



**Internship Report on  
An Analysis of “Promotional and Marketing”  
Activities of M2M Communications Ltd.**

**Submitted To:**

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## *Letter of Transmittal*

To,  
Feihan Ahsan  
Lecturer  
BRAC Business School,  
BRAC University.

Dear Sir,

This is a great pleasure to submit my internship report on “Overview of The M2M Communications Ltd from marketing perspective”. This report was assigned by you during my internship period in M2M Communications Ltd.

I tried my best to put a best effort for the preparation of this report. Any shortcomings or flaw may arise I am very much beginner in this aspect. I will wholeheartedly welcome any clarification and suggestion about any view and conception disseminated in my report.

I have gathered valuable experiences from practical life situations in the process of preparing the report. I would like to thank you for your kind-hearted cooperation with me in preparing the report.

Regards,  
Jubaer Al Noman  
ID: 09204090  
BRAC Business School,  
BRAC University.

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## Acknowledgements

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While I was preparing the internship report I had to take the great appreciation the helped and guidance given to me by Mr. Feihan Ahsan as my internship supervisor. Without his help it would not be possible for me to compile information make necessary analysis as complete the study report in time. Who has kindly spent in valuable time is the supervising study, suggesting approaches for attending the problems. I am deeply grateful to him for this.

I am thankful to Mr. Riajul Kabir, Director, Sales & Marketing and also Mr. Shishir Chowdhury, Asst. Manager, Marketing & sales of The M2M Communications Ltd. They have supervised and encouraged me to continue my project and helped me by giving much valuable information. Without their sympathetic attitude, cooperation, and valuable counsel it would not be possible for me to prepare this report. So, I am very grateful to them.

Particular thanks must go to M2M Communications Ltd by whom profound attempts I get the chance and complete ease to complete my three months internship.

I would like to express my sincerest gratitude to my guardian, friends who always encouraged me for my higher studies and successful result.

## **Executive Summary**

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This is an internship report that contains the working experience of different tasks in "M2M Communications Ltd" in the department of Marketing & Sales. I have acquired knowledge about how "M2M Communications Ltd" arranges different events and how they are giving services to their customers. I also gathered knowledge about the effectiveness of arranging events and public relations.

Under the marketing department, I have learnt about the requirements and procedure for arranging events for the customer.

In fact, the practical internship program enables me to understand the activities and procedure of different functions relating to arranging events and maintaining customer relationships.

## Background

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We the students of Bachelors of Business Administration (B.B.A) of BRAC Business School (BBS) study the subject's related to business including Accounting, Management, Finance, Marketing, Mathematics, Social Science and cultural status and little about science and technology. The schools of business try to familiarize these each student so that they can move comfortably in the business environment. But only the theoretical study in the class rooms is not enough rather a practical experience and the only means of practical experience is internship program.

In the business world there are lots of financial institution, business firms, and industries which provide this facility towards us. If we could not get this facility of internship then a wide gaps will take place between our study and experience. I think this is an extremely valuable asset for us.

We the students of business do this usually for three months. I have done my internship at "M2M Communications Ltd" which is one of the most renowned Vehicle Tracking Service (VTS) providers in Bangladesh. I am thankful to "M2M Communications Ltd" for giving me the opportunity to do internship.

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# Chapter - 1

## Organizational Overview

## Introduction

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M2M (Machine to Machine) Communications Ltd has been Bangladesh's leading vehicle tracking company since the 2011. This company have got license as a vehicle tracking service provider from "Bangladesh Telecommunication Regulatory Commission" (BTRC) in 2014 and became member of "Bangladesh Association of Software and Information Services" (BASIS) in same year. M2M refers to "Machine to Machine" communication through GPS & GPRS both. Basically, Vehicle Tracking Solution (VTS) remains the company's core business. This company of today has evolved into a highly sophisticated technological company offering leading edge fleet monitoring solution to both individual and organizations throughout Bangladesh.

M2M provides tracking service in all over the country for all kinds of vehicle like car, pick up, Covered van, Truck, Bike, Bus. Many other companies like Grameen Phone, Monico, Finder, N Track, Prohory etc also providing Vehicle Tracking Solution (VTS) Moreover to overcome competition M2M trying give their best effort to provide better service.



## Company History

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Name of the Organization	M2M Communications Ltd.
Status	Private Limited company
Corporate Slogan	Realizing Digital Nation
Commencement of operation	27 <sup>th</sup> July 2011
Authorized capital	US\$ Million
Industry	Software industry
Nature of Business	Service Oriented
Target customers	Individuals and corporate customers
Number of Installation Point	08
Number of Customers	8000
Number of employees	Around 100
SWIFT	M2MBD DH

## Sales and Main Service Centres

House-495, Road-32, 2<sup>nd</sup> floor,

Mohakhali DOHS, Dhaka-1206, Bangladesh.

