



RAHIMAFROOZ

Enriching Lives with Your Trust

Internship Report on Rahimafrooz Batteries Limited

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Letter of Transmittal

May 22, 2016

Ms.Rahma Akhter
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Subject: Submission of Internship Report on Rahimafrooz Batteries Limited

Dear Madam,

I would like to draw your kind attention towards the submission of my Internship Report. The Report title “Consumer behavior of Maintenance free Battery in Bangladesh” was authorized by you and assigned to me as a partial requirement for the completion of the internship program (BUS 400).

I am confident that, this report will help you to understand the Internal and external factors of Rahimafrooz Batteries Ltd and their SMF battery. I have tried my best to follow your guidelines in preparing this report. I have presented what I do believe to be most important information to make this report as specific and coherent as possible.

I expect that this report will fulfill your requirements. I would really appreciate if you would enlighten me with your thoughts and views regarding the report. Also, if you wish to enquire about any aspect of my report, I would gladly answer your queries. Thank you for your kind consideration and guidance. I hope my effort would satisfy you.

Sincerely yours

Md,Tanvir Hossain

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BRAC Business School, BRAC University

Acknowledgement

First of all, I wish to express utmost gratitude to Almighty Allah for bestowing upon me the strength, intellect and perseverance required to complete this report. I am also thankful to my family because they have given so much inspiration and support to me that I am short of words in expressing my gratitude. In the completion of this internship report, I would like to thank a few people for their whole-hearted support and guidance.

I would like to convey my heartiest appreciation to Ms. Rahma Akhter, Lecturer, BRAC Business School, BRAC University, for her valuable guidance and thoughtful advices. Without her help, it would not have been possible to complete this report. I thank her for letting me to choose this topic and providing with her guidance and support which bring out an outcome of this report. I appreciate her co-operation and sacrifice of valuable time.

I have many thanks to make. When preparing this report, my respected supervisor from Rahimafrooz Batteries Limited Mr. Mushfiqur Rahman (senior manager of Marketing and sales, Rahimafrooz Batteries LTD) provided important information and valuable comments on each of the sections of the report. He greatly improved the reliability of the text. I humbly acknowledge the incessant flow of help, support and care I received from the whole team at the marketing department - Mr. Al-Amin, Mr. Razib, Mr. Rifat Ahmad - are to name just a few of them. Finally, I would like to acknowledge the contributions made by my friends and seniors, who helped me by sharing their experiences and encouraged me greatly. While preparing this report, if any error of fact, omission or emphasis occurred, those are solely my responsibilities.

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Executive Summery

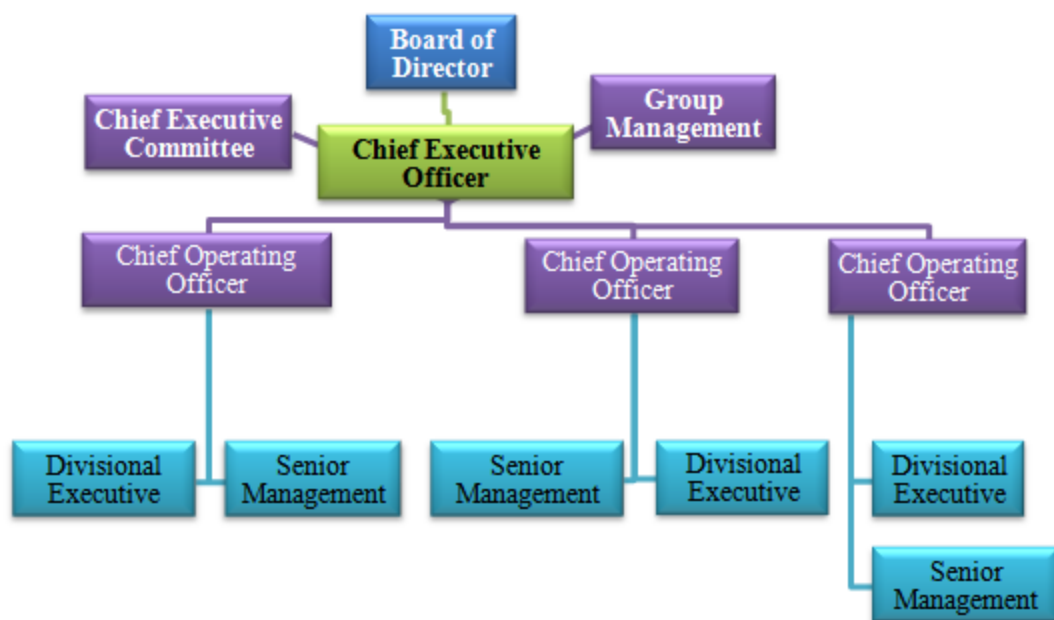
Rahimafrooz Bangladesh Limited is the pioneer of the battery business in Bangladesh. They are selling battery in Bangladesh from 1954. Though we do not purchase battery on a regular basis still it is a necessary product in our day to day life. Battery is an electrical and high-tech product. Majority of the countries started using advanced maintenance battery from the early 2000 but still there is no company in Bangladesh which is manufacturing or selling maintenance free battery in Bangladesh. Rahimafrooz is the first and the only company who take the initiative to produce and sale this high-tech battery in Bangladesh. The author of this report tried to highlight some important points regarding the introduction of SMF battery in Bangladesh. In this study, an effort was made to understand the best possible way to introduce maintenance free battery in the local market of Bangladesh, with a specific focus on the Maintenance free battery of Rahimafrooz Globatt Limited. It also tried to understand the price of SMF battery which would be suitable for the SMF battery of RGL. In this reports author suggested a pricing strategy for the SMF battery of RGL and gave the reasons for the suggested pricing strategy. To introduce a new product, selecting the best distribution channel is very important and thus the author gave some recommendation about the best possible distribution channel and showed the logics for supporting the recommended distribution channel. Promotional activities are the most important aspect of marketing while a company is going to introduce a completely new product in a market. In this study the author tried to find out the best possible promotional activities for introducing SMF battery in Bangladesh. Some surveys have been done to identify the most effective promotional activities to introduce SMF battery. Throughout the report author tried to show the current activities of RGL regarding introducing the SMF battery in Bangladesh, at the same time gave the recommendation wherever it is needed for the success of introducing SMF battery in Bangladesh

PART I

OVERVIEW OF THE ORGANIZATION

1. Rahimafrooz Bangladesh Limited:

Rahimafrooz, founded in 1954 by Late A. C. Abdur Rahim as a trading company in Chittagong, is one of the largest business groups in Bangladesh. It consists of nine SBUs and several other affiliations. Rahimafrooz operates in three broad domains: automotive aftermarket, power and energy, and retail chain. It sells tires, batteries, lubricants, emergency power products, diesel as well as gas generators, lighting products, electrical accessories, solar systems, energy solutions using compressed natural gas, and power rectifiers. The Group also runs 'Agora' the first retail chain in Bangladesh. The Group has strengthened its market leadership at home while reaching out to international markets. Ranging from automotive aftermarket products, energy and power solutions, to a retail chain. Through Rahimafrooz IPS, UPS and Voltage Stabilizer, the Company enjoys clear leadership of the emergency power products market. It also markets home and industrial lighting products from General Electric USA (GE) and electrical accessories from Hager (France). Rahimafrooz, in 2001, made a breakthrough in the urban lifestyles by launching one of very few retail chains in the country – Agora. The Group operates a non-profit organization Rural Services Foundation (RSF) through which the solar home systems reach the customers in the rural areas of Bangladesh.



Organization Structure of Rahimafrooz Bangladesh Limited

1.1 Milestones:

- Founded in 1954 by Mr. A.C. Abdur Rahim. It was incorporated as a trading company.
- Entered into collaboration agreement with LUCAS, UK for setting up manufacturing and distribution system of Lead-Acid automotive batteries at Dhaka in 1959.
- Established Battery factory at Nakhalpara in 1960
- Appointed exclusive distributorship of Dunlop tires and launched it in the market in 1978.
- Completed acquisition of Lucas Services (BD) Ltd. and renamed it as Rahimafrooz Batteries Limited.
- Introduced “dry charged” plastic case battery in 1982.
- Established exclusive nationwide distributorship for automotive aftermarket in 1984.

