

Report

On

Strategies of Digital Marketing at Yamaha Motorcycle Bangladesh and
Factors Contributing to the Success of Campaigns

By

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

BRAC Business School

BRAC University

September 2022

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Declaration

It is hereby declared that

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

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Letter of Transmittal

12th September, 2022

Ms. Rahma Akhter
Lecturer,
Business School of BRAC University.

Subject: Report on Strategies for digital marketing at Yamaha Motorcycle Bangladesh and factors contributing to the success of campaigns

Dear Ma'm,

My study on "Strategies for digital marketing at Yamaha Motorcycle Bangladesh and factors contributing to the success of campaigns" is a required part of my dissertation, and I am honored and pleased to present it. I did my best to synthesize all the relevant and up-to-date material I received from various sources and the skills I learned during the course into a coherent whole that would serve as a distinctive representation of our collective work on this project. I am certain that the strategies you provide will be effective enough to achieve any goal.

Regarding the report, I'd want to say how much I appreciated your help and advice. If any further information is required on this report, I would be pleased to supply it.

Sincerely,

Kazi Tahmid Hossain
ID: 18104030
Brac Business School
Brac University.

Letter of Certification

12th September, 2022

TO WHOM IT MAY CONCERN

I, Kazi Tahmid Hossain, hereby declare that I have completed an internship titled "Strategies for digital marketing at Yamaha Motorcycle Bangladesh and factors contributing to the success of campaigns."

Strategies for digital marketing at Yamaha Motorcycle Bangladesh and elements contributing to the success of campaigns is the topic of his thesis study. Strategic marketing was the focus of this endeavor.

He has shown initiative and a willingness to study on his own throughout his internship. His work was superior to what was expected, and he finished the assignment on schedule.

For his future in the workforce, my warmest wishes are with him.

Sincerely,
Ms. Rahma Akhter
Lecturer,
Business School of BRAC University.

Acknowledgement

First and foremost, I want to express my eternal appreciation to Allah, the all-knowing and all-powerful God, for enabling me to finish this project on schedule. I'm relieved and happy to say that I was able to finish this course within the allotted time frame. Without extensive experience, as well as access to many books, journals, websites, and original material, this dissertation report would have been impossible to finish. It taught me more about what contributes to work happiness for workers. In addition to expressing my appreciation to everyone who helped me by providing books and articles, I would like to thank my dissertation advisor, Ms. Rahma Akhter, Lecturer in the Business School at BRAC University, for providing me with the inspiration I needed to complete my work and the helpful guidance and insightful criticism I needed to improve this report.

Everyone at ACI Motors Ltd. was incredibly cooperative and helpful. The information, advice, and direction they gave me were quite helpful. To Ashif Ahmed Niloy, Senior Executive of ACI Motors Ltd., whom I am indebted for his helpfulness and essential assistance, my sincerest appreciation.

Executive Summary

Using primary and secondary sources, the authors of this report describe the features of ACI Motors' products and the company's marketing strategy for Yamaha motorcycles in Bangladesh. Working at ACI Motors inspired me to write this piece. Since ACI is one of the most respected business groups in Bangladesh, I feel that my three-month engagement was well-spent. Findings from this study provided information regarding ACI Motors' product performance.

The research was split firstly into two sections, then into chapters, to allow for more precise attention to detail. Output evaluation is the first step in developing a marketing plan for Yamaha motorcycles.

In the final tally, I have made some judgments about the relative success (in terms of both volume and value) of various ACI Motors product lines. We may obtain a sense of the state of each market by looking at how much of a certain product is sold there and where that product is manufactured. The benefits and conveniences that ACI Motors Limited offers its clients are highlighted in the study. I have spoken about Yamaha's marketing plan, the factors that make digital campaigns effective, and how to break into a new market. This report was written after our team thoroughly researched the industry and the strategies used by possible competitors, as well as the company's annual report and website. To learn more about the context of the approaches used, other newspaper items have been reviewed as well.

However, the ACI deemed some details too sensitive to include in this piece, therefore they were left out. The research, in my opinion, also includes recommendations and conclusions that, if applied, would improve the company's culture.

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Chapter-1

1.1. Introduction

Agriculture is a major sector of Bangladesh's economy. During the fiscal year 2018-2019, agriculture was responsible for 12.68 percent of GDP growth. While the service sector accounts for over half of GDP growth, the majority of Bangladeshis still make their living through agriculture. Due to its substantial contribution to GDP (30%) and employment rate (60%) the agriculture industry is crucial to the country's overall economic health. Constant research is conducted to acquire cutting-edge technology for the purpose of producing novel crops and improving the efficiency of irrigation, harvesting, and other cultivation procedures to ensure that our nation has access to sufficient food supplies. The agro-based industry grows with the help of cutting-edge technology and cutting-edge machines. Crops (including rice, jute, wheat, sugar, cotton, vegetables, tea, tobacco, etc.), animals (particularly poultry, dairy, etc.), forestry, fisheries, and allied services all fall under the umbrella term "agricultural sector" in Bangladesh.

When compared to other nations, the agricultural industry in the United States is rapidly improving. The continued growth of the agriculture business depends on our ability to provide farmers with cutting-edge farming equipment (Ahmed, 2012). ACI Motors was founded with this goal in mind, and the company's initial offerings included tractors, power tillers, diesel engines, combine harvesters, rice transplanters, pumps, and other farm machinery, as well as promises to supply only high-quality equipment and provide superior after-sale support. The response from farmers to all of these products has been overwhelmingly positive.



1.2. Report Origin

When it comes to automotive production in Bangladesh, ACI Motors is among the most prominent names. While ACI Motors is active in several areas of digital marketing, Yamaha motorcycles in particular are where they really shine. Yamaha Motorcycle Bangladesh has over 1.8 million likes on Facebook, making it the most popular motorcycle brand in the country by a wide margin. Yamaha Bangladesh is also more visible on social media platforms like Instagram, LinkedIn, and YouTube. However, not every campaign is effective, even with a big quantity of interaction history and a devoted staff, and some campaigns/content yield results that are unexpected. To better understand the performance of Yamaha Motorcycle Bangladesh's digital marketing activities, I'll be breaking down the company's overall strategy in this study.

1.3. Objective

i. General Objective:

The major purpose of this paper is to collect first-hand information on the state of the motorbike industry in Bangladesh and the factors contributing to the effectiveness of digital marketing efforts.

ii. Specific objective

I would like to focus on ACI Motors' strategy in the motorcycle and farm machinery markets. Knowledge of the industry and the firm's rivals is necessary for designing a business model and defining appropriate strategies for the business model's success for the specific company funded by Yamaha Motors under ACI Motors. I also expect to get some experience with and refine some of the abilities essential to effective strategic leadership as a result of writing this report. Using the report's insights into what makes campaigns successful will help me at work create more effective campaigns and maintain my company's position at the top of my industry for the long haul.



1.4. Methodology of the study

This document will describe the facts. Gathering information is crucial while writing a report. Primary and secondary data were used to compile this material. The necessary data was gathered from several departments and the corporate headquarters of ACI Limited.

Analysis Technique: Both Descriptive and Qualitative of Past Efforts.

Observation-based qualitative analysis of campaign outcomes like likes, comments, shares, etc. o different social media platforms shall be evaluated.

Data Sources: I plan on using information from Facebook, Instagram, and official websites to enhance the quality and clarity of the report. This study will use both primary and secondary sources to compile its information.

Authentic Primary Materials:

- Direct interaction with corporate office personnel in person, including officers and support staff.
- Evaluation of the appropriate files, as supplied by the relevant management.
- A hand-picked field team and chat with the clientele.
- Client and staff appreciation questionnaire.

Secondary Data:

Data on the firm will be gathered from secondary sources such as;

- The financial statement, the webpage, social media accounts (Facebook, Instagram, and LinkedIn),
- The firm's own publications (articles published by the organization and other online business journals).
- Previous research papers.

Duration: Approximate 3 months.

1.5. Scope of the Study

The study's focus is narrower than it may be since it is confined to the Bangladeshi motorbike industry. Additionally, it is restricted to the employees of ACI Motors Ltd.



1.6. Limitation of study

ACI Motors Limited was hesitant to provide some information owing to legal requirements and the need to protect proprietary information. The research relies only on secondary sources, such as academic articles, as well as interviews, both formal and informal, and a small-scale survey as primary source. There are certain limits to the research, despite the fact that a lot of work went into making it useful and informative. Overall, there were rules and regulations to follow throughout my time as an intern at YAMAHA Motorcycle Bangladesh Limited. The following are some of the difficulties I encountered at that time:

- i) Since cross-checking was not possible, the correctness of the secondary data is dependent on the accuracy of the secondary source.
- ii) Some crucial information cannot be shared with other parties because it is protected by corporate policy.
- iii) Not enough support was provided by the provided paperwork and records.



Chapter-2

Overview of ACI Limited

2.1. Company Profile

In 1968, ICI founded ACI in what was then East Pakistan as a wholly owned subsidiary. On January 24, 1973, shortly after Bangladesh gained its independence, the firm was formally established as ICI Bangladesh Manufacturers Limited, a public limited corporation. Dhaka Stock Exchange admitted the company to market on December 28, 1976, and the first day of trading was March 9, 1994. Later, on May 5th, 1992, ICI plc sold 70% of its shares to the local management. Later, Advanced Chemical Industries Limited became the official business name. The company was officially listed on the Chittagong Stock Exchange on October 22, 1995 (ACI Motors, 2021).

One of the most prominent corporations in Bangladesh, Advance Chemical Industries (ACI) Limited projects an international profile. The total number of ACI's shareholders is 19,653. There are a total of 53 institutional investors (three from outside and 50 from the United States). The corporation now operates in three distinct markets. In addition to them, the corporation maintains extensive networks of worldwide affiliates and partners with whom it maintains a wide range of commercial and contractual ties.

