

**“COMPETITORS ANALYSIS AND FINANCIAL ANALYSIS
OF MAXIMUS MOBILE”**



Prepared For

Ms Syeda Shaherbanu Shahbazi Ahmed

Senior Lecturer

BRAC Business School

BRAC University

Prepared By

Hasan Mahmud

ID: 12364060

BRAC Business School

BRAC University

Date of Submission: 25 August, 2015

Letter of Transmittal

25 August 2015

Ms Syeda Shaherbanu Shahbazi Ahmed

Senior Lecturer

BRAC Business School

Subject: Submitting an Internship Report on Competitors Analysis and Financial Analysis of Maximus Mobile

Dear Madam,

I would like to thank you for giving me the opportunity of doing this assignment on this subject to prepare the Report. This task has been given me the opportunity to explore one of the most important aspect of Union Group of companies which is known as “Competitors Analysis and Financial Analysis of Maximus Mobile”.

The report contains a comprehensive study on strong competitive aspects of Maximus Mobile. It was a huge pleasure for me to have the opportunity to work on the above-mentioned subject. Please feel free to contact me if you have any queries. Please kindly accept my report and oblige me thereby.

Sincerely,

Hasan Mahmud

ID: 12364060

MBA Department

BRAC University

Acknowledgement

I have incurred many debts of gratitude over the last three months while preparing in favor of this report. Earliest and primary, I would similar to pay my gratitude to the almighty Allah for giving me the ability to work hard. The report titled, as “Competitors Analysis and Financial Analysis of Maximus Mobile”- has been prepared to fulfill the requirements of MBA degree. I am extremely privileged that I have acknowledged truthful direction and support from different persons while arranging information to make this report. Numerous people have helped me extremely in making this report.

First of all, I would like to thank my academic Supervisor of the internship report Ms Syeda Shaherbanu Shahbazi Ahmed, Senior Lecturer of BRAC Business School, for giving me the opportunity to prepare this report & effortful supervision. She also provided me with some important advice and guidance for preparing such type of new idea based on report. Without her help this report could not have been a comprehensive one.

Secondly, I also grateful to show gratitude all the employees of “Union Group of Companies, specially Mr. Kamrul Hasan (Head of Audit Department, Union Group), Mr. Asif Alamgir Mollah (Senior Finance Officer, Union Group) who helped me and gave me their valuable time in providing the information and sources of that information of this report.

Moreover, I am thankful to other resource persons, Mr. Masum Reza, (Senior Officer in Audit Department, Union Group), Mr. Musa Kazeem (Talent Management Department, Union Group). They provided me with the maximum data of Maximus Mobile that helped me to know about profile of The Union Group, Quartel Infotech Limited, and present condition of Maximus Mobile.

I am also showing my gratuity to all those people who have at least minimum effort and contribution to make the report. I believe, I am so much fortunate to acquire their co-operation.

Declaration of Student

This is to inform that this report “Competitors Analysis and Financial Analysis of Maximus Mobile” has been prepared as a part of my internship rules and regulations. It is an essential part for my MBA Program to submit an internship report. Moreover, I was motivated and trained by my supervisor Ms Syeda Shaherbanu Shahbazi Ahmed, Senior Lecturer of BRAC Business School, BRAC University.

.....

Hasan Mahmud

ID: 12364060

MBA Department

BRAC University

Table of Contents

Content Name	Page No.
Acknowledgement	iii
Executive Summary	vi
About Union Group	1-12
Maximus Mobile	13-15
About Job	16-17
Introduction of the Report	18-21
Competitor Analysis	22-25
PEST Analysis	26-29
Porter's Five Forces	30-31
Marketing Strategy	32-33
Product Strategy	34
Price Strategy	34
Promotion Strategy	35
Market Share	35
SWOT Analysis	36-38
Ratio Analysis	39-47
Recommendation	48-49
Conclusion	50
Bibliography	51
Appendix	52-57

EXECUTIVE SUMMARY

Now a day, everyone likes to have more comfort in life. As progress insistently towards this it has been appreciated that this is the time to disburse increasing concentration to the subject of human console and entertainment. That's why there is a significant choice of modish goods in this world and a lot of companies are paying their awareness in this concern.

In spite of its authentic efforts, exceptional image and genuineness, the company is speedy by the increasing and insistent competition in industry. Faced with growing competition in the market and vast sales target Maximus realized the fact that there is no way but to be further aggressive in marketing system. Though happy with the accessible marketing system yet Quartel Infotech Limited (QIL) wants to remain their eyes open for unnoticed days and desires to develop their existing financial situation and marketing system to manage with changing surroundings. They are of very important significance for every company because they make a huge input in marketing and promoting of mobile products. So the more helpful and well-organized the sale forces are the more profit they can put together for their own as well as the company. This report is undertaken particularly to evaluate the market position of Maximus.

There has some problems which are using as findings for The Maximus Mobile; the customer service given by the company is not successful and well planned, lack of problem of marketing and finance sector. Because of some problems, Maximus cannot come up with their competitors. All through this competitive market there have various competitor companies who provides better service than Maximus. To solve the problems Maximus Mobile should keep an eye on the phones quality; maintain a good relationship with suppliers, dealers and retailers, appointing skillful employees and make a good marketing system. Therefore this paper on "Competitors Analysis and Financial Analysis of Maximus Mobile" shows a clear picture of different competitors market position, tries to explore the field forces sale performance, excellence of the products, financial condition, advertising usefulness, consumer service, quality of goods, communication, transportation, dealer's satisfaction and so on.

The Organization Overview

UNION GROUP is a multifaceted group of companies—bringing a wide range of products and services under its umbrella. With a huge workforce UG prides itself of its diversified conglomerate character. It ranges from Retail, Mobile phones, Textiles, Dyeing, Real Estate and Engineering, Power & Energy, Tours and Travels and hospitality industry. The philosophy of the group is to nurture and promote good ideas and growth; to provide satisfaction to customers; to innovate and go beyond accepted standards of doing business. At UG we thrive in an extreme competing environment where challenge and hard work is rewarded.

The strength of UG is in its core management principals. UG plans ahead with experienced foresightedness, strive to bring the planning into reality and in the process learn from its achievements and mistakes. It has grown gradually, excelling year by year.

Over the years, through its unified effort, it has been successful in becoming what it is. The Group's philosophy is simple and is well illustrated in its slogan—delivering the Best. And to fulfill the idea of delivering the best is has policies and procedures in place so that everyone knows what to do and how to perform to the best to their abilities.

The Group's has been strengthened by its experience, enviable business integrity, good financial backbone, network with global brands, countrywide distribution channel and above all a will to excel in everything that it has stepped into. The Group has set its mark in a diverse business domain and this has been possible by a strong management setup and an excellent human resource base whose skills and motivations are the key ingredients to its success.

Group Philosophy

The slogan of Union is delivering the Best. To complement our slogan the mission of UG is to be best in the minds of our customers, associates, employees and stakeholders by creating and following a roadmap understood and accepted by all of our members. And to turn our dreams to reality our vision is to attain sustainable growth with clear and specified purpose. Combined with these values, our present and future have been set to an attainable goal and we are focused on achieving the best that we can achieve.

Our competitors are not only outsiders but also our performances of last year which we strive to outdo. Union Group is not only a name in itself but also a role model for many to follow.

Slogan, Mission and Vision

Slogan: Delivering the Best.

Mission: Be best in the minds of our customers, associates, employees and stakeholders by creating and following a roadmap understood and accepted by all of our members.

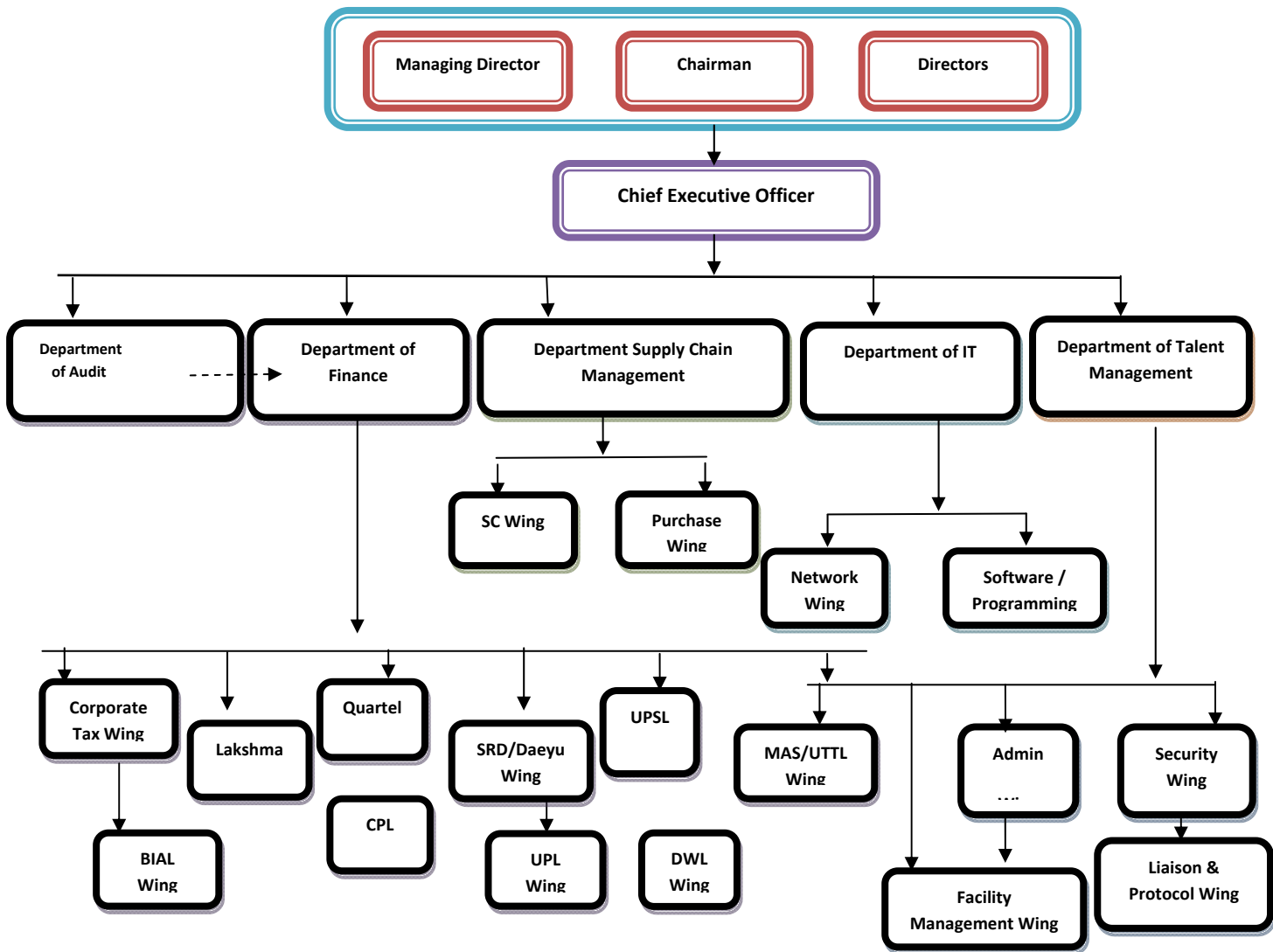
Vision: To attain sustainable growth with clear and specified purpose.

