

INTERNSHIP REPORT
ON
CURRENT PERFORMANCE OF WALTON MOBILE
IN COMPARISON WITH THE COMPETITORS
AND
EFFECTIVENESS OF ITS
PROMOTIONAL ACTIVITIES

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UNIVERSITY

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Inspiring Excellence

Internship Duration: October 22, 2016 to January 21, 2017

Submission Date: February 08, 2017

LETTER OF TRANSMITAL

February 08, 2017

To,

Tanzin Khan

Lecturer

BRAC Business School,

BRAC University.

Subject: Submission of Internship Report.

Dear Madam,

With due respect and humble submission I would like to thank you for advising me to complete the Internship Report on the "CURRENT PERFORMANCE OF WALTON MOBILE IN COMPARISON WITH THE COMPETITORS AND EFFECTIVENESS OF ITS PROMOTIONAL ACTIVITIES" and submit it, which is obligatory requirement for the BBA Program of BRAC Business School. It has bestowed me with the opportunity of applying my knowledge in reality along with experiencing corporate environment.

I gave my utmost effort to prepare this report with my short term experience in the organization as well as information gathered from different sources. I would be grateful for any assessment or rectification given on any mistake arising from the report since I am not experienced in this aspect.

Sincerely yours.

Md. Mehedi Hasan

ID: 13104004

BRAC Business School.

ACKNOWLEDGEMENT

First and foremost, I am grateful to the almighty ALLAH, for blessing me with the physical and mental stability to complete the report.

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EXECUTIVE SUMMARY

WALTON MOBILE is a sister concern of WALTON group which was initiated by S.M Nurul Alam Rezvi under the umbrella of R.B Group (Rezvi and Brothers) in 1977. WALTON MOBILE started its operations back in December 2010, and presently embraces no. 3 spot of Bangladesh mobile phone industry that worth **550** crore Tk. per month, accumulatively **6600** crore per year, where SYMPHONY holds no. 1 place and SAMSUNG is at no. 2. It possesses a market share of **12%** with a growth rate of **7.96%** as well as an annual sale of **5,603,520,642** Tk. in 2016. Based on the sales value of 2016, amongst the sales percentage of 100%, SYMPHONY grips 41.67%, SAMSUNG 32.33%, HUAWEI 9.44%, WALTON grasps **8.48%**, and the remaining 8.08% is completed jointly by other rarely known brands. The directors of WALTON group are keen of promoting the group WALTON rather than individually highlighting WALTON MOBILE. Their most recent promotional activity for WALTON MOBILE was X4 Pro Pre Order which resulted in a sale of total **2,754,050** Tk. Their future visions include reaching every hand of Bangladesh along with producing all their products at own manufacturing plant.



Chapter-One

The Organization

The Organization

1.1) Introduction

WALTON MOBILE is currently a renowned brand name in the mobile phone market of Bangladesh. At present, WALTON MOBILE holds no.3 position with 12% of market share along with an impressive 7.96% of annual growth rate in the extremely competitive mobile phone market of Bangladesh. As a matter of fact, WALTON MOBILE is the most popular and profitable brand under the umbrella of R.B. group which is currently known as WALTON group. Moreover, all its products are assembled and tested in its own subsidiary named “Walton Hi-Tech Industries Ltd.” situated at Chandra, Gazipur. WALTON MOBILE started its journey in December 2010 and after completing six years it is now flourishing and expanding in every possible market segments along with product offerings.

1.2) History

WALTON Group of Industries was founded by S.M Nurul Alam Rezvi under the umbrella of R.B Group (Rezvi and Brothers) in 1977 as a trading company (Abedin, 2013). Over the next three decades, it expanded into steel, textiles, electronics and automobiles. Walton entered into the steel industry in late 1970s and the electronics and automobiles in early 2000s. Since then, electronics and automobiles and these became its most important sources of income. Here’s the prestigious history of WALTON at a glance:-

- ◆ 1977 Started Trading & Production business of Construction and Dairy products in name of “Rezvi & Brothers” and “Rezvi & Brothers Dairy Firm”.

- ◆ 1992 Started direct and indirect import, production, and marketing of C. I. Sheet and its related materials.
- ◆ 1993 Established R. B. Dairy Complex. This company has got several awards from government authorities for its contributions in this sector in Bangladesh.
- ◆ 1994 Started Electrical & Electronics business by importing some renowned branded Electrical & Electronics products from Singapore.
- ◆ 1996 Established Tricon Electronics Co. and started marketing of imported goods.
- ◆ 1998 Established Tricon Electronics Ltd. and started Production of Television.
- ◆ 2001 Registered R. B. Group of Companies Ltd. & expanded business in Electrical, Electronics & Automobiles sector.
- ◆ 2003 Setup production plant for Color Television and Motorcycle.
- ◆ 2005 Registration of R. B. Composite Textiles Ltd. & R. B. Technologies Ltd for Knitting, Fan, DVD, IPS & Voltage Stabilizers etc.
- ◆ 2006 Registration of Walton Hi-Tech Industries Ltd. for production of Refrigerator & Motorcycle which is the first production plant of such kind in Bangladesh.
- ◆ 2007 Started commercial production of Refrigerator & Motorcycle in Walton Hi-Tech Industries Ltd.
- ◆ 2010 Started mobile phone department in Walton Group.

Board of Directors

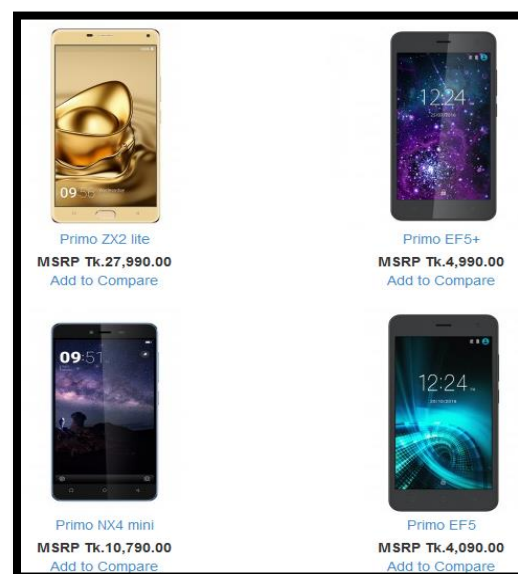
Name	Designation	Company
S.M. Nurul Alam Rezvi	Chairman	R.B. Group
S.M. Shamsul Alam	Managing Director	R.B. Group
S.M. Ashraful Alam	Managing Director	Walton Hi-Tech Industries Limited
S.M. Mahbubul Alam	Director	R.B. Group
S.M. Rezaul Alam	Director	R.B. Group
S.M. Monjurul Islam Ovee	Director	R.B. Group

