and verification

### **B2B Team:**

- B2B team will verify both branch manager and customer whether this is real B2B customer or not.
- B2B team will verify through phone call or physical visit.
- B2B team will send the form with recommendation to finance team for approval.

### **Finance Team:**

- Finance team will check and verify all the data given by B2B team □ After that, they will provide approval to MIS team.

### **MIS Team:**

- MIS team will open a new account in case of new customer.

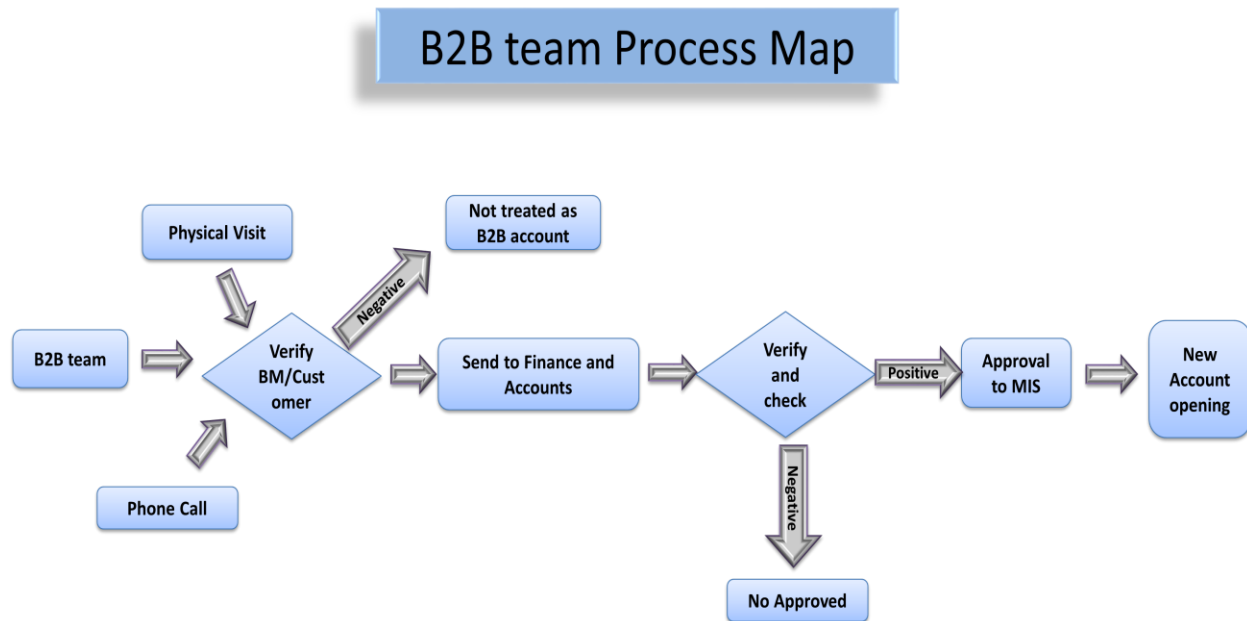


Figure 7: B2B team process map

**Timeline:** MIS team will create account based on Finance Team approval. However, if MIS team gets the approval after 6.00 pm, they can create the account the next working day. **N.B:** Total account creation process must be completed within 24 hours.

### 3.11 B2B Discount Process

#### Transcom Digital Outlet:

- Branch Manager or Showroom Executive will negotiate with customer to sale the product depending on the sales volume and value
- Branch manager will inform corporate team immediately. Here, they must not promise any discount amount with customer without consulting with corporate team.
- Branch manager will send discount proposal with proper reasoning to B2B team through email with following information
  - a. Present sales value and volume
  - b. Future sales value and volume with timeline
  - c. New or existing customer
  - d. VAT & TAX issues

- e. Payment mode (Credit/ Cash/ Cards/ Bank Instruments)
- f. Payment time (One of Payment/ Credit Period/ EMI up to 6 months)
- g. Product information
- h. Deliver point information