Strategic Business Units:

- Pharmaceuticals
- Agribusinesses
- Consumer Brands & Commodity Products

ACI has the following subsidiaries:

- ACI Formulations Limited
- ACI Pure Flour Limited
- ACI Foods Limited
- Consolidated Chemicals Limited
- Creative Communication Limited
- ACI Motors Limited



2.2. ACI Motors Limited

ACI Motors, a wholly owned subsidiary of ACI Agribusinesses, was established on November 6, 2007 with the intention of distributing superior agricultural equipment and light commercial cars. Now that agro-machinery is available, ACI Agribusinesses can provide farmers a comprehensive service. ACI Motors is currently responsible for marketing the Sonalika brand of tractors, which is ranked third in India and is the fastest growing brand in the industry. Along with the power tiller, the Chinese company Hardy Sprayer and the Chinese brand Bull Power have also been introduced. Its own distribution and service center means you'll always get top-notch support even after the transaction is complete. It also offers flexible loan options for farmers, which may improve both customer loyalty and business operations.

Yamaha Motorcycles, a global powerhouse, appointed ACI Motors its distributor in Bangladesh in 2016. ACI's mission is to achieve business success through quality in everything that they do for Yamaha Motorcycles by systematically identifying, accepting, and surpassing client expectations.

The adventurous rider will appreciate the sporty Fazer FI, YZF R15, and FZS FI's superb ergonomics, including a comfortable riding posture and seat (ACI Motors, 2020). With their fuel-efficient and practical Saluto Disc and Saluto Drum family bikes, ACI Motors has established a new standard for After Sales Service in Bangladesh by responding to customer inquiries via a toll-free helpline within 6 hours, no matter where they are located in the country, during regular business hours.





2.3. Product Profile

ACI Motors sells a variety of agricultural equipment, including power tillers, pumps, light pick-ups and mini trucks, tractors, diesel engines, harvesters, rice transplanters, rice cutters, spray machines, and more.

2.4. Company's Mission, Vision & Value

Vision: ACI's vision is to improve the quality of life for everyone involved via the ethical use of data, knowledge, and technology. For ACI, client happiness is of the utmost importance, thus the company strives to provide only the best via innovative goods, fresh approaches, and the dedication of its dedicated staff.

Mission: Our mission as a motorcycle company is to become the most trusted name in the industry by providing superior products to riders at reasonable prices while prioritizing long-term partnerships with our clientele. We want to one day become a chapter in the life of every family. We want to instill confidence and ease in every household. Our hope is that our product will be used for many years to come.

Through the Vision:

- We should work toward a future in which we can produce goods at a reduced cost without sacrificing efficiency.
- We'll put in the time and effort to get to know our customers on a deep level via our service, so that our brand becomes an integral part of their world and they grow to trust us.
- The main goal is to motivate our customers. Customers' trust in us and their ease of travel are directly correlated to the quality of our brand's recognition.

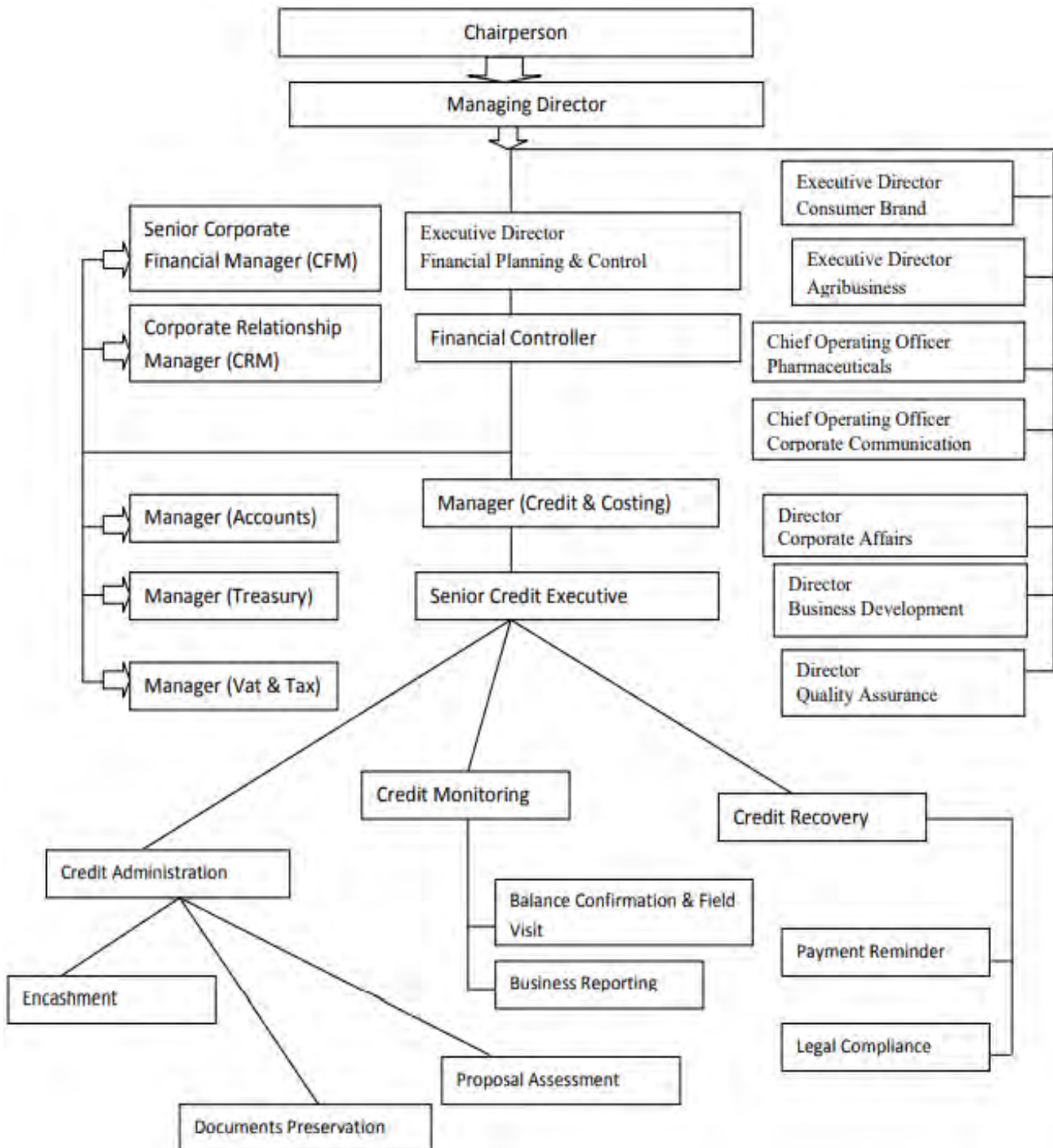
The firm can only thrive if we can consistently provide superior goods and services to our clientele.

We Place a Premium on: Quality, Customer Service, Fairness, Transparency, Ongoing Innovation, and Improvement.



2.5. Organizational Structure

The company's organizational structure determines how roles are divided up, responsibilities are distributed, and information is shared throughout different departments and departments' departments. The company's goals and strategy inform the design of the organization's structure. When authority is concentrated at the top, management at that level may dictate policies and procedures across departments and agencies with relative ease. In a decentralized system, authority for making decisions is dispersed, and different sections or units may be given differing degrees of autonomy (ACI Motors, 2019).





2.6. Company Policy

Quality: To achieve business success via quality, ACI is committed to understanding, accepting, and meeting the demands of its customers.

Consistent high-quality goods and services provided by ACI are one way the company strives to keep its customers happy. Pharmaceutical operations at ACI are conducted in accordance with CGMP, as recommended by the World Health Organization, and ACI complies with all applicable national regulatory requirements pertaining to its existing companies.

The management of ACI has made it a priority to put quality first in all business decisions. All ACI staff members are required to follow documented processes to guarantee that the company meets all quality standards.

Through regular training and participation in the company's pursuit of continuous development, the company's human resources pool will be developed and exploited to its fullest potential.

Environment: ACI's environmental policy is based on the belief that protecting the delicate balance of our planet's ecosystem is essential to ensuring the long-term viability of humanity and all life on it. To this end, the company actively seeks out more environmentally friendly manufacturing and distribution processes.

To achieve this goal, ACI will: Fully comply with all applicable local, state, and federal environmental regulations.

Implementing eco-friendly practices and reducing use of finite resources like water and energy are essential for ensuring long-term development and prosperity.

To prevent pollution or environmental deterioration, effluents must be properly treated before disposal.

We need everyone's help, both within and outside of the organization, to solve our environmental problems.

We're working to raise environmental consciousness among our staff and vendors. Waste management should take use of emerging technology.



2.7. Global Compact Endorsement

ACI has consistently shown its dedication to its staff and the local area throughout the years. It has been recognized as the practitioner and promoter of socially responsible corporate practice.

To deepen this commitment, on August 18th, 2003, ACI signed onto the Global Compact Principles. The Global Compact is an impressive initiative made possible by Koffi Annan's funding as United Nations Secretary-General. Fundamental human rights and agreed upon labor and environmental standards should be included into all of a company's business processes, regardless of whether or not they are mandated by law, to mitigate the potential drawbacks of globalization.

The Compact encourages big businesses to maintain 10 fundamental principles related to human rights, labor standards, and environmental preservation. These ten explanations are:

Business and Human Rights

- To promote and protect International Human Rights throughout the company's operations.
- To check that none of their own companies are involved in violating human rights.

Human Resources

- To put an end to workplace bias.
- The elimination of the use of children as laborers.
- Recognized freedom of association and the right to collective bargaining.
- Refraining from using coercive methods to get laborers.