- Only producer of industrial battery in 1985.
- Extended manufacturing capacity and semi-automated production in 1985.
- Pioneering Solar Power promotion in 1985.
- Started assembling and marketing industrial batteries in 1986.
- Established independent Lead-Oxide plant in 1990.
- Completed acquisition of plant and technology for industrial battery manufacturing from Electrona, Switzerland in 1991.
- Entered into manufacturing collaboration agreement with Chloride Group, UK. Made its first export of battery to Singapore in 1992.
- Launched Rahimafrooz Instant Power System in 1992.
- Introduced Instant Power System (IPS) for power back up in 1993.
- Completed acquisition of Yuasa Battery (Bangladesh) Limited in 1994.
- Extended technical and general assistance to setup Pakistan Accumulators Limited, Haripur, and NWFP, Pakistan in 1994.
- Extended export market to Middle East, Nepal, Bhutan, Sri Lanka, Myanmar and Pakistan in 1994.
- Established Excel Retreads, a cold-cure tire retreading plant, as a franchisee of Elgi Retreads, India in 1994.
- Undertook a management and organizational restructuring to Recognize Group business operations into strategic business units (SBUs) in 1996.
- Introduced Rectifier and Power Back-up Application in 1997.
- Attained ISO 9002 certification for Battery Manufacturing in 1997.
- Introduced PCM range economy battery for commercial vehicle segment in 1998.

- Started exporting to Kuwait, Lebanon, Georgia and CIS countries in 1999.
- Hold First India Distributor's Convention in 1999.
- Opened India Business Office in Ahmedabad in 2000.
- Launched new brand of automotive battery- VOLTA, which is a valve regulated Lead Acid Battery in 2000.
- Introduced own brand RZ tire and introduced in the local market in 2000.
- Awarded Enterprise of the year in 2001.
- Made export to United Arab Emirates (UAE) in 2001.
- Opened Nepal Business Office in Katmandu in 2001.
- Recommended for ISO 14001:1996 Certification.
- Established the first grocery retail chain super store called Agora in 2001.
- Launched energy service company, Rahimafrooz Energy Services Limited (RESL), for promoting distributed power in 2001.
- Awarded National Export Trophy in 2003.
- Established Rahimafrooz CNG ltd to facilitate CNG station installation and services in 2004.
- Launched Metro Net Bangladesh Limited, a fully digital fiber optic based metropolitan data communication network, as a joint venture with Flora Telecom in 2004.
- Launched new automobile battery Spark for taxicab in 2004.
- Received McGraw-Hill Platt Global Energy Award for Renewable Energy in 2004.
- Launched Volta Maintenance Free Battery in 2005.
- Received the Ashden Award for Sustainable Energy in June 2006.
- Commencement of Domain Focus Management Restructure (DF-MOR) in 2009.

- Established Rahimafrooz Globatt Ltd in 2009
- Launched Daewoo (Electronic Brand) in 2009.
- Named Asia’s Best Brand and Asia’s Best Employer by CMO Council, Asia in 2010.
- Established Rahimafrooz Urban Living Ltd. In 2011.
- Rahimafrooz Renewable Energy Ltd. commenced its commercial operation of PV plant in 2012.
- Awarded “National Export Trophy” for 2010-2011 in 2013

1.2 Strategic Business Units of RABL:

RABL has in total nine strategic Business Units. The introductions of these nine SBUs are given bellow.

1.2.1 Rahimafrooz Accumulators Limited (RAL):

Rahimafrooz Group started manufacturing industrial batteries in the year 1991, in collaboration with Electrona of Switzerland. Rahimafrooz Accumulators Ltd. (RAL) commenced operation from 2009, as a separate unit to cater to the growing needs of the local as well as international market. RAL produces and markets a wide range of industrial batteries which are used in telecommunication, power station, railways, electric vehicles, forklifts, ships, buoy lighting, UPS, inverter and solar power systems. It aims to manufacture high quality batteries by employing new and innovative technology, which offers safer and more environment-friendly manufacturing processes. The Company maintains high standards of its operations that are certified in both ISO 9001 and ISO 14001 standards. RAL aspires to be the leading industrial battery manufacturer for traction, stationary, solar and VRLA batteries in the South Asia region.

1.2.2 Rahimafrooz Batteries Limited (RBL):

Rahimafrooz Batteries Ltd. (RBL) is the largest lead-acid battery manufacturer in Bangladesh. The company is one of the leading regional players, with market leadership at home and export endeavours to more than 44 countries around the world. It manufactures about 200 different varieties of batteries for automotive, motorcycle, IPS and other applications in its factory located at West Panisail, Zirani Bazaar, Gazipur. The Company maintains high standards of operations, which are certified in both ISO 9001 as well as ISO 14001 standards. Furthermore, in order to

ensure occupational health and safety of its employees, the company has also implemented the occupational health and safety management system, OSHAS 18001 standard.

1.2.3 Rahimafrooz CIC Agro Limited (RCAL):

Rahimafrooz CIC Agro Limited (RCAL) is a reflection of Rahimafrooz's vision to be a leader of the best quality produce from 'seed to shelf'. The company was established in June 2011 as a joint venture with CIC Agri Businesses (Private) Limited, a leading company in Sri Lanka. RCAL aspires to provide farmers with complete agricultural solutions by emphasizing sufficiency through modernization of agriculture production, with particular attention on increased production, processing and value addition. The company is focused on modernizing & bringing efficiency to Plant Nutrition, Mechanization & Tissue Culture through continuous research & development.

1.2.4 Rahimafrooz Distribution Limited (RDL):

Rahimafrooz Distribution Ltd. (RDL) is the distribution wing of the Group, having a present nationwide distribution network of 172 Dealers, 263 Retailers and 102 Lubricant Dealers and carrying over ten national and international brands. It is the clear leader in the automotive aftermarket and emergency power products categories. RDL's portfolio includes international tyre brands Dunlop and Apollo and battery brands Globatt, Lucas and Spark. RDL is the exclusive franchisee of the world's leading lubricant brand Castrol. Through Rahimafrooz IPS, UPS and Voltage Stabiliser, the company enjoys clear leadership of the emergency power products market. In addition, it also runs eight automobile service centres in Dhaka and Chittagong. Recently the company has entered the electronic goods market. It distributes and

markets various household appliances and electronic goods through RDL's newly inaugurated electronics retail chain, Ureka and its numerous sales outlets.

1.2.5 Rahimafrooz Energy Services Limited (RESL):

Rahimafrooz Energy Services Ltd. (RESL) was established in the year 2000 as a standby, captive and distributed power solution provider. It is a leading name in the diesel generator industry having a customer base of nearly 900. At present the number of RESL installed generators is more than 3000 (20 KVA to 1500 KVA). Its clientele comprises of industrial plants, real estates, hospitals, educational institutions, telecoms, supermarkets, corporate houses, NGOs, embassies and various government establishments. The company is marketing diesel generators from Pramac Power Engineering, Italy and Spain (20 to 2500 KVA), and Mitsubishi Heavy Industries Limited, Japan (650 to 4500 KVA). RESL is also providing Rental Power with both diesel and gas generators. The company is planning to launch Mitsubishi gas generator (1.0 MW) in the near future.

1.2.6 Rahimafrooz Gastech Limited (RAGT):

Rahimafrooz Gastech Ltd. (RAGT) was formerly known as Rahimafrooz CNG Ltd. established in 2003. In 2012, the company was rebranded as RAGT to widen its scope of serving more customers in the gas segment of Bangladesh. RAGT operates in the following business areas.

- CNG Conversion and Auto Services
- CNG Sales under Quikfill Brand
- CNG Station Equipment
- Technical Services for CNG equipments and refueling station
- Oil & Gas field Business

1.2.7 Rahimafrooz Renewable Energy Limited (RREL):

Transforming the lives of people and lighting up different corners of the country, Rahimafrooz Renewable Energy Ltd. (RREL) has been providing Solar Energy solutions for households, agriculture, healthcare, education, telecommunication, rural streets and marketplaces, as well as government and private institutions. To date, RREL has lightened up more than 100,000 rural homes in Bangladesh and the Company is endeavoring to do much more in the future. RREL is also the pioneer in providing solar-hybrid solutions for Telecom Operators' BTS towers and solar powered irrigation systems in Bangladesh.