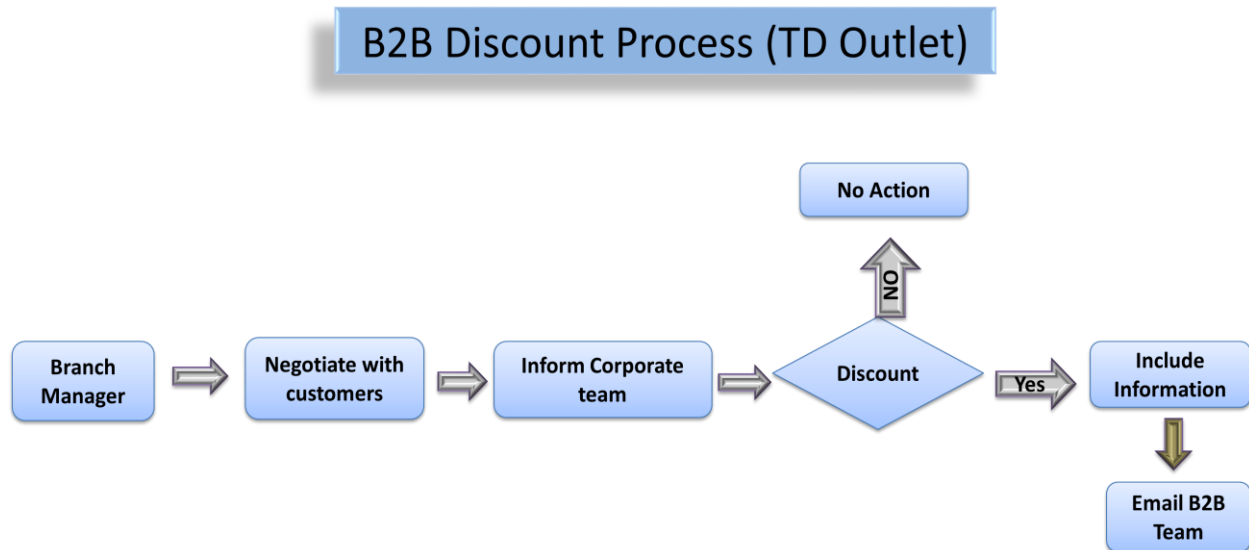


Figure 8: B2B discount process (TD Outlet)

### Corporate Team:

- B2B team will send email with recommendation for discount to Finance team with details of above information
- Up to 5% discount will take approval through email from Finance team
- They will have to take business case approval for more than 5% discount with cost sheet from Finance Team, Head of Business, General Manager of Finance and COO.
- If the sales value is up to 5 lacs BDT, in that case, approval required from Manager Finance, AGM Finance and Head of Business.
- If the sales value is up to 6 lacs BDT, in that case, approval required from Manager Finance, AGM Finance and Head of Business along with GM Finance and COO.
- They need to consider the following things to provide 5% discount for single unit or small value (less than 100,000)

- a. Existing B2B customer
- b. Repeated buyer
- c. Large corporate customer
- d. High officials' reference
- e. Future business potentiality
- f. To win over competition