1.3) Product Offerings

At present, WALTON MOBILE is offering diversified products across Bangladesh as well as in foreign markets. The offered products of WALTON MOBILE are mainly categorized in 4 disciplines and they are (Home, n.d.) :-

- I. Smart Phone
- II. Feature Phone
- III. Walpad
- IV. Accessories

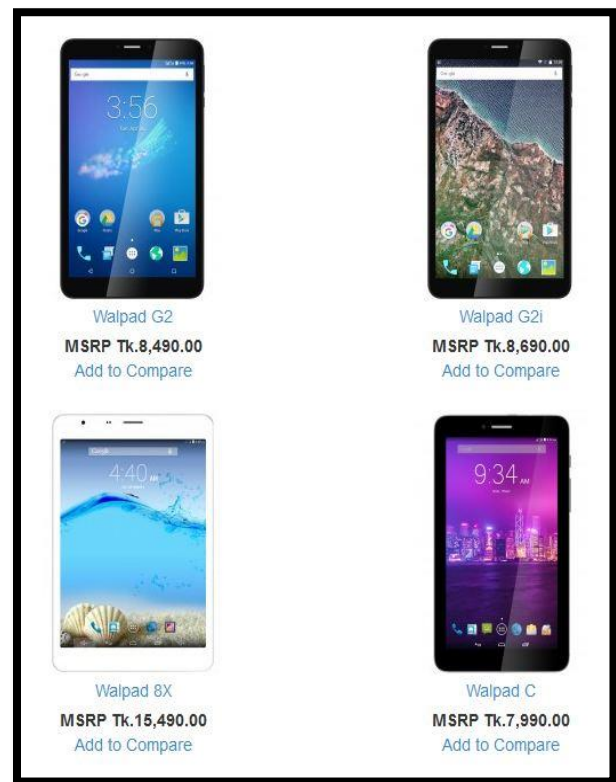
Smart Phone: WALTON MOBILE is currently offering 54 android operated smart phones of different price ranges and configurations under the sub-brand name of "Primo". Some example of the products are:- "Primo ZX2 lite", "Primo EF5+", "Primo NX4 mini", "Primo EF5" etc. (Smart Phone, n.d.)



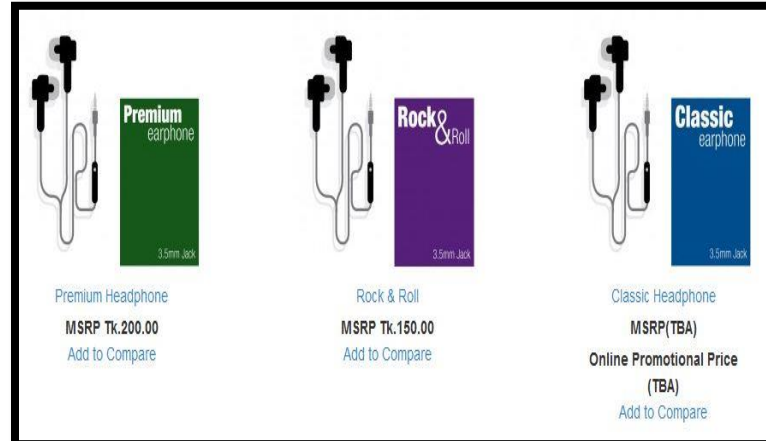
Feature Phone: Presently, 24 feature phones also known as bar phones are being offered by WALTON MOBILE under the name of both sub-brand "OLVIO" and parent brand "WALTON" at various price ranges with different features. Example of feature phones would be:- "L11", "MH13", "Q33", "MH12" etc. (Feature Phone, n.d.)



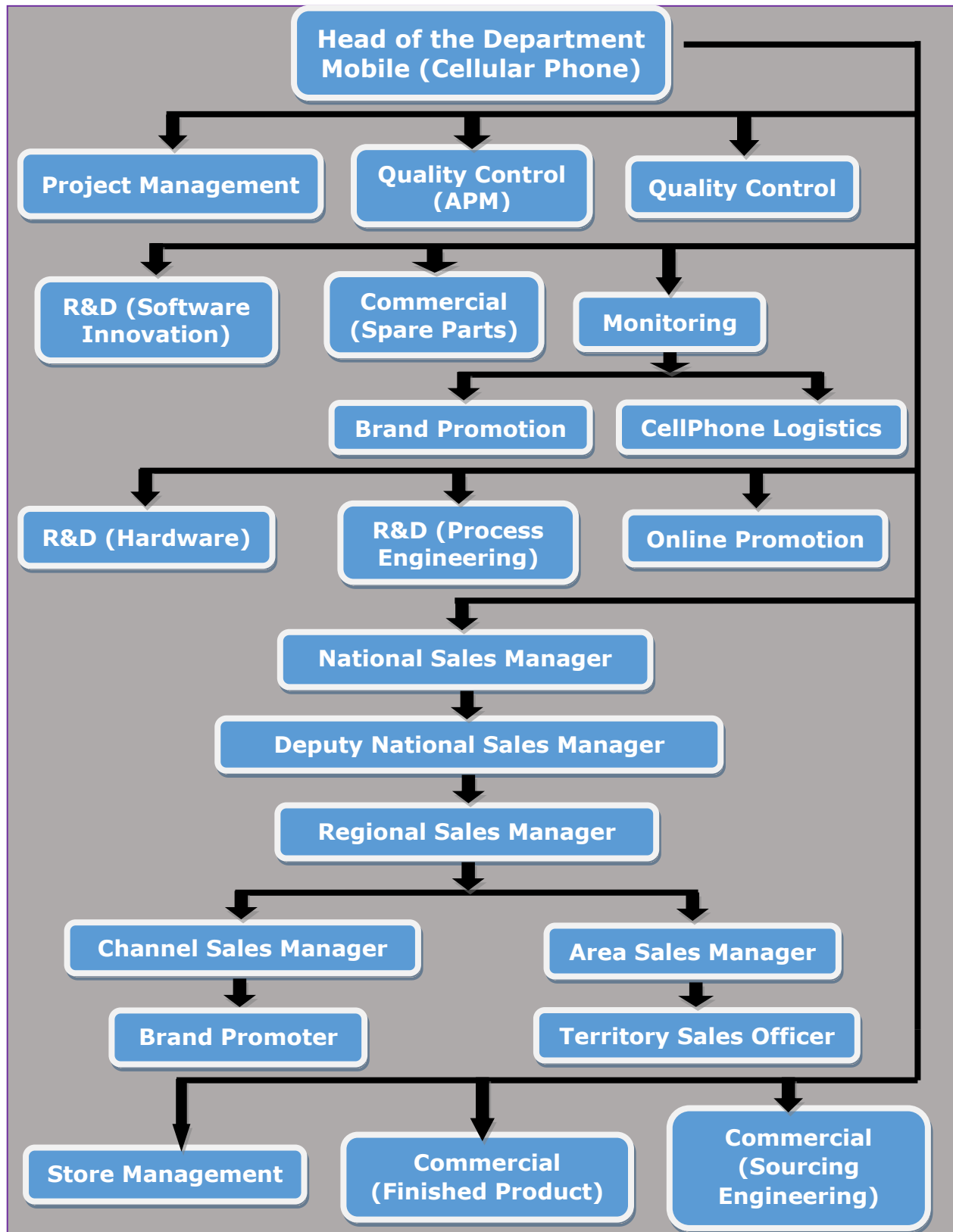
Walpad: At this time, WALTON MOBILE is offering 8 tabs of both android and windows platform under the sub-brand name of "Walpad" with different price tags and configurations. Example of walpads are:- "Walpad G2", "Walpad G2i", "Walpad 8X", "Walpad C", etc. (Walpad, n.d.)