1.2.8 Rahimafrooz Superstores Ltd. (RSL):

Rahimafrooz Superstores Ltd. (RSL) launched Agora the first ever retail chain in Bangladesh in 2001. Agora promises a valuable shopping experience that provides quality and fresh products at the right price. It aims to consistently provide a remarkably satisfying and valuable shopping experience through a business that improves the quality of life for customers and team members. With outlets in major locations throughout Dhaka, and many more being planned in Dhaka and other major cities, Agora is endeavoring to fulfill the everyday needs of its customers by providing the right quality, assortment and price through stores of various forms and sizes. While Agora mainly focuses on food items - ranging from a wide variety of fish, meat, vegetables, fruits, bakery, dairy, and grocery - it also carries a vast array of other grocery, personal care, and various other consumer goods and household utensils. (Rahimafrooz Bangladesh Limited, 2016)

1.3 Rahimafrooz Globatt Limited:

1.3.1 Basic Overview of RGL: Rahimafrooz Globatt Ltd (RGL) is the global wing of Rahimafrooz group. As part of excelling two decades of international market experience and aspiring to become a truly global company, this state of the art Maintenance Free (MF) and Sealed Maintenance Free (SMF) battery manufacturing plant was established in the year 2009. With 2.5 million unit production capacity per year, RGL is the largest battery export plant in South Asia. In recognition to its quality management system, RGL has received ISO 9001:2008 Certification from Orion Registrar, Inc., USA. The manufacturing process of RGL ensures highest level of environment sustainability.

RGL offers a broad range of maintenance free automotive batteries manufactured according to JIS and DIN standard for a variety of vehicles, ranging from small cars to large commercial vehicles. RGL also manufactures deep cycle battery for inverter application. All these batteries have been designed by one of the leading German company. These batteries are designed for millions of vehicle enthusiasts across Asia & Pacific, Middle East, Africa, Europe and Americas. As the pay off line of its flagship brand GLOBATT “Drive Within” illustrates, the battery is winning heart and mind of the consumers around the globe through its unparalleled performance.

1.3.2 Brands of Rahimafrooz Globatt Limited:

Several battery brands are owned by RGL. Their main brands are Globatt and Volta but besides of these two brands they have some other brands. Even within Globatt they have four sub brands. These are Globatt-Race, Globatt-Ace, Globatt Pace and Globatt Inva.

1.3.3 Other brands of RGL are given in the following table,

NO	Brand	NO	Brand
1	Globatt Farmer	4	Delta
2	Volta-G	5	Optus
3	Alpha	6	Ignus



Picture: Brands of RGL

As we have already see that RGL exports their batteries in more than 50 countries so in some countries they cannot enter with the name of Globatt due to some reasons. Like a company may have already listed the name Globatt in a country, then RGL cannot enter in that country with the name Globatt. Moreover some brands were also established due to some specialization. For

example, Globatt Farmer is a specialized battery which can be used in the agriculture sector. So for all of these reasons RGL has several brands for a single product category.

1.3.4 Product: The product of RGL is Maintenance free battery. Maintenance free battery means there is no need (nor possibility) to check the level of electrolyte or to top up water lost due to electrolysis, reducing inspection and maintenance. Because of calcium added to its plates to reduce water loss, a sealed battery recharges much quicker than a flooded lead acid battery. (Battery Stuff, 2016)

1.3.5 Key Features of Globatt battery :

“Ca-Ca-Tin” & “Ca-Ca-Silver” MF & SMF battery

- Expanded Metal grid Technology
- All products are with centered Cast-On-Strap plate
- Double Chamber container with condensation mechanism
- Built-in ‘Magic eye’ and ‘Flame arrestor’
- Best grade virgin lead, PP and chemicals
- Robust design to perform in all terrain conditions
- Attractively designed packaging to catch the customers’ eyes (Rahimafrooz Globatt Limited, 2016)

1.3.6 Components of Globatt battery:



Magic Eye

- Magic eye helps to understand battery health
- Green – battery OK
- Black – charge
- White – check



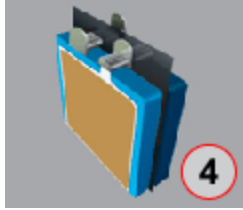
Double Chamber Double Chamber Lid

- Works as condensation chamber for outgoing water molecules
- Prevents leakage and contamination
- Includes permanent flame arrestor to prevent accidental explosion from external sparks or flame



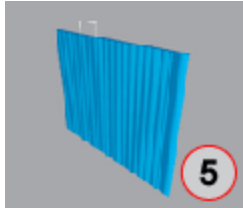
Flame Arrestor

- Flame arrestor prevents accident explosion from external sparks or flame
- Minimizes acid leakage through side vent
- Prevents inflow of dust



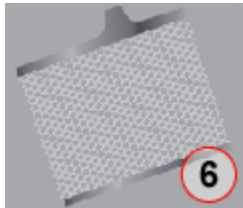
Centered Cast on Strap Plate Cast on Strap Plate

- Stronger than the thinner gas conventional connectors
- Reduces lever action movement resulting from road shock



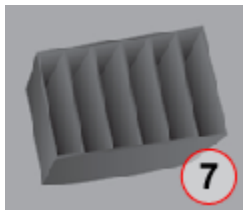
Low Resistance Envelope Separator

- Encapsulate positive plates
- Improve vibration durability
- Prevent treeing and internal shorting between positive and negative plates



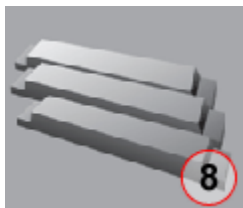
Expanded Metal Grid

- Higher cranking power
- Resists grid corrosion
- Resists over-charging
- Minimal gassing and water usage
- Less self-discharge



Polypropylene Case

- Reinforced design is precisely tailored to support the battery elements for resistance to vibration and road shock damage
- Material is light weight, exceptionally strong, durable and resistant to handling and impact damage



Premium Grade Alloy

- Best grade calcium-calcium tin alloy
- Ensures better conductivity & extends battery life
- Ensures desired purity to prevent high self charge
- Helps to bring water loss close to zero

PART II

JOB DESCRIPTION

2. Job Description:

I was assigned at the corporate office of Rahimafrooz Batteries Limited to complete my internship program. During my three months internship program I enjoyed the work but most importantly I learned how to work under pressure with great responsibilities. Throughout this time I have got the opportunity to work with different people of Rahimafrooz Batteries Limited. As I was in the marketing department, I have worked with their various kinds of marketing activities in both the local and international market. Basically all of my activities were associated with Globatt battery which means I was involved with the marketing activities of Globatt battery which is a SMF battery. As an intern I had no specific responsibilities. I had to work for different segment of the Marketing department of RGL in different times. The activities that I had to perform within the three months are given below.

2.1 Assisting the CRM department: In the marketing department of RBL there is a separate unit who take care the Customer Relationship management activities. In some cases I had to assist this department. The way I assist them are given below,

- **Collection of Data:** I had to collect lots of data related to different types of customers. To collect the data some time I had to visit the shop of the retailers of RBL.
- **Communication with the corporate Client:** Whenever RBL made some good proposal for their corporate client I had to communicate with them and had to give a description about the new proposal.
- **Relationship with the Clients:** At the very beginning of the year I had visited many corporate clients for sending greeting on behalf of RBL marketing team.

- **2.2 Collecting Data about international market:** I had collect different data about the international market of RBL. Sometimes I had collected some data about the Country representative of RBL.

2.3 Market Visit: I had visited the local market along with the sells personals of RBL. Market visit is a regular activity of RBL marketing department and it is also very important for connecting with the market. As an intern of the marketing department of RBL I had to visit the market of RBL.

2.4 Assisting Social media marketing Department: sometimes I had assisted the social media marketing department by collecting and delivering information regarding the current social Hype.

2.5 Observation: Working at Rahimafrooz Batteries Limited, corporate Office was a great experience for me. I have learnt many things from them. It was very interesting working at RBL. The people there are really nice and talented. The things that I have noticed and observed are:

- Work environment is very friendly and employees are co-operative
- Employees are active and sincere to their assigned job responsibilities
- Work is never left pending for the next day unless it is absolutely necessary
- Even sometimes they work in Saturday even though Saturday is off day as per company policy.
- Sometimes they do not get weekend as they work Sunday to Thursday and go for the field visit in Friday and Saturday.
- They work for the longest hours than the other departments.