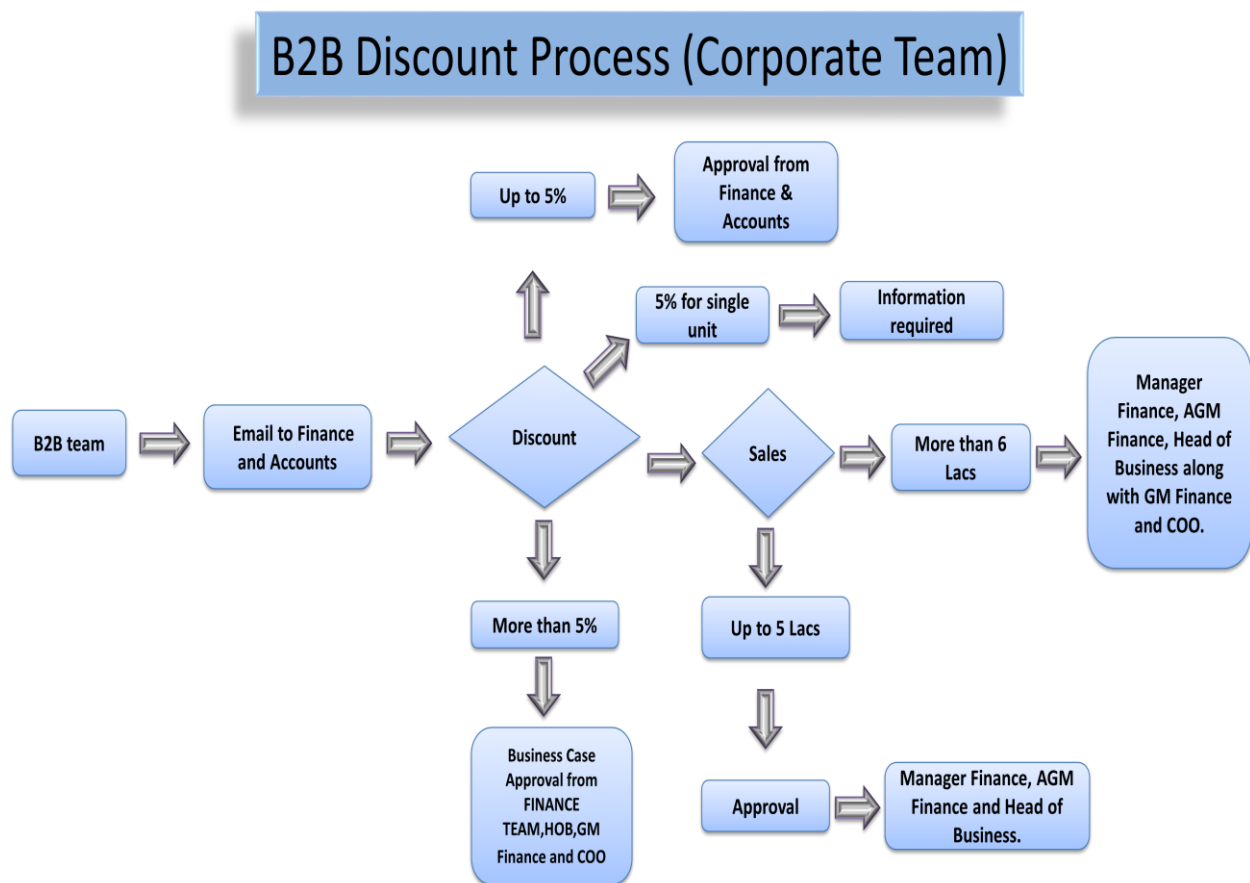


Figure 9: B2B discount process (Corporate team)

#### Finance Team:

- Check and verify
- Provide approval through email in case of 5% discount to CT

- Finance team will provide business case approval with cost sheet in case of more than 5% discount.