Strength

We have grown over last three decades accumulating experience through a shared vision. Our strength is in our belief that nothing is impossible and in that note it can be summarized as under:

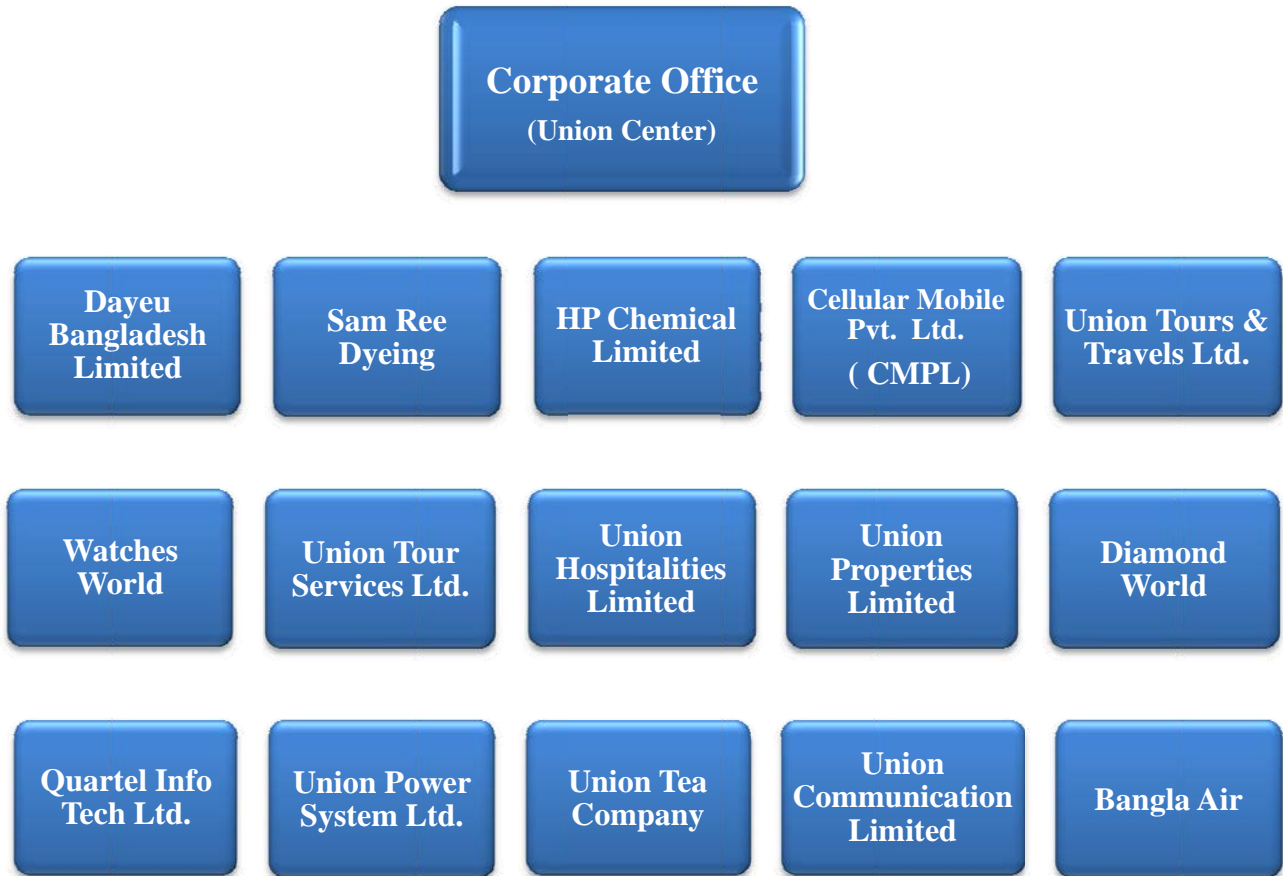
- **Strength of Experience:** Delivering successful business models with the expertise of the industry.
- **Strong Distribution Network:** Connected to all the districts and remote places of the country.
- **Highest Quality of Services and Products:** We have the skill to handle a human resource base of 3,000 talents to produce world class services and products for clients like Wal-Mart, Otto, Nokia etc
- **Strong Financial Backbone:** We are a part of US\$ 250 million conglomerate.

Union Group Structure - HEAD OFFICE



NOTE: MEMBERS WORKING/ ASSIGNED TO DIFFERENT CONCERNS WILL ALSO BE EQUALLY RESPONSIBLE/ ANSWERABLE TO THE RESPECTIVE HODS FOR THEIR ASSIGNMENT

Business Sector



Textile and manufacturing

In our textile and manufacturing division portfolio we have Dyeing, Spinning, Sweater and HP chemical production units.

Daeyu Bangladesh Limited

We have two world-class dyeing factories, one spinning unit and one sweater factory providing international buyers with top-notch products. These factories have world renowned certification standard and are fully compliant with international standards (Unit 1 and 2) of all the concerns under UG, two Daeyu factories located outside Dhaka bear a very important significance.

As one of the prime strategic business units Daeyu Unit 1 produces yarn from fiber. It also dyes the yarn for subsequent export. With 15 years in the business and more than 1,000 experienced

and dedicated workforce Daeyu Unit 1 is not only a name in the spinning and dyeing sector but also a branded image for others to follow. Inaugurated by none other than Honorable Prime Minister, Daeyu operates in the heart of Savar EPZ and produces goods of excellent standards.

Daeyu Unit 2, located at Gazipur produces sweaters of various patterns and kinds. This factory weaves sweaters, cardigans and related wears for buyers all around the world. With 14 years in the business and more than 800 experienced and dedicated workforces, Daeyu Unit 2 is capable of producing about 200,000 pieces of sweaters and cardigans for men, women and children monthly. Both these units are very renowned worldwide. They are very strong and professionally excellent in what they do.

Sam Ree Dyeing (SRD)

SRD is a famous dyeing factory in the dyeing sector of Bangladesh. It dyes raw yarn and exports them to competent American and European buyers including H & M, C & A, New Yorker, NKD, LIDL, ALDI, NEXT, TESCO, New Look, KiK, ASDA, BON PRIX, OTTO, TEMA, TERRANOVA, Peacocks, PRIMARK etc. SRD is located outskirts of the capital in the pristine location of Ghorashal by the river Shitalakkha. Running successfully for more than 6 years with more than 1,000 experienced and dedicated workforces, SRD has already made an impression in the dyeing sector of Bangladesh. The factory is capable of dyeing 25,000 tons of yarn annually making it one of the largest dyeing factories in Bangladesh.

HP Chemicals Limited

The first Hydrogen Peroxide (HP) manufacturing Plant in Bangladesh which was established to meet the demand of local consumer of Hydrogen Peroxide as a fabrics bleaching chemical required for whitening clothes & fabrics before dyeing of RMG & Textile industry and also used in paper industry as bleaching agent. It was established in the year 2005 to meet the internal requirement of Hydrogen Peroxide in Bangladesh. The company is going to upgrade its system to meet the present market standards and demand and to be in the forefront of HP business.

Mobile Phones

The attachment of UG with the field of telecommunication dates back two decades when cellular phone was first introduced in Bangladesh. Our Microsoft Device National Distribution business marches under the banner of CMPL (Cellular Mobile Pvt. Ltd.). CMPL has been the sole distributor of world famed NOKIA (Now Microsoft Device) cell phone since 1997 with only 500 handsets. But over the years CMPL sales has mushroomed to a proportion where the brand has been established as a preferred brand of cell phones in the country. With CMPL's technical resources, strong marketing and distributional backbone we are proud to have enriched the lives of millions of Bangladeshis. This has not only assisted grass-root level communications but also developed expertise of UG in telecommunication field. Our customers are not only individuals but also famous corporate entities like Chevron, Marico, Unilever, Pran RFL Group, British American Tobacco etc as well. We are accomplishing our business with excellent customer service in the world of cellular phones. Our operational procedures have been praised and also have been copied and implemented by Microsoft Device worldwide. CMPL systems and processes acknowledged internationally being the best in APAC (Asia Pacific) region.

Watches World (WW)

In these days of globalization and digitization, people's intention to buy and use timepieces are no more confined to seeing the time—it has turned to a fashion statement in itself. Watches now not only are vehicles for showing hours and minutes but also illustrate luxury, elegance and persona. With the philosophy of meeting the rising demand of fashion conscious watch users Union Group has launched Watches World with the co-operation with world's most popular designer brand watches like Tommy Hilfiger, Hugo Boss, Michael Kors, Emporio Armani, Fossil, DKNY, Police, Skagen ,Diesel, Marc By Marc Jacobs Luminox etc.

Watches world provides brand loving people with the top most designer watches as well as world class customer service, comfortable environment and excellent distribution system in different location in the city of Dhaka and hopefully in near future in different cities in Bangladesh.

Aviation and Hospitality

Our Aviation and Hospitality Division has following concerns:

Union Tours & Travels Ltd (UTTL)

UTTL is the Malaysia Airlines GSA in Bangladesh. It looks after Malaysia Airlines passenger services in Bangladesh through its head office at Gulshan. Through its dedicated manpower and management UTTL strives to make Malaysia Airlines the most preferred air carrier in this country.

Bangla Air (BIAL)

An entity of UG owns and operates rotary wing aircrafts. It has plans to develop into fixed wing aircraft service soon. Bangla Air has Bell and Robinson helicopters under its inventory. Bangla Air is also the proud owner of the largest private hanger in the Hazrat Shahjalal International Airport with an area of 30,000 sft. This is sufficient to accommodate few fixed wings aircraft as well. Besides Bangla Air, other organizations are also renting this huge aircraft hanger for their own aircrafts.

Union Tours Services Ltd (UTSL)

UTSL, the latest incorporation in the family of UG, looks after the travels and tourism sector of the company. UTSL provides tickets, visa service, package tour, travel consultancy and a plethora of related services. UTSL uses Abacus, Galileo and Amadeus systems for ticketing purpose.

Union Hospitalities Limited (UHL)

Union hospitalities limited plans to provide hospitality services in the upscale areas of the capital. UHL is constructing a state-of-the-art five star hotel (Hyatt Regency) in the capital. With this, UHL envisages to change the perception of hospitality service in the country. UHL will develop the industry in Bangladesh by creating a benchmark for all others to follow and take the present tourism scenario to an enviable level.

Union Properties Limited (UPL)

One of our wings under the Real Estate and Engineering Division is UPL. The aim of UPL is to oversee all the engineering activities of the group including civil works, electric, mechanical etc. This wing has already made its mark over completion of the extension work of Union Center. UPL is also building extension arm of Daeyu Unit 2 factory which will be a state-of-the-art steel structure. At the moment UPL is constructing a 14 storied commercial structure in Basundhara. In the future, UPL has plans to develop into a full-fledged development concern of UG and be a part of the real estate sector of Bangladesh.

Union Mercantile Ltd (UML)

We also are the proud owner of which is originally incorporated in England in 1960 and was established in Bangladesh in 1974. Since its inception UML has been involved in many engineering construction works all over Bangladesh. In the past UML has collaborated in several major turnkey projects in power & General Engineering projects with internationally renowned companies like GEC ALSTHOM of France, NEI Reyrolle of U.K., Bonar Cruickshank of U.K., Toyomenka Kaisha of Japan, C.N.C.C.C. of China, Technique Louis Menard of France, Foster wheeler of U.K.

Diamond World (DW)

The Retail and Lifestyle Division is the proud owner of DW which is a leading designer jewelry house with international certification. It has an excellent portfolio of diamond, gold, platinum and kundon jewelry. Diamond World carries the hallmark of bridal and platinum jewelry. It is known for its renowned craftsmanship and is a point of attraction among the countries connoisseurs of diamonds.

Different Types of Department

Administration

The Department of Administration oversees all the administrative function of the Group. The Department's functionality covers a very wide array of services including safety and security, maintenance, event management, documentation management for assets, purchase etc.

The Department has several sections to look after different functions. The security section administers the headquarters security detail as well as coordinates security aspects of factories and other locations. The purchase team assesses and purchases the majority of the procurement for the company. The legal section coordinates and administers all the legal issues on behalf of the company. The liaison and protocol section carries out liaison and protocol activities. The large pool of vehicles of the Group is also administered and maintained by this Department. Given the size and business width, the Department of Administration plays a very distinctive role in the daily working of the Group.

Finance

Union operates its business using the maximum utilization of limited and expensive resources. To face this challenge successfully, Union Group established a committed, visionary and strategic Finance Department which plays a significant role for the sustainable growth of the Group. This Department is run by a team of professionally sound, experienced and highly skilled people who can always think out of the box. These business friendly people are groomed to support business for all internal and external stakeholders. Their continuous endeavor aims at ensuring excellence for the overall development of each individual as well as the team. Every member of the team receives training by internal and external resources for development. Finance Department's core activities are transaction processing and preparation of Finance Statements, treasury planning, costing of products, budgetary control, feasibility study, working capital management etc. The team is working shoulder to shoulder for continuous development to keep pace with the rapidly changing national and global economy.

Information Technology

Given the influence of technology and the ease and efficiency it brings to professional domain Union Group embraced the blessings of technology decades back. The Group's IT Department was established to generate simple reports and build databases whose work arena has increased by leaps and bounds in recent times. From generating multi-formatted reports on a click to tracking attendance, the IT Department is working round the clock to keep pace with the rest of the professional world. For program development, maintenance of systems and connectivity IT Department has a team of highly skilled programmers and network specialists. They already have developed software for trading, manufacturing, POS, Website, HR management, sales tracking etc for all sister concerns. The Group is using their in-house developed trading software for its Mobile business. This is covering import, sales, delivery and stock management. They are also administering their channel partner's sales and stock through the online software from the corporate headquarters. The Department also have successfully developed and implemented ERP for its concerns. Besides, the management of websites, employee attendance and digital security systems implemented by the IT Department has been a great success. The development team is now developing a complete Garments Manufacturing Software and mobile applications for Mobile Division.

Internal Audit

Internal Audit Department was established for the purpose of providing the Group Management with reasonable assurance that the management control system throughout the company is adequate and operating effectively. The Department enjoys full authority to scrutiny any and all of organization records, physical properties, and personnel relevant to any function under review. The scope of Internal Audit encompasses the examination and evaluation of the adequacy and effectiveness of the organization's governance, risk management process, system of internal control structure, and the quality of performance in carrying out assigned responsibilities to achieve the organization's stated goals and objective.

Supply Chain Management

Supply Chain Management already has become an integral part of the corporate world. Being a leading corporate entity of the country—Union Group Management realizes the importance of supply chain and has established a strong, dedicated Supply Chain Team for the entire Group. They oversee and optimize the processes of acquiring inputs from suppliers (purchasing), converting those inputs into a finished product (production), and delivering those products – or outputs - to customers (fulfillment). Union Group's supply chain is totally aligned with the basic supply chain concept followed by the global business house and it is developing everyday as per business requirements.