Environment

- To advocate for taking preventative measures to address environmental problems.
- To take action to encourage more sustainable practices.
- Promote the spread of eco-friendly technologies.

Anti-Corruption

- To combat bribery and extortion in all its forms.
- ACI will keep its workers, customers, shareholders, and suppliers updated on the agreement and the company's efforts to follow the principles on a regular basis.

2.8. Business Activities

ACI Motors Limited was established in 2006 utilizing Advanced Chemical Industries Limited's (ACI Limited) 75% of the shares as a private limited liability company under the Company Act of 1994 with the registrar of joint stock in Dhaka, Bangladesh. The company's primary commercial activities are the purchase, distribution, import, and assembly of different vehicles for both agricultural and non-agricultural usage, as well as the production of replacement parts and the provision of facilities for vehicle maintenance. ACI Motors acquired a dealership for the renowned Yamaha brand in 2016, giving them a competitive edge in the Bangladeshi motorcycle industry.

2.9. Task of The Marketing Division Of ACI Motors

Mechanization cultivation is a basic need for Bangladesh. Tractors are used by farmers to prepare the land and transport agricultural products to market. Farmers were not given enough help to



satisfy this requirement, and labor shortages made their suffering worse. Mechanization will also shorten the period between crops, improve production, and help maintain a uniform standard for soil preparation. In order to meet this need, ACI Motors launched its operations in November 2007 with a variety of agricultural equipment items, including tractors, power tillers, and micro combine harvesters. Additionally, we pledged to guarantee the provision of dependable tools and suitable post-sale support.

ACI Motors is providing the highest caliber of Yamaha motorbike to Bangladesh after acquiring the dealership of the renowned brand in 2016. The practical SALUTO Disc and SALUTO Drum family bikes, designed and implemented with a focus on fuel efficiency and practicality; the sporty FAZER FI, YZF R15, and FZS FI, equipped with excellent anthropometrics for the adventure lovers with a comfortable seating position and seat to make sure that perhaps the rider can enjoy a weekend trip or head off on a going on tour vacation.

2.10. Corporate Social Responsibility

ACI has carried out extensive projects to teach crop farmers in rural Bangladesh about Good Agricultural Techniques, with a focus on ecologically friendly practices. ACI has a team of agricultural specialists working around the nation in the area, conducting several technical training sessions and regional demonstrations.

2.11. HR Department

ACI HR works with the mission of creating an environment that fosters innovation, creativity, and productivity in the workplace in order to achieve business success via a diverse and motivated workforce.

Since human capital is assumed to be the company's strongest suit, this statement is true. Staff training is prioritized based on identified skill gaps, and provided as needed. Sessions on Thought Leadership and Team Building are held on a regular basis. We foster an environment where each employee is valued and their contributions are recognized, and we provide opportunities for advancement based on performance.



Here, personal honor is held in the greatest regard; it is vital to our cultural values. We have faith in the strength of delegated authority. We host events like Family Day and sporting competitions like cricket and badminton to foster a sense of community among our staff.

We have adopted new HR rules and processes to guide our hiring practices, training of new employees, and preparedness for leadership transitions. We utilize a Balanced Score Card and other qualitative metrics to assess success.

We provide competitive plans for car loans, bonuses, 401(k) contributions, and health insurance. We provide many different types of rewards for employees throughout the year, including a holiday bonus, a festival bonus, a participation fund, and a leave fare assistance program.

At ACI, you may further your education and professional development while also making a positive impact on the lives of others.

2.12. Finance and Planning

The ACI Finance and Planning component serves as the company's central nervous system. Because of how the system is set up, ACI Finance and Planning is responsible for all of the organization's accounting and financial needs. In other words, it manages the group's finances and accounting for both ACI Limited and all of its affiliates. Specifically, it focuses on the following areas: corporate finance, treasury, insurance and risk management, costing, credit management, accounts payable management, general accounting, taxation, and new business management.

Electronic banking, linked accounting systems, trading, swaps, and other cutting-edge financial tools are just some of the areas in which ACI finance excels (Chakma, 2022). To achieve our goals, ACI Finance maintains strong partnerships with both international and domestic financial institutions.

"to become the greatest value-adding business partner" serves as Finance's driving principle. In order to realize this goal, ACI Finance empowers businesses to proactively provide pertinent data, analysis, budget management, and cross-departmental team participation.

In addition to compiling and coordinating the conglomerate's business strategy, the planning position also helps to feed the CEO and top team with information about the national and global economy from both a macro and micro perspective. These comprehensive analyses are an



essential aspect of any effective strategic plan, since they provide the facts necessary for the company to make educated, practical choices.

The emerging market segment is one of ACI's most fascinating fields. Here, we maintain tabs on regions where expansion is expected in the region, do thorough analyses of them, and finally pair them with the knowledge and experience of ACI. Consequently, this provides a substantial boost to the ACI growth engine, allowing it to continue on its present trajectory..

2.13. Commercial Department

When it comes to ACI's supply chain activities, the ACI Commercial Department is one of the company's most crucial functional divisions. The success of both businesses depends on the dedicated and hardworking members of this department maintaining a solid connection with customers on a global scale. The Commercial Division consistently secures the best pricing for the products we purchase, saving the company a ton of money. It delivers unrivaled professionalism and expertise across all of ACI's business activities.

2.14. MIS Department

The MIS team at ACI is responsible for the upkeep of all things technologically-related to the business. Applications, hardware, and the company's sales and inventory databases are all under this division's watchful eye. Expert and reliable programmers and software developers make up the MIS team. MIS gives managers a specialized report and data analysis to aid in making informed decisions.

2.15. Training

Training programs at ACI are geared on improving the company's human resources through increasing employees' skill sets and hence the company's competitiveness in the market. We identify knowledge and ability sets as critical factors in gaining present and future problems, and we plan a variety of activities to accomplish such achievement via the use of inventiveness, agility, adaptability, skill diversity, and IT technology. We go to external settings to research



business trends, benchmark best practices, and implement competence management systems in order to provide superior service to our valued clients. Massive and impromptu collaborative efforts are undertaken with the strategic objective of attaining excellence in offering customised services to fulfill the ever-evolving growth demands of human resources. With the goal of becoming a model learning organization, we have developed a strategic learning plan that includes separate but complementary learning strategies for each of our company's employee clusters, all of which are grounded in a shared vision. We employ only the most effective technologically-based training modules, techniques, services, in-house, and external faculty/trainers to maximize the return on our investments in human capital. Training Department operations are where ACI's guiding organizational principles take root and flourish.



Chapter 3

Business Analysis of Yamaha Motorcycle Bangladesh

3.1. Introduction of Yamaha Motorcycle Bangladesh

Yamaha motorcycles sold by ACI Motors are known for their high quality and cutting-edge features. Yamaha has built a solid reputation because to its dedication to its clientele. Yamaha's strategy for expanding into other markets is to provide motorcycles that can be afforded by individuals with middle-class incomes. Yamaha's present success stems in part from the company's deep market penetration, notably in Asian regions. Yamaha has both high-end and low-end items, catering to both those with and without disposable cash. The distribution channel has been identified as a critical vulnerability via SWOT analysis. Despite this, Yamaha may look forward to significant openings in the market. Achieving greater success is as simple as adhering to certain financial and strategic goals. Yamaha has to rebrand itself to better fit the goal. The new positioning will be largely dependent on marketing efforts.

Models of Yamaha Available in Bangladesh:

The government regulations, CC limit, and road permission in Bangladesh have allowed Global Yamaha to advertise several of its models there. On 2020, the following automobiles will be offered in the Bangladeshi market.



FZS FI V2.0 (DD)

FZS-FI V3 (ABS)





R15 V3 Dual ABS



Fazer FI V2.0



MT-15



Saluto 125cc



NMAX 155



Ray-ZR Street Rally



3.2. Industry Analysis

The motorbike business in Bangladesh is thriving and growing. There is a lot of competition in this sector, so it's important to do your homework before diving in. Since imports and exports are linked legally and politically, these factors must also be considered when entering a market. The paper's authors utilized the following methods to assess the external and internal environment of the industry, as well as the pressures and status of the sector.

3.2.1 PESTEL Analysis of Yamaha Motors:

The PESTEL study is a tool for assessing the external environment in which every business operates. Yamaha is a globally recognized motorcycle manufacturer, revered in over 180 countries for its high-quality engineering and sleek designs, and enjoying consistent financial success.

Factors of Politics-

To begin with, a healthy political atmosphere is beneficial to the economy and business growth. When a country is having political difficulties, it produces an unstable environment that is harmful to business expansion and development.

Second, in recent years governments and government agencies have been stricter in their management of businesses, especially the largest ones.

Third, evidence suggests that governments are less receptive to multinational businesses, making entry more challenging for those firms that don't have local partners. The government favors having Yamaha operate under ACI Motors, therefore this is a positive development for Yamaha.

Factors of Economics-

Economic swings may generate significant problems for international car brands.

In a down economy, consumers are less able to spend money. As a result of people and firms taking efforts to reduce expenses, the income and revenue of major, global corporations like Yamaha diminish during recessions.



Businesses' bottom lines are sensitive to economic uncertainty and fluctuating exchange rates. Yamaha Motor Company will have to lay off employees to deal with the losses incurred due to the economic slowdown.

Social Factors-

In the first place, it serves a crucial purpose in terms of advertising and sales. Societal shifts are having a significant impact on businesses.

Companies are making every effort to meet the preferences of the millennial generation and other subsets of their target audience.

Third, Yamaha employs a wide range of marketing strategies to target diverse demographics, which is essential for successful brand building in the modern day.