## B2B Discount Process (Finance Team)

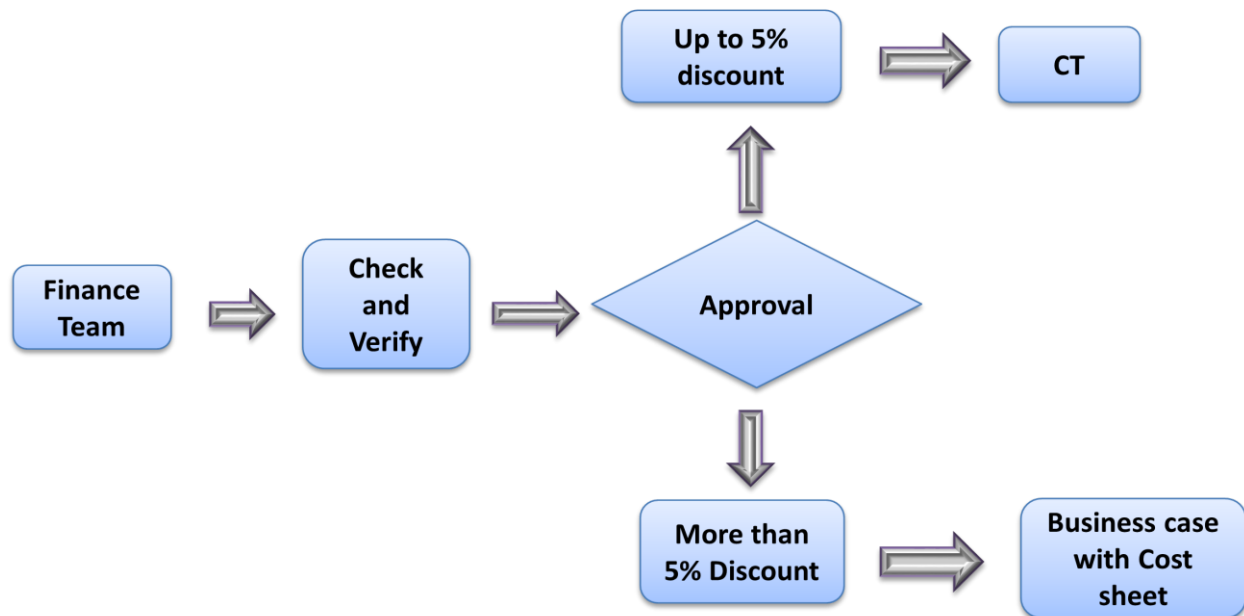


Figure 10: B2B discount process (Finance team)

### 3.12 Credit Policy

The credit policy will follow the following information:

- Allow credit if required only for large and renowned corporate house (Group of companies, bank, MNC companies)
- No credit for SME type companies
- If found any strong reference or any one from Transcom can take the responsibility, then only they can go for credit

- If any outlet fail to collect credit within stipulated timeline, that outlet will not be entitled for next B2B sales on credit until he or she realizes the credit amount.
- Credit amount should be realized within stipulated timeline by Branch Manager. If the amount is not realized within credit period, then interest for expired time would be realized adjusted for variable commission of Branch Manager.
- If the credit amount is treated as bad or not realizable, then full credit amount will be realized from variable commission of Branch Manager.
- They can provide credit to anyone based on bank guarantee. In case of payment failure from customer Transcom Electronics will release bank guarantee.