Accessories: WALTON MOBILE is now providing nice and stylish flip covers, back covers and screen protectors as accessories of WALTON smart phones, walpads and laptops. Moreover, 3 types of earphone namely:- “Premium Headphone”, “Rock & Roll”, and “Classic Headphone” are being offered in different prices. Furthermore, 7 kinds of power banks of diverse designs, capacity, and prices are provided by WALTON MOBILE. (Accessories, n.d.)
(Earphone, n.d.) (Power Bank, n.d.)



1.4) Operational Network Organogram



1.5) Visions for the Future

- ⇒ Achieve no. 1 position in the mobile phone market of Bangladesh.
- ⇒ Reach at every hand of Bangladesh.
- ⇒ Manufacture smart phones, tabs and feature phones at their own subsidiary named "Walton Hi-Tech Industries Ltd."
- ⇒ Continue introducing latest operating systems with enhanced computing competency and connectivity.
- ⇒ Endure high resolution touch screen and cutting-edge web browsers having standard web page visibility.



Chapter-Two

Job

Job

2.1) Description

As an intern, I am actually assigned as an assistant to Mr. Khandoker Sadiquzzaman Sadik, Senior Officer of CellPhone Logistics team of Marketing and Sales Department of WALTON MOBILE. Since one member of this team is on maternity leave for 4 months, the work pressure is now almost double on Mr. Sadiquzzaman. So, I am helping him out in some fragments of his work area as a pressure releaser. And to do so, I have been taught to pick orders of dealers of WALTON MOBILE from its own Outlook email service and write down the orders in company's printed memo. Moreover, I have been briefed about the formats to follow while writing appointment letters to employ brand promoters for numerous dealers as well as making MS Excel top sheets of rebate adjustments for decreased price of mobile phones.

2.2) Specific Responsibilities of the Job

My specific responsibilities of the job are listed below:-

- Compose appointment letters to employ brand promoters for numerous dealers of WALTON MOBILE.
- Create top sheets of rebate adjustments on MS Excel for price changes of various mobile phones.
- Pick orders of dealers of WALTON MOBILE from its own Outlook email service.
- Write down the picked orders in company's printed memo.
- Giving entry of the purchase date of all the power banks in company's database through ORACLE e-Business Suite to secure warranty issues.
- Make top sheets of all the sold power banks.
- Check activation date of received IMEI numbers of sold mobile phones through "Bar Code Scanner" to adjust rebate issues.

2.3) Different Aspects of Job Performance

There are quite some key features of my job performance such as:-

- ✚ Sound concentration while picking and writing orders is required, because a small mistake in the model name or quantity can create huge monetary loss as well as hazards.
- ✚ I have to ensure that entries of the power banks are properly done, or else, it will create sufferings for not only the organization but also the customer.
- ✚ I must be extra careful to remain error free while making top sheets of rebate adjustments. Since a huge number of money is related to it, any mistake here can lead to a penalty for my controller and even to legal hazards.
- ✚ I can not help checking all the appointment letters I composed several times before printing so that I can stay away from blunder.

2.4) Critical Observations and Recommendations

During my stay at WALTON MOBILE, I detected a few noteworthy things and those are:-

- A lot of paper works causing wastage of paper.
- Unwanted time killing for hanging around “EBS” and “POS”, two components of ORACLE e-Business Suite to complete and approve just one order.
- Unknowing of the dealers and plaza managers regarding whom to contact while facing any technical problem related to ORACLE.
- The online promotional activities of WALTON MOBILE are not engaging enough.

My recommendations in this regard would be:-

- Since all the tasks can be completed through MS Office, WALTON MOBILE can choose to preserve all the information in MS Office's different formats or in "PDF" and print when hard copy is required.
- WALTON MOBILE can try to integrate "EBS" and "POS" to save the precious time and efforts of the employees.
- The company should effectively communicate with their dealers along with plaza managers and ensure that they know whom to contact while facing any technical problem related to ORACLE.
- Company can hire two skilled professional on online promotion or an agency and give a budget of \$1200 for 4 months along with a set target to increase engagements of online promotional activities.



Chapter-Three

The Project

CURRENT PERFORMANCE OF WALTON MOBILE IN COMPARISON WITH THE COMPETITORS AND EFFECTIVENESS OF ITS PROMOTIONAL ACTIVITIES

3.1) Summary

This project refers to the current performance of WALTON MOBILE, comparison with its competitors, and effectiveness of its promotional activities. Now a days, WALTON MOBILE grasps no. **3** position with **12%** market share of the mobile phone market of Bangladesh which worth **550** crore Tk. per month accumulatively **6600** crore Tk. per year, where SYMPHONY and SAMSUNG are holding the position of no. 1 and no. 2 respectively. In 2016, WALTON MOBILE completed a total sale of **5,603,520,642** Tk. maintaining a growth rate of **7.96%** than 2015. On the basis of the sales value of 2016, amongst the sales percentage of 100%, SYMPHONY embraces 41.67%, SAMSUNG 32.33%, HUAWEI 9.44%, WALTON grasps **8.48%**, and the rest 8.08% is made by other small brands. The latest promotional activity of WALTON MOBILE namely X4 Pro Pre Order was effective in creating buzz in the market and making a total sale of **2,754,050** Tk. by 17 January 2017. All the informations related to the project are well described and transformed into data tables and charts below for improved understanding and projection.