We already have established a dynamic distribution channel throughout the country so that we can get closer to our customers and we also have dedicated logistics teams to correlate with suppliers and customer negotiation. Our sourcing teams keep close intimation with international vendors to maintain smooth supply chain to cover entire demand function.

Talent Management

The Department of Talent Management (DTM) oversees all the human resource issues of Union Group, including, but not limited to recruitment, orientation, promotion, pay and incentive, motivation, training etc. Industry standard SOPS and policies are followed for all the decisions and executions of this Department. The philosophy of Union Group is to nurture talents to get the best out of employees through motivation, opportunities and provision for room for growth. The Group believes that a happy and dedicated employee is an asset that provides nutrients for the Group for the long term scope for development. DTM has the right yet flexible policies in place, aligned with the philosophy of the Group Management so that the turnover is minimized and concurrently employee loyalty and commitment increase for the best interest of both the Group and the individual. DTM strives to make Union Group one of the preferred places to work in Bangladesh Corporate sector.

Corporate Social Responsibility

Union's CSR activities are aimed at bringing the unprivileged of the society under the umbrella of social protection so as to ease their lived and give them opportunities for future. From building schools to madrasa, from feeding the poor to distribution of winter cloths and free medical treatment, Union's CSR activities are recognized. As philanthropic individuals, our Management hierarchy is personally involved in various social activities and self-income generating program for the poor and needy people in the urban slums and the vulnerable womenfolk of metropolitan Dhaka through micro-credit and donation. The Chairman is the founder of Rana Shafiullah College and Abdul Khaleque Mollah High School both providing excellent opportunities for over 1,000 less endowed students of the society, for free. The educational institutions, located in Munshiganj have already been hailed as one of the best in the district. He also has built many mosques, madrasas (with 4-storey building where about 400 students are attending), free Sunday clinics and catered for the need of the poor and needy all his life. Union grows with its employees, stake holders and most importantly the populace of the country. Union feels that a happy nation is a nation without poverty and room and opportunities for growth.

Maximus Mobile Bangladesh

The Maximus Mobile is ever flourishing in Bangladesh. So the mobile companies are also expanding their business. Maximus mobile is no exception with innovation features and stylish design to attract more customers. Though the name “Maximus” can be new to us but this company is not new. It was named as “Siemens Bangladesh” previously. They did good business around the year 2005-2006. They had about 7% market share at that time. But then they changed their business policy and sold their company to the Quartel Infotech Limited. They got the whole share of the company after a bid. After that they started manufacturing phones from 2009 under the name Maximus. And they have done well in the business and they achieved almost 10% of the market share within 2010. About Maximus Mobile Maximus manufactures different types of mobile. They produce device for the people with limited or average income who want to have a good quality Smartphone at a reasonable price. The Maximus Mobile was not so popular at one time but now a day’s becoming popular. That’s only because they bring the best quality in the mobile market which are good quality and low prices of the symphony and other re-brand mobile company.

Mission

Equipped with powerful supply-chain in China & widened distribution channel in Bangladesh market, MAXIMUS is galloping forward with effective range of products and satisfactory after-sales services.

Vision

Quartel Infotech has the vision to metamorphose MAXIMUS as a global mobile phone brand with a capability to adapt quickly technological advances and easy to use interface for mobile handset users, keeping eyes on innovative style and features.

Quartel Infotech has a far reaching vision to make the company bigger and make the local brand into a global brand. They emphasize on the adaptation of the advanced technology and the easy user interface. They care more about the customer satisfaction so they offer very excellent devices at a cheaper rate. Even they have founded 12 sales centers throughout the country. So these have made them very close to the customer.

Product Categories		
Classic	Big Battery	-
	Regular	M14,M107c,M10i,M111c,M16,M80,M81,M82, M83,M8i,M9c
Full Multimedia	Premium	M505m,M510m
	Style	M212s,M215m,M217s,M270s,M313s
	Big Battery	M117b,M119b,M121b,M209m,M210m,M221m,M230m, M309m,M322m,M325m,M314b,M316b
	Regular	M219m,M223m,M225m,M231m,M232m, M235m,M327m,M333m
Touch Phone		M714t,M706i,M710t,M713t,M716t,M717t,M720t,M721t
Smart Phone	3.5" Display	Max11,Max12,Max14,Max15,Max16,Max906
	4.0" Display	Max406,Max408,Max908(Quad),Max400,Max401,Max402, Max403,Max404,Max405
	4.5" Display	Max 980,Max990,Max iX, iX Hexa,Max500,Max908i
	5.0" Display	Max 991,Max911,iX Kane
Tab		Maxtab

Maximus manufactures different types of devices. They produce devices for the people with limited or average income who want to have a good quality smart phone at a reasonable price. In smart phones they have fixed the prices very less and it starts from around BDT 5000. So this has been very reachable phones to the all classes of people.

Present Scenario

Maximus, a mobile handset brand of Quartel Infotech Limited, has launched three new smart mobile phones for Bangladesh market focusing on design and innovation. The new models iX Kane, iX UFO and iX Hexa were unveiled. Launching the smart phones, Mesbah Uddin, Director, Operations of Maximus mobile phones, said "We are excited to bring these special iX designer series, with the launch of iX Kane, iX UFO and iX Hexa for the local consumers with the latest operating system and numerous of applications."

These three smart phones feature all the latest innovation in Smartphone technology and are powered by Android Kitkat which can be seamlessly upgraded to latest Android Lollipop very soon. These smart phones support OTG (On the Go), OTA (Over the Air) and special preloaded games from Game loft. With OTG feature, Maximus smart phone users can bypass personal computers and use smart phones as a USB host and connect it with multiple devices. The price of iX Kane has been fixed at Tk 13,999. On the other hand, OTA gives the flexibility to get instant android apps update to users` smart phone. Mesbah Uddin said the research and design of Maximus mobile phones are carried out in Shenzhen of China. Maximus is providing one-year warranty for every phone. It has 65 service centers across the country where solution is provided within 72 hours. He said Maximus has become the second largest mobile phone brand in Bangladesh.

Internal Audit Department was established for the purpose of providing the Group Management with reasonable assurance that the management control system throughout the company is sufficient and operating effectively. The scope of Internal Audit encompasses the examination and evaluation of the adequacy and effectiveness of the organization's governance, risk management process, system of internal control structure, and the quality of performance in carrying out assigned responsibilities to achieve the organization's stated goals and objective.

Job (Post- Finance Executive)

I was assigned as Finance Executive in Audit Department at Union Group of Companies which is located in the Union Center, Gulshan. During my 3 months of works I enjoyed accomplishing my work. Throughout the whole time, I have got the opportunity to work with different people of Union Group.

Specific responsibilities of the jobs

Import Data Analysis

I was assigned for analysis data of Import 2014 and Import 2015 in the mobile sector. Each year high end phones and low end phones import information got from the analysis. The information will assist the mobile companies to track future demand and have better idea about import in Bangladesh.

Inventory Audit

I went to check the inventory of Maximus, Micromax, and Microsoft. While checking the inventory I got the chance to see warehouse of those companies where lot of products are stocking in queue.

Other works

Apart from the main task, I was working on competitor analysis of low end phones. I also worked on Import plan of Nokia, Panasonic, and Huawei. Realistic works such as data entry, scanning will help me in my professional life as well.

Observation

Working at Union Group was a vast experience. Employees here are assiduous and talented. I learned many things from them. I could move toward with subsequent observations with my 3 months of my working period:

- Work environment is very welcoming and employees are helpful.
- Employees are energetic and thoughtful in their allocated job responsibilities.
- Each employee in the department is straight supervised by the Department Head, so the proper result can be making sure.
- Except critical requirement, working place is not absent.
- Though Saturday is an open day, the office is open sometimes to manage extra pressure.
- Working time is from 9AM-6PM. Employees have to stay longer than that to accomplish their assigned works.
- Everyone has their own allocated works; according to the tasks given by Department Head. Employees' come together works in total becomes a winning overview of team attempt.
- One group member help out the equals if desired.

Recommendations

Union Group is a growing company which helps the economy of our country by doing import and export of different types of products. There are some recommendations which were found to do this report. Maximus Phone was very popular when it first came out in the market. But lack of supervision and without market survey different types of phone was launched. Those phones were not hit and many were not to sale yet. On the time January – March, 2015 there was strike took place, that time they lost a huge market in the mobile sector. So I think they should provide good customer service towards the customers need, bring those phones into the market which has demand among the customers and bring the good quality phones for their customers.

Introduction of the Report

Origin of the Report

After the completion of theoretical part in MBA Program, BRAC University has to undertake internship program. The internee is required to carry an extensive analysis of real world business problem in this program. Firstly, I joined in Union Group of Companies Ltd. under an internship program, but administration of Union Group appointed me as a Finance Executive as employee in their Company on 17 May, 2015. I feel proud to join in this company. I had survey various areas and collected data about my concerning activities.

During this program, everyone must have to submit an internship report. And I have chosen “Competitors Analysis of Maximus Mobile Bangladesh” as my internship report, which is a collaborated representation of my internship program at Union Group of Companies Ltd.

Summary

Now a day, everyone likes to have more luxurious life. As progress relentlessly towards this it has been realized that this is the time to pay increasing attention to a marketing approach to the subject of human entertainment. That’s why there is a huge growing demand of fashionable goods in this world and lots of electronic companies are paying their attention in this regard.

Dealers & suppliers are the vital importance for every electronic company, because they make huge contributions in marketing and promoting of fashionable products. So the more effective and efficient the Dealers & suppliers are, the more profit they can make for the company. Maximus holds its long cherished desire to be the No. One Company in Bangladesh both in volume and turnover,

In spite of its sincere efforts, excellent image and credibility, the company is pressurized by the growing and aggressive competition in the industry. Faced with increasing competition in the market and huge sales target Maximus realized the fact that there is no way but to be more aggressive in marketing.

This paper tries to explore the problem areas and identify the way of improving the promotion smoothly. And it can be said that this study will help the company in future planning and thus achieving its goals.

Objective of the Project

● Broad Objective

To evaluate the market position of Maximus and analyze the strengths and weaknesses, which will help Quartel Infotech Ltd to initiate effective promotional and distribution strategy that will boost in sales.

● Specific Objectives of the Study

- To find out the problems Maximus is facing in competition its rivals.
- To know the efficiency and effectiveness of the sales in products.
- To identify the strengths and weaknesses of the market analysis of Maximus.
- To identify the satisfaction level of customers toward the company
- To detect the problems faced into the distribution channel.

Study Type

This is basically a 'descriptive research' where it has to describe things such as the competitor analysis and market position as well as sales growth of products. Here the report and study will generate information on Product, Price, Place, and Promotion and more concentration will be given on promotion.

● Study approach

To conduct this study, we will use the following approaches:

- Conducting primary survey and
- Collecting secondary data

Research Methodology

- **Source of Information**

- a) **Primary sources**

Primary data has been collected by Sales Executives by oral conversation with the respective personnel's of distribution.

- b) **Secondary sources**

Secondary data has been collected from the previous studies on distribution channel of the company, competitor analysis on different companies, different texts, research findings, magazines, articles etc.

The Research Approach

In the procedure of primary data collection three approaches were used and these are:

- Personal interview
- Observation method

While collecting the primary data the instant response were found and it was possible for me to observe the real situation.

- **Instruments to be used**

- Personal interview: Respective persons regarding distribution and sales.

Data Analysis Technique

Data has included visual aids to have a clear view of the interpretation, like

- Graphs and
- Charts

Limitations

During my research the scope of the research area is limited within specific geographic areas. As a result information from other areas remained excluded in this research study.

- Also the responses of some sales persons are distorted due to absence of proper involvement.
- Also some of the staff did not show any interest or feel free in sharing information with my research which has hampered my research study.
- Besides as the employees and salespersons who are interviewed for this research are very much busy, they could not spend much time with me. So I have to cover the interview in a much stipulated time period.
- Some amount of conflicting and overlapping information came from the different stages of the research.
- And finally the allocated time for internship program was insufficient to conduct such type of research work.

Competitor's Analysis

Identifying the competitors and evaluating the strategies to determine the strengths and weaknesses relative to product or service. A competitive analysis is a significant part of any company's marketing plan. With this evaluation, they can establish which makes the product or service unique--and therefore the attributes which play up in order to attract the target market. Competitor's analysis in marketing and strategic management is an evaluation of the strengths and weaknesses of current and possible competitors. This analysis offers both an unlikable and protecting planned situation to classify opportunities and threats. Profiling combines all of the related sources of competitor analysis into one structure in sustain of efficient and effective strategy formulation, accomplishment, monitoring and modification.

Competitor's analysis is an essential module of corporate strategy. It is disputed that most firms do not perform this type of analysis thoroughly sufficient. Instead, many enterprises function on what is called "informal impressions, conjectures, and insight gained through the treats of information about competitors every manager frequently receives." As an outcome, usual ecological scanning places many compacts at threat of unsafe competitive shade spots suitable to a lack of healthy competitor analysis.