Web: [www.m2mbd.com](http://www.m2mbd.com)

## Installation and Support Coverage

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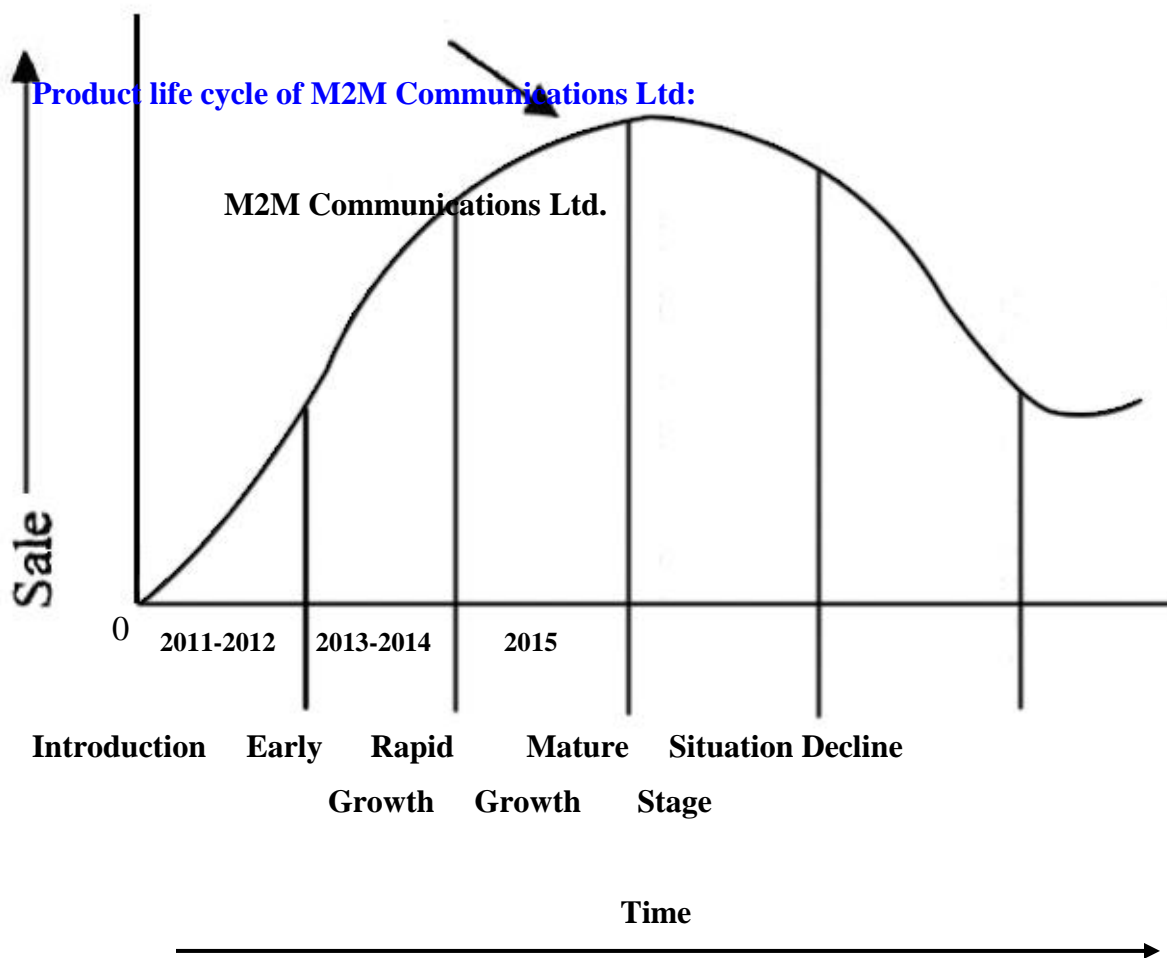
Onsite support/ installations parameter:

- Dhaka (Metropolitan Area)
- Chittagong (Metropolitan Area)
- Bogra (Metropolitan Area)
- Sylhet (Metropolitan Area)
- Khulna (Metropolitan Area)
- Rajshahi (Metropolitan Area)
- Rangpur (Metropolitan Area)
- Barishal (Metropolitan Area)
- Others than above areas an additional cost could be incurred for post support in others area and pre approval/schedule required from M2M Communications management.