Factors of Technology-

1. Technology has a crucial part in the development and expansion of a business, as it provides a platform for recognizing and distinguishing the products from those of competitors.

The biggest source of competitive advantage and the means to boost efficiency and speed up the growth of brands in the twenty-first century is technology.

Fifth, Yamaha prioritizes customer satisfaction by spending much on R&D and new product development.

Fourth, technology is now employed in a wide variety of industries, including manufacturing, the supply chain, marketing, and customer service.

Environment Factors-

The majority of Dhaka's air pollution is caused by vehicles. Fossil fuel engines are a major contributor to air pollution. There is probably not even a single charge point for electric vehicles in all of Bangladesh, and people there aren't very concerned about the environment. This means it might be quite some time before Bangladesh begins importing EVs.

Legal Factors-

A firm must be aware of several legal requirements in order to operate efficiently, and there is a complex network of rules in each location that must be obeyed with, ranging from those pertaining to product quality and rider protection to labor and climate.



Yamaha has been able to keep its reputation pristine because of the value it placed on law enforcement and ethical business practices. Compliance training is provided to Yamaha employees on an annual basis.

The role of legal concerns in business has grown substantially, and major companies like Yamaha have a responsibility to ensure that their operations comply with all applicable regulations.



3.3. SWOT Analysis

Yamaha offers a wide variety of products for various markets. By analyzing the four factors that make up the acronym SWOT, one may get insight into the project's potential benefits, strengths, and threats.

Strengths

- Yamaha is a transnational brand sold in over 180 countries, therefore it has a strong international presence. Its global reach and continued performance have allowed it to maintain a healthy profit margin.
- Value of the Yamaha Brand: Yamaha is able to establish a reliable connection with its clients because to the high quality of its goods and the attention it pays to their feedback.
- A vast variety of products: Yamaha is known for its extensive catalog. Although it is best known as a manufacturer of motorcycles, it also produces and distributes industrial robots, maritime items, and power equipment.
- Yamaha's sustained success throughout the years has put the company in a solid financial position. Yamaha is attempting to bring down pricing and get into the market with more reasonably priced products.

Weaknesses:

- Yamaha's poor market share in major Asian regions is indicative of the company's overall weak performance in this region. Performance in the Asian market is now critical to a company's survival, but Yamaha has slipped behind as a result of the increased competition in this region.
- When it comes to distribution, Yamaha is present in several underdeveloped nations but the distribution route there is not very effective. Even in India, where formidable



distribution systems exist for competitors like Honda, Bajaj, and Hero, distribution is quite weak.

Opportunities:

- Motorcycles in the lowest price bracket; Yamaha's high-end offerings are marketed as upscale luxuries. If Yamaha wants to increase its profit margins, it has to put more effort into appealing to customers in the lower and middle price points.
- The number of retail and service locations carrying the brand has to increase. Yamaha has a flaw in this area, and fixing it would help the company's product.
- Increased sales are one of the benefits of the Company's expansion into new countries. Yamaha must take these markets seriously and concentrate on market penetration, particularly in the Asian countries, where GDP is on the increase.

Threats:

- It's a very competitive market, with many other products available. Yamaha requires either price penetration or good marketing to meet the competition from national competitors in most countries.
- A growing number of households are opting to purchase automobiles as a safer and more convenient alternative to motorcycles. That's competition for Yamaha, although in a roundabout way.
- Rising gas prices have dampened demand for automobiles and motorcycles in several regions. However, as gas costs continue to rise, competition from other types of motorcycles and scooters has become more important to the sales of premium manufacturers like Yamaha.



- As the cost of both labor and materials continues to rise, businesses like Yamaha are facing a rise in overhead expenses.



3.4 Porter's Five Forces Model



Buyers' Relative Bargaining Position:

Consumers' willingness to spend changes depending on a variety of elements, such as pricing, marketing tactics, market share, and similar factors.

The motorcycle industry is shifting to place a greater emphasis on its customers, or consumers. The modern shopper has access to a wide variety of high-quality options from both domestic and international brands. Marketers focus on enticing consumers with low prices and cutting-edge technologies. Yamaha boosts customer happiness through cutting-edge technologies and a trustworthy image as a brand, while the abundance of rivals gives shoppers more power in price negotiations.

Competitive Position of Suppliers:

Numerous factors define a supplier's bargaining position; more partial supply, global distribution, and higher demands for quality, brand reputation, and legal enforcement all work to weaken a supplier's hand.

Yamaha is a global conglomerate with headquarters in Japan and production facilities all over the world. Demand for automobile components is very high in our nation. They have joined forces for smarter supply chain administration. Yamaha offers a wide variety of instruments. As a result, Yamaha is able to exert an exceptionally high degree of supplier control, with the suppliers' bargaining leverage being low.



Competitor Threat:

The motorbike business in Bangladesh is relatively safe from extinction because to the growth of both domestic and international brands. The rise in popularity of ride-sharing applications and the congestion they've caused have given manufacturers an edge in the market for plush motorbikes. These businesses pose little threat since there are viable alternatives such as bicycles and compact automobiles. Motorcycle sales have increased dramatically in popularity in recent years. Therefore, Yamaha motorcycles provide a lower threat than their competitors due to their design, technology, and performance.

Competition from Industry:

Due of the high startup costs associated with manufacturing, advertising, and running a business like this, the threat of new entrants is limited. Extremely high start-up costs make it challenging for new companies to break into the market. There are a lot of moving parts in the production chain that need to be managed in order for a new brand to break into the market. For this reason, a new product line must set aside significant funds for evaluation. These two factors make it very expensive to join the market. As a result, competition from new entrants is still quite low.

Conflicting Interests:

There is a great deal of competition amongst the many brands that serve the same consumer base. Getting noticed in a market where every business is tailoring their sales pitches to their target demographic requires consistent hard work. Cost is another great feature. Many other manufacturers compete with Yamaha, including as Honda, Hero, Bajaj, Suzuki, etc. As a result of its international presence, it must compete with a plethora of well-known local companies. While pricing may be the focus of competition in one region, customer service may



be the focus in another. Yamaha must, then, depend on several things in order to compete with so many foreign brands.

Conclusion of the Five Forces Model

Yamaha has shown its strong competitive position due to its economic strength, brand value, technology, and other aspects, such as professional people resources and an efficient supply chain, by moderating some of these capabilities. The five-force model that Yamaha uses demonstrates the company's strength and suggests it will be able to maintain its dominant market position for the foreseeable future.

3.5. Market Analysis

Motorcycles provide a more cost-effective alternative to other forms of transportation in Dhaka, which is plagued by terrible traffic management and congestion. The increasing purchasing power of Bangladesh's middle class has been a key factor in the boom of the country's motorcycle sector. Motorcycles provide lower upfront costs, lower maintenance costs, and more maneuverability than vehicles. The number of motorbikes in Dhaka has expanded dramatically, up to over 469,888, since 2010.

The explosion of the industry may be traced back to a multifaceted problem. A confluence of factors, including changes in government tax and import regulations and advances in technology (such as the proliferation of ridesharing applications) have set off this expansion.

Potential Customers

Our first customer base will consist of those in the upper middle to high class. Equal emphasis is placed on reaching out to men and women. Persons with established careers are also targets of our outreach. The research continues with a segmentation of the intended audience.

Standard of Living of potential consumers

We anticipate starting with a narrow focus and expanding to the rest of the market if everything goes well. Our first customers are the elite of the living community. Our price structure will be determined by the preferences of our prospective clients. The report's latter sections detail pricing methods in more detail.



Target Market

Motorcycle sales in Bangladesh are predicted to reach \$477 million this year. In the beginning, we want to capture around nine percent of that market, which would be worth about \$42.93 million.

Competitor

Our main rivals include Bajaj Motors, TVS Motors, Hero MotoCorp, Honda, Suzuki, and local companies like Runner Motors and Walton.

3.6 Findings

Following an examination of ACI Motors' marketing strategies and statistics pertaining to the Bangladeshi automotive sector, I have come to the following findings:

- In Bangladesh, ACI has established itself as a well recognizable brand.
- Yamaha, along with its seed, fertilizer, and medicinal divisions, are all run very effectively.
- To help launch YAMAHA in the Bangladeshi market, ACI Motors is capitalizing on the trustworthiness of the ACI Motors name.
- There is a high level of adherence to their established procedures.
- ACI motors' primary strength and potential lies in its top-tier management and increasing demand.
- YAMAHA's key themes are affordability and emulation of existing products.
- ACI motors prioritize the behavioral segment while doing segmentation. Customer use and benefits are being taken into account.
- They have adopted a strategy of targeted segmentation.
- Their positioning emphasizes service and quality.
- New to Bangladesh is the lineup of YAMAHA commercial cars.
- Yamaha motorcycles have innovative, at-ease technologies.
- Products are priced much more than the market average.
- Dealers need greater leeway in how they use the credit function.
- There has to be greater organization in promotional efforts.



3.7 Justification of Decision for this New Venture

Considering these factors, we have decided to enter this new market.

3.8 New Scope & Significance

Yamaha motorcycles are among the finest in the industry, consistently churning out innovative and beautiful designs. Yamaha Saluto SE(125 cc) and YAMAHA SZ RR motorcycles are the first two models to be manufactured at the Bangladesh facility co-owned by ACI Motors (149 cc). It's expected that these motorcycles will be quite popular among the people of Bangladesh since Yamaha is a reputable brand, and because local manufacture keeps the price down by around \$30,000 to \$40,000 compared to imports. All Yamaha motorcycles are imported by ACI Motors, therefore there is no need to worry about outbound logistics, since distribution hubs are already located in the country. The plant will have state-of-the-art machinery thanks to the anticipated investment of tk 100 crores on 6 acres of land, and the quality of the motorcycles it produces will be on par with the competition. Market research shows that consumers are looking for cheaper, more fuel-efficient motorcycles; if Yamaha can provide the same quality bikes at the same price as domestic manufacturers, it stands to reason that buyers would choose Yamaha. Moreover, Yamaha Motors will boost local bike production advertising with global efforts.