3.2) Description

❖ **Objective:** The key objectives of this report are:-

- Evaluate current performance of WALTON MOBILE in comparison with its competitors.
- Portray relationship of the effectiveness of WALTON MOBILE's promotional activities with its sales.
- Conduct a SWOT analysis of WALTON MOBILE.

- ❖ **Methodology:** The methodologies followed regarding the preparation of this report are “primary data review” and “secondary data review”. In case of “primary data review”, I have gone for “observation” as well as “face to face” interview with some of the mid-level along with the executive level employees of WALTON MOBILE such as:- Senior Deputy Director, Deputy Director, Assistant General Manager, and Area Sales Manager.
- ❖ **Limitations:** In spite of my utmost efforts there are a few limitations in this report which are namely:-
 - Due to confidentiality issues I could not go through all the raw sales report and so I could present a few on this report.
 - With the experience of only three months, my observations and recommendations may turn out to be inappropriate.
 - I could only collect three of the competitors’ sales report and I had to make comparison depending only on that.
 - The preserved data of WALTON MOBILE were not well organized.

3.3) Main Body

3.3.i) Yearly Sales Comparison

WALTON MOBILE is currently performing well in the mobile market of Bangladesh with a total sale of **5,603,520,642 Tk.** Along with a promising growth rate of 7.96% in 2016. And it is expected to increase in future. (Sadiq, 2016)

Table 1
Walton Mobile
Yearly Sales Comparison (2014-2016)

	2014 (BDT)	2015 (BDT)	Growth (%)	2016 (BDT)	Growth (%)
Mobile Dealer	3,360,908,633	4,036,055,598	22.32	3,666,115,152	-(9.98)
Walton Plaza	953,006,808	1,098,137,733	17.57	1,700,489,092	63.84
Electronics Dealer	53,233,017	93,215,501	86.98	236,916,398	189.85
Total	4,367,148,458	5,227,408,832	22.07	5,603,520,642	7.96

It shows that, WALTON MOBILE made a 22.07% total growth in the year 2015 than 2014 with a total sale of **5,227,408,832 Tk.** And even after maturity, they maintained a 7.96% total growth in spite of a decrease of 9.98% in the sales of their mobile dealers in the year 2016 dealing with a few obstacles and ended up with a total sale of **5,603,520,642 Tk.** All these data are transformed into separate charts for better understanding and representation.

Chart 1

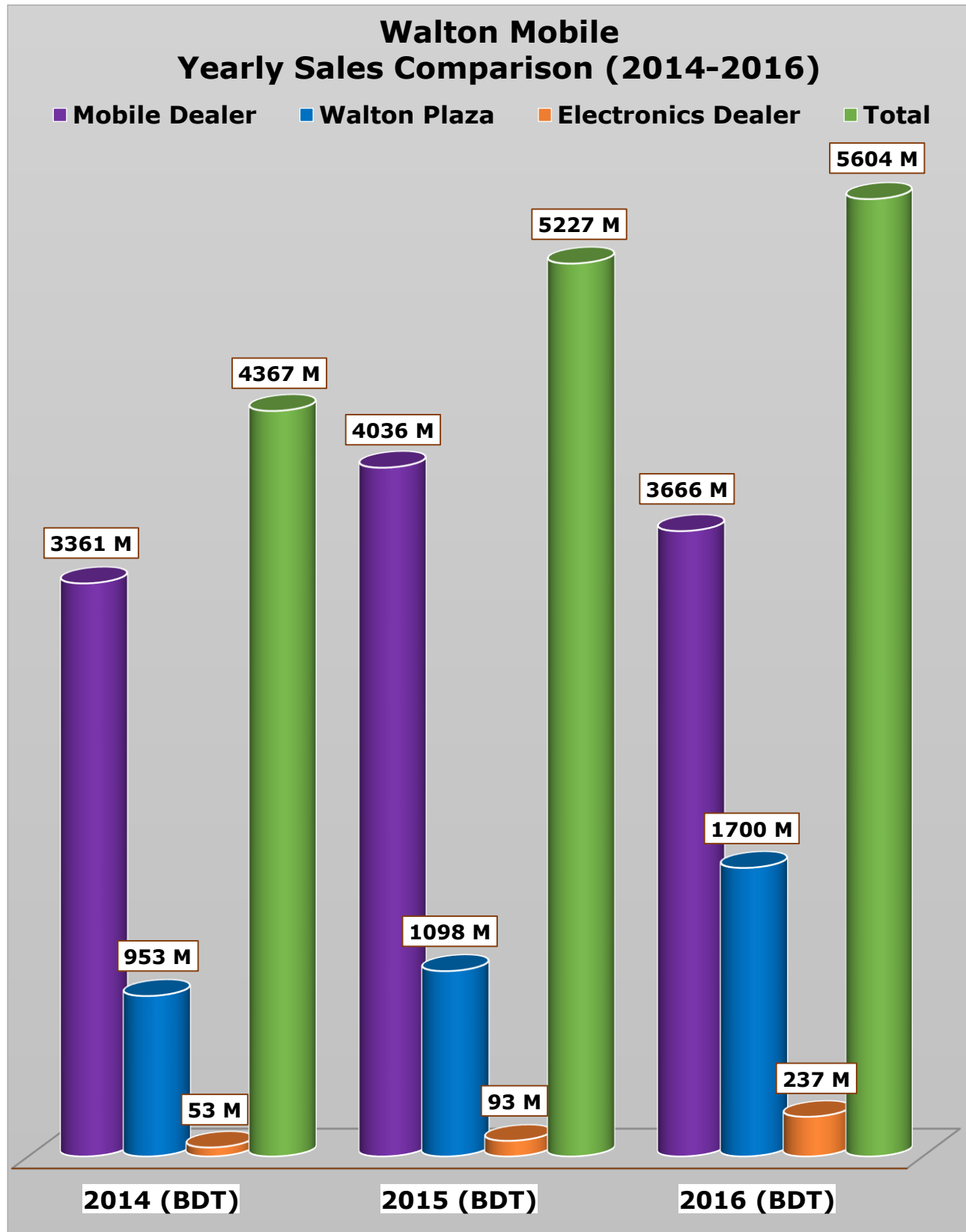
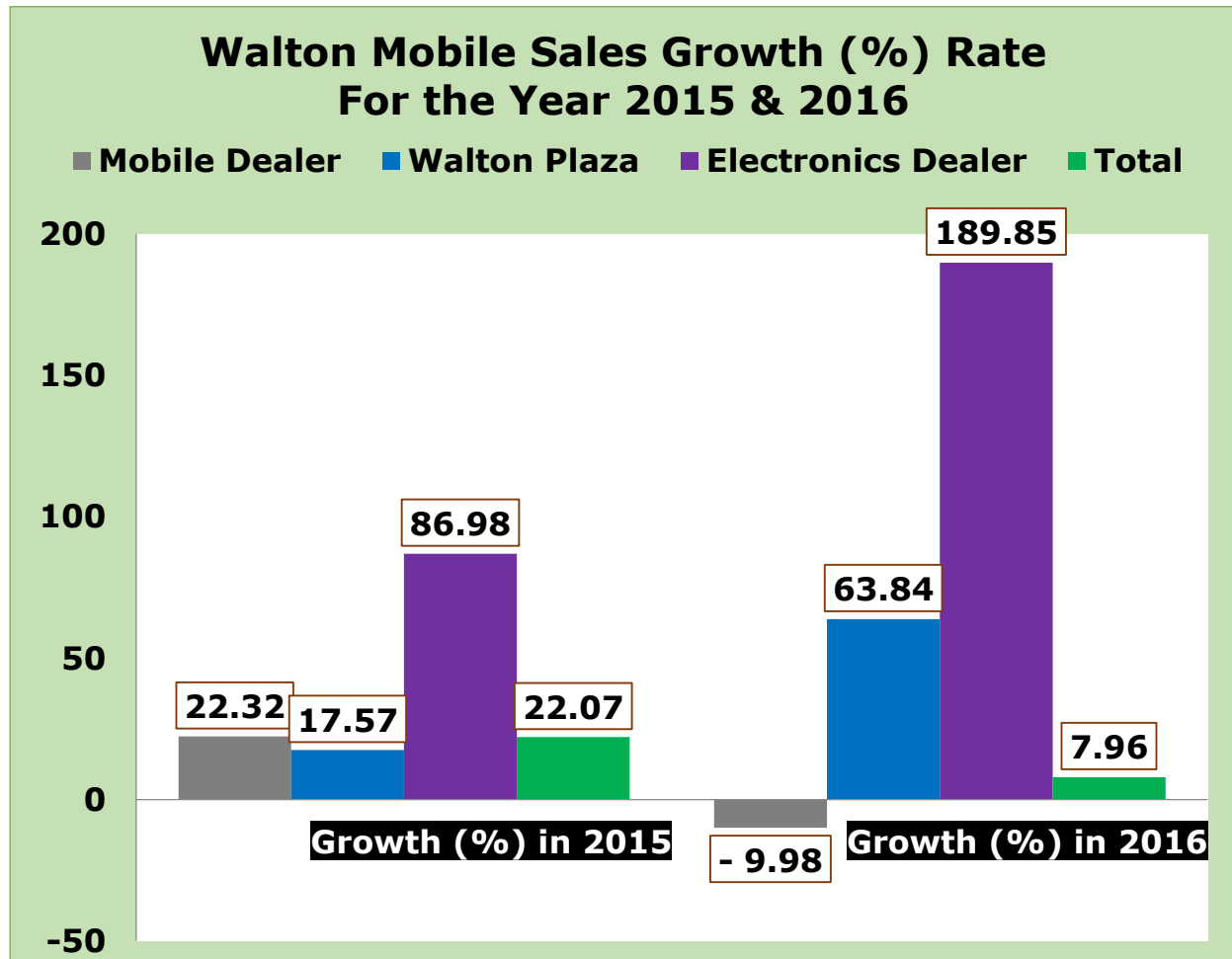