PART III

INTRODUCTION TO THE REPORT

3.1 Origin of the Report:

This report has been originated to fulfill a partial requirement of the internship program attended by the author. The author is a graduating student of the BRAC Business School, BRAC University and has been assigned as an intern in the Marketing Department of Rahimafrooz Batteries Limited (RBL). In accordance with the specific requirements of the program, the author has completed the 12 weeks period of the internship attachment with the organization. This report is hereby submitted as the internship report of the author. The report has been prepared under the supervision of the Academic Advisor, Ms. Rahma Akhter, Lecturer, BRAC Business School, BRAC University and according to the instructions and guidance of the Official supervisor, Mr. Mushfiqur Rahman, Senior manager of Marketing and sales, Rahimafrooz Batteries Limited.

3.2 Scope of the Report:

The scope of this report can be defined from multiple perspectives:

- From the channel perspective, this report is entirely focused on the distribution channel on Rahimafrooz Batteries Limited, consisting of dealers located in the local market of Bangladesh.
- From the geographical perspective, the research conducted for this report has been limited within the geographical boundary of Bangladesh.
- From the product perspective, the report concentrated mainly on the Maintenance Free battery of Rahimafrooz Globatt Limited and their major competitors in the available formats
- The time-frame of this report spans from January, 2016 to April, 2016. It is actually the duration of the internship tenure of the author. All the data regarding market situation and sales have been collected within this period of time.

3.3 Limitations:

To write this report I had some limitations for which I had to face some difficulties. The main limitations that I faced in writing this report are stated below.

Time Limitations:

To write this report I did not get enough time. If I could get more time then I could make this report more elaborate and informative.

Organization was reluctant to provide some information:

I worked for Rahimafrooz Batteries Limited as an Intern. Rahimafrooz Batteries Limited considers their Intern as an outsider. So they usually do not provide sensitive and important information to their interns. So I could not get some important information from them as they were reluctant to provide. For example, they were reluctant to provide the detail information about their dealers which they consider as sensitive information. Like these I could not get many more information from Rahimafrooz Batteries Limited because of their reluctance.

Lack of projects visit:

If I could visit their dealer's office then I could manage some information about their Consumer as the ultimate customers deal with their dealers not with Rahimafrooz Batteries Limited. As Rahimafrooz was reluctant to provide information about their dealers I could not visits their offices. Due to this reason I could not get much information about the ultimate Consumer of Rahimafrooz Batteries Limited

Lack of secondary data:

As battery business is not a common business in Bangladesh so there are only a few company is doing business in this sector in Bangladesh. So there are a very few research work has been done for the battery industry of Bangladesh. Due to this reason I could not get sufficient help from the secondary data resource.

3.4 Methodology:

Methodology describes the manner in which data is collected, analyzed and interpreted. The data that will present in this report would collect from primary and secondary data source. The sources are mentioned below:

Primary Data Source:

In this paper, the primary data source would be raw data gathering from own observation. The primary data source that will be used in this report is data obtained through involvement with the organization. We also collected data from interview session and consultation. The ways in which I collected the primary data are given bellow.

- **Interview:** I took several interviews. Sometimes I took interview of the top ranked employees of RBL to know the managerial aspect of the marketing policy of RBL and sometimes I took interview of mid level and entry level employees to have a better understanding about the implementation of those strategies taken by the top level management.
- **Observation:** As I was working in their office so it was a great opportunity for me to observe the activity that was going inside the office. In this process I have collected information about the way the employees deal with the dealers and how they interact with each other about the ongoing marketing process of Rahimafrooz Batteries Limited.
- **Survey:** To get some important information from the customer I did two different surveys. At first I did a survey to know that what percentage of Bangladeshi know the advantages of SMF battery. Then I did another survey to know the perception of people about Rahimafrooz Bangladesh Limited, about the introduction of the SMF battery in the

local market and their expectation from RBL. Finally I did another survey to know the appropriate marketing activities for the introduction of SMF battery in Bangladesh.

Secondary Data Source:

Secondary data collected from some authentic online sources. To give a better look of this paper, information is also collected from internet and some online article. Many important data has been collected from the secondary sources. For example, the number of listed motor vehicle inside the country, and the total demand of the market.

PART IV:

ANALYSIS

In Bangladesh RBL introduced a new type of battery which is sealed maintenance free battery. In the marketing world it is commonly known that before entering to a market with a new product companies need to do SWAT and potters five factors analysis. Though these are some common tools of analyzing the potentiality of the company to enter into a new market still these are very effective tools. So now I am going to do SWAT and potters five factors analysis for RGL.

4.1 SWOT analysis of Rahimafrooz Batteries Limited:

SWOT analysis is an important and popular management tool used to determine the action to be taken for achieving organizational goal. SWOT is an acronym that stands for strength, weakness, opportunities and threat. As we know that strength and weakness are internal aspects of a company. Just like goodwill of a company. Reputation of a company can also be treated as internal factor. On the other hand opportunity and threats can be treated as company's external factor. Organization can change their internal factor by taking some appropriate action but it cannot change the external factor as it is not in the hand of the organization.

4.1.1 Strength:

Strength is one of most important element of SWOT analysis. Strength describes the positive attributes, tangible and intangible internal environment of an organization. The success and profit of a product and organization is fully depends on Companies strength. Company's Strength can be goodwill and reputation in the market. The main strengths of Rahimafrooz Batteries limited are given bellow.

- ❖ **Goodwill:** For the Rahimafrooz Batteries limited, goodwill in the market is their main strength. We can see that whatever sector they have entered they become one of the best in that sectors. For example, they entered to the battery sector they have become the best

battery producer in Bangladesh, they entered to the IPS, UPS sector they become one of the best IPS, UPS producer in Bangladesh, they entered to the Superstore sector and undoubtedly Agora is the best superstore in Bangladesh. So this sort of success in all the sectors that they have entered created a very strong goodwill for Rahimafrooz Bangladesh Ltd.

- ❖ **Skilled and loyal employees:** Rahimafrooz Bangladesh has a bunch of employees who are highly skilled and loyal toward the organization. They have some good quality marketers who are doing excellent in marketing, they have sufficient amount of CA, FCMA in their Accounts and finance department, and their engineers are also very skilled who closely monitor the production of Rahimafrooz Batteries Limited. When a company have these types of skilled employees in their office who are loyal then that become a source of strength for the company.
- ❖ **Quality Product:** Rahimafrooz never compromise with quality of the product. When they produce any kind of product they makes sure that the product has the best quality. High quality product is another source of strength for Rahimafrooz.
- ❖ **Experience:** Rahimafrooz is doing business in the battery market of Bangladesh from 1954. They are present in this market for more than 60 years. So we can say that Rahimafrooz is the most experienced player in the battery market of Bangladesh.

4.1.2 Weakness:

Like other companies Rahimafrooz Bangladesh also have some weaknesses. The main weaknesses that Rahimafrooz should focus to overcome are given below.

- ❖ **Location of the factory:** One of the biggest factories of Rahimafrooz is located in Ishwardi EPZ. The battery which is produced in this factory usually goes to foreign market. So this battery has to export by bringing them in the Chittagong port first which is quite expensive. So it is a sort of disadvantage to Rahimafrooz for exporting their battery in the foreign markets. In terms of SMF battery most of the customers of Rahimafrooz lives in Dhaka, Chittagong or Sylhet which are far from their factory. So they are spending a big amount for the transportation cost due to their location of the factory.
- ❖ **Country of origin:** Rahimafrooz is a Bangladeshi company so they have to use the name of Bangladesh in their product. Bangladesh is not well known for technological product. So, it is very difficult for Rahimafrooz Globatt Limited to compete with companies which are from developed countries. Even in Bangladesh people do not prefer local brand for the technological product. So the country of origin is a big problem for Rahimafrooz Globatt Limited.
- ❖ **Lack of Resources:** Rahimafrooz Bangladesh export different types of batteries in the foreign market. In the foreign market they face competition from some massive organizations which are very powerful in terms of resources. So, lack of resources has become a weakness for Rahimafrooz in the foreign market.

- ❖ **Lack of marketing activity:** In terms of marketing Rahimafrooz is not that much aggressive. That is why many small companies could enter to the local market while Rahimafrooz has the best brand value.

4.1.3 Opportunities:

Opportunities are external factors that represent reasons your business is likely to prosper. An opportunity can create a huge change for a business to success. It is very important to find out opportunities of Rahimafrooz batteries limited because these opportunities can be a represent of future success. Now we will see what opportunities of Rahimafrooz Bangladesh limited currently have.