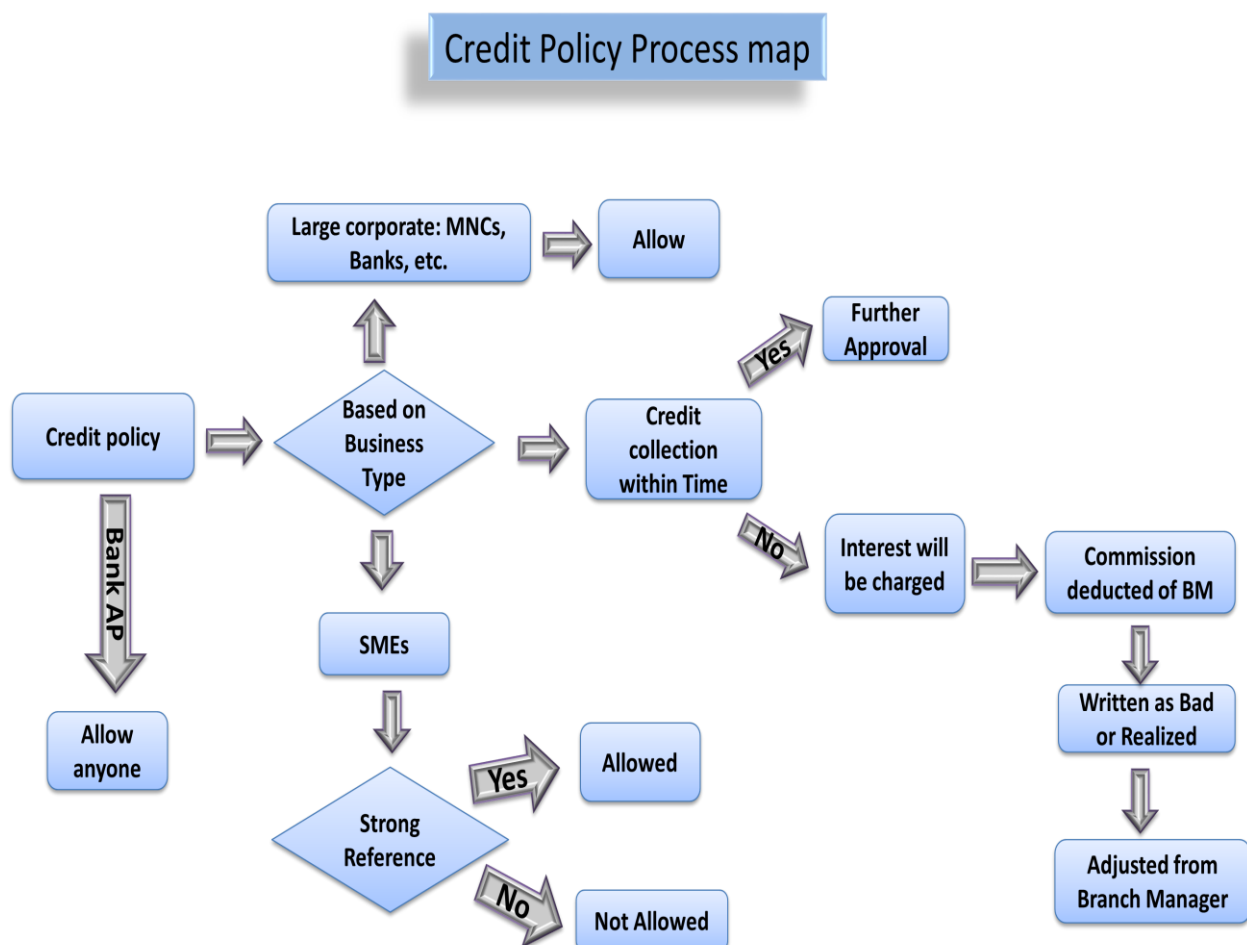


Figure 11: Credit policy process

### 3.13 Commission Structure

Branch managers and executives will get same commission amount like retail sales in case of up to 5% discount. There will be no deduction in monthly commission. However, in case of more than 5% discount, monthly commission will not be considered.

| SL No. | Parameter   | Eligible   |
|--------|---|--|
| 1      | Up to 5% discount<br>Cash/ Credit/ Card Payment     | <ul style="list-style-type: none"> <li>➤ Monthly commission</li> <li>➤ Yearly incentive</li> </ul> |
| 2      | More than 5% discount<br>Cash/ Credit/ Card Payment | <ul style="list-style-type: none"> <li>➤ Only yearly incentive</li> </ul>                          |

### 3.14 Lead Management

Lead management works as follows:

- Each outlet will share their B2B sales lead weekly basis.
- If both outlet work with same B2B sales lead, in that case who informs the B2B team first will get the sale. Other outlet will not get those sales if they do not inform B2B team at the very first time.
- In case of under pricing on top of management approval to snatch other outlet sales, it would be considered as punishable act.

### 3.15 Benefits & After Sales service

#### 3.15.1 Corporate Customer Benefits

The corporate customers will get the following benefits:

#### **Discount:**

- a. Up to 5% discount (Subject to approval through email)
- b. For more than 5% discount, there will be a business case approval with cost sheet.

**Free Delivery:**

Home delivery will be free of cost to any location within approximate 3km distance from any Transcom Digital outlet. There will be extra delivery charge applicable beyond such distance.

Free delivery will be only for big appliances.

**Free Installation:**

Transcom Digital provides all the selected products installed free of cost. They also provide demonstration with installation free of charge.

**Dedicated Corporate Manager:**

Transcom Digital always assigns one dedicated Corporate Manager for the corporate query and relevant services. The dedicated corporate manager will be one of the showroom managers.

**7 Days Replacement Warranty:**

On all electronics and appliance products, 7 days' replacement warranty will be provided for any manufacturing and/or functional defects. The company approved warranty policy will be applicable for mobile, lighting and cables.

**3.15.2 After-Sale Service**

Transcom digital provides a strong after sale service to their corporate customers. They believe that a satisfied customer can bring the greatest profit a company can earn. Moreover, a satisfied corporate customer can make a chain of great value and create more loyal customers for the company. Transcom Digital has a great reputation of after sale service throughout the years. First of all, Transcom Digital receives complaints from customers directly to one of the corporate team members who were engaged in those sales. After receiving complaints, they take immediate necessary steps to resolve the problem and provide finishing services. After fulfilling the AMC's responsibilities, customers receive their services. No customers are left behind without a satisfied service from Transcom Digital.