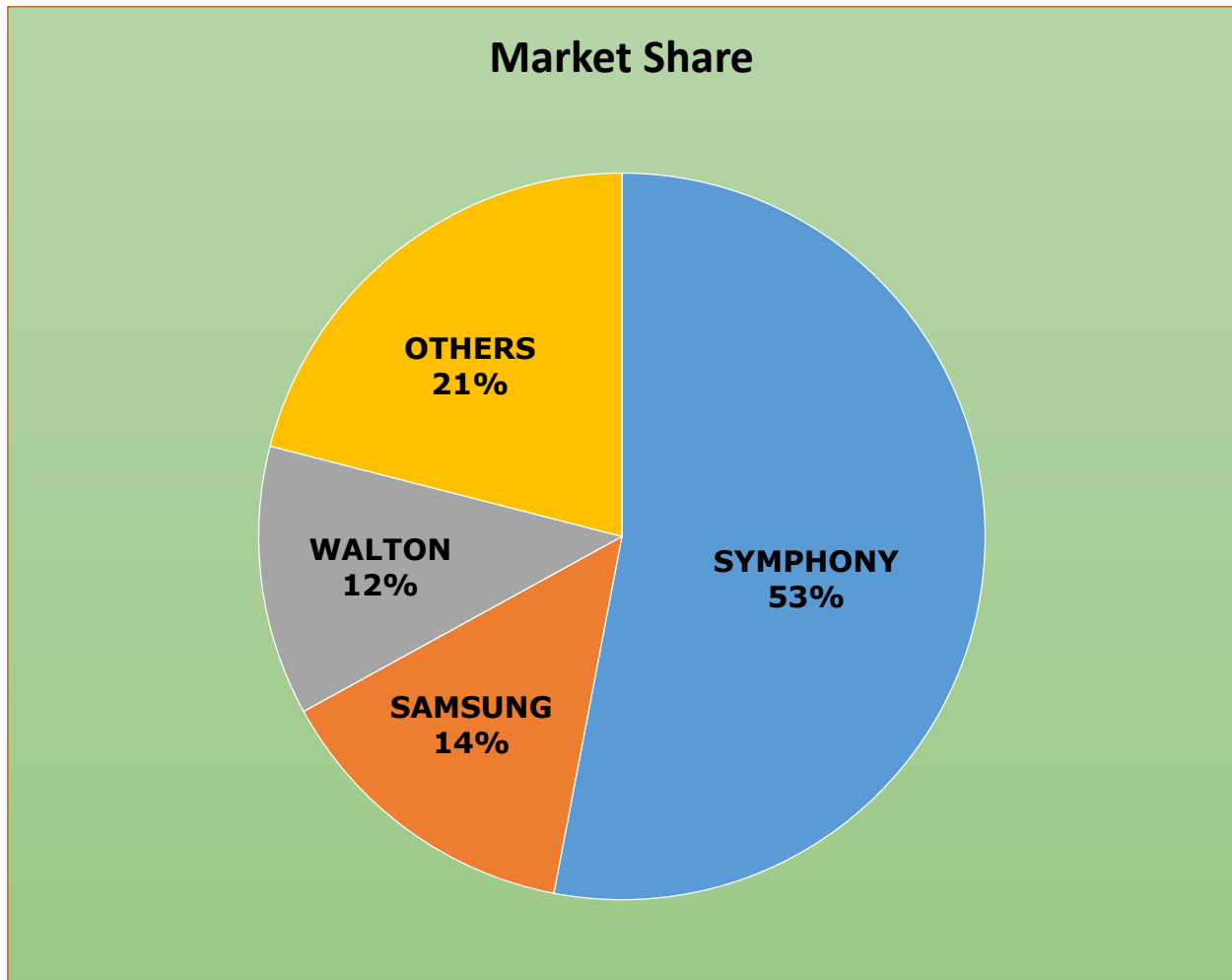
Chart 2



3.3.ii) Comparison with Competitors

Currently, the size of the mobile phone industry of Bangladesh is of around Tk. **550** Crore per month and accumulatively Tk. **6,600** Crore per year. At present, WALTON MOBILE holds no.3 position with 12% of market share along with an impressive 7.96% of annual growth rate in the extremely competitive mobile phone market of Bangladesh. Symphony and Samsung are holding the no.1 and the no.2 position of the market respectively. (Hasan, 2017)

Chart 3



In the year 2016, Symphony continued its usual performance by making a total sale of **2750** Crore Tk. Which is 41.67% of the whole market. At the same time, WALTON made a total sale of **560** Crore Tk. Comprising 8.48% of the whole market. (Hasan, 2017)

All these data along with the monthly sales value of the competitors of WALTON MOBILE are organized below as tables and charts for enhanced understanding and appearance.

Table 2
Sales Comparison with Competitors
In The Year 2016

SL	Company	Sales Value of 2016 (Crore in BDT)	Percentage (%)
1	SYMPHONY	2750	41.67
2	SAMSUNG	2134	32.33
3	HUAWEI	623	9.44
4	WALTON	560	8.48
5	OTHERS	533	8.08
6	TOTAL	6600	100

Table 3
Competitors' Monthly Sales Volume of 2016
[Crore in BDT]

Competitors	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	TOTAL
Symphony	210	216	210	230	235	260	279	260	269	210	194	177	2750
Samsung	165	154	159	165	180	210	219	221	210	156	147	148	2134
Huawei	17	22	26	32	42	40	49	56	87	81	78	93	623