- ❖ **Access to Wider range of market:** Rahimafrooz Has already exported their battery in more than 50 countries. So they have a little bit experience about the market of these countries. Now if they want to expand their business then they will get some extra opportunities as they already have some experience about these markets.
- ❖ **Access to Chinese Market:** Rahimafrooz Globatt Limited has already entered to the Chinese market which is the largest consumer market in the world. So definitely by entering to the Chinese market Rahimafrooz has created some opportunities for themselves. So, if they can get at least 1% market share of the Chinese market that would be huge.
- ❖ **Growing demand of the local market:** The economic condition of Bangladesh is improving. So the purchasing power of Bangladeshi people are also increasing, when the purchasing power of a country increase the demand of the car also increase. This increase demand of the car can create some opportunities for Rahimafrooz Bangladesh.

- ❖ **Introduction of the Maintenance free battery in the Local market:** Rahimafrooz is the only company who offer SMF in the battery market of Bangladesh. So in this case they are not facing any competition which is a very big opportunity.

4.1.4 Threat:

Threats are external factors which can create huge damage for the organization. Every organization has to be very careful about their potential threats. Like other companies Rahimafrooz also has threat. The main threats of Rahimafrooz Bangladesh limited are given bellow.

- ❖ **Increasing Number of Competitors:** The number of competitors in battery market of Bangladesh is gradually increasing and the small companies are increasing their market share day by day which is a big threat for Rahimafrooz Bangladesh limited. The competitors are taking different actions to attract battery dealers which can increase their market share and if they can increase their market share then Rahimafrooz Batteries limited have to lose their market share. Moreover, there is still room for the new companies to enter to this market and if some other new companies enter to this market then it would be a big problem for Rahimafrooz Batteries limited.
- ❖ **Higher Competition in the foreign market:** The competition in the foreign market is very high. It would be very difficult for Rahimafrooz Batteries limited to export batteries if the existing competitors increase their marketing activity because Rahimafrooz cannot compete with these massive companies.

- ❖ **Copycat Brands:** In some countries Globatt is facing problem from Copycat brands. For example, in Afghanistan there is a copycat brand which did copy of Globatt Logo and name front.
- ❖ **Decreasing Load shedding:** Load shedding is decreasing in Bangladesh which is decreasing the demand of battery in the local market. When the load shedding was high then the demand of IPS and battery was very high but due to the decreasing load shedding the demand of IPS and battery are decreasing.

4.2 Porter's Five Forces Analysis:

In 1979 Michael E. Porter of Harvard Business School identified five key forces that determined the fundamental attractiveness of a market or a market sector in the long term. This is known as Porter's Five Forces Analysis and it provides a model that enables organizations to analyze their industry in a way that takes your competitors activities into account. This is a vital part of creating a strategy, and it is important that managers understand how it works and how to contribute to it.

This is useful, because it helps you understand both the strength of your current competitive position and the strength of a position you are considering moving into. With a clear understanding of where power lies, you can take fair advantage of a situation of strength, improve a situation of weakness, and avoid taking wrong steps. This makes it an important part of your planning tools.

Porter's Five Forces Analysis for Rahimafrooz Globatt limited:

Rahimafrooz Batteries Limited introduced SMF battery in the local market of Bangladesh which is a totally new product in the context of Bangladesh. So it is very important for RBL to do an analysis of the five forces of competition to understand the consumer behavior

4.2.1 Power of supplier: Here we analyze how easy it is for suppliers to drive up prices. This is driven by the number of suppliers of each key input, the uniqueness of their product or service, their strength and control over you, the cost of switching from one to another, and so on.

As we know that if the number of suppliers is low then they enjoy a very high power. In case of Rahimafrooz Batteries Limited their main raw material to produce SMF battery is virgin Lade which they have to import from either china or South Korea. The other sources are the South American countries which are not financially and logistically viable. So we can say that, Rahimafrooz is bound to import virgin lade from either China or South Korea and the number of suppliers in these two countries are very few. So the powers of the suppliers are moderate to high.

4.2.2 Power of buyers: Here we generally analyze how easy it is for buyers to drive prices down. Again, this is driven by the number of buyers, the importance of each individual buyer to your business, the cost to them of switching from your products and services to those of someone else, and so on.

As we know that if the number of buyer is high then the power of buyers decrease and in terms of Rahimafrooz Batteries LTD the number of buyers are sufficient in compare to the number of companies provide the same product. In fact Rahimafrooz Batteries Limited is the only company which sale SMF in the Bangladeshi market. So if anyone wants to purchase a SMF battery they are bound to purchase it from RGL. So the powers of buyers are very low.

4.2.3 Threat of substitute: Here we generally analyze the ability of the customers to find a different way of doing what they are currently doing – for example, if you supply a unique software product that automates an important process, people may substitute by doing the process manually or by outsourcing it.

In terms of Rahimafrooz Batteries LTD, the threat of substitute product is low. As RBL is selling SMF battery which cannot be replaced by any other product so we can say that there is no direct substitute for SMF battery. Traditional battery can indirectly substitute the SMF battery but it cannot satisfy the exact need of the SMF battery. So we can say that the threat of substitute is low for RGL or for SMF battery.

4.2.4 Threat of New Entry: Here we generally analyze the ability of people to enter into the market.

As Rahimafrooz Batteries LTD is doing business of battery which is a very expensive business so we think it is not easy for everyone to enter in the market. As they need a big amount of initial investment and technological expertise to start the battery business so I think the threat of new entrant is low to moderate for Rahimafrooz Batteries Limited.

4.2.5 Competitive Rivalry: Here we do analysis of the number and capability of your competitors. If you have many competitors, and they offer equally attractive products and services, then you will most likely have little power in the situation, because suppliers and buyers will go elsewhere if they do not get a good deal from you.

In terms of Rahimafrooz Batteries Limited the number of current competitor is Zero because there is no other company in Bangladesh which is offering SMF battery in the Bangladeshi market. So RBL is currently free from Competitive rivalry.

PART V

PROJECT: CONSUMER BEHAVIOR OF SMF BATTERY IN BANGLADESH

RBL is going to introduce the maintenance free battery in the local market of Bangladesh. This maintenance free battery is produced by using advanced technology. This battery has some advantages or benefits which traditional battery cannot provide. The advantages of the maintenance free battery are given bellow.

4.3 Advantages of Sealed Maintenance free battery:

Long Life:

Because of its lead calcium design, the Globatt SMF battery will hold its specific gravity more than three times longer than conventional lead antimony types. This means much longer periods between charges when the battery is used in a standby mode, like winter storage and to remain factory-fresh the SMF battery is shipped dry along with its own pack of high-gravity acid that's added at the time of installation.

Non Spillable:

Once filled with acid from its special packs, the SMF battery is virtually maintenance free. All of the acid is absorbed in the special plates and separators, so there is no need to worry about acid leaks on the valuable vehicle parts and accessories.

The Power Advantage:

This added power is an outstanding benefit for heavily accessorized machines or high compression engines. Its high cranking power is also a real bonus for easier starting. To start a heavy engine the battery need some extra power. The SMF battery has 30% more power than the

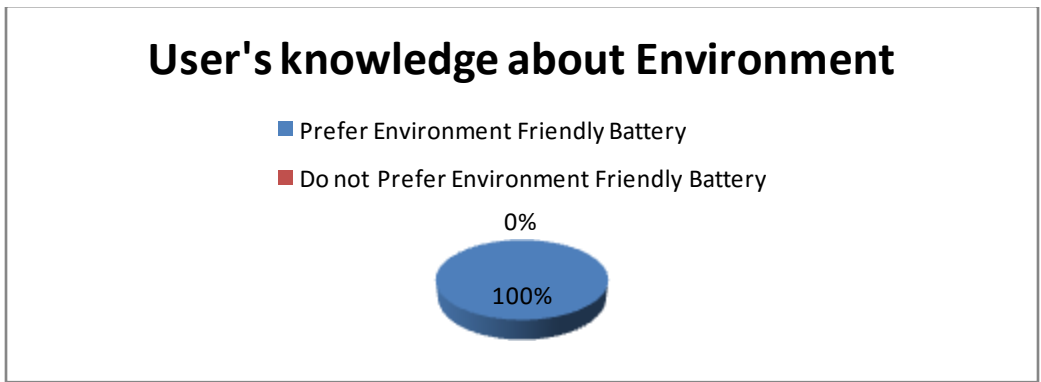
traditional battery. So this extra power makes sure the smooth starting of the heavy engine.