Financial Benefits provided by the State

The noteworthy feature of the sales increase is the newly found reputation of local manufacturers / assemblers within the industry. The state has decreased extra responsibilities on imported components used in local motorcycle manufacture from 25 percent to 20 percent, drastically lowering production costs. These reductions in extra charges are a big economic boon for businesses since 70% of the components used in motorcycle assembly and production are imported.

If we decide to construct Yamaha motorbikes in our Kapashia facility in Gazipur, we may cut production costs significantly, allowing us to offer our products at more competitive prices.

Popularity of Ridesharing Applications

Since 2017, when ride-sharing apps like Uber and Lyft really took off, traffic has been bad everywhere, but motorbike manufacturers have had the upper hand in terms of making comfortable cars.

Tax on purchases not included:

Further, the new VAT exemption, which has contributed to increased income, now applies to motorbikes as well. Registration fees for motorcycles bought from overseas and those made in domestic factories have been lowered, helping the sector expand.

Support from the government:

The growing prosperity of the middle class in Bangladesh is a key factor in the success of the country's motorbike sector. Demand for motorcycles increases when the per capita gross domestic product (GDP) is above \$4000 on a purchasing power parity (PPP) basis. Bangladesh's GDP per capita (PPP) is approximately \$4561 at now, which explains the fast expansion of the business. The increasing purchasing power of the middle class in the nation bodes well for the industry's future profits.

Positive Policies That Supplement the Current Ones:



The government of Bangladesh has also made measures to encourage the growth of the motorbike industry. Launched the year before, the National Motorcycle Industry Development Policy 2018 seeks to diversify the country's production and exports in order to provide new employment opportunities. Through this plan, we want to increase annual motorbike sales to 1 million by 2027 from the current 500,000.



Chapter 4

Competitive Strategy of Yamaha Motorcycle Bangladesh

4.1. Global Market Overview

The worldwide market for motorcycles is booming. Factoring in the growth of new economies and the increasing buying power of consumers in established nations, analysts predict annual demand growth of 4.4% through 2022. Reasons for this shift include an expanding and more robust global economy and the availability of affordable options. North America, Western Europe, and Asia are the three most important areas in the global industry right now.

As a result, the Asian market is the motorbike industry's primary focus. Eighty percent of the world's bike sales occurred in Asia in 2017. More demand in Asia has led to higher living costs, more people moving out of urban areas, increased government investment on infrastructure in rural regions, and overcrowding in public transportation systems.

The growth of the motorbike industry in Bangladesh is typical of similar periods in other Asian countries. Bangladesh has a long way to go before it can catch up to other Asian countries in terms of development.

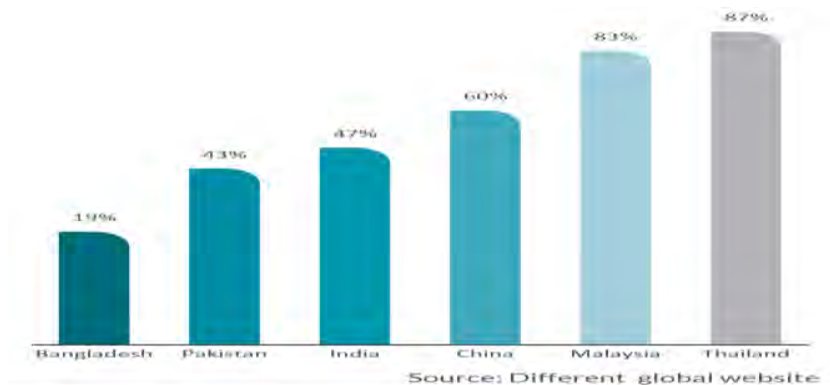


FIGURE: Marketplace growth of Motorcycle industry (2021-2022)



4.2. Market Review

Motorcycle assembly and production facilities have been established by almost half of the brands in Bangladesh. Some international corporations, like Yamaha Bikes with ACI Engines, fund smaller, local manufacturers like Runner Motors and Walton. However, Indian manufacturers such as Bajaj, TVS, and Hero MotoCorp have a stranglehold on the motorbike market. Yet, companies like Hero BD and Honda BD are doing well.

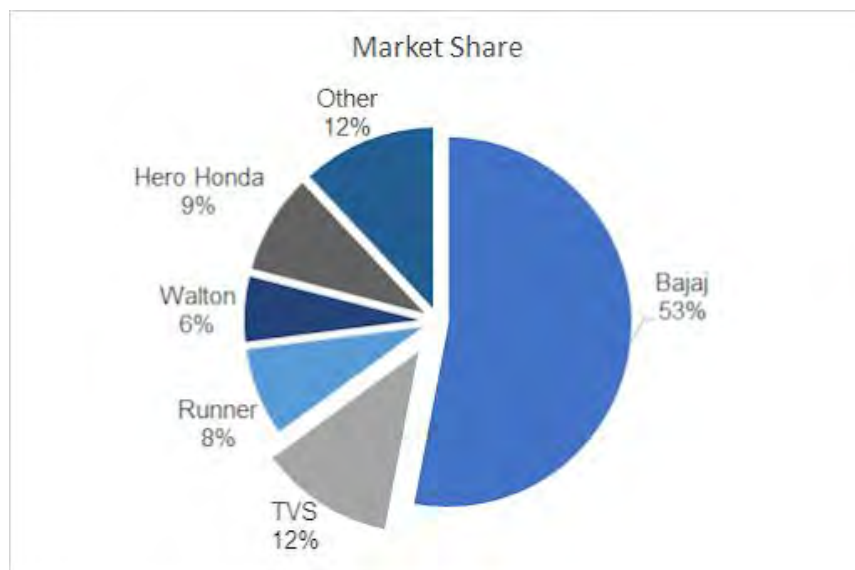


FIGURE: Market Share of Motorbikes in Bangladesh by Company (Source: IDLC Monthly Business Review)



4.3. Market Projection and Growth Prospects

The motorbike market is estimated to be worth \$477 million in Bangladesh. Among the previous several years, revenue growth rates have been particularly strong in both locally owned enterprises and those receiving government subsidies. This trend is expected to continue into the foreseeable future, up to 2022, expanding by roughly 60% annually. This bodes well for our company's future growth and success as we see the industry flourish.

Details about the two-wheeled transportation sector in Bangladesh:

- BDT 4,000 Crore is the estimated worth of the motorbike industry in Bangladesh.
- Every day, about a thousand motorcycles are purchased.
- Sales of motorcycles in India increased by 44% in 2018 to 3.6 lac units.
- Monthly demand for bicycles is 8,000 units, while monthly supply is just 6,000 units.
- Sixty percent of the bikes sold in the nation are manufactured in the country, with thirty percent of the raw materials coming from domestic sources and seventy percent coming from outside suppliers.

4.4. Challenges in the Industry

The necessary parts and components are not being produced fast enough because of a lack of vendor production. As a result, there will be a lack of key components needed to make bicycles. The startup costs and ongoing membership fees are both relatively hefty. There are not many financial institutions prepared to offer capital to firms that normally build bikes, which is a benefit for those currently representing brands but a difficulty for new entrants to the market. BRAC Bank and City Bank have recently began providing financial incentives and bank loans to the industry. The most dangerous competitors in this sector are Indian companies like Bajaj, Hero MotoCorp, TVS, and Mahindra, which control the lion's share of the market. This is a threat to global brands like Yamaha Motors, Bangladesh, which are being met by domestic competitors.



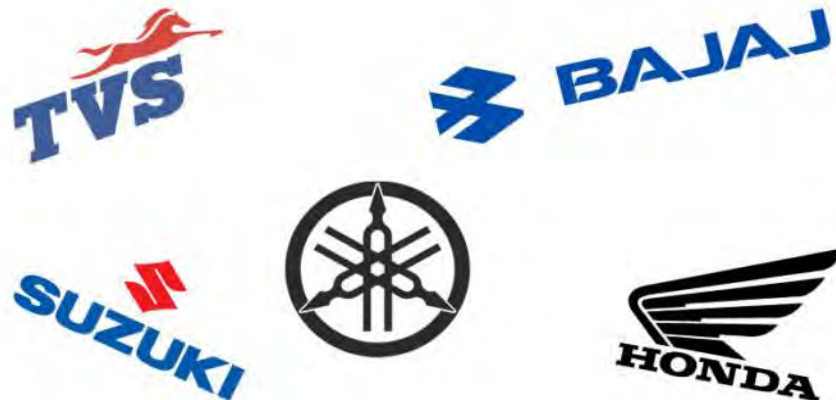
4.5. Competitor Analysis

Assessing potential threats is a crucial aspect of being well-prepared tactically. Managers, both present and future, need to keep a few things in mind while trying to identify their firms' competitors:

- How do competing firms characterize the breadth of their operations?
- To what extent are the benefits that customers get from using the products and services of other businesses comparable to your own?
 - How committed are competing businesses to the field? This provides insight into the historical context of the word's meaning and the motivations of the rival teams.

Competition in the motorbike industry is fierce. Here are the top five brands in the nation.

Top five motorcycle brands in Bangladesh



From most well-known to least well-known, the top five brands are as follows: Bajaj (India), TVS (Taiwan), Suzuki (Japan), Honda (Japan), and Yamaha (Japan).



However, we anticipate that there will still be other competitors for the market environment. They're briefly discussed below.