Chart 4

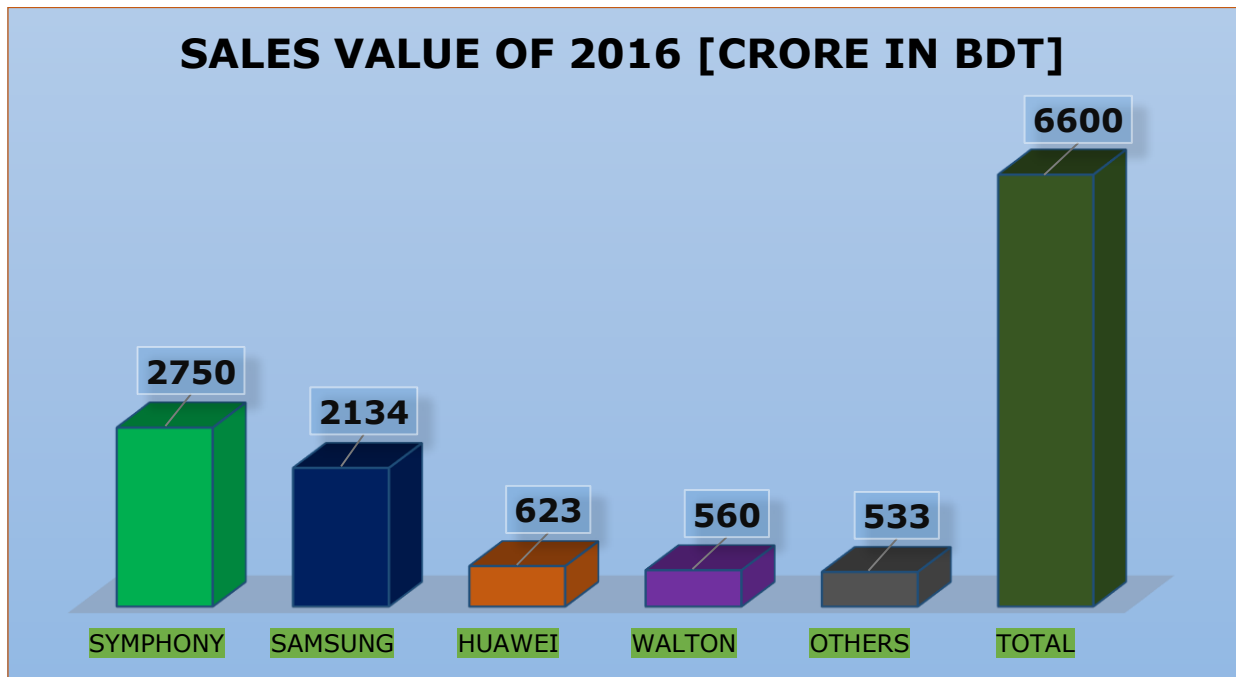


Chart 5

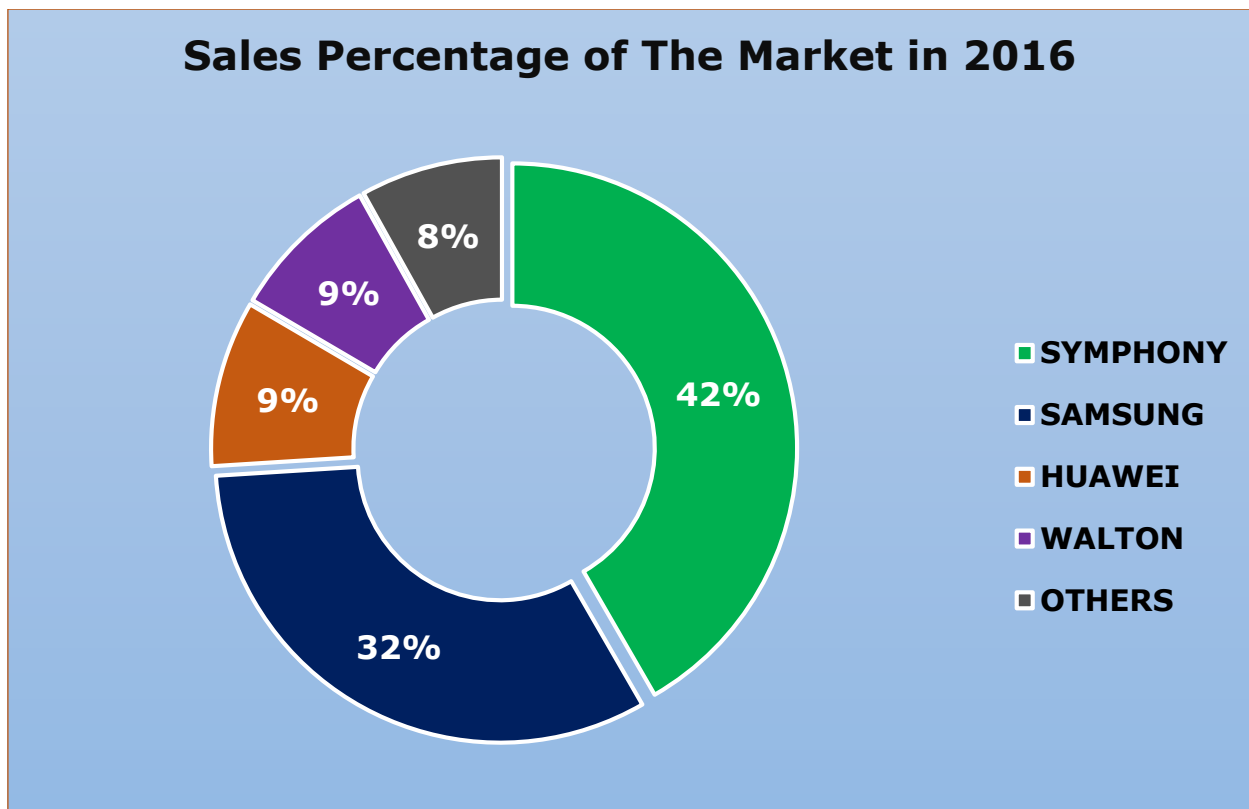
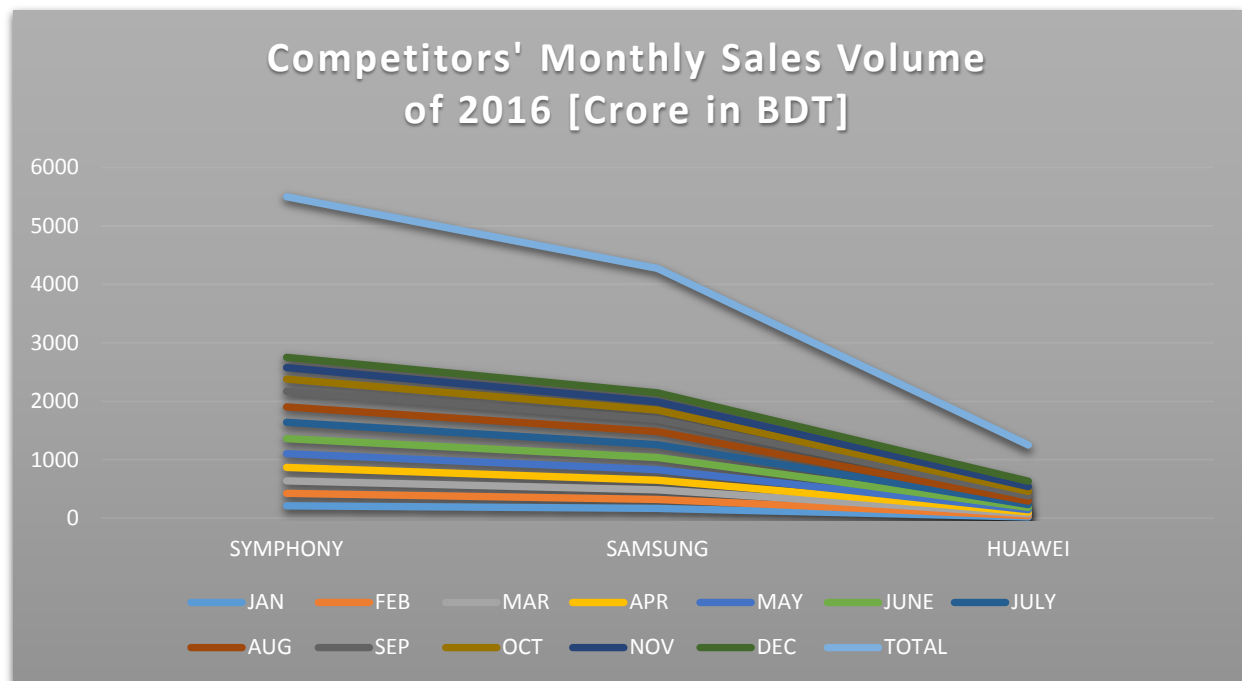


Chart 6



3.3.iii) Effectiveness of Promotional Activities

In case of promotional activities, the directors of WALTON prefer to highlight their group name WALTON rather than putting focus on WALTON MOBILE individually. Moreover, they are keen on sponsoring various national and international sporting events. For example, they sponsored the recently ended series between Bangladesh and Newzeland cricket team, BAFOOFE's Bangladesh Premiere League Football, BPL, along with various renowned federations, players, sporting clubs etc. of Bangladesh.

There are a few cases, where they performed promotional activities in the name of WALTON MOBILE. Some of these promotional activities along with their effectiveness are described below:-

1. WALTON BANGLALINK Priyojon Offer:

The offer was that, Banglalink Priyojon customers would get 10% discount on purchase of 4 WALTON smart phones which are:- R4+, V2, VX, and VX+ along with 6GB free internet. This promotional activity prove to be successful as it created a buzz as well as contributed to a total sale of **13,66,730 Tk.** (Sadiquzzaman, 2017)

Table 4

Effectiveness of Priyojon Offer in Terms of Sales

Model	No. of Handsets Sold	Sales Value [BDT]
R4+	49	5,15,480
V2	13	1,36,760
VX	13	1,34,420
VX+	43	5,80,070
Total	118	13,66,730