Shorter Recharge time:

The SMF battery takes less time than the traditional battery. When your battery take less time to recharge then definitely it's a big advantage for you. Especially for the IPS users recharge time is very important because during the heavy load shedding period if battery takes large time then it might prevent IPS to provide the appropriate service. SMF take at least 40% less time than the traditional battery. So it's a vital advantage for the users.

More Environment friendly:

The SMF batteries discharge less Hydrogen gas than the traditional battery. Hydrogen gas is very much harmful for the environment and a traditional battery discharge significant amount of hydrogen gas in the environment.



Majority of the battery users even do not know that battery discharge harmful hydrogen gas. SMF battery discharge 80% less hydrogen gas than the traditional battery. If we look at the total demand of battery in Bangladesh then we can see that the total monthly demand is 500000 batteries. So we can imagine that how much hydrogen we are throwing in the environment by using traditional battery. So if we use SMF battery then we can reduce the discharge of hydrogen gas which would be good action to prevent environmental pollution.

Less Risky:

Sometimes traditional Battery might spark which can cause some accident. The main reason behind the spark of battery is the inappropriate position of the liquid acid. In case of SMF we do not need to provide any extra acid water so there is no or very less risk of spark in the SMF battery.

Less effort required:

User always needs to take care of the traditional battery. They have to supply acid water regularly for the service of traditional battery. In the SMF battery we do not need to give any acid water which leaves us from a big task because providing acid water into the battery is an irritating task. (Professional Battery Quality, 2016)



4.4 Pricing Strategy for Globatt SMF battery:

A business can use a variety of pricing strategies when selling a product or service. The price can be set to maximize profitability for each unit sold or from the market overall. It can be used to defend an existing market from new entrants, to increase market share within a market or to enter a new market. In terms of Rafimafrooz Batteries Limited they are going to introduce SMF battery in Bangladesh which is a completely new product in the context of Bangladesh. They are going to have monopoly market in Bangladesh so they can try to get maximum profit from the market.

To me the most appropriate pricing strategy for the Globatt battery would be price skimming strategy. Price skimming is a pricing strategy in which a marketer sets a relatively high price for a product or service at first, and then lowers the price over time. Skimming strategy is an appropriate strategy when

1. There are enough prospective customers willing to buy the product at the high price.
2. Lowering the price would have only a minor effect on increasing sales volume and reducing unitcosts.
3. The high price is interpreted as a sign of high quality.
4. The high price does not attract competitors

Now I am going to show why Skimming strategy is best for the Globatt Battery.

- **No Competitors:** There is no company in Bangladesh which is offering SMF battery. So Globatt is the only SMF battery in Bangladesh. So if anyone wants to have a SMF battery

he or she has to buy a Globatt battery. So Rahimafrooz can charge a bit higher price for their SMF battery.

- **Luxury Consumer:** The target customer for the Globatt SMF battery is the Luxury consumer. SMF battery is a sophisticate product. Everyone will not purchase it. Only the luxury consumer will be able to purchase this SMF battery. So if RGL charge less price then it might create some confusion in the mind of consumer because in Bangladesh the general perception is Good Quality comes with higher price. So to attract the luxury consumer they have to charge a bit higher price.
- **Low power of buyers:** As I have already mentioned that buyer power is very low in terms of SMF battery in Bangladesh as there is no other company in Bangladesh which is offering the same product. When the powers of buyers are low then we can charge a bit higher price.
- **Limited Capacity:** Total capacity of RGL for the local market is only 60000 units per month while the total demand of battery in Bangladesh is more than 500000 units per month. So RGL cannot capture the whole market. They can serve only 10% to 12% of the Market demand. As they cannot sell bigger amount so they have to make profit from their limited sales and the only way to do it is charging a higher price.

Sl. No	Type of Vehicles	Upto-2010	2011	2012	2013	2014	2015	29-Feb-16	Grand Total
1	Ambulance	2793	219	181	243	338	480	78	4332
2	Auto Rickshaw	126763	20423	23545	15697	19897	20000	1999	228324
3	Auto Tempo	14266	175	626	395	500	1095	136	17193
4	Bus	27778	1761	1439	1107	1488	2391	577	36541
5	Cargo Van	3522	489	282	687	608	399	64	6051
6	Covered Van	5658	2354	1421	2271	2869	2354	416	17343
7	Delivery Van	17063	1004	774	894	1176	1719	281	22911
8	Human Hauler	6520	1152	715	385	225	1142	501	10640
9	Jeep(Hard/Soft)	32286	2134	1569	1314	1870	3601	777	43551
10	Microbus	66379	4051	3044	2537	4313	5224	1062	86610
11	Minibus	25644	276	249	148	256	323	73	26969
12	Motor Cycle	759257	114616	101588	85808	90685	240358	41467	1433779
13	Pick Up (Double/Single Cabin)	32240	10460	7625	6553	9554	10257	1512	78201
14	Private Passenger Car	219830	12950	9224	10472	14699	21062	3910	292147
15	Special Purpose Vehicle	6371	396	226	227	172	296	78	7766
16	Tanker	2706	317	195	226	362	324	64	4194
17	Taxicab	44380	75	172	51	374	88	4	45144
18	Tractor	20600	5200	3494	1885	1522	1699	423	34823
19	Truck	82871	7327	4335	5129	8136	6330	958	115086
20	Others	1317	7	1	1080	1595	2073	572	6645
TOTAL		1498244	185386	160705	137109	160639	321215	54952	2518250

Chart: Number of listed motor vehicle

From the above chart we can see that the total number of listed motor vehicle is more than 25 lacks. If we consider that 1 battery will last for 1 year then these motor vehicle will need more than 25 lacks battery per year. So from this we can see that 60000 batteries are very small amount compare to the demand. So RGL do not need to consider the whole market right now. They can focus only on the luxury consumer and that will permit them to charge a higher price for their SMF battery.

- **Maintaining the image of good quality:** RGL must maintain the image that Globatt battery is a premium class battery. So if they charge low price then it might create confusion in the mind of customers about the quality because in Bangladesh people believes that the price of good quality product must be higher.

- **Maintaining balance with the parent company:** The parent company of RGL is Rahimafrooz Bangladesh limited. Generally Rahimafrooz Bangladesh Limited charges higher price for each and every product that they sales. So if RGL charge charge less price for SMF battery then it would be contradiction with the strategy of their parent company.

So after analyzing all of the above factors I can safely say that, Skimming strategy would be the best pricing strategy for the Globatt SMF battery but if it is required then gradually they can decrease the price in the future.

4.5 Distribution Channel:

The path through which goods and Services travel from the manufacturer to the consumer or payments for those products travel from the consumer to the manufacturer is called distribution channel. A distribution channel can be as short as a direct transaction from the vendor to the consumer, or may include several interconnected intermediaries along the way such as wholesalers, distributors, agents and retailers. Each intermediary receives the item at one pricing point and moves it to the next higher pricing point until it reaches the final buyer. Coffee does not reach the consumer before first going through a channel involving the farmer, exporter, importer, distributor and the retailer.

Rahimafrooz Bangladesh limited currently distributing their goods in two ways. In the city of Dhaka, Chittagong and Sylhet they follow one type of distribution channel and for rest of the country they follow another distribution channel.

In Dhaka, Chittagong and Sylhet Rahimafrooz follow direct distribution policy. Rahimafrooz has a separate Company name Rahimafrooz Distribution limited through which Rahimafrooz distribute all of their goods in Dhaka, Chittagong and Sylhet. Rahimafrooz sales near about 55% of their total battery in these three cities. So these three cities are very important market for Rahimafrooz and that is why they handle this market by their own company. Here the manufacturing companies supply the goods to the Rahimafrooz Distributors limited and RDL directly sales those goods to the retailers. So here they maintain a very simple and short distribution channel.

For rest of the country they follow a comparatively complex and wider distribution channel. Here the manufacturing companies of Rahimafrooz Bangladesh limited supplies the goods to the regional distributors then the regional distributors supply the goods to the dealers. At the last

stage the dealers supply the goods to the retailers. So here they follow a comparatively complex supply chain.