Competitors of Maximus

There are lots of mobile phone companies now days. In last few years it has increasing a high numbers. Every person is to like to keep as many phones as they can. The per capital income of Bangladeshi people is low. Low price phone is very famous for low income people. Like daily income earners, rickshaw pullers, garments workers all are trying to have low end phone with them.

Symphony is one of the main competitors for the Maximus. Walton, Micromax, Lava, Oppo, Nokia, Samsung and Sony are available in the Bangladeshi market. There are two types phone in the market. High end phone has high configuration like high range camera, powerful battery, and powerful processor. On the other hand low end phone has dual sim facilities, many application which are essential to use for any one, easy user friendly and torch light facilities. Quartel Infotech is trying to introduce different types of phone for the low income group of people where they can compete with other companies.

Top Competitors

Symphony

Symphony Mobile Phone is a component of top telecommunication and Consumer Electronic group SB Tel Enterprise Limited (a legal Unit of Edison Group) the group is controlling by Entrepreneurs who were behind establishing two very popular mobile phone brands in Bangladesh: Siemens and BenQ. Edison Group, one of the encouraging and evolving business groups, is founded with the aim of enhancing all aspects of life for the customers with powerful brands, reliable products and services.

Groups first company SB Tel Enterprise Ltd, established in 2005, started mobile phone business under Symphony brand in 2008 providing new experience to the consumers through continuous innovation and product diversification. Within short period of time since it's opening at the end of 2008 the brand has become very accepted especially among the youthful people. The brand has been enjoying indisputable leading position in mobile phone industry. Another two supporting businesses – symphony accessories and mobile application (value added service- “Fun Store” powered by MoMagic Bangladesh) - added significant value to the Symphony mobile phone users since 2011. Because of its unique propositions Symphony Mobile now occupies number one position in Bangladesh above Nokia according to market share.

Walton

Walton Hi-Tech Industries Ltd (WHIL) is the establish in manufacturing of multi-staged Refrigerators, Freezers, Air Conditioners, Televisions and Automobiles, Smart Phones and Home Appliances in Bangladesh. It is a sister concern of R.B. Group, (where R.B. stands for Razvi and Brothers) which is one of the topmost multinational of Bangladesh. The brand Walton is owned and operated by Walton Group head quartered in Dhaka, Bangladesh.

Walton Technologies Corporation Ltd., a separate wing of Walton Group is responsible for all type of R&D activities carried through Walton. Established in the year of 2006, Walton Technologies Corporation Ltd. is working continuously for developing mobile technologies, software design, development and helping the other parts of the group with technologies, products and ideas.

Walton products are recognized for their quality, ease of use and innovative technology. Walton has become awareness among customers. It has quite a few manufacturing plants in Bangladesh which are among the biggest ones in South Asia. Walton Group has several subsidiary companies under it for distributing Walton products spread across Bangladesh and International Market. Walton uses best-in-class technologically advanced manufacturing facilities to validate and ensures all products' innovations are designed around people's need and aspirations touching one's life every day.

Micromax

Micromax Informatics Limited is one of the leading consumer electronics company in India and the 10th largest mobile phone player in the world. Over the past decade, Micromax has pioneered the democratization of technology in India by offering affordable innovations through their product offerings and removing barriers for large scale adoption of advanced technologies. Micromax is currently the 2nd largest Smartphone Company in India. Micromax is a brand which is close to the heart of the youth and celebrates the vibrancies of life and empowerment

Micromax products have become an extension of the Indian youth's lifestyle and dynamism. The company has many firsts to its credit when it comes to the mobile handset market including the 30-day battery backup, Dual SIM Dual Standby phones, QWERTY keypads, universal remote control mobile phones, first quad-core budget smart phone etc. The brand's product portfolio embraces more than 60 models today, ranging from feature rich, dual-SIM phones, 3G Android Smartphone's, tablets, LED televisions and data cards. Micromax sells around 2.3 million Mobility Devices every month in the whole world.

Oppo

Oppo is a global electronics and technology service provider that delivers the latest and most exquisite mobile electronic devices in over 20 countries, including the United States, China, Australia and many countries throughout Europe, Southeast Asia, South Asia, the Middle East and Africa. Oppo is dedicated to delivering customers with the most extraordinary mobile experience through meticulous designs and smart technology.

At Oppo, we're here for those that expect more from their Smartphone than a run-of-the-mill experience. This is the reason for the dedication and effort we put into bringing users the very best, which is why we put as much effort into what our phones can do for you. We are driven by our love for art. Our devotion and dedication to the art of technology is what inspires us to create beautiful products-inside and out. Everything is considered. From the tactile qualities to the aesthetic aspects of each of our devices; every angle, every color, every piece is meticulously crafted...so we are left with not just a remarkable looking device, but a cultivated experience.

We put as much thought and consideration into the designing of our products as one would into designing their own unique lifestyle, right down to the very minute of details. It is here, where the art of technology and life convene.

Others

Sales of low-priced Chinese origin mobiles marked a high growth in modern times in Bangladesh challenging the control of leading global mobile brands, experts and traders said. Brand giants such as Nokia, Samsung, LG, Symphony, Walton, Micromax, and Sony which conquered the market even two years ago are now facing challenges these days from lesser known brands such as Symphony, Maximus, Sprint, Digital and I-Max. 'Most of such non-brand Chinese sets account for about 60 per cent of the monthly sales volume,' the Bangladesh Mobile Phone Businessmen's' Association president, Nizam Uddin Ziku told, "New Age customers, especially low-end users, were showing less interest in known brands which sell for double the prices of Chinese origin sets but have less features".

Users also feel happy as importers give a year's warranty for such Chinese sets, said an official of the Symphony Bangladesh, which started marketing Maximus two years ago. On an average at least a million new mobiles are sold in Bangladesh every month as the Bangladesh Telecommunications Regulatory Commission statistics show the number of new connections increased to 63.93 million till January from 85.61 million in November 2014. Market operators have said traders have sold mobiles worth Tk 400 core each month in the recent past. They said official dealers had almost closed selling brands such as Motorola, Winmax and Intex in the local market.

PEST Analysis

This environment persuades the organization directly. It contains suppliers that compact directly or indirectly, consumers and customers, and other limited stakeholders. This concludes the relationship between consumers, suppliers, distributors, public and dealers. Maximus Phone's main goal is competitive market capture for that they tries to know about the micro environment and macro environment which helps them to know more about the target markets.

Micro Environment

This consists of all factors that can influence and organization, but that are out of their immediately control. A company does not generally influence any laws (although it is accepted that they could lobby or be part of a trade organization). It is constantly changing, and the company needs to be flexible to settle in. There may be persistent competition and competition in a market. Globalization means that there is always the risk of vary products and new entrants.

Macro Environment

The macro environment is a period and it refers to all of the services outside that influence management's ability to build and continue booming relationships with target customers. Company, its suppliers, distributors, and its competitors are close to each other by what is occurrence in the world. To achieve something therefore, it is necessary to constantly monitor, think likely, and get used to, to that environment, and wherever achievable, shapes that environment. The market environment consists of both the macro environment and the micro environment.

The acronym "PEST" is used to describe framework for the analysis of these macro environmental factors. There are many factors in the macro-environment that will affect the assessments of the managers of any organization. Tax changes, new laws, trade barriers, and demographic changes and government policy changes are find out with the use of the analysis.

Political-Legal Factors

This factor is composed of laws, government agencies, and pressure groups that influence and limit various organizations and individuals. Sometimes these laws create new opportunities for business. Various political and legal factors affected symphony. Maximus had to go through some basic concerns. These concerns are:

- Unified Licensing
- Lowering of Charges
- Made License Fees 10%-15% of Revenue
- Frequency Allocation Process

Economic Factors

Maximus requires not only people but purchasing influence also. The existing purchasing power in an economy depends on

- **The State of the Economy** – state of the economy related to the category of economic status of that country either is developed, developing or underdeveloped economy. On the whole developing economy is the potential market of handsets as these countries have many of service providers so the demand of reliable and efficient handsets as well.
- **Income Distribution-** income distribution basically related to the section of the society, high income group, high middle class group, middle class group, low middle class group & low class group. As per the survey done by Maximus Mobile main focus of Low income group is in the price range of >5000.
- **Market Innovation-** has contributed to the reduction of the cost of ownership and made services more accessible for low income groups which are very price sensitive. To overcome this hurdle, other operators boost the penetration in low income groups with use of innovative tariff plans, offer very cheap handset to the public and exploring attractive VAS which are appealing to different segment of customers.
- **Affordable Handset-** handsets that Maximus offers are very lows price comparing to others.

Demographic Factors

People make up markets. Marketers would therefore like to know the Size of population, Growth rate of population, Age distribution of population, Regional distribution of population, Ethnic mix, Education levels etc. Different age groups prefer different cell phones. Teenagers mostly prefer cells which are attractive, look trendy and have attractive features whereas people of age group i.e. between 40- 50 use mobiles for communication purposes mainly. Size and brand play to some extent an important role in decision making. When choosing between different mobile phone models, consumers value familiar brands. When choosing between different mobile phone models, consumers prefer handsets which are user friendly. After so many brands entering into the market, a major portion of the population still prefer familiar brands like Maximus. Because it is user friendly as compared to brands like Symphony, Walton, Micromax, Nokia, and Samsung and so on. Price of the phone has been identified as a critical factor in the choice of the mobile phone model, especially among the younger generation. It has been found that besides new technological advances price is the most influential factor affecting the choice of a new mobile phone model. Still large chunks of the population prefer the middle price range of cell phones. In fact value for the money is most important factor that influences consumer choice for a cell phone.

Socio-Cultural Factors

One of the greatest socio-cultural factors affecting the handset market is the increasing need of social recognition among the masses, which is further fuelled by lowering of tariff rates by the service providers. Moreover with higher spending power among the masses, festivals and marriages and other socio cultural factors affect handset sales. Socio-cultural environment shapes customers' viewpoint, principles, and norms.

The social and cultural factors that control the buying behavior of consumers are comprehensive of culture, social class, reference group, family, demographics and geography. Culture is a mixture of tangible factors and intangible traditions that utter the lifestyle of a particular group of people. As for social class, it defines the income group the individual belongs too and that, in turn, is closely dependent on the income earned, which is a great factor in formative buying behavior. The third factor is the reference group. As is obvious from the name it is the group

from whom the consumer seeks reference. It could range from people like one's parents, members of the family whom the individual feels close to, close friends, celebrities who support the brand etc. People whom we trust, their outlook means a great deal to us and affects many decisions of ours including buying behavior. Regarding family, this determinant is totally different from the previous one as this one focuses on the norms and preferences of the family in which the individual lives and is brought up.

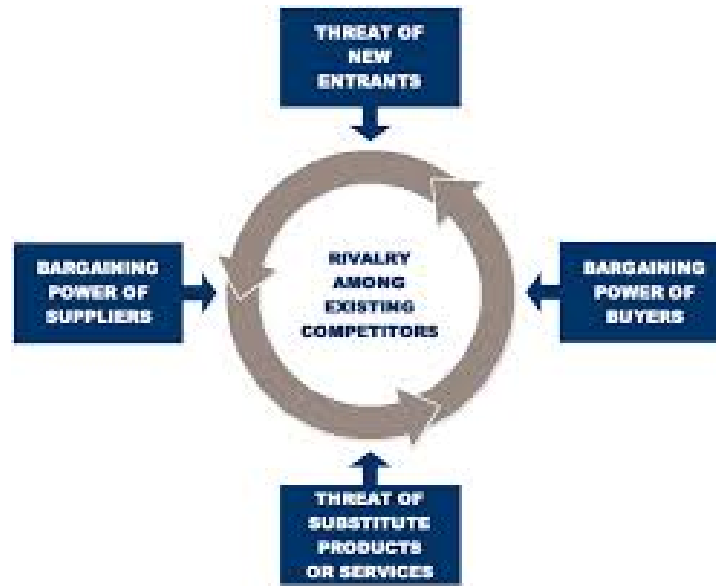
Determinant is on a collective and unaware basis as the individual's buying decision is taking effect from the ambience of his family and the unaware way he has grabbed the values that have been given to him by his family. Coming to demographics, these are small and specific details about the individual such as age, gender, education, income, occupation etc. Also the geographical location in which the consumer resides also determines the buying behavior depending on sub-factors like climatic conditions, availability of resources, surroundings etc.

Technological Factors

One of the most vital factors that affect our lives is "Technology." It is the most vital forces that keep on changing our day to day lives, which not only affects individuals but can also affect economy as a whole. Technology is a dynamic force which shapes people and industries lives and even wipes out entire industries. We live in an age in which the pace of technological change is pulsating ever faster, causing waves that increase obvious toward all people, and all industries. Cell phones have no longer been limited to communication but also have indirectly emerged as a means of reducing face to face social interaction as people can listen to music, can watch movie on their cell phone and so on. So, it has become very essential for marketers to have a look on dynamic technological environment, so that they can actual find out customers' needs and aspirations.

Porter's Five Forces

Porter's five forces model has the capability to conclude the competitiveness of a market. It can help a company understand the structure of its industry and stake out a position that is more profitable and less vulnerable to attack.