## Company Life Cycle

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The market of M2M Communications not new at present M2M of AMCL takes position in the Rapid Growth stage in the product life cycle. This can be shown in a figure:



## Some of Clients

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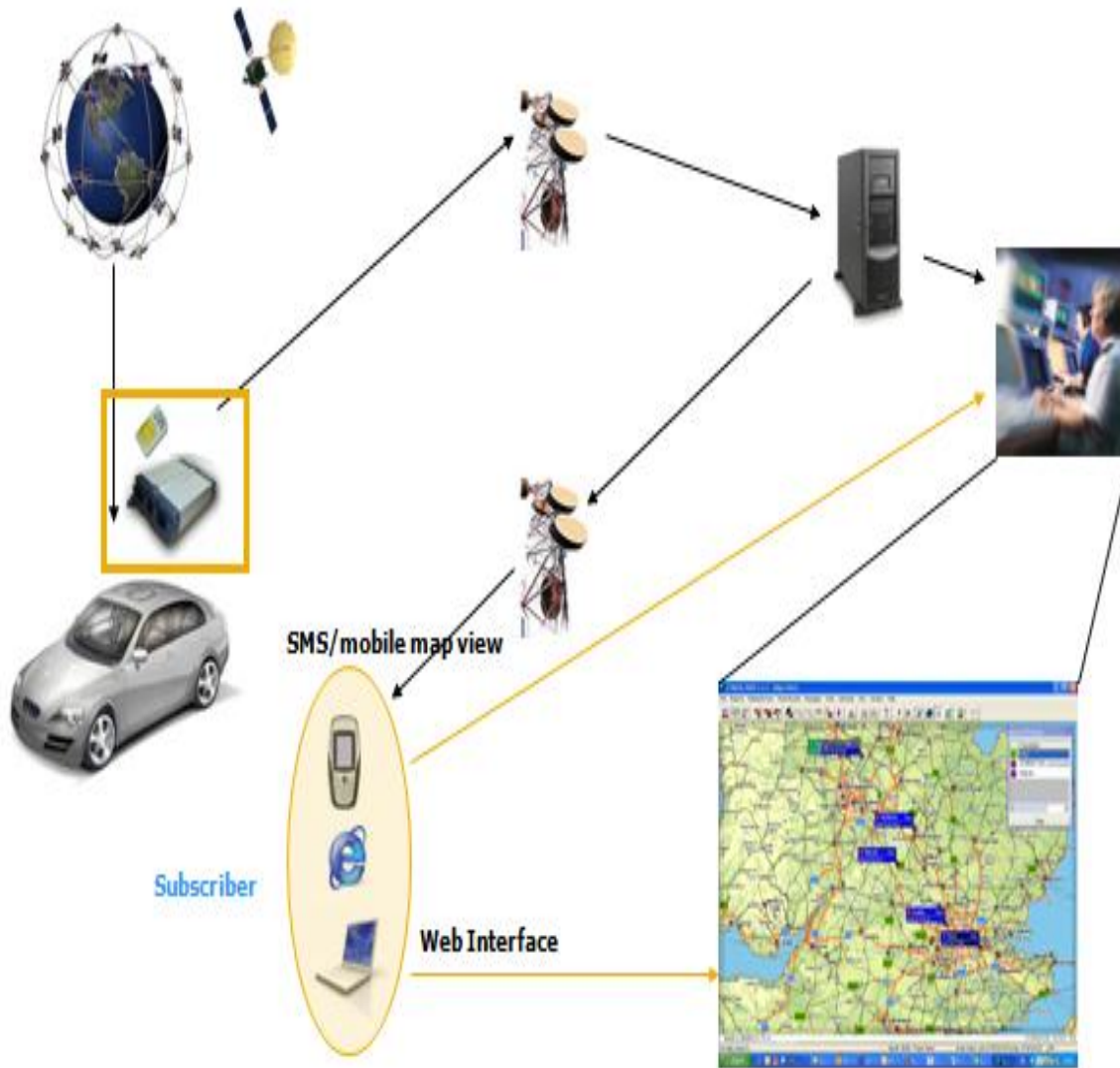
## Services of “M2M Communications Ltd”

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M2M Communications Provide Vehicle Tracking Solution (VTS) is an electronic software based device installed in a vehicle to enable the owner to track vehicles location. To identify vehicle current location M2M Communications Ltd uses Global Positioning System (GPS) module for accurate location of the vehicle and General Packet Radio Service (GPRS) for communicating the vehicles location to a remote user. User can get service through both computer and mobile phone instantly

Through this comprehensive solution, a subscriber can learn the real-time position of his vehicle, and apply rules on the vehicles (e.g.: speed limit, No Go Area, etc.). In addition, subscribers can also secure their vehicles by subscribing to security features like remote immobilization, panic alarm. Some of the other features are: Speed Violation Alert/Report (speed of all vehicles can be controlled, monitored, and hence when violated, immediate contact can be made to reduce such violation); Area Alarm (an area can be assigned to vehicles, the owner/authorized person will be notified, if the rule is violated); 'No-Go' area (A 'No-Go' area can be created for the vehicles, the owner/authorized person will be notified, if the rule is violated); in addition, the car owner can find out whether the ignition is on or off; if on, then whether the vehicle is moving or stationary, thus vehicles can be monitored even if they are switched off.