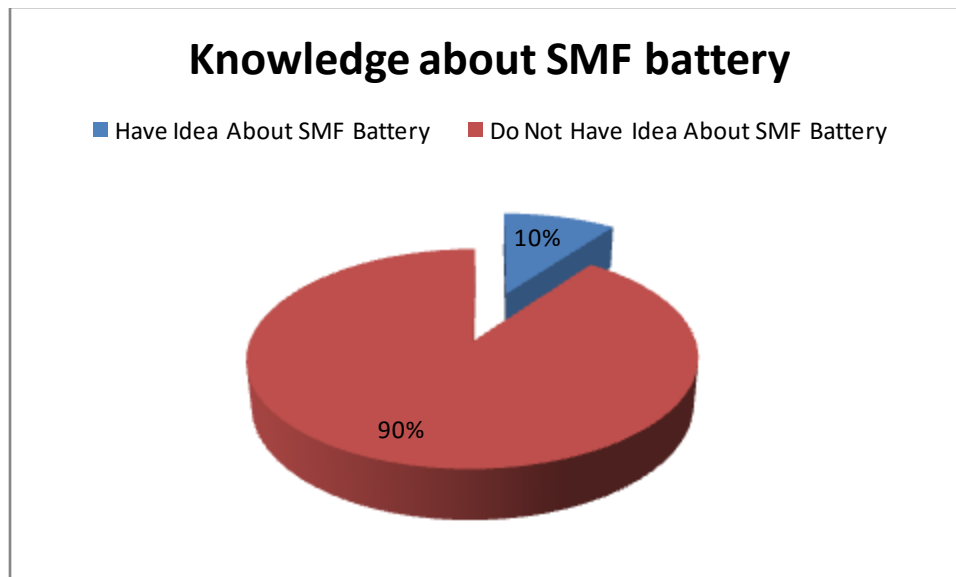
Appropriate Supply chain for the Globatt SMF battery:

As the target customers of the Globatt battery are the luxury consumers of Bangladesh so they can sale the batteries through RDL. Majority of the luxury consumer of Bangladesh lives in Either Dhaka or Chittagong or Sylhet. So they do not need to go for a complex distribution channel. The total capacity of Globatt is only 60000 batteries which can be easily sold in these three big cities so they do not need to take extra pressure. Moreover, if they can sell through RDL they can save huge amount of intermediary cost which will increase their profit. If they failed to sell all the battery in these three cities then they can go for some other districts. In that case they can give preference to Khulna and Rajshahi region because these two regions are very near to their production unit which is located in Pabna.

So after analyzing all the relevant factors I can say that Rahimafrooz must try to sell all of their batteries trough RDL in Dhaka, Chittagong and Sylhet. That would be the best choice for them.

4.6 Promotional Activities of Rahimafrooz Globatt Limited:

A company need to put emphasize on promotional activities strongly when they are introducing a new product. Rahimafrooz Globatt Limited is introducing SMF battery in Bangladesh which is a totally new product in the context of Bangladesh.



From the above chart we can see that people do not have idea about SMF battery. So if they cannot promote the product then people will not understand the benefit of the product. To teach the customer and to create awareness among the customer about the product appropriate promotional activities are very important. The promotional activities that Rahimafrooz are currently doing are given bellow.

Television Commercial (TVC): As a primary promotional activity RGL put lots of emphasize on TVC because through TVC they can create market awareness. Recently Rahimafrooz introduced SMF battery in Bangladesh which is a totally new product in the context of Bangladesh. Majority of the Bangladeshi do not have any idea about the benefits of SMF battery. So Rahimafrooz have to teach people about the benefits of the SMF battery and they have to

create awareness about the new type of battery that they have introduced in the Bangladeshi market. To do so they are doing some promotional activities and TVC is one of them. Recently they have spent a lot in TVC promotion. Moreover, they are planning to do further Television promotion so that they can teach the benefits of the SMF battery to the people of Bangladesh and can get the monopoly advantage in the local market as there is no other company is offering SMF battery in Bangladesh.

Social Media Promotion: Social media is one the most powerful media through companies can reach to the mass people as majority of the young people are now spend huge time in the social media. As an innovative company Rahimafrooz Batteries Limited cannot miss this thing. They have recently become very active in the social media and doing lots of promotional activities through Social media especially through Face book. Rahimafrooz Globatt has their own Face book page through they are doing their promotional activities. The link of the Face Book page of Globatt is given bellow.

https://www.facebook.com/DriveWithin/?fref=ts&ref=br_tf

Sponsorship of Events: Rahimafrooz Globatt Limited gives sponsorship in some events to promote their own brand. For example, they sponsored a motor race event which is quite relevant. As RGL is doing business in the automobile sector so it is better to sponsor those events which are related to auto mobile industries.



Billboard: As a promotional activities Rahimafrooz are using different types of billboard in different location on Bangladesh. Basically Rahimafrooz give billboard to all of their distributors and retailers and sets the billboard on the top of their store or display center. This is a very useful toots of promotion because when a customer comes to the store or display center they can see the billboard and that create some sort of impact on the mind of the customers. Moreover, they sets billboard on some important location of the country like in front of a bus station or in the highway were people can see their billboard.

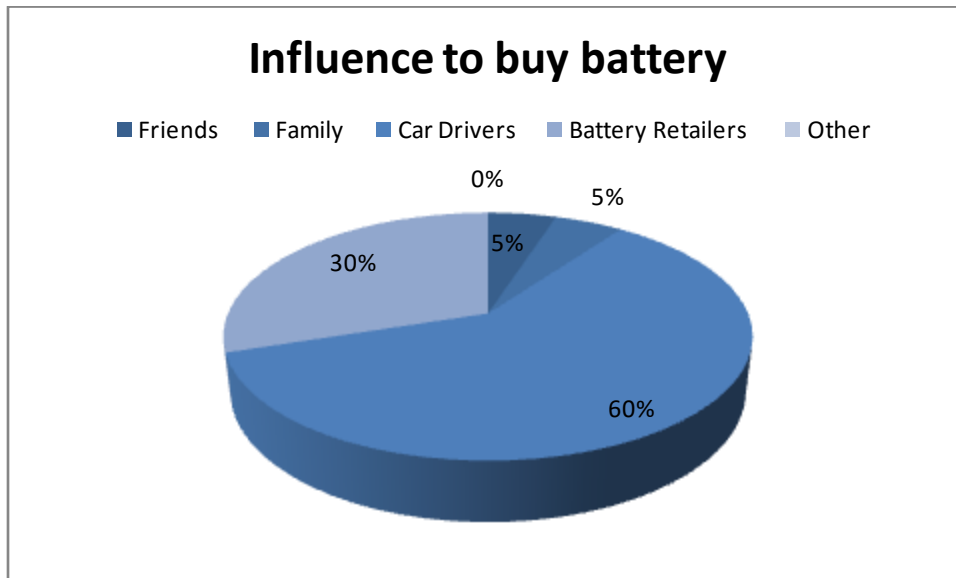
Newspaper Advertisement: Newspaper is also a good source to reach to the target customers. Rahimafrooz regularly give advertisement in different national newspapers. Specially to promote the special offer or to show the price of the products Rahimafrooz use the newspaper advertisement. This is a source through which they can give details information about the goods to their customers.

These promotional activities are not enough to create awareness among the customers about the SMF battery and to boost up the sales. To make the promotional activities appropriate Rahimafrooz must ensure recommendation from the experts. Now I am going to discuss this issue.

Recommendation from the experts:

We generally do not purchase medicine based on our own wish. We purchase those medicines which are recommended by the doctors who are experts in this field. That is why medicine companies do not do any public promotional activities. Battery is very similar to medicine. The general people generally do not spend much time to get knowledge about battery. So we have a

very little knowledge about battery. So when we purchase battery we take suggestion from experts like our drivers or sometimes from the retailers.