Threat of New Entrants

The mobile industry in Bangladesh already has strong market for the all type's incomes people. They have created significant brand positioning and target segment on income categories people. Government and rules and regulations like imposition of huge tax on mobile set from import, strong tariff control by the authority, can also make complexity to entrants. Indian companies like Lava, Oppo, and Intex are easily enter in the Bangladesh Market. Hence it seems that the threat of new entrants in mobile industry is medium.

Bargaining Power of Suppliers

The bargaining power of suppliers in the mobile industries varies depending on the brand name and strategic importance of the supplies as well as the size of the company. The suppliers are mainly from China, Japan & India. Its major clients included Low income people and High income people. Recently powerful technology played an important role in the mobile market. Therefore, the bargaining power of suppliers in the industry is moderate to weak.

Threat of Substitutes

Mobile industry is a high tech industry. The substitutes that would replace the products or services of today are strongly related to the factor of innovation. Substitutes of Bangladesh mobile companies are impossible. Every person has two or more phones now days. Low income peoples are selects low end phones and high income peoples are selects high end phones. So the threat of substitutes is weak in Bangladesh mobile industry.

Bargaining Power of Buyers

There are lots of low end mobile phones in Bangladesh. Maximus, Symphony, Walton, Micromax, Intex are one of them. Buyers have lot of bargaining power in Bangladesh. Low income peoples are the main consumer to buy those phones. Those companies are trying to give cheaper price of the phones. There is opportunity for buyers to select the best company.

Threat of Rival

Each company is trying to increase the market share by lowering price of the set, superior packages with Telecommunication companies in Bangladesh which will add better value in services. Symphony is leading the industry and standing in an advantages position in low end phone than others. The rivalry among existing competitors is very high.

Marketing Strategy

- **Aggressive Pricing-** Maximus mainly target low income peoples to raise the sale. So, they set the price extremely close to other competitors. Less than 5000 BDT there has 65 percent mobile phone models are in the Bangladeshi market. In village Maximus mobiles' are very well-known for the low pricing.
- **Enhance Product Portfolio-** Maximus has a vast product portfolio in the market. Every type of peoples can buy phone on their budget. Low budget phone is the main target focused to the customers.
- **Maintain Proper Distribution Channels-** In rural areas Maximus is trying to achieve maximum sales, for this reason Maximus maintains proper distribution channel. When the products came in to the warehouse they sent the products to the retailer shop and customer cares where the customers can get the products easily.
- **Improve on Designs-** Daily new products are coming into the market. Every mobile company is launching new mobile sets into the market. So compete with others Maximus tries to improve on their new styles, features, and new designs phones introduce in the market.
- **Ensure Quality-** Maximus does not want to compromise with the quality of the mobile phones. To provide better facility, Maximus gives chance to highly qualified peoples to serve the customers. Customer cares are mainly ensuring better quality to the customers.

Financial Objectives

- Increase the profit margin by 1.8% per quarter through efficiency and economy-of-sales gains.
- Maintain an important research and development budget to spur future product developments.
- Achieve a double-to triple-digit growth rate for the next three years.

Target Markets

- They offer simple phones with common needs. This type of phone is made for the grown-up and low earners.
- Multimedia phones for entertainment.
- People of all ranges can use these phones and can fulfill their requirements as well as pastime.
- Maximus has introduced Primo series which are actually android smart phones. People who want to achieve faster and need one stop solution can use these phones.

Positioning

- Their highly skilled marketers are always trying to perform better in order to place a good position in the customers mind.
- Its highly skilled officials of marketing department already have undertaken different promotional activities in order to have place in customers mind.

Marketing Program

- **Pricing:** It is based on a per-product retail value.
- **Supply-chain:** With modify of time Maximus has many sales centers throughout the country.
- **Advertising and promotion:** Several different methods are used for the advertising attempt.
- **Customer Service:** Maximus struggles to realize benchmarked level of customer cares.

Product Strategy

There are many choices for a company to make its product strategy. Along with them, the product orientation strategy, the brand strategy and the product development strategy are the most three important choices.

After corroborating with the target market, how to enter and capture that market becomes the essential difficulty for Maximus. This is a problem about its products orientation. The market researches of Maximus shows that the consumers can make decisions completely in accordance with their own likings, the product brand, the capability of the economy, consumer self-assurance and other personal characteristics, when supplied with the mobile phone products with the same quality and effort. Researchers in Maximus analyze the different personalities, divide consumer groups and decide what kind of mobile phones should be supplied to a particular consumer community. So the Maximus mobile phones have won a great number of supporters around the world. It is no doubt that the Maximus mobile phones will be considered first of all when a person decides to buy a mobile phone in a very cheap price range because of its high ability, special design and good reputation.

Price Strategy

The price of a product reflects that the business enterprise should satisfy the various kinds of demand and get profit to ensure its general guide object. The pricing objectives are the guidance for an enterprise to construct price decision, which means the purpose or the standard that the company on purpose wants to attain while setting a price for its product.

The technologies are useful to mobile phones are innovated fast because of the short life cycle of the mobile phone. When the market is not saturated, the competition is not rising, and the simplicity of the product technology is not very high, the enterprise could right of entry to excess profits most easily. Once the new entrants and the simplicity of improving technology increase, it only can get a basic profit. So it is necessary for a new product to have a high price, which could make the enterprise earn intemperance profits.

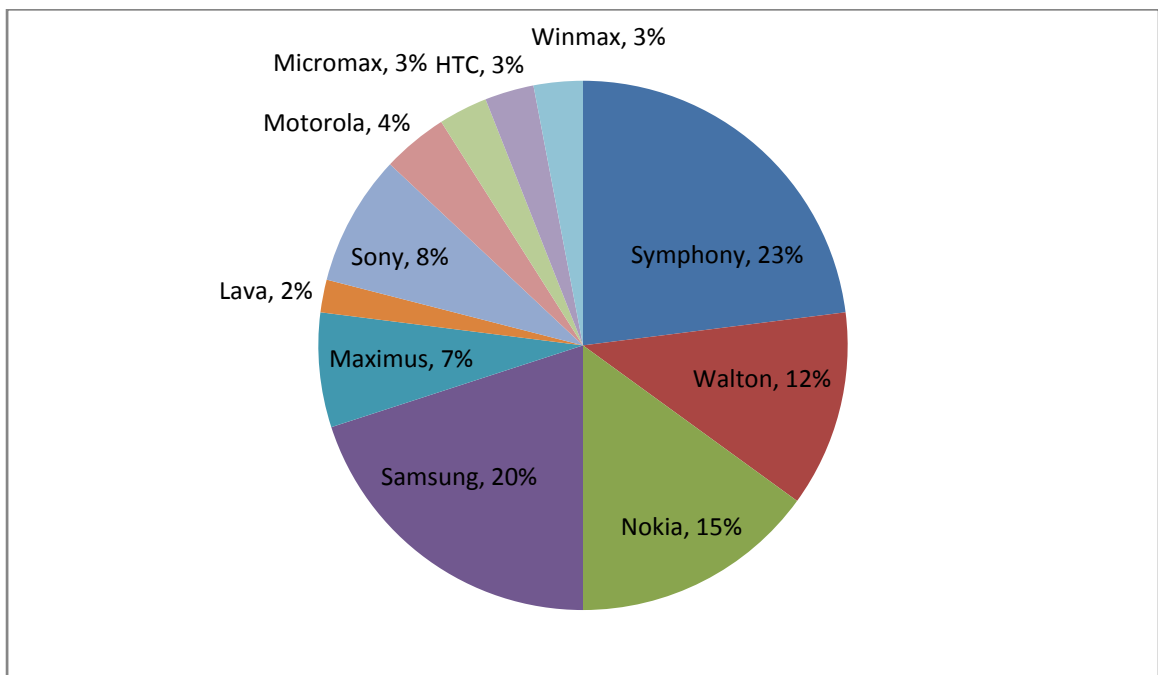
Promotion Strategy

The promotional strategy for Maximus to increase the sales is the included promotional strategy. It is a series of activities inform the consumer the existence and characteristics of the enterprises, brands and products, which could awaken the market demands, create and maintain the image of a company.

The promotional activities of Maximus are always based on the topic like style, handiness and utility etc within a cheap price range. Especially in the past two years, it pays more and more concentration to be a focus for consumers and create consumer group through the usage of emotional elements.

Market Share

Lot of competitors is combating to capture the market in mobile sector. But only a small number of are taking the advantage of their strengths. Symphony, Samsung, Sony, Maximus, Nokia and Walton are mainly plays a vital role in low end mobile phones. Many features, models, low price sets are available in the market for the low income group. Winmax, Micromax, Intex are trying to compete with others.



SWOT Analysis

Strengths

- **Better Service Facilities-** Maximus Mobile has a countrywide retail sales outlets and service point's network. The company is committed to maintain quality of its products at any cost. It has more than 65 service centers beneath the Maximus Service Management with highly skilled and efficient technical personnel.
- **Wider Product Choice-** Maximus provides various kinds of phones of various operating systems with amazing features. The demand of Maximus smart phones is increasing around the world so after satisfying the local people demand.
- **Excellence Products at Low Price-** The present competing environment Maximus provides quality products at low price. In this occasion Maximus attracts public more than any other companies.
- **Widespread Knowledge of the Total Market and Client-** They are aware of the market situation and the client demand so they are being able to spread their business. Every day new competitors are coming into the market. Maximus always up to date with competitor's movement, offers, and marketing ways.
- **Using Advance High-Technology-** Today's world is so advanced in the technology area and Maximus use high advanced technology to compete with them. By this prospect the Bangladeshi people are getting updated.

Weaknesses

- **Lack of Skills Men Power-** The staffs worked in this company are not as skilled as like the top companies do. For this reason some people do not choose their product to use. After using continuous after some time some problem will arise with the phone and service people takes lot of time to solve it.
- **Monitoring Problem-** The lacking of man power at marketing sector is the reason to fail monitoring the market position properly. Sales people are not dying hard towards the company, for that reason marketing activities are getting hampered.
- **Shortage of Accessories-** The accessories used in new device are difficult available in the local market so consumer face problem when they wants to repair their product.

- **Software Update-** The up gradation method is so unusual so user faces various problems when operate the Maximus smart phones.
- **Low Quality Hardware-** There is numerous Smartphone's are available in the market whose hardware feature is better than Maximus Smartphone like: camera, battery life, ram, processor, sensor.
- **Customer Service-** There are only some customer service centers available in whole country that's why they do not have the power to access among the people in time.

Opportunities

- Maximus Smartphone offers a wide diversity of services and functions that run at the same time to enrich mobile experience.
- Accomplishment of sales growth through introduction of new products
- Maximus gives new products to customers at the same time. They are introducing remarkable smart phones with extreme features.
- Increase of sales in major cities
- Bangladesh has enormous number of population most of them live in major cities in the country and Maximus is targeting those cities to increase their sales and they achieve something in this area.
- **Employment Opportunities-** Most of the people of Bangladesh lives below the poverty line and this industry need large number of people to run the company that is how the poor people are being able to overcome their poverty.
- **Introduction of New Products-** Maximus is making phones with various interesting operation system like Ice-crème Sandwich Jelly Bean, Kitkat and the most wonderful thing is that the latest operating system Lollipop will be marketed soon.
- **Individual's Software Carrier-** The requirement of application developer is so high in the market and the most amazing business is mobile content business so the developers have a huge opportunity to come this area and grab their profit.

Threats

- **Corrupt Competition Prevailing in The Market-** There are numerous companies in the market those are providing smart phones but do not maintain the minimum requirement of smart phone that is why the popularity of smart phone decreasing day by day.
- **Political Unrest Hampers Sales-** There is huge possibilities in Bangladesh to have a great market of smart phone but the government unfortunately do not supporting the related companies to broad the business area. The government also do not serving the company to import the accessories the company import the accessories of their own.
- **Entrance of More Competitors in The Market-** This time we are up to date by news channels that some companies are interested to sell smart phone in our local market. So they will not capable to run monopolistic business in our country.
- **Change of Customer's Choice-** The technology is updating rapidly in today's world. Especially the high motivated of our young generation is growing about technological things.
- **Future Possibilities-** As the public requirement is changing day by day, if they do not respect the public demand's they must be unsuccessful to maintain the public fulfillment if future. Public fulfillment is the most valuable thing to run a cost-effective and organized business.

SWOT Analysis will help to show the clear picture of Maximus Mobile in present situation. Although it has some strong sides but there has some negative side too. The customer service given by the company is not helpful. Maximus cannot fight with their competitors. There have many competitor companies who provide good facilities than Maximus. But if Maximus Mobile wants to overcome those problems they have to focus on their opportunities and minimize the threats.

Ratios and Formulas in Financial Analysis

Financial statement study is a judgmental procedure. One of the primary objectives is classification of most essential changes in developments, and relationships and the analysis of the reasons fundamental those changes. The result can be improved by practice and the use of analytical tools. Most likely the most widely used financial analysis method is ratio analysis, the analysis of relationships relating two or more line items on the financial account. Financial ratios are frequently expressed in percentage or times. Generally, financial ratios are considered for the intention of evaluating portions of a company's functions and fall into the subsequent categories:

- Liquidity ratios calculate a firm's capability to meet its current requirements.
- Profitability ratios calculate management's capability to manage expenses and to earn a return on the capital dedicated to the business.
- Leverage ratios calculate the degree of protection of suppliers of long-term resources and can also aid in judging a firm's capability to raise further debt and its capability to disburse its liabilities on time.
- Efficiency, activity or turnover ratios make available information about management's capability to manage expenses and to be paid a return on the income faithful to the business.