# TRACKING SYSTEM



## **KEY FEATURES OF SERVICE:**

- **24 Hours Real-time Tracking**- Track your vehicle anytime from anywhere. Every 25 second later you'll receive your vehicle's update position on Google Map using M2M COMMUNICATIONS LTD interface. You can also know your vehicle's previous movement record through M2M COMMUNICATIONS LTD Communications Ltd website. This is possible through SMS also.
- **Emergency Engine Blocking**- When your vehicle has been theft or moved from your specific location without your permission, you can immediately block your vehicle's engine via SMS or M2M COMMUNICATIONS LTD Support Center.
- **Geo-fence Alert**- Users are able to setup and configure monitoring activities and alerts to the vehicle using web service or GPRS enable cell phone. If Geo-Fence violation occurs, an SMS will be sent to a contact number.
- **Over Speed Alert**- If the vehicle has been configured with a maximum speed limit and when the vehicle speed exceeds the limit, system will send an over speed alert SMS to owner instantly.
- **Current Engine Status**- Any time you can know about your vehicle's engine status. Green will stand for running-status, Blue for neutral-status and Red for off-status.
- SMS notification for breaking news (Push SMS). **75 SMS free** for every monthly subscription.
- Necessary reports can be generated **in excel and pdf** (Speed analysis, Over speed, expenditure, Trip)
- Multiple vehicles can be managed in **one interface**.
- **Unlimited push-pull** number can be assigned.
- Viewing car location through **mobile** as well.
- **4 breaking News SMS** will be generated (Geo fence break, Exterior battery cut off alert, over speed alert, SOS alert), Mail notifications will be available. (Push mail)
- **Unlimited geo-fencing**
- Provide **tracking accuracy** through north-west/south-east, etc. options.
- Delivered last **3 months reports** (Customized possible)
- **Monitoring Fuel Consumption** through Travel Distance Graph and minimize expenditure very easily

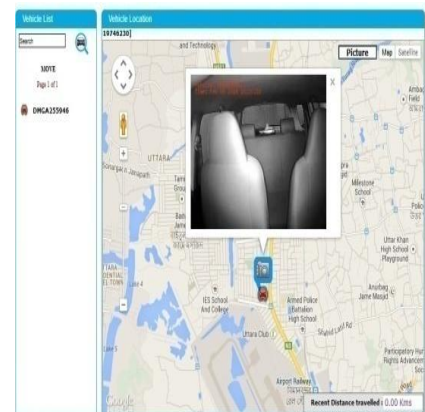
## Device Specifications

- Product can support from 12- 24 V any vehicle
- Low power consumption.
- Support single location and continual tracking.
- Industrial GPS and GSM modules are used for better signal strength.



## Camera Specifications

- <Space>DMCHA154074 to 6969Quantity of pictures (snap taken): 200 picture
- Warranty: 1 year replacement.
- Quality of pictures: QVGA
- Other options: Super night vision.
- Picture resolutions: 320X240
- SMS operations: m2m<space>snap





## Service Interface



## Basic Service Information's

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- Viewing car location through mobile as well.
- SMS operations:
  - To locate your Vehicle, go to your mobile phone SMS write option and type: **m2m<space>locate<space>DMGA297831**
  - To stop your vehicle engine, go to your mobile phone SMS write option and type: **m2m<space>carstop<space>DMGA297831**
  - To unblock your vehicle engine, go to mobile phone SMS write option and type: **m2m<space>caron<space>DMGA297831**
  - To capture the image in your vehicle, go to mobile phone SMS write option and type: **m2m<space>snap<space>DMCHA154074**
  - And send the request to **6969 number**
- **4 breaking News SMS** will be generated (Geo fence break, Exterior battery cut off alert, over speed alert, SOS alert), Mail notifications will be available. (Push mail)
- **24/7 Support** with professional call center.
- Unlimited **geo-fencing**.
- Can store last **3 months reports**.
- Can see history last one month.