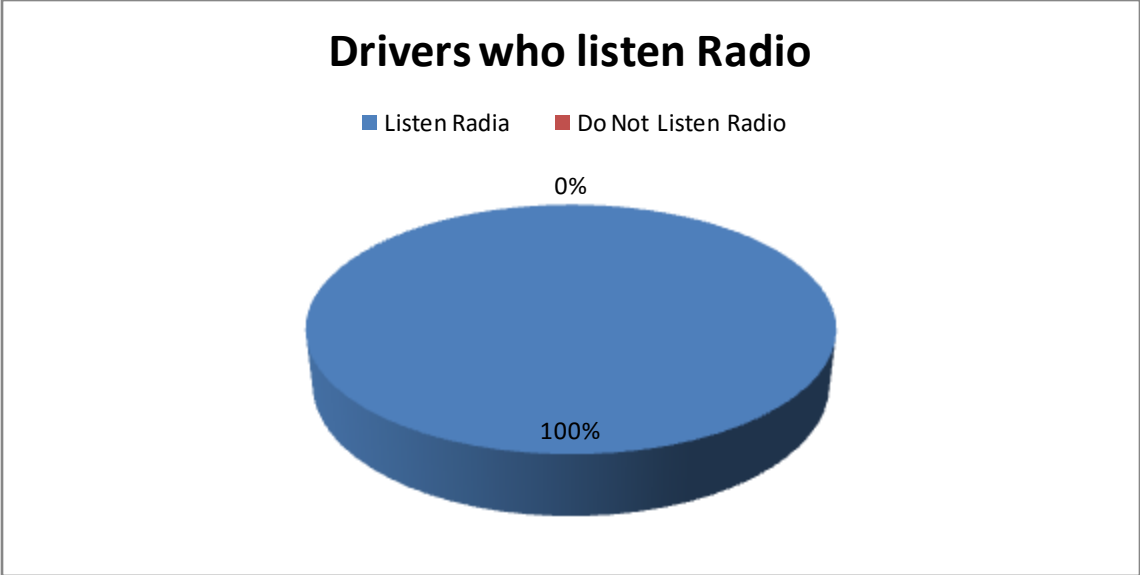


So to boost up the sales RGL need to ensure that customers are getting recommendation from the experts about Globatt Battery. To ensure that RBL has to do the following activities.

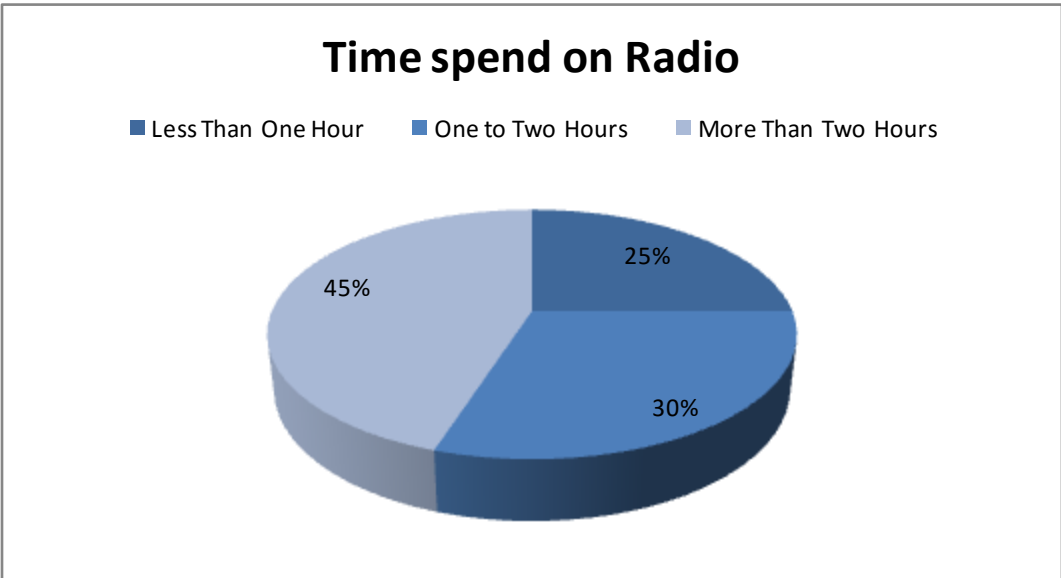
Ensuring recommendation from the drivers:

Drivers are one the major influential forces who can influence the purchasing decision about battery. So it is very important for RGL to ensure getting recommendation from the drivers. To get the recommendation from the drivers RGL need to do the following activities.

- **Radio Advertisement:** Drivers of Bangladesh usually listen radio when they are inside the car but not driving. So we can say that drivers passes the free time by listening radio and that is why radio advertisement is the most important tools to reach to the drivers of Bangladesh. I did a survey on the drivers and in that survey I found that 100% drivers like to listen radio while they are not deriving. I did the survey on 20 drivers and all 20 drivers gave the same answer.



So if RGL give advertisement on radio then it would be very useful to convince the drivers and if they can convince the drivers then their customers will get recommendation about RGL from their drivers.



- **Free driving school:** Rahimafrooz do a lot of CSR activities. Now a day's CSR activities are for win activities. Organization will provide something for the society and in returns they will get something from the society. As a CSR activity Rahimafrooz can open a free

driving school. In that school, if they can give driving training to prospective drivers then those drivers will be loyal towards Rahimafrooz. When the amount of trainees will increase then Rahimafrooz can get the benefit of word of mouth. By doing this they can ensure the recommendation from the drivers for their customers.

Ensuring recommendation from Retailers: In the selling process of battery retailers are very important. It is observed by the RGL that retailer huge impact on the buying decision of battery. So RGL need to ensure that their brand is recommended by the retailers and to do so they have to do the following activities.

- **Appropriate commission:** when the retailers will get the appropriate commission from the company then they will try to sell that product. It is obvious that if they get maximum commission from RGL they will try to sell Globatt battery as much as they can instead of other brands. So RGL need to provide appropriate commission to the retailers.
- **Incentive:** RGL have to arrange incentive for their retailers. If any retailers can fulfill the target then RGL must give incentive to that retailer. It will increase the retailer's motivation.
- **Others benefits:** RGL have to ensure continues attractive bonus for the retailers. For example they can offer foreign trip to their retailers under some condition. It will help to increase the motivation of the retailers. By these ways RGL can ensure the positive recommendation from the retailers.

Conclusion

Introducing a completely new product in a market is always a massive challenge for any company. Rahimafrooz Bangladesh limited is doing battery business from 1954 and still they are the market leader of the battery market of Bangladesh. Before 2007 Rahimafrooz was enjoying a sort of monopoly market in Bangladesh as there was no such big competitor in this sector of Bangladesh but the scenario has been changed. There are more or less 5-7 big companies are now running their operation in Bangladesh and their market share is increasing day by day as a result Rahimafrooz is facing a huge competition in Bangladesh. Though there are several companies are selling battery in Bangladesh still Rahimafrooz is the market leader of the battery market but the scenario might change any time. To be the market leader in battery sector of Bangladesh Rahimafrooz need to something which will give them some sort of competitive advantages in the market. To ensure the leadership position in Bangladeshi battery market Rahimafrooz has introduced a high-tech sealed maintenance free battery which is completely new in the context of Bangladesh and no other company is selling SMF battery in Bangladesh.

As Rahimafrooz is going to introduce a totally new product which is SMF battery they need to ensure the product awareness among the target customer. To ensure the product awareness they have do a lot of relevant promotional activities. Currently they are doing some sort of promotional activities like TVC, newspaper advertisement, sponsoring some relevant events but still they need to do something more. To endure the sales they need to endure recommendation from the experts like, car drivers and battery retailers. To do so they have to do some relevant activities like radio advertisement as the car drivers likes to listen radio. Moreover, they can establish a free car driving school as a CSR activity which might influence the car drivers to recommend their battery to the target customer. To ensure the recommendation from the battery

retailers they have to take proper steps to maintain a good and profitable relationship with the battery retailers. SMF battery has several benefits which traditional battery do not have but if RGL fail to communicate those benefits with their target customer they cannot ensure sales in the market. So they need to be very careful about this issue. Maintaining distribution channel properly is very important in introducing a new product. As the target customers of RBL lives in Dhaka, Chittagong and Sylhet so they can use the distribution channel of the Rahimafrooz Distribution limited, this will help the parent company in increase their profit.

Finally I want to say that, if RBL can perform the marketing activities properly SMF battery has huge potential in Bangladesh as no other company is offering the same product in the same market. So RBL need to put lot of emphasize on the marketing activities so that they can get their desire market with the desired profit. This will ensure their leadership position in the battery market of Bangladesh.

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Appendix

Questioners for Survey: 1

Q1. Do you have any idea about maintenance free battery?

- Yes
- No

Q2. What feature do you expect from a battery which will influence you to purchase the Battery?

- Spark free
- Do not require acid water
- Size of the battery
- Design of the battery
- Other

Q3. Do you think the Environmental friendliness of battery is important?

- Yes
- No

Q4. Who influence you most in making battery purchase decision?

- Friends
- Family members
- Car driver
- Battery retailers
- Others

Questioners for Survey: 2

Q1. Do you like to listen Radio?

Yes

No

Q2. Who often you listen Radio?

Less than one hour

One to Two hours

More than Two hours