A ratio can be calculated from any pair off numbers. Given the huge amount of variables integrated in financial reports, a much extended list of significant ratios can be pursued. A usual record of ratios or common calculation of them does not survive. The subsequent ratio presentations contain ratios that are large amounts frequently used when calculate the credit value of a consumer. Ratio analysis happens to a very special or business determined method. Forecasters are drawn to and make use of the ones they are at ease with and recognize.

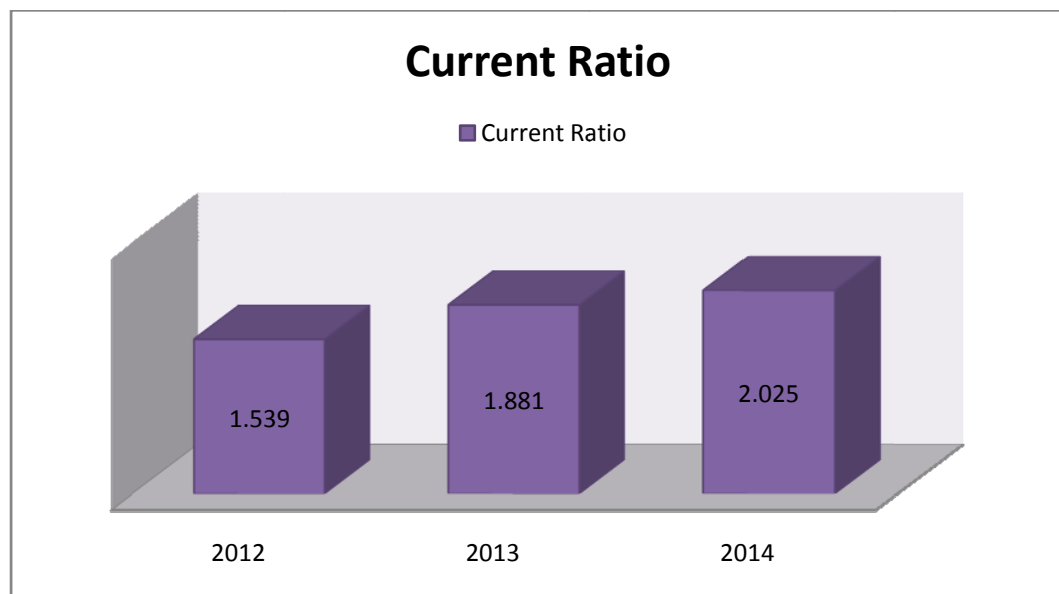
Current Ratio Provides an indication of the liquidity of the business by comparing the amount of current assets to current liabilities. A business's current assets generally consist of cash, marketable securities, accounts receivable, and inventories. Current liabilities include accounts payable, current maturities of long-term debt, accrued income taxes, and other accrued expenses that are due within one year. In general, businesses prefer to have at least one dollar of current assets for every dollar of current liabilities. However, the normal current ratio fluctuates from industry to industry. A current ratio significantly higher than the industry average could indicate the existence of redundant assets. Conversely, a current ratio significantly lower than the industry average could indicate a lack of liquidity.

- **Formula: (Current Assets / Current Liabilities)**

2012: $(1,044,582,135 / 678,566,696) = 1.539$

2013: $(1,672,316,202 / 889,379,732) = 1.881$

2014: $(2,276,698,352 / 1,124,195,365) = 2.025$



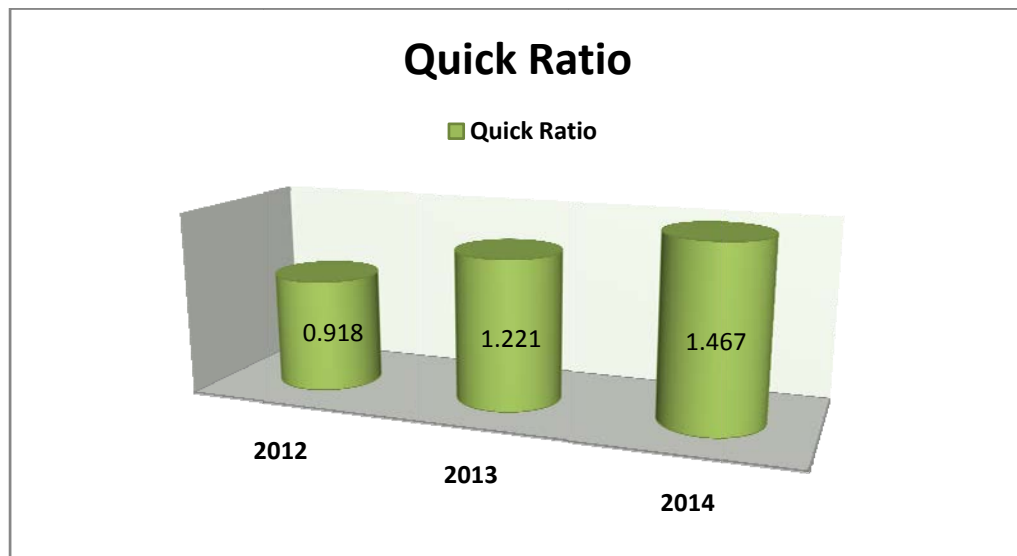
Acid Test or Quick Ratio A measurement of the liquidity position of the business. The quick ratio compares the current asset and the inventory to the current liabilities. The primary difference between the current ratio and the quick ratio is the quick ratio does not include inventory and prepaid expenses in the calculation. Consequently, a business's quick ratio will be lower than its current ratio. It is a stringent test of liquidity.

- **Formula: (Current Asset – Inventory) / Current Liabilities**

2012: $(1,044,582,135 - 421,523,430) / 678,566,696 = 0.918$

2013: $(1,672,316,202 - 585,647,890) / 889,379,732 = 1.221$

2014: $(2,276,698,352 - 627,784,380) / 1,124,195,365 = 1.467$



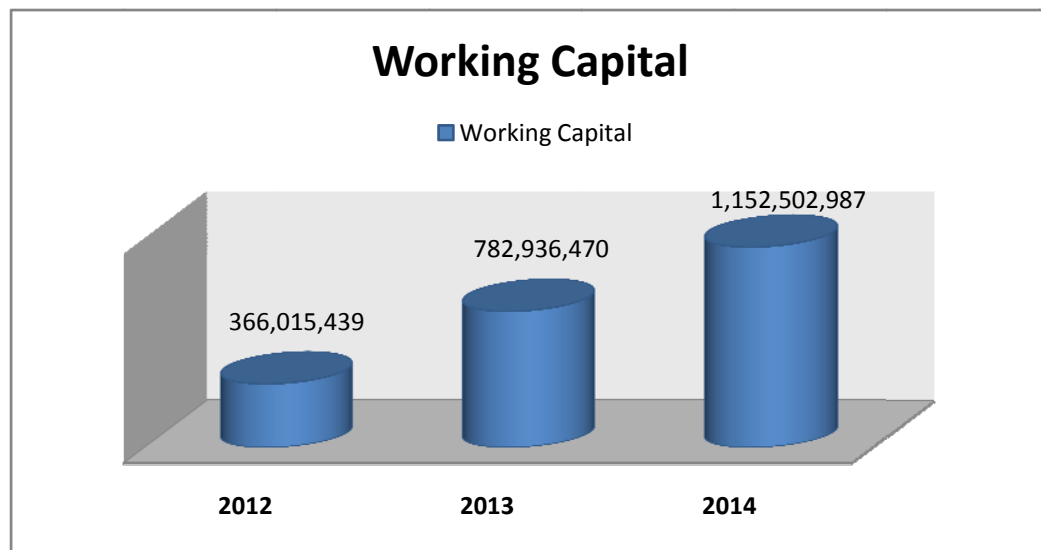
Working Capital It compares with current assets to current liabilities, and serves as the liquid reserve available to satisfy contingencies and uncertainties. A high working capital balance is mandated if the entity is unable to borrow on short notice. The ratio indicates the short-term solvency of a business and in determining if a firm can pay its current liabilities when due.

- **Formula : (Current Assets - Current Liabilities)**

2012: $(1,044,582,135 - 678,566,696) = 366,015,439$

2013: $(1,672,316,202 - 889,379,732) = 782,936,470$

2014: $(2,276,698,352 - 1,124,195,365) = 1,152,502,987$



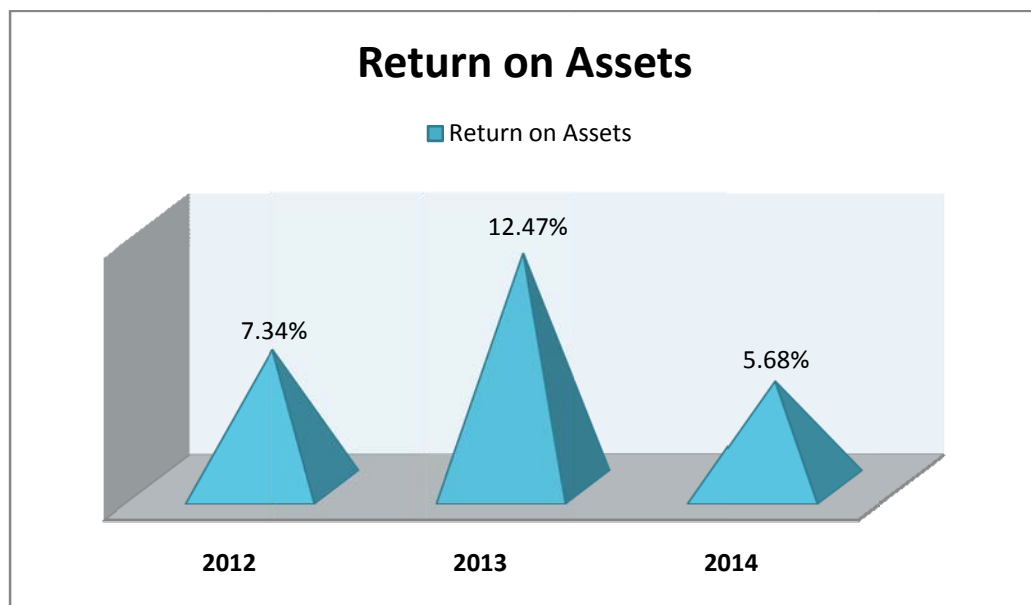
Return on Assets ROA is a company's net income divided by its average of total assets. The return on assets formula looks at the ability of a company to utilize its assets to gain a net profit. Net income in the numerator of the return on assets formula can be found on a company's income statement. Net income is the amount earned by a company after subtracting out the expenses incurred, including depreciation and taxes.

- **Formula : (Net Income / Total Asset)**

2012: $(65,618,521 / 894,562,839) = 7.335\%$

2013: $(129,533,348 / 1038,748,935) = 12.471\%$

2014: $(95,254,752 / 1,678,417,883) = 5.675\%$



Return on Equity ROE is the amount of net income returned as a percentage of shareholders' equity. Return on equity measures a corporation's profitability by revealing how much profit a company generates with the money shareholders have invested. Return on equity may also be calculated by dividing net income by average shareholders' equity. Average shareholders' equity is calculated by adding the shareholders' equity at the beginning of a period to the shareholders' equity at period's end and dividing the result by two.

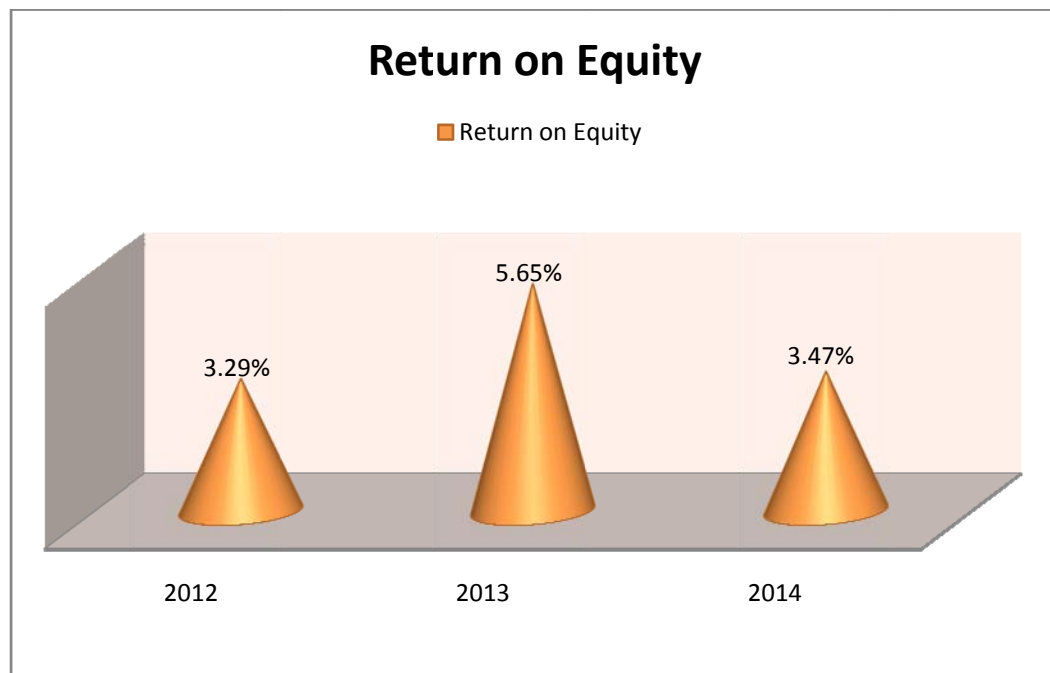
Investors may also calculate the change in ROE for a period by first using the shareholders' equity figure from the beginning of a period as a denominator to determine the beginning ROE. Then, the end-of-period shareholders' equity can be used as the denominator to determine the ending ROE.