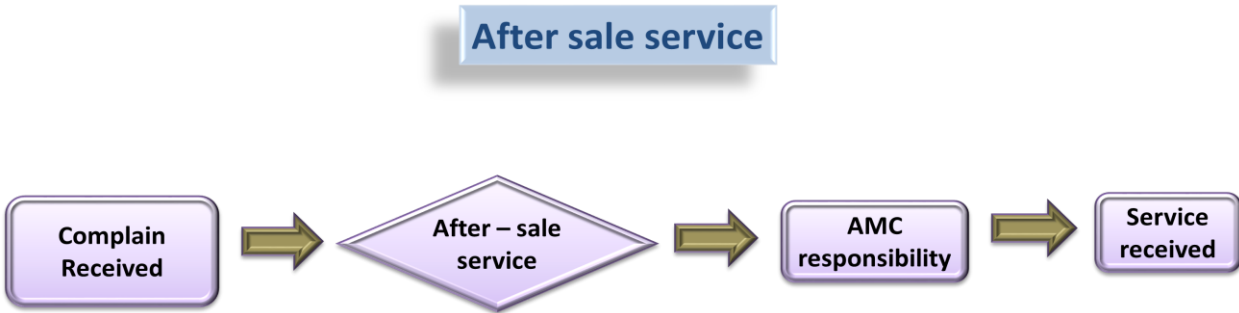


Figure 12: After sales service

### 3.16 Expanding Business with Existing Customer

Selling more to existing customers is a great way to grow business. Moreover, retaining current customer is less costly than acquiring new ones as they do not have to spend more time and money identifying and convincing new prospects. Companies like Transcom Digital focus more on existing customers and their demands. Therefore, they follow 6 steps cycle to expand business with existing customer:



Figure 13: Expanding business with a customer

These 6 steps help Transcom Digital to expand business with existing customers. Their due diligence efforts focus on company's fictional condition, the strength and the depth of its management team, the breath of its client base and the soundness of existing contacts. These steps are considered to put Transcom Digital on the fast track to expansion today.

### 3.17 Recommendation

Though Transcom electronics limited is an established and well-known company in the market, they still need to improve in some points.

- Firstly, TEL should recruit more young employees for new energy and perspective. Young employees are more determined, energetic, filled with passion and eagerness to develop.
- Secondly, the employees should be more aware of technology and digitalization. In most cases, they still carry printed info while corporate visit, where they can easily get access to online information about their products, price and promotions. This will save more time and effort to manage clients.
- Moreover, along with providing discount to their loyal B2B client, TEL should also provide some offers and gestures for their loyalty to the brand. It will help client become more satisfied and spread word of mouth to other possible customers in future.
- Finally, TEL should spend more into advertising their products in the market. In most cases, client claims that they are not aware of some products offered by TEL. For this reason, they go for the competitors' products. Investing more in advertising in media will result in more benefit to the company in future.

### Conclusion

Transcom Electronics Limited is currently one of the leading companies in Bangladesh. With all the hard work and dedication, they have earned a huge reputation and success throughout the years. Also, TEL is growing their business by expanding different product line. The working environment of the organization is very inspiring. Moreover, the organization always follows new rules and actions for improvement. TEL is becoming a successful organization by getting more customer response day by day and they will achieve more success in coming future. Focusing more on quality branded products, providing the best quality and customer service has made Transcom

Electronics Limited a successful company throughout the years. Moreover, TEL is continuing good customer relationship and trying to figure out their needs and wants so that they can become the only choice in consumers' mind.

While working under TEL for three months as an intern, I have seen the sales department working really hard every day and come up with new and innovative ideas to wide spread their business. I have tried to give my best throughout the internship period and tried to implement all the knowledge learned from my University throughout the years. It was an extraordinary involvement to work on and have the experience to meet the corporate world. Here I got an opportunity to relate my academic knowledge to the real world which was very exciting. I am proud to be a part of Transcom Electronics Limited and I can assure that I will use proper use of this knowledge in future as well.

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