Bajaj is the biggest competitor of Yamaha in Bangladesh holding 53% of the entire market share as of 2017. They provide good quality motorbikes at lower prices and target the middle income class of people. Since the Indian company is the closest to Bangladesh, it is also easier for them to get the raw materials without much hassle.



TVS is the second biggest competitor in the market holding 12% market share. They have similar facilities that Bajaj receives as India is close to Bangladesh in geography. TVS provides good motorcycles at standard prices, hence their popularity.



Hero MotoCorp Ltd. is an Indian motorcycle and scooter manufacturer. It is one of the largest two-wheeler manufacturers in the world. In Standard Bike segment Hero is doing extremely well. Such as Hero Honda Splendor, at once it was the best selling bikes in India and also Bangladesh. Hero's unique Motorcycle Hunk also the very top class respected bikes in Bangladesh. The main attraction of Hero motorcycles are comparatively low priced and suitability.



Honda is the world's largest bike or motorcycle manufacturer. First complete motorcycle made by Honda in 1949, which was named Dream. As a result of its efficiency and performance, Honda has become very popular all over the world. And by 1964, it became the world's largest bike manufacturer. Honda started its journey in Bangladesh as a joint venture company since 2012. But the brand's bike is still beyond the purchasing power of ordinary people. Bike or motorcycle price are much higher in this country than in other neighbor countries.



'Runner Automobiles' is a trendy, prominent and trusted local brands in Bangladesh. It is marketed in the local market as well as the production and marketing of motorcycles and three wheelers and four wheelers. This brand Runner bike is now being exported abroad. Some of other motorcycle brands in Bangladesh claim their product is local, considering the motorcycle production of the country's product and the value that product; runner's position is above the rest.



Japanese company Suzuki has been running for many years in Bangladesh. It is known for long-lasting, attractive designs and modern. In Bangladesh Suzuki is doing extremely well in the sport motorcycle segment. The company has targeted young fashionable bikers of the street and gradually they are going up as a successful motorcycle company here in Bangladesh.



4.6. Market Positioning and Differentiation

As a company, we strive to provide our clients with a product or service that will provide them the tools they need to achieve their goals and become unstoppable. Yamaha is already well-known all over the globe for being aristocratic and a premium product. The staff of ACI Motors consists of a wide range of people, all of them are dedicated to doing their best. When it comes to doing their jobs, both in the office and out in the field, our staff members are highly trained, talented, and dedicated. Quality of products is a top concern for ACI Motors. The firm is committed to maintaining our tagline by always providing our consumers with the greatest quality products possible. "Giving Life to Moving Pictures." What sets our product apart from the competition are the following.

- Our models stand out from the crowd while yet providing luxury and adaptability. You won't find products of similar quality anywhere else, and that's why we're so successful.
- Fuel economy is only one of many aspects that will come in handy in a nation like Bangladesh, and one of many others is the durability of the products.
- Yamaha's performance is unparalleled in terms of both fuel efficiency and handling. Apart from that, the products we provide are 100% error-free and effective.
- Our products need little maintenance, and for the first year after purchase, we provide uncharged after-sale services within 6 hours of complaint.

Attention to Detail and Extensive Knowledge

Yamaha is one of the few motorcycle manufacturers that produces sports bikes. We offer scooters and women-specific bicycles, and we want to open driving schools to help further the advancement of women in this sector. This is why Yamaha is so successful; it caters to its clients by giving them access to unique services and amenities.

In order to survive and thrive in the market, we foresee moving toward the middle class or producing more cheap items for the luxury market.



4.7. Marketing Strategy

To put our ideas into action, we are using the following marketing and PR strategies.

Since helmet use is mandated in many jurisdictions, we provide our clientele only certified helmets. As our customers donate the helmets, our brand will get exposure. We hope that this will increase both our brand recognition and customer loyalty (Babu, 2022).

To raise awareness of the fuel-efficient goods we provide, we host activities that include free road excursions and instructional lectures.

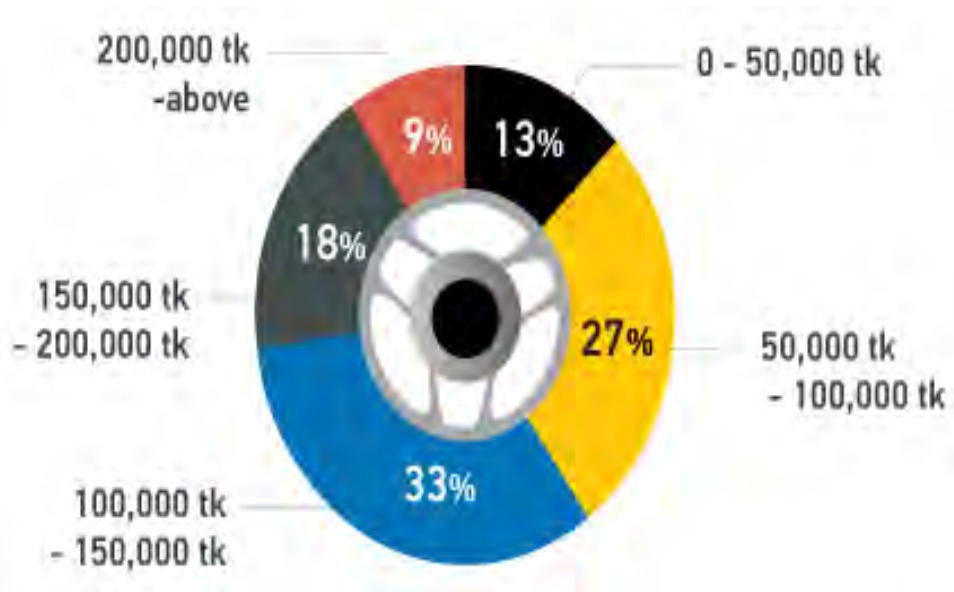
- We've set up a riding school called Yamaha Riding Academy (YRA), and most of our clients ride motorcycles and scooters there. We provide professional instructors for them to learn to drive safely.
- Yamaha Riding Academy (YRA) offers specialized instruction for women riders so that they feel comfortable operating our motorcycles. We provide EMI plans and help them get their driver's licenses.
- Plan riding events to entertain patrons and highlight celebrations.
- We disseminate RDC and TVC to generate interest in our brand within our demographic.



4.8. Pricing Strategies



At first, only those in the upper-middle class will be able to pay our charges. Our goal is to increase our market share, thus we want to go into more cheap price points in the future.



Our products will start at about 200,000 BDT since we employ premium raw materials and innovative design. As a result, we can narrow down on only 9% of the whole market.



The following are the pricing of competing brands, as compared to Yamaha



Cubic Centimeter Capacity (CC)	Bike Model	Price (Taka)	Rating
110 (CC)	Bajaj Discover	119500*	8.4
125 (CC)	Bajaj Discover	124500*	7.7
150 (CC)	Bajaj Pulsar	170900*	8.6



Cubic Centimeter Capacity (CC)	Bike Model	Price (Taka)	Rating
110 (CC)	Tvs Metro Plus	106900*	9.0
125 (CC)	Tvs Stryker	116900*	7.5
150 (CC)	Tvs Apache RTR	175900*	8.0



Cubic Centimeter Capacity (CC)	Bike Model	Price (Taka)	Rating
110 (CC)	Honda Livo	105000*	8.5
125 (CC)	Honda CB Shine	136000*	7.8
150 (CC)	Honda CB Trigger	171000*	8.3



Cubic Centimeter Capacity (CC)	Bike Model	Price (Taka)	Rating
110 (CC)	Runner Royal+	91000*	8.0
125 (CC)	Runner Turbo	130000*	8.0
150 (CC)	Runner KnightRider	156000*	5.0



Cubic Centimeter Capacity (CC)	Bike Model	Price (Taka)	Rating
110 (CC)	Hero iSmart	95990*	7.7
125 (CC)	Hero Ignitor	114990*	8.0
150 (CC)	Hero Hunk	144990*	7.3



Cubic Centimeter Capacity (CC)	Bike Model	Price (Taka)	Rating
110 (CC)	Suzuki Hayate	99950*	8.0
125 (CC)	Suzuki Access	162000*	7.6
150 (CC)	Suzuki Gixxer	219950*	7.7




YAMAHA

Cubic Centimeter Capacity (CC)	Bike Model	Price (Taka)	Rating
110 (CC)	Yamaha Ray ZR	152000*	8.0
125 (CC)	Yamaha Saluto	141000*	8.0
150 (CC)	Yamaha FZ v2	249000*	8.0

motorcycles:



Yamaha offers a smattering of products aimed squarely at certain demographics of women.



YAMAHA

Cubic Centimeter Capacity (CC)	Bike Model	Price (Taka)	Rating
110 (CC)	Yamaha Alpha	150000*	8.0
110 (CC)	Yamaha Ray ZR	152000*	8.0
155 (CC)	YamahaNMax	425000*	8.2

Specific Ladies Bike (Scooters)



Cubic Centimeter Capacity (CC)	Bike Model	Price (Taka)	Rating
110 (CC)	Honda Dio	139000*	7.9



Cubic Centimeter Capacity (CC)	Bike Model	Price (Taka)	Rating
110 (CC)	Runner Kite+	91000*	6.0



Cubic Centimeter Capacity (CC)	Bike Model	Price (Taka)	Rating
100 (CC)	Hero Pleasure	119900*	7.5
110 (CC)	Hero Maestro Edge	129900*	7.7



Cubic Centimeter Capacity (CC)	Bike Model	Price (Taka)	Rating
110 (CC)	Suzuki Lets	150000*	8.0
125 (CC)	Suzuki Access	162000*	7.6



Cubic Centimeter Capacity (CC)	Bike Model	Price (Taka)	Rating
110 (CC)	Tvs Jupiter	136900*	7.8
110 (CC)	Tvs Wego	138900*	8.0
110 (CC)	Tvs Zest	147500*	8.0



Chapter 5

5.1. Key Task of the Job:

Yamaha Motorcycle Bangladesh

Interning with Yamaha Motorcycle Bangladesh's digital team, I served as Senior Executive Digital Marketing under the direction of the Assistant Manager of the digital marketing team. My job was to help out my superior in whatever way I could. During my internship with ACI Motors, I have been a part of the digital team responsible for online promotional and sales activities. This has entailed tasks such as the discovery, review, documentation, categorization, summary, interpretation, and communication of business information; the generation of content and ideas; the development of campaign modes; and the management of dealer pages.