- **Formula : (Net Income / Shareholder's Equity)**

2012: $(65,618,521 / 1,996,450,105) = 3.287\%$

2013: $(129,533,348 / 2,291,258,731) = 5.653\%$

2014: $(95,254,752 / 2,748,450,648) = 3.465\%$



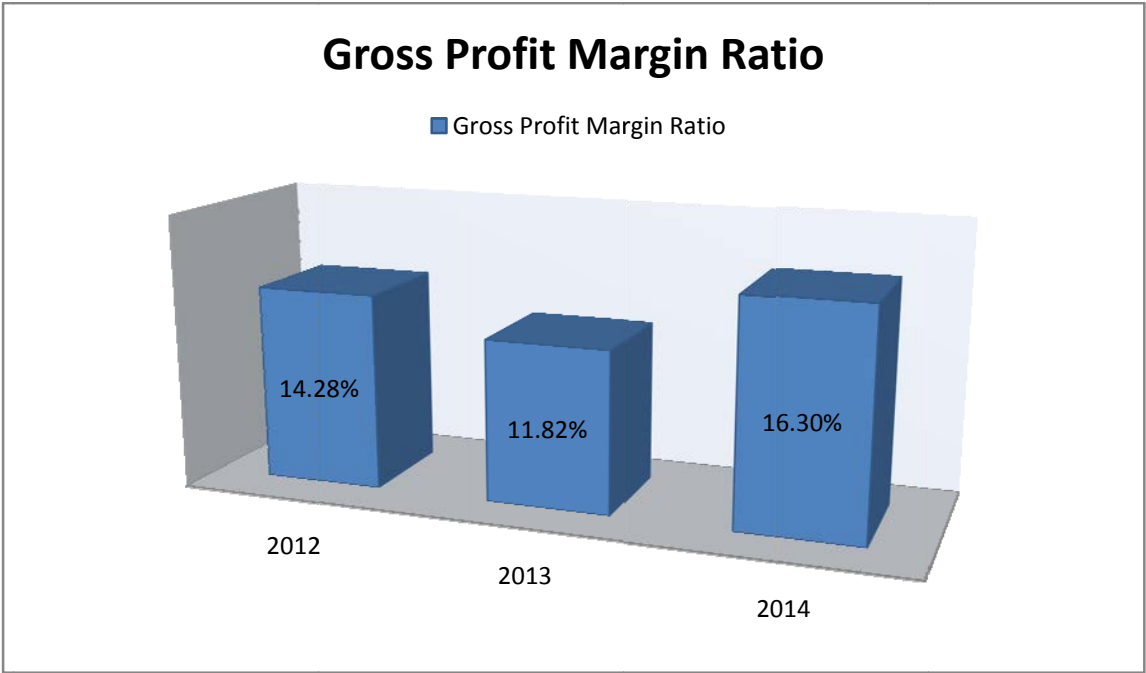
Gross Profit Margin Ratio Gross profit margin is a profitability ratio that measures how much of every dollar of revenues is left over after paying cost of goods sold (COGS). Gross profit margin is calculated by subtracting cost of goods sold (COGS) from total revenue and dividing that number by total revenue. The higher the percentage, the more the company retains on each dollar of sales to service its other costs and obligations.

- **Formula : (Revenue – COGS) / Revenue**

2012: $(1,493,124,981 - 1,279,874,710) / 1,493,124,981 = 14.282\%$

2013: $(2,538,188,674 - 2,238,243,663) / 2,538,188,674 = 11.817\%$

2014: $(1,985,256,787 - 1,661,633,952) / 1,985,256,787 = 16.301\%$



Net Profit Margin The ratio of net profits to sales for a company or business segment - typically expressed as a percentage – that shows how much of each amount earned by the company is translated into profits.

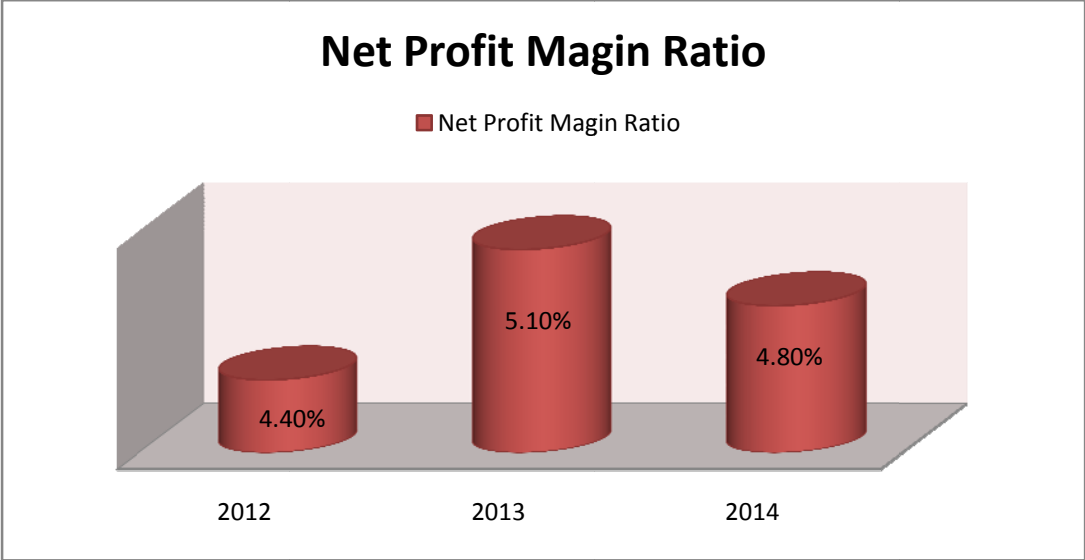
Net profit margin is one of the most closely followed numbers in finance. Shareholders look at net profit margin closely because it shows how good a company is at converting revenue into profits available for shareholders. Changes in net profit margin are endlessly scrutinized. In general, when a company's net profit margin is declining over time, it shows the decreasing sales to poor customer experience.

- **Formula : Net Income / Sales**

2012: $(65,618,521 / 1,493,124,981) = 4.395\%$

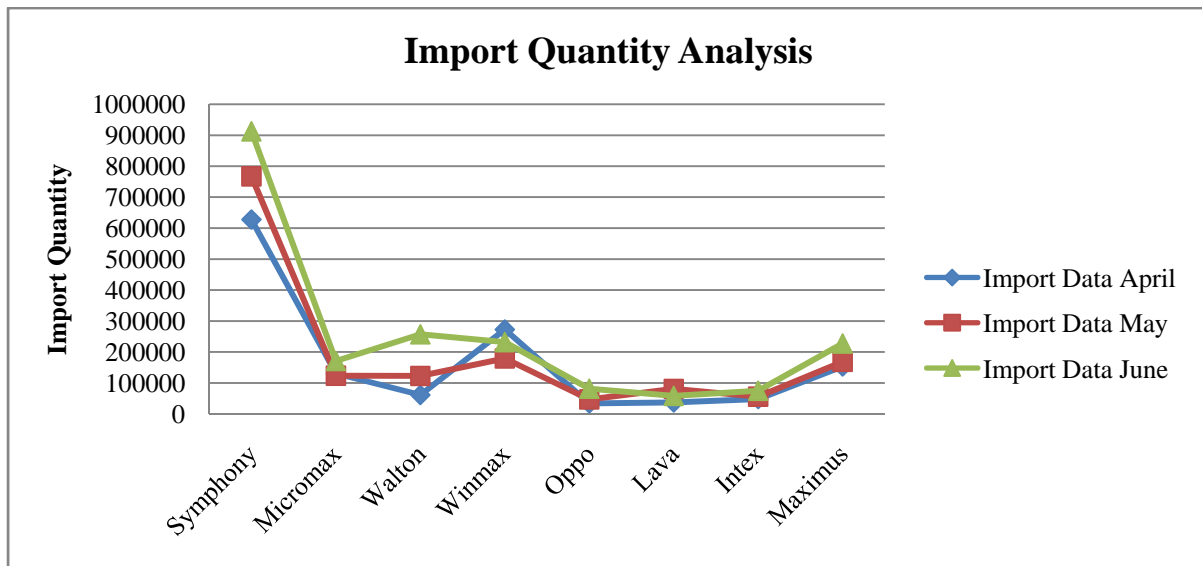
2013: $(129,533,348 / 2,538,188,674) = 5.103\%$

2014: $(95,254,752 / 1,985,256,787) = 4.798\%$



Import Quantity Analysis

Mobile Company Name	Import Quantity		
	April	May	June
Symphony	627452	767210	912118
Micromax	130500	123200	170700
Walton	61179	122434	256765
Winmax	272420	178690	231680
Oppo	34000	46600	81150
Lava	37200	80500	58025
Intex	48100	55500	74800
Maximus	153280	168000	227160



Recommendation

- **Regular Monitoring the System-** Continuous monitoring system is very important to monitor the market. For that reason Sales Executives visit to the distributors should be more frequent like other competitor companies
- **To Enhance Good Relationship-** Distributors are the core sources for the sales of mobile goods. Therefore my suggestion is that, the company should expand and enlarge high-quality relationship with all dealers and salesmen.
- **Price Constancy-** Presently because of “Low rate” process the distributors are facing different problems. As “Low rate” of product price creates a great problem in smooth selling, therefore price constancy of all products is very much necessary.
- **Ease of Use Marketing Executives-** In present competitive market situation most of the competitive companies are engaging big marketing executives to capture the market. In compare with that Maximus marketing executives are not sufficient to cover all of the distributors. Marketing executives should be appointed to their appointed their works.
- **Low Price of Products-** At present the price of Maximus products is relatively high in comparing to other competitor companies manufactured goods. But to incarcerate promote and arrive at their product to all sort of customers, my recommendation is that, Maximus should decrease somewhat their product price.
- **Regular Advertisement-** Advertisement plays a vital role to run any business well. But in my analysis, I have found that Maximus does not do the TV advertisement at all. So the company is supposed to disburse more concentration to advertising.
- **Increase the Total Turnover Rate-** To increase the total turnover rate Maximus should concentrate more on promotional activities. Promotion on cricket tournament, football matches, billboard will help the low income people to know about the products.
- **Hiring Skillful Employees-** HR people should concentrate on hiring skillful people as ASO or RSM and developing their knowledge occasion to time, as they are selling with the concluding consumers. Research and development should be high quality to produce new products in short time.

- **Quality of the Products-** From my analysis, I came to know that the some products quality of Maximus is very low. Some products create disturb even two or three months following promotion. If Maximus desires to survive in the market for extensive instance and countenance the competition, it must give attention to on improved feature goods.
- **Demand in Different Areas-** As the demand of products in various areas is different, geographic segmentation can be done to realize how much quantity of a product should be supplied in what region.
- **Contact and Providing Service-** Continuous customer contact is essential in Maximus mobile. Service centers are playing an important role in customer's mobile sector. After sale the mobile of Maximus, they should provide the services to the customers. Customer desirability and maintenance strategy should be customized.

Conclusion

Maximus is one of the foremost companies, center of attention on the part of mobiles in Bangladesh. It is devoted to generate and distribute products of absolute quality that enable people to enjoy more entertainment and comfort. In this spirit, Maximus encourages its employees to ensure quality products and service. No doubt in Bangladesh Maximus is one of the top four in low category phone. Maximus has also maintained to increase its Sales in all over the country. They are confident about their continuous expansion and achievement.

But from my observation, I come up the conclusion that the customer service given by the company is not effective and well organized. Because of some problems, Maximus cannot come up with their competitors. All through this competitive market there have numerous competitor companies who provides better service than Maximus. They provide prompt service, service the show rooms and even care service. They as well maintain a superior relationship with all dealers and salespersons. They provide the distributor's additional benefit, special gifts and so on. In this view the Sales of Maximus are to some extent behind them. Quartel Infotech Limited's higher authorities and Marketing Team should be more concern and active. However, if the management takes prompt and imitative steps to solve the discussed problems then definitely Maximus can reach to the number one position in Bangladesh.