### CAMERA SPECIFICATIONS:

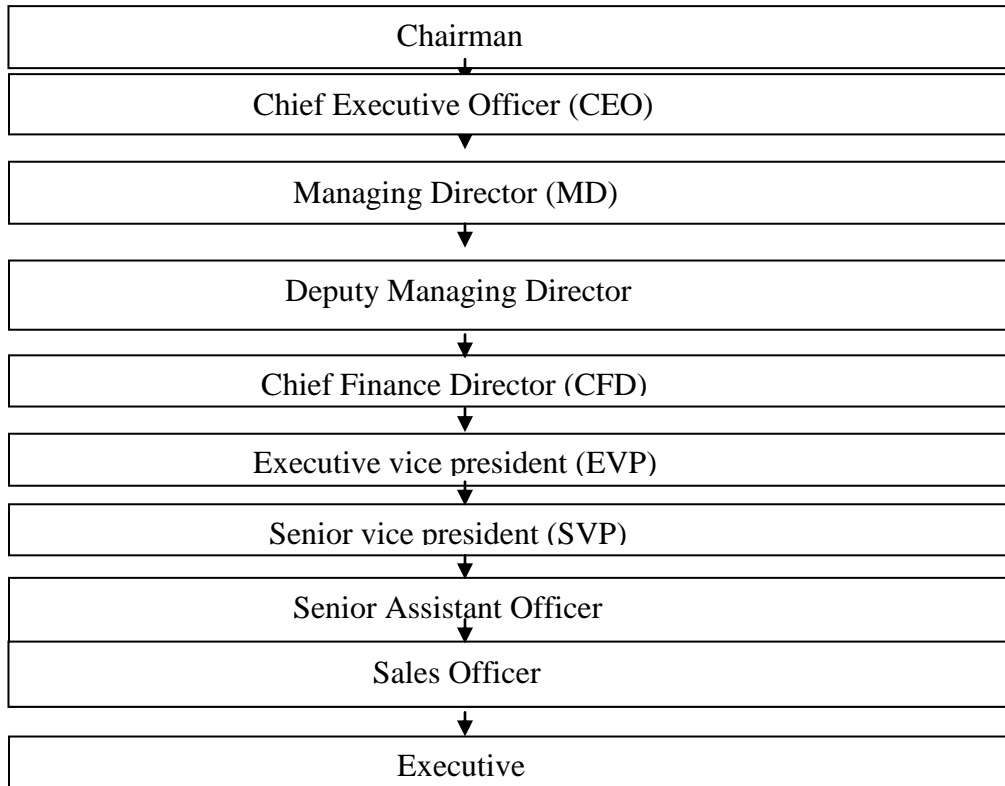
- Quantity of pictures (snap taken): 200 pictures are per month/ per unit.
- Quality of pictures: QVGA
- Other options: Super night vision.

## Significance Comparison With others

Particulars	M2M	Others
Hardware	Local-made with foreign modules	Imported from China
Software	Self-designed	Purchased
Mapping	Self-made	Collected
Coverage	Whole Bangladesh (Detailed)	Partial
Interface Looking	Professional & user friendly	Semi-professional & perplexing
Data Refreshing Interval	25+ seconds (depend on speed)	60+ seconds
Customization	Possible	Not possible
SMS Tracking	Possible	Not possible
SMS Alert	75 Free	Not free
Geo-fencing	Unlimited	Limited
Geo-fence Schedule	Unlimited	Not available
Warranty Period	36 Months replacement and life time service, Camera 1 year replacement	12 Months
After warranty Period (if replace required)	A special discount will be provided on current price	No discount
Emergency Engine Block	Throw SMS & Call Center	Only Call Center
Tracking Accuracy	On Road (ex-indicate North east ,south west )	Not possible
Reports Store	Last Three Months	Last One Month
Exclusive Reports	Providing reports on extended trip, installation report, total vehicle alarm, halt report.	Unavailable all reports in one interface
Landmark(POI)	More than four lakh	1 lakh
Customized Interface	Possible like-vts.smartgroupbd.com ( <u>condition applicable</u> )	Not possible
Service Dependency	Own call center and installations /technical team	Others
Service & Installation in other divisions/district	7 divisions but if unit cross 100+ then one technician will be provide for support and installation at FOC	Not possible
Alert Notify	Through SMS and Email	Only Email
Setting Changes	User can change drivers profile, speed limit, alert and push pull numbers by themselves	Only through call centers
Nearest Vehicle Search	Possible	Not possible

## Operational Network Organogram

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## Vision

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By providing technological services that are convenient, affordable and reliable. We focused to the customer's long-term success of our businesses by developing brand image. It is with that focus that we have designed our software to provide the most usable and user-friendly platform available on the market today. M2M aims to widen the net of Technological inclusion. M2M Communications want maintaining accuracy level to provide a solution for Vehicle Tracking services, built on a highly scalable Technological platform, allowing people of Bangladesh to safely move or theft the car all over the country.