While participating in this internship program, I was promoted to the role of Administrator on the Yamaha Motorcycles Bangladesh - ACI Motors Ltd, Yamaha Saluto 125cc, Yamaha Riders Club Bangladesh, and 96 additional Dealer pages. I've done a lot of work on content and marketing for the Bangladeshi Yamaha biker community. I assisted Yamaha customers by providing around-the-clock online inquiry management, keeping customers up-to-date on Yamaha motorcycle Bangladesh product benefits via bike model, price, and other issues, and posting a wide range of materials on a page designed to appeal to a wide range of interests by members of Yamaha's creative design community. As part of my internship, I was responsible for the following tasks::

- Managing and monitoring the Yamaha Bangladesh page, as well as all dealer Facebook pages, to aggregate the company's nationwide online visibility and performance.
- Preparation and implementation of training module and continuous follow-up training to increase the dealer staffs' digital expertise and well-being.
- To promote service offer, marketing campaign, and anything else as needed by the company, plan and generate material.
- Advertising in which material is purchased.
- Plan and execute promotional efforts each month in accordance with the allocated budget, and keep close tabs on the results.
- Plan dealer-site material by model.
- Visiting and reporting on dealers to increase their brand awareness and compliance
- Field personnel need to be managed, and different members of the team need to be given specific responsibilities.
- Analyze dealer results and develop a digital marketing plan to enhance future endeavors.



Manage Page

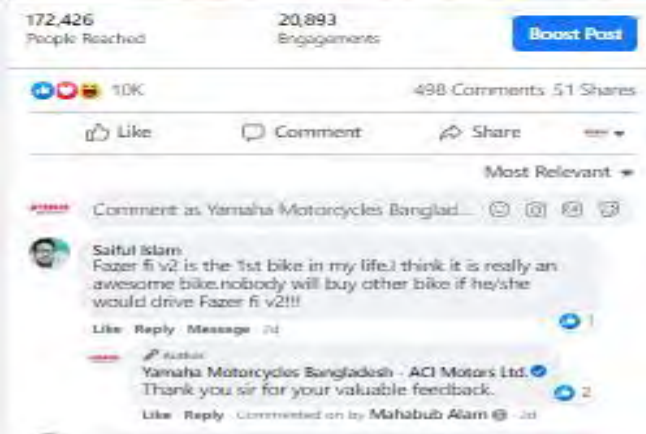
- Yamaha Motorcycles Bangladesh - ACI Motors Ltd.
- Meta Business Suite
 - Inbox (26 new messages & 42 new comments)
 - Planner
 - Insights
- Home
- Manage shop
- Messenger tools
- Events
- Creator Studio
- Notifications
- Insights
- Publishing tools
- Ad Center



Figure: 5.1



Figure: 5.2



Few Glimpses of Official Yamaha Facebook-page



In addition to these regular duties, I also assist with YRC events, buy and ship gifts to contest winners and other important people, and compile monthly reports on "Facebook Stars," "Hot Customers," and the winners of other promotional contests.

Facebook Star: Throughout the month, Facebook Star workers in Bangladesh conduct a promotional campaign. When promoting our goods on social media, our staff members often provide proof of their efforts by posting screenshots of their interactions with users and prospective buyers, offering suggestions and recommendations and offering solutions to problems. Using these screenshots, I need to choose the best performers in each department so I can reward them appropriately. This makes them happy and motivated to spread the word about our company. This is something I have to do at the end of every month.



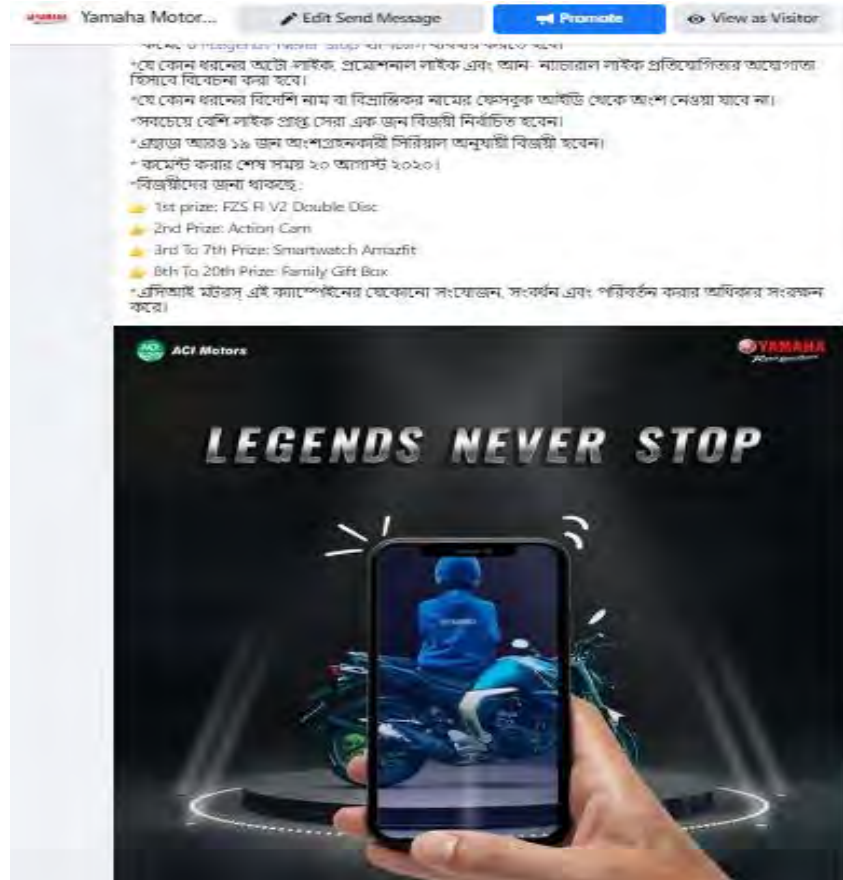
Hot Customer Selection: Yamaha motorcycles have a lot of prospective purchasers that are hot right now. We classify a customer as a Hot Customer if they have shown an interest in purchasing our goods and we have detected indicators indicating they are likely to do so in the near future. I do the prep work within my daily routine of answering queries. It's due to the Sales department at the end of the month.

Yamaha Riders Club: YRC for short, is a community of Yamaha motorcycle riders who share interests and experiences via the social networking platform Facebook. There is no more important gathering place for Yamaha riders in Bangladesh. The primary goal of this organization is to foster a sense of camaraderie among Yamaha owners via the organization of gatherings, tours, and other motorcycle-centric activities. Besides what's expected of me, I often provide my assistance to this organization.





Promotional Contests: To show our appreciation for all the Yamaha fans in Bangladesh, we hold a contest every single month. Thousands of individuals enter these competitions every year. I assist them by giving them access to numerous resources and keeping an eye on how active each member is. At the conclusion of the competition, I happily assist our team in the arduous process of selecting a winner.



Purchasing and Sending Gifts: We have a monthly obligation to ship presents to our Facebook celebrities, YRC members, and contest winners. At the start of every month, it is on me to buy them presents. More than that, I need to call the winners to get their contact information. Once I have collected addresses and purchased gifts, I must hand them over to the shipping department along with the correct addresses. The status of each donation must be recorded once I have given it.

The job I did was helpful for my education and my future profession. Unlike other people, I never show up late to work. Along with assisting my superior, I also provided assistance to





other executives in my sector (Mormo, 2019). In a nutshell, my work included learning about the company's culture, which was really rewarding.

5.2. Finished Paperwork

While working for my boss, I was often tasked with juggling many different responsibilities at once. During my time at ACI Motors, I had to type a document issued by my supervisor and track or verify the status of a number of different product papers, the components of those items used only for their campaign, hard copies machines proudly serving vouchers, and the submission of documents per my superintendent's order to ACI Motors' staff. Documents on different policies sent to the Division Field Force.

5.3. Understanding Progress

Before beginning my internship at Yamaha, I knew very little about ACI's Motors sector. At the same time, I learned a lot about the motorbike business in Bangladesh and about ACI Motors' product awareness throughout my internship. In furthermore, I was able to gather information regarding ACI Motors' offerings from both city and country dwellers. I learn a great deal about bikes and agricultural products, how they are made and sold to customers, the current market scenario, and ACI Motors' after-sales operations.

5.4. Observation

It was a privilege to serve at ACI Limited's headquarters. I've picked up a lot of wisdom from them. Observations I've made based on my little experience, plus a few suggestions: It was a fascinating experience to work at ACI Limited. Those locals have a reputation for being both kind and inventive. what I've discovered and what I've learnt:

- The atmosphere is great, and the staff is really kind and helpful. The workplace, as a whole, is supportive and productive.
- Everyone here works hard and is trustworthy in their daily tasks.
- To put it another way: work was never put off until the next day unless it was absolutely essential.
- They work longer than the other departments since they often work Sunday through Thursday and then go to the field on Fridays and Saturdays, even though Saturday is officially an off day for the corporation. The average workday lasts between thirteen and fourteen hours now that technology has advanced.
- The duties of each employee are usually clearly defined and assigned to them in a fair manner. This is the proper course of action, but seeing it for myself was still quite a sight to behold. Everyone in the workforce is responsible for a number of things. Those are



responsibilities he handles throughout the day. It's also simple to assign responsibilities this way. Even so, I have also seen other employees assisting one another.