Bibliography

- Annual Report of Quartel Infotech Limited-2013
- Annual Report of Quartel Infotech Limited-2014
- Philip Kotler & Kevin Lane Keller (2009), Marketing Management, 13th Edition, Pearson Education Inc., USA.
- Jeff Madura, (2011), International Corporate Finance, 10th Edition, Indian Edition, New Delhi.
- Charles P. Jones, (2010), Investments Principles and Concepts, 11th Edition, John Willey & Sons Inc., New Delhi.
- Arthur A. Thompson, A. J. Strickland & John E. Gamble, (2009), Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases, 17th Edition, McGraw-Hill Publication, USA.
- Al Ries & Laura Ries, (1999), The 22 Law of Branding, HarperCollins Publishers 1998, USA.
- Kevin Lane Keller, (2008), Strategic Brand Management, 3rd Edition, Pearson Education Inc., USA.
- Richard Daniel & John Morgan, (2005), Research Methodology, International Research Institute of Minnesota, USA.

References of Website-

- <http://uniongroup.com/>
- <http://www.maximus-mobile.com/>
- https://en.wikipedia.org/wiki/Competitor_analysis/
- <http://www.symphony-mobile.com/>
- <http://bd.micromaxinfo.com/>
- <http://www.waltonbd.com/>

Appendix

QUARTEL INFOTECH LIMITED

Products Price List

SL No.	Model No.	Distributor Price	Retailer Price	MRP
1	M-80	988	1,017	1,065
2	M-81	852	880	920
3	M-82	900	930	975
4	M-83	880	905	960
5	M-84 (06-04-2015)	880	905	975
6	M-9c	878	902	945
7	M-10i	953	982	1,030
8	M-107c	1,655	1,703	1,785
9	M-111c	979	1,013	1,100
10	M-112c (Steel)	1,053	1,083	1,150
11	M-117b	1,053	1,082	1,135
12	M-119b	1,077	1,110	1,299
13	M-121b	1,103	1,137	1,190
14	M-122b	990	1,020	1,099
15	M-16	953	982	1,030
16	M-201i	1,406	1,450	1,600
17	M-209m	1,599	1,648	1,725
18	M-210m	1,200	1,235	1,299
19	M-211b	1,275	1,315	1,395
20	M-212s	1,364	1,403	1,470
21	M-215m	1,315	1,355	1,785
22	M-217s	1,555	1,603	1,700
23	M-219m	1,329	1,368	1,435
24	M-220m	953	982	1,040
25	M-221m	1,454	1,503	1,585
26	M-223m	1,389	1,428	1,499
27	M-225m	1,110	1,145	1,399
28	M-227m	1,404	1,448	1,515
29	M-230m	1,429	1,468	1,540
30	M-231m	1,389	1,428	1,499
31	M-232m	1,494	1,538	1,610
32	M-235m	1,250	1,300	1,375
33	M-236m	1,175	1,210	1,285
34	M-238s	1,354	1,393	1,460
35	M-270s	1,300	1,350	1,450
36	M-309m	1,454	1,498	1,570
37	M-310m	1,504	1,548	1,625
38	M-311m	1,855	1,908	1,999
39	M-313s	1,200	1,235	1,299

SL No.	Model No.	Distributor Price	Retailer Price	MRP
40	M-314b	1,530	1,575	1,675
41	M-316b	1,375	1,415	1,499
42	M-318m (12-04-2015)	1,300	1,350	1,450
43	M-322m	1,389	1,432	1,510
44	M-325m	1,455	1,500	1,575
45	M-327m	1,300	1,340	1,425
46	M-333m	1,354	1,397	1,475
47	M-326m	1,250	1,300	1,375
48	M-505m	1,504	1,548	1,625
49	M-510m	1,906	1,965	2,100
50	M-706i	2,481	2,554	2,675
51	M-710t	2,156	2,215	2,350
52	M-713t	1,504	1,553	1,640
53	M-714tn	1,825	1,880	2,650
54	M-716t	2,556	2,629	2,750
55	M-717t	1,504	1,548	1,625
56	M-720t	2,256	2,324	2,435
57	M-721t	2,456	2,529	2,650
58	Max-11	3,859	3,965	4,125
59	Max-12	4,010	4,127	4,325
60	Max-14	3,508	3,605	3,750
61	Max-15	3,860	3,966	4,160
62	Max-16	3,759	3,866	4,050
63	Max-400	5,164	5,309	5,590
64	Max-401	4,311	4,437	4,650
65	Max-402	4,512	4,643	4,870
66	Max-403	4,511	4,642	4,865
67	Max-404 (Quad Core)	6,266	6,460	6,770
68	Max-405	4,361	4,487	4,699
69	Max-406	5,365	5,525	5,799
70	Max-408	4,975	5,125	5,375
71	Max-500	6,515	6,705	6,999
72	Max-906	4,161	4,282	4,500
73	Max-907	3,509	3,611	3,785
74	Max-908	6,266	6,460	6,770
75	Max-908 (Quad-Core)	6,266	6,460	6,770
76	Max-908i	7,018	7,221	7,575
77	Max-910	4,200	4,325	4,599
78	Max-911	7,018	7,221	7,575
79	Max-980	7,018	7,221	7,575
80	Max-990	6,015	6,190	6,490
81	Max-991	8,773	9,015	9,500
82	IX	8,946	9,203	9,600
83	IX Hexa	8,160	8,400	8,990
84	IX Kane	12,600	13,000	13,999
85	IX UFO (08-04-2015)	9,225	9,500	9,999
86	Enigma-7.1	9,272	9,550	9,995

QIL Financial Budget for the year of 2015 (IF Achievement 100%)

Month	1-Jan	1-Feb	1-Mar	1-Apr	1-May	1-Jun	1-Jul	1-Aug	1-Sep	1-Oct	1-Nov	1-Dec	Total	Pre	Act
Volume ('000)	165,000	190,000	345,000	430,000	380,000	435,000	600,000	350,000	500,000	450,000	450,000	480,000	4,775,000		
All Model	165,000	190,000	345,000	430,000	380,000	435,000	600,000	350,000	500,000	450,000	450,000	480,000	4,775,000		
Avg ASP	1,800	1,600	1,739	2,095	2,105	1,980	2,120	2,150	2,200	2,240	2,250	2,275	24,554		
Profit Margin (12.25%)	36,382,500	37,240,000	73,494,488	110,354,125	97,987,750	105,509,250	155,820,000	92,181,250	134,750,000	123,480,000	124,031,250	133,770,000	1,225,000,613	35%	7.96%
Value (mln)	297,000,000	304,000,000	599,955,000	900,850,000	799,900,000	861,300,000	1,272,000,000	752,500,000	1,100,000,000	1,008,000,000	1,012,500,000	1,091,995,000	10,000,000,000		
Goods in mln Tk	36,382,500	37,240,000	73,494,488	110,354,125	97,987,750	105,509,250	155,820,000	92,181,250	134,750,000	123,480,000	124,031,250	133,770,000	1,225,000,613		
Profit Target	11%	10%	10%	12%	12%	13%	13%	11%	12%	13%	11%	13%			
Office & Admin	3,264,800	4,159,800	3,357,800	4,888,800	3,689,800	3,743,800	5,196,800	5,191,800	3,729,800	4,997,800	4,882,800	3,783,800	50,887,600		
Sales Expense	6,735,000	7,105,000	10,273,000	11,615,000	10,860,000	11,983,000	15,964,000	10,406,000	12,860,000	13,715,000	11,910,000	12,720,000	136,146,000	14%	6.40%
Marketing	5,000,000	5,000,000	10,300,000	15,500,000	14,000,000	15,000,000	21,500,000	13,200,000	18,500,000	17,000,000	17,000,000	18,000,000	170,000,000		
Service Expense	4,215,309	4,215,309	4,215,309	4,215,309	4,975,509	4,975,509	5,085,465	5,085,465	5,806,965	5,806,965	5,806,965	5,806,965	60,211,044		
SAB	11,461,613	11,676,600	20,766,118	30,007,356	26,906,929	28,792,676	41,406,300	25,451,156	36,123,750	33,298,200	33,436,406	35,877,875	335,204,979		
Financial Expense	5,940,000	6,080,000	11,999,100	18,017,000	15,998,000	17,226,000	25,440,000	15,050,000	22,000,000	20,160,000	20,250,000	21,839,900	200,000,000		
Tax Exp	1,485,000	1,520,000	2,999,775	4,504,250	3,999,500	4,306,500	6,360,000	3,762,500	5,500,000	5,040,000	5,062,500	5,459,975	50,000,000		
Total Exp	38,101,722	39,756,709	63,911,102	88,747,715	80,429,738	86,027,485	120,952,565	78,146,921	104,520,515	100,017,965	98,348,671	103,488,515	1,002,449,623	76%	10.00%
Profit	-1,719,222	-2,516,709	9,583,386	21,606,410	17,558,012	19,481,765	34,867,435	14,034,329	30,229,485	23,462,035	25,682,579	30,281,485	222,550,990	15%	8.65%
Contingency	1,485,000	1,520,000	2,999,775	4,504,250	3,999,500	4,306,500	6,360,000	3,762,500	5,500,000	5,040,000	5,062,500	5,459,975	50,000,000		
Net Profit	-3,204,222	-4,036,709	6,583,611	17,102,160	13,558,512	15,175,265	28,507,435	10,271,829	24,729,485	18,422,035	20,620,079	24,821,510	172,550,990	15%	4.70%
Sales Target	12%	10%	9%	11%	12%	13%	14%	12%	14%	12%	11%	13%			

QIL's Status in Different Years

2013				
Description	No. of Care	Employees	Well Equipment	Tools & Computer
Total Care	34			
HOD(s)		1		
RCM		6		
Asst. Manager		2		
Sr. Executive		34		
Executive		40		
Jr. Executive		14		
Staff		7		
Tools				55
Computer			34	46
Total	34	104	34	101

2014				
Description	No. of Care	Employees	Well Equipment	Tools & Computer
Total Care	45			
HOD(s)		1		
RCM		7		
Asst. Manager		4		
Sr. Executive		45		
Executive		45		
Jr. Executive		15		
Staff		12		
Tools			45	
Computer				56
Total	45	129	45	56

2015				
Description	No. of Care	Employees	Well Equipment	Tools & Computer
Total Care	65			
HOD(s)		1		
RCM		7		
Asst. Manager		5		
Sr. Executive		55		
Executive		60		
Jr. Executive		15		
Staff		13		
Tools				58
Computer			42	
Total	65	104	42	58

Daily Allowance / Food Allowance

Quartel Infotech Limited follows the daily allowance and food allowance.

SI No.	Grade	Designation	BDT/Day
1		CEO/ Director	Actual
2	ED, Chief Officers, HOS, HOD, G-1, G-2, G-3	AGM/GM/DGM/NSM and above	1500
3	M-2, M-3	RSM/ARSM	1200
	M-0, M-1	ASM/ASE	950
4	E-1, E-2	TSE/ A TSE/Executive/Sr. Executive	800
5	O, T, S	Assistant/Technician	650
6	W	Driver/Others	500

Accommodation Allowance

The outstation accommodation policy as approved by the Management.

SI No.	Grade	Designation	Dhaka	All other Divisional Towns/ Cities	Other Areas
1	CEO / Director		AT ACTUAL		
2	ED, Chief Officers, HOS, HOD, G-1, G-2, G-3,	GM/NSM and above but below CEO/ Directors	4000	3000	2500
3	M-1, M-2, M-3	RSM/ARSM	2800	2500	2000
4	E-1, E-2	TSE/ATSE/Sr. Executive/Executive	2300	2000	1700
5	O,T, S	Assistant/ Technician	1500	1400	1250
6	W	Driver/ Others	900	800	750

Within the City Travel

During city travel, employees are entitled to avail the following mode of transport-

SI No.	Grade	Designation	Mode of Transport
1		CEO/Director	Actual
2	ED, Chief Officers, HOS, HOD, G-1, G-2, G-3	AGM/GM/DGM/NSM and above	Hired Car of the Company
3	M-2, M-3	RSM/ARSM	Taxi/CNG
	M-0, M-1	ASM/ASE	CNG/Bus
4	E-1, E-2	TSE/ATSE/Executive/Sr. Executive	CNG/Bus
5	O, T, S	Assistant/Technician	Local City Bus
6	W	Driver/Others	Local City Bus

City to City Travel

During local travel, employees are entitled to avail the following mode of transport-

SI No.	Grade	Designation	Mode of Transport
1		CEO/Director	Actual
2	ED, Chief Officers, HOS, HOD, G-1, G-2, G-3	AGM/GM/DGM/NSM and above	A/C Bus, A/C Train, Hired Car, A/C Steamer
3	M-2, M-3	RSM/ARSM	A/C Bus, A/C Train, A/C Steamer
	M-0, M-1	ASM/ASE	A/C Bus, A/C Train, A/C Steamer
4	E-1, E-2	TSE/ATSE/Executive/Sr. Executive	Non A/C Bus, Chair Coach Class Train, 1 st Class Steamer
5	O, T, S	Assistant/Technician	Non A/C Bus, Chair Coach Class Train
6	W	Driver/Others	Non A/C Bus, 2 nd Class Train