# Chapter - 2

## **“Marketing & Promotional Strategy” (Literature View)**

## Promotional & Marketing Strategy

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The marketing mix is a business tool used in marketing and by marketing professionals. The marketing mix is often crucial when determining a product or brand's offering, and is often synonymous with the four Ps: *price*, *product*, *promotion*, and *place*; in service marketing.

- **Product** - A product is seen as an item that satisfies what a consumer needs or wants. It is a tangible good or an intangible service. Intangible products are service based like the software company, the hotel industry and the financial industry. Tangible products are those that have an independent physical existence. Typical examples of mass-produced, tangible objects are the motor car and the disposable razor. A less obvious but ubiquitous mass-produced service is a computer operating system.

Every product is subject to a life-cycle including a growth phase followed by a maturity phase and finally an eventual period of decline as sales falls. Marketers must do careful research on how long the life cycle of the product they are marketing is likely to be and focus their attention on different challenges that arise as the product moves through each stage.

The marketer must also consider the product mix. Marketers can expand the current product mix by increasing a certain product line's depth or by increasing the number of product lines. Marketers should consider how to position the product, how to exploit the brand, how to exploit the company's resources and how to configure the product mix so that each product complements the other. The marketer must also consider product development strategies.

- **Price** – The price is the amount a customer pays for the product. The price is very important as it determines the company's profit and hence, survival. Adjusting the price has a profound impact on the marketing strategy, and depending on the price elasticity of the product, often it will affect the demand and sales as well. The marketer should set a price that complements the other elements of the marketing mix.

When setting a price, the marketer must be aware of the customer perceived value for the product. Three basic pricing strategies are: market skimming pricing, market penetration

pricing and neutral pricing. The 'reference value' (where the consumer refers to the prices of competing products) and the 'differential value' (the consumer's view of this product's attributes versus the attributes of other products) must be taken into account.

- **Promotion** - Represents all of the methods of communication that a marketer may use to provide information to different parties about the product. Promotion comprises elements such as: advertising, public relations, personal selling and sales promotion.

Advertising covers any communication that is paid for, from cinema commercials, radio and Internet advertisements through print media and billboards. Public relations is where the communication is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs and events. Word-of-mouth is any apparently informal communication about the product by ordinary individuals, satisfied customers or people specifically engaged to create word of mouth momentum. Sales staff often plays an important role in word of mouth and public relations.

- **Place** - Refers to providing the product at a place which is convenient for consumers to access. Place is synonymous with distribution. Various strategies such as intensive distribution, selective distribution, exclusive distribution and franchising can be used by the marketer to complement the other aspects of the marketing mix.



# **Chapter - 3**

## **“Marketing & Promotional Strategy” of M2M Communications Ltd.**

# Promotional & Marketing Strategy of “M2M Communication Ltd”

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## Product

Importantly product line of the M2M Communication is new way to govern business in Bangladesh at this moment. M2M Communications Ltd is vehicle tracking software providing company. Today's era is all about technology based so that to secure the vehicle from theft this service is playing important role. All over the country huge number of vehicle and most of the owners are always being worried about the security of their car. So, the product is appreciative to all owners of the car.

## Price

Pricing strategy that the M2M Communication follows is effective because as newly established company and to cope up the competition their price of their service is low then others competitors like Grameen Phone, Nitel, Monika, Finder and others main competitors. For example device price of Grameen Phone is 11000tk and in opposite M2M Communications providing same service to the customer only at 6500tk. Likewise monthly service charge also less than Grameen and others.

## Promotion

As a company, dealers and distributors play a major role in serving customers, while growing and sustaining markets. M2M has a network of strong and dedicated distributors and channel partners. That network has helped M2M's name and its promise of reliable quality to every part of the country. The power of this highly efficient and motivated network goes a long way to create goodwill for M2M brand among consumers besides creating availability and after sales services. A direct channel partner, who is authorized to purchase the product directly from the company and sell. They have monthly or weekly targets given to them by the company .If they succeed in achieving those targets then there is a certain discount, which is offered to them. They are also rewarded on the basis of per device sold. New plans launch ideas and sales strategies are shared with them at frequent meetings.

### **Place**

Main sales and service center is situated in New DOHS, Mohakhali, Dhaka. Likewise, in every division M2M has sales and service installation point to serve customer. Customer gets free installation service from metropolitan area. Moreover M2M provide service all over the country by engaging their own technician for little amount of transportation cost that is accept by client.

# Chapter - 4

## **“My Role” as an Intern.**

## **Job Description**

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### **My Job**

I appointed M2M Communications Ltd as an Executive likely full time employee since January 2015. In the beginning of this job, my reporting boss made team and fix a team leader each. Then each team leader trained us. Training was all about to give idea for company's service. This training was for fifteenth days.