A Glimpse of Yamaha Saluto 125cc Official Facebook-page



Chapter 6

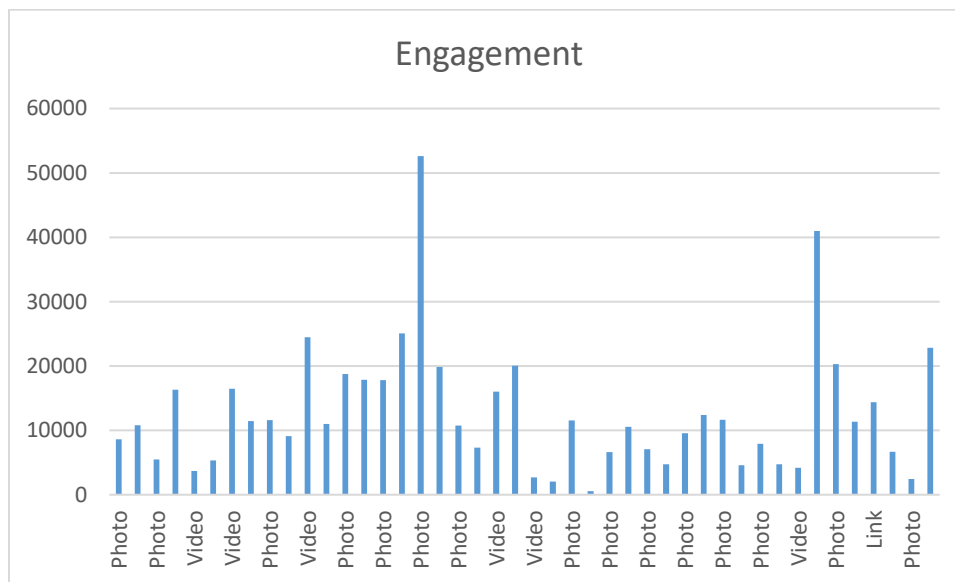
Success Factors of the digital activity:

Consumers' interest in the information posted on Yamaha's Facebook page and their overall contentment are key indicators of the page's success.

The success of a Facebook page is dependent on a number of factors. By keeping an eye on the campaigns, we've managed to alleviate some of these concerns (Parvez, 2010) .

6.1 Static VS Dynamic:

First, we'd like to display the overall engagement ratio for the months of October and November, 2020, on our Facebook page:



Here, it's easy to see that visual material attracts much more attention than videos do.

Reason behind it:

Most of the clip concerns testimonials from satisfied clients, and it lasts for more than a minute. Contrary to what Peter Frohlich (2012) claims about the effectiveness of short videos in conveying the company's central message and holding the viewer's attention, lengthier Yamaha videos occasionally succeed in attracting and holding the viewer's interest.



However, these movies play an even more important function in elevating the bike's profile in the eyes of potential buyers. In most cases, these are the kind of things covered in videos:

- a video about the service.
- feedback from the market
- advice on Keeping Your Bike in Good Shape
- video for Road Safety
- Marketing in real time (like Puja, Eid, Pohela Boishakh)
-

That's why it's hard to capture the advantages and features of a top-tier racing bike in a 15-second short without compromising on the level of customer satisfaction. Positively, it's resulted in deeper brand loyalty among the target audience.

Advantages of the videos:

- The consumer has always appreciated the maintenance advice.
- Trust is established because of the first-hand accounts provided by actual customers who have used the reviewed product.
- Third, RTM has sparked a jubilant moment for the audience.
- Instilling nationwide faith in the quality of Yamaha's service departments is a service-related video.

Advantages of Static content:

- One, write snappy attention-getter text
- The second point is that the text be brief so that the reader can absorb the material fast.
- Third, a picture is worth a thousand words when it comes to memorability.
- To depict an original thought process.



6.2 Gaming:

Yamaha Motor Corporation Worldwide has licensed a Yamaha motorcycle for use in the battle royale game PlayerUnknown's Battlegrounds. The MWT-9 and T7 Concept bike are now available for purchase and unlocking. The effect on the local biking scene and the youth population has been profound. This has contributed to the brand's success since its target demographic consists mostly of younger people.



6.3 User Generated Content:

The material we post often includes calls to action that encourage readers to respond with information about themselves, such as where they like to go on the weekend, what sort of helmet



they like, and who their favorite pillion is. Material like this inspires us to create more content based on audience feedback and reactions. For instance, if the audience like to spend their weekends at 300 feet in Bashundhara, that's where we set our customer review material. The audience joins the contest because of brand loyalty or as a result of being inspired to participate by their friends and relatives.



User-generated material like this not only improves consumer interaction, but it also informs the public about what individuals want.

Contents that provide maintenance advice tend to have a large number of audience members who respond with expressions of thanks to the contest organizers (Rana, 2018).

The content's advantages:

- Instructs riders on how to maintain their bicycles
- It strengthens relationships with existing patrons.



- Builds up a good reputation in the minds of the people watching.

Content promoting sales or discounts:

The query management group found that customers were more interested in material related to discounts and promotions. They consistently get a lot of questions on these topics. Getting a good deal is something that everyone is constantly looking for. That's why it's such a big thing when a well-known motorcycle manufacturer like Yamaha Motorbike offers a discount of any kind.



Service Review

Reviews of Yamaha's excellent service in Bangladesh may be found on each individual dealer's website, and a video roundup of these reviews can be seen on Yamaha Bangladesh's page.

A lot of client loyalty may be earned by this evaluation of service after the transaction has been made. Due to the frequent maintenance requirements of motorcycles, every client chooses to work with a trustworthy service shop. When customers see that a significant percentage of their peers



have had positive experiences at Yamaha's service facility, it fosters brand loyalty and generates positive word of mouth for Yamaha.

Disadvantage

- One disadvantage of the material is that viewers are unlikely to participate in a contest that offers no prize. Offering even little prizes might motivate the audience to participate actively in the competition.
- The management of my office has made the observation after talking to us that our present team places considerably more value on the originality of the material than the bare minimum of what we know about bikes and cyclists. As a consequence, the proportion of viewers who take action has grown dramatically, and the campaigns have received acclaim from a variety of branding communities, including brand practitioners and the brand forum.

Chapter 7 : Internship Outcomes

There were challenges I had to overcome throughout my internship. In particular, these:

7.1. Campaign Timing Synchronous replication:

A measure of how much of your budget will go toward boosting and advancing your Facebook page's initiatives. Post-sale interaction is increasing in frequency as well. Since I had to provide a definitive answer to the representatives of an unknowable number of participants, despite the fact that the membership numbered well over a thousand, this issue arose often for me throughout the campaigns. Of course, keeping track of and replying to the thousands of Members was a time-consuming task.

7.2. Performance Gap:

Providing superior marketing media services is a defining feature of a Digital Marketing Media Agency. Agencies who do not give exceptional service will have a hard time



surviving in today's cutthroat business environment. The output was lacking since I was unable to do my chores in time due to the synchronization of responding during promotions and the service supplied at different stages after acquiring the goods. The executives would sometimes assign me tasks orally and expect me to carry them out without question. When employees are unable to deliver adequate customer service, other problems arise. Both will do a disservice to the company's reputation because of their inferior performance.

7.3. Customer Expectation of Service:

It seems to reason that customers would react angrily and with great disappointment if the perceived quality of a service drops below their expectations. This problem arises when there is a lack of available supply. We used to get a lot of complaints from unhappy customers via the community management department, which I used to oversee. If a product did not live up to the standard set by the brand, it would get harsh criticism from consumers.

7.4. Zone of Tolerance

Since our focus was on digital marketing as a whole, we couldn't do anything to ensure that the brand's information and the online retail outlets' listings were in sync. Time is wasted as a result of this. Therefore, the process cannot be accelerated since there are no more customers for the authorized staff to serve. Time goes on longer than anticipated. As a result, there was a ceiling on how much buyers would endure, and it was extremely high and product specific.



Conclusion

Due to rising demand, the Bangladesh motorcycle market is predicted to expand rapidly at a rate of more than 6 percent per year in volume from 2021 through 2025.

Commuters and businesspeople in congested urban areas often choose to ride bicycles as a means of transportation. Due to the poor quality of the roads, motorcycles are also often utilized in rural regions. Due to economic considerations such as fast economic development, expanding population, and increasing consumer buying power, key companies in the motorcycle industry have entered the Bangladeshi market despite the technological advances in neighboring countries like India and China.

Large corporations like Honda and Yamaha are investing heavily in the region, making it a likely future market leader. Female consumers are expected to become more interested in this area in the future years.

Yamaha has built up a strong reputation as an industry leader, thanks in large part to the company's focus on retaining loyal customers. Yamaha aims for the middle class with their motorcycle prices in order to increase their market share. Yamaha's broad penetration of the market, particularly in Asian regions, is a problem the company has finally been able to achieve. Yamaha releases more affordable products for those in the middle class and sells stylish leisure motorcycles to those with more disposable cash.

The Yamaha brand is in great demand, however remarkable events may occur despite this. The company may improve its performance by focusing on a handful of strategic and financial goals. When it comes to the business world, Yamaha has to reposition itself in order to fulfill its mandate. Publicity strategies may be particularly useful in the present setting.

Yamaha Bangladesh has to be more customer-centric while developing content, while also prioritizing originality. Creating content that actively involves your audience is the way of the future if you want to keep them as loyal customers. Offering special discounts and helpful hints to your audience is always appreciated.



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