### **Job Responsibilities**

In this job, my specific responsibility is to visit corporate client as well as individual too. Sometimes by company references, when clients demand arises for supervise the installation, usually sometimes I have to go to out of Dhaka with team according to my responsibility.

### **Different aspect of job performance**

From my point of view, going outside of Dhaka and meet to the client for installation it is different part of my job. As a new location, communicating with unknown person and maintaining all of this is a different aspect of my job performance.

### **My Observation**

I think as a service provider to all over the country I think company should have selling point across the country as well as engineer to install device efficiently. Reason is that delivering service to the client in on time is quiet difficult and usually client's perception declines.

# Chapter – 05

## Objective, Methodology & Limitations

## Objectives

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### Broad Objective

The general objective of this report is to prepare report based on marketing services of M2M Communications. As per requirement of BBA program of BRAC University, one student needs to work in a business organization for three months to acquire practical knowledge about actual Business operation. The objective of this report is to get a good understanding of overall process and procedure of Marketing department and how they arranges different events.

### Specific Objective

- To present an overview of "M2M Communications Ltd".
- To describe my job part of "M2M Communications Ltd".
- To submit a brief description about the Marketing department and their activities.
- To understand how to organize an event and what are requirements behind this.
- To know how "M2M Communications Ltd" build their customers relationship.

## Methodology

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For flat and accurate study everyone has to follow some rules & regulations. The study materials were collected from two sources:

### Primary sources:

- Practical work.
- Face to face conversation with the associates of M2M Communications Ltd.
- Direct observations.

### **Consultation with the Following Persons:**

- Mr. Riajul kabir, Director, Sales & Marketing
- Ms. Shishir Chowdhury, Asst. Manager, Marketing & Sales.

### **Secondary sources:**

- Files & Folders.
- Websites.

## **Limitations of the Report**

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There were some problems while I have undergone the internship program. A wholehearted effort was applied to conduct the internship program and to bring a reliable and fruitful result. In spite of having the wholehearted effort, there exists some limitations, which acted as barrier. The limitations were,

- Restricted access.
- Confidentiality about providing their information.
- Lack of reliable sources.
- Consulting with client.



# Chapter – 06

## SWOT Analysis.

## SWOT Analysis

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<b>Strengths</b>		<b>Weakness</b>
<b>Internal</b>	<ul style="list-style-type: none"> <li>• Long-term market experience</li> <li>• Good market reputation</li> <li>• Technical expertise</li> <li>• Good location of their business</li> <li>• Loyal employees</li> </ul>	<ul style="list-style-type: none"> <li>• Average quality products</li> <li>• Insufficient training facility</li> <li>• Costly training program</li> <li>• Employees have low educational background</li> <li>• No automated machine</li> <li>• Do not have enough professional technicians</li> </ul>
<b>Opportunities</b>		<b>Threats</b>
<b>External</b>	<ul style="list-style-type: none"> <li>• Availability of manpower</li> <li>• Availability of supplier</li> <li>• Government support</li> <li>• Less Competitors</li> </ul>	<ul style="list-style-type: none"> <li>• Quality Factor</li> <li>• Dependency</li> <li>• Price wars with competitor</li> </ul>

According to their business circumstance I have found some strength, weakness, opportunities and threats to their business. So I suggest them to use their strengths to recover their weakness as well as to take the opportunities and they must have to consider the threats.

### **Figure: SWOT Analysis of M2M Communications Ltd.**

#### **Strength of M2M Communications Ltd.:**

- **Long-term market experience:** The development of the vehicle tracking device in Bangladesh is associated with one of the name M2M Communication Limited (Machine to Machine) to achieve the object of self- reliance and development in the backward areas. M2M communications Ltd was established in 2010 at Mohakhali Dhaka, the capital city of Bangladesh with a promise to introduce better service to the respectable client. So they have a long term market experience and they know this market very well.
- **Good market reputation:** M2M Communications Ltd is dedicated to total tracking solution under one umbrella with total quality, committed & service to meet customer's requirements. So they have good market reputation. M2M Communications Ltd tries to fulfill their customer's demand on time. So customers are loyal to the company and it helps them to create a good image in the market.
- **Technical expertise:** From the beginning of the journey of M2M Communications Ltd they do not have enough employees but they have some employees who have good technical skills. They are trying to use their technical skills to educate other employees.
- **Good location of their business:** Their main factory situated at Panthopath in Dhaka. Beside this they have their head office at 495/32, Mohakhali DOHS Dhaka and install point in seven divisions. So, they have good location coverage of their business.
- **Loyal employees:** Their employees are very loyal to the company because the company cares about them. They work like a team. Most of the employees have long term working experience with the company. So they know about the company very well.

## **Weakness of M2M Communications Ltd**

- **Average quality products:** M2M Communications Ltd has several competitors such as N Track, Grameen Phone, Finder, Monica and they also have some other competitors. Their main competitors are Grameen Phone and N Track they produce high quality device but M2M Communications Ltd is not able to maintain as high quality product as their brand value of the competitors are producing. M2M Communications Ltd produce average quality product because of their limited resource.
- **Insufficient training facility:** They do not have enough training facility for their employees. They have some trainers but they are not sufficient for a good training program. So it is a major weakness of their company. So we think they should arrange interactive training programs.
- **Costly training program:** M2M Communications Ltd has some technicians who actually monitor the production process. But, rests of the employees are unaware about the production system. Because, their training program is costly; so that they can't provide training to everyone.
- **Employees have low educational background:** Their employees do not have good educational background. They work within the company for a long period of time. They know about the company as well as their role in the company, but their educational knowledge is not that much strong enough so far.
- **No automated machine:** M2M Communications Ltd has assembled module of the device manually and i think it is a major weakness of their company. As a result to build a device it takes lot of time and it's not an easy task. For this purpose they need high skilled employees instead of automated machine. From the interview we found that now they are aware of this problem and they are trying to bring automatic machine form abroad as early as possible.

- **Do not have enough professional technicians:** They have some professional technicians but they are not enough to run the business in long-term. It is their one of the weakness. So we think they should hire some professional technicians so that they can train their existing employees.

### **Opportunities of M2M Communications Ltd:**

- **Availability of market:** It is about more or less 15 lack vehicle is running in Bangladesh. On the other hand day by day amount is increasing. Here is a surprising issue is that one third of the vehicle is not covered by Vehicle Tracking Solution (VTS). According to this view there is lot of possibility to make market fruitful.
- **Availability of supplier:** all over the country it's a recently growing sector. Newly many other companies are already established. Chronologically, demand of this service become popular to make security of vehicle. In the same time to suppliers of this device are also giving support to develop. M2M communication Ltd has a contract with the supplier named NEXIGATE to deliver device and many other many supplier are also ready to produce device.
- **Government support:** As it's a newly growing company and therefor vehicle tracking service provider has responsible to pay little amount of tax to the government.
- **Fewer Competitors:** Comparatively, to high amount of market only few number of company established in Bangladesh.
- Online marketing:

### **Threats of M2M Communications Ltd:**

- **Quality Factor:** M2M Communications Ltd providing service based on GPS & GPRS technology to noticed the exact place of car where that existing, but sometimes customers get wrong information. On the other hand camera resolution is very low quality.
- **Dependency:** Already mentioned that M2M Communications Ltd have contract with the device manufacturer company named NEXEGADE to supply device. Without “NEXEGADE” M2M Communication have not own manufacturing ability of device.

- **Price war with competitor:** Like “M2M Communications Ltd” some other company already have launched their business of Vehicle Tracking Service. Usually price war rising day by day and it is great threat of M2M Communications Ltd.

## Recommendations Based On Experience.

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- M2M should advertise more for attracting all level of customers.
- M2M should encourage the Advantage of technology to the customers
- M2M Communications should also be aware of significant changes bring VTS Customer.
- M2M Should be enhance accuracy level
- Different between air road & on road decreasing
- M2M should have Marketing and Sales department.
- M2M should have to provide good working environment.
- Should arrange more and more campaign in public place to increase M2M customer.
- Monthly service charge should decrease.
- Price rate of device should also change because it's high then others company.
- Better to manufacture device by own hand.
- After sales service should be developed.
- Create more distribution that is direct work with M2M Communication.
- Advertisement should increase through Radio, Newspaper, Poster, Banner

## Conclusion

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By birth this company's main concern is only for providing "Vehicle Tracking Solution" (VTS). Indeed company has made eight thousands of client and in average company's monthly revenue is sixty lac BDT. Basically M2M Communication Ltd hasn't enough brand value to the client but in the present they focus them with the name of their valuable client as well. Recently some of other companies like Moniko, Finder, N Track, Prohory and so on are started business of "Vehicle Tracking Solution" (VTS). Usually it's a great threat of M2M Communication Ltd, but they aren't worried about them. In a word M2M don't concern about that company. At present their main competitors is Grameen Phone (GP Track). GP Track and M2M Communications both in average providing same service by using same module but GP Track is in first position in this sector. Moreover, M2M Communications Ltd has aim to overtake GP by providing better service.



## References

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