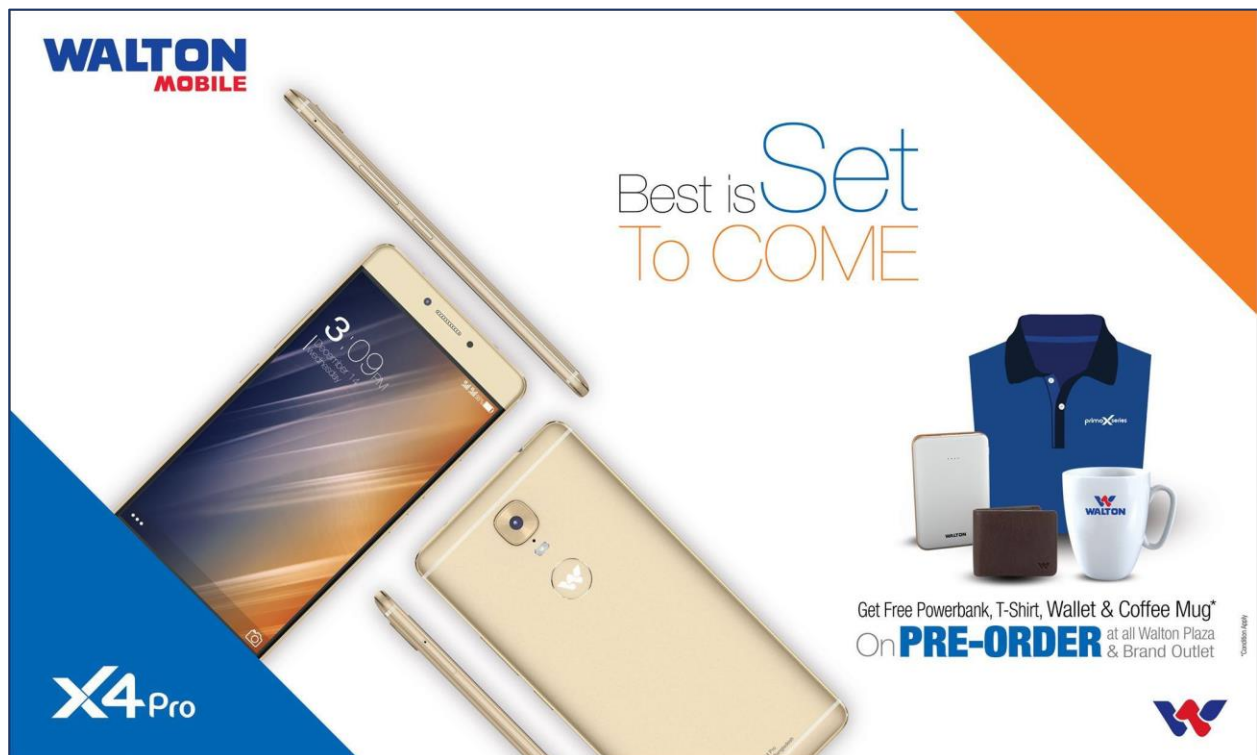
2. EMI Facility:

From April 2016, WALTON MOBILE introduced the EMI facility in all their plazas as well as brand outlets to assist people in purchasing their desired smart phones through paying a small down payment and paying the rest amount of the price in installments. They communicated this promotional activity through all their channels such as:- press releases, facebook page, website, posters near their outlets etc. This is still continuing and proves to be a great success as it contributed to a sale of total **5,189,458 Tk.** till 15 January 2017. (Hossain, 2017)

Table 5
Monthly Sales Value on EMI [BDT]

Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Total
836436	377628	414675	616645	305225	649737	665028	409207	420417	494460	5189458

3. X4 Pro Pre Order:

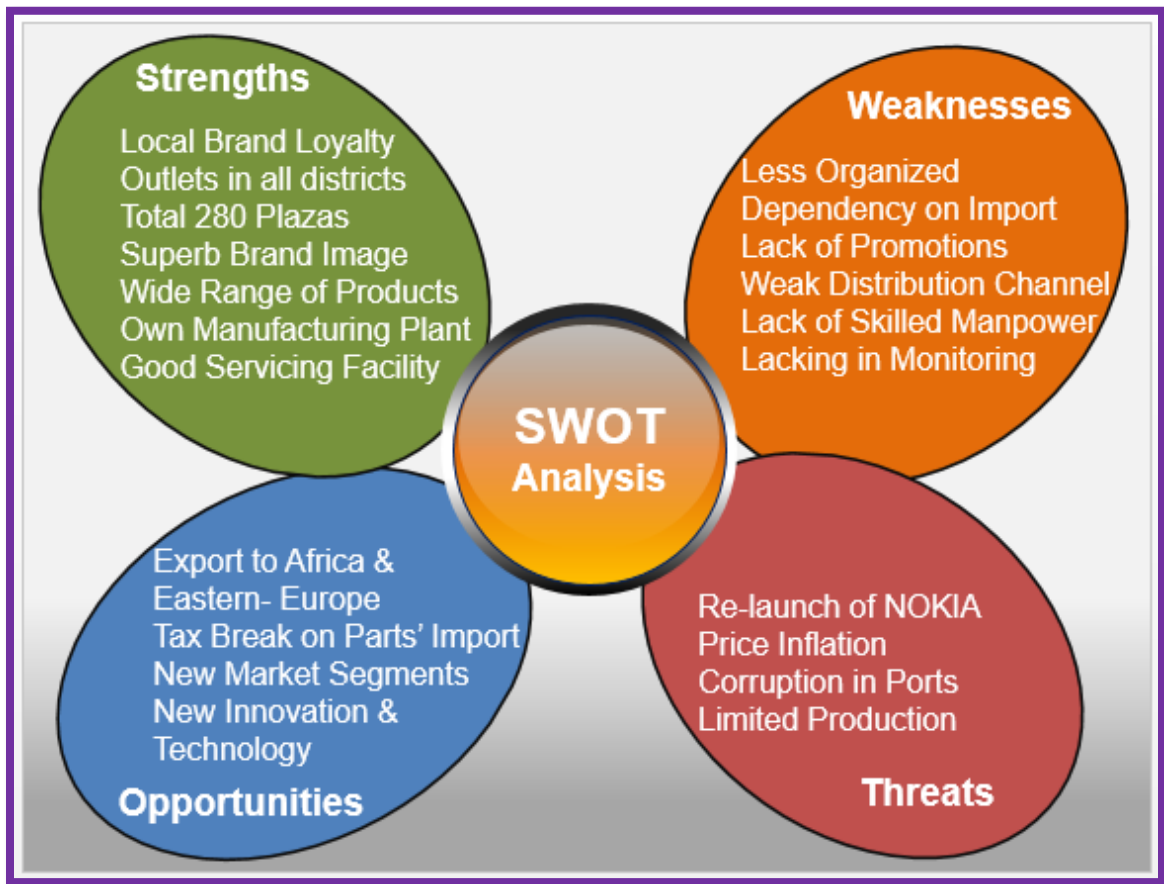


X4 Pro Pre Order, is the latest promotional activity of WALTON MOBILE. It has been communicated through every possible channel and the offer is that every customer who would pre book X4 Pro would get a gift package of t-shirt, power bank, wallet, and a mug from WALTON MOBILE. It has created a tremendous buzz and already attained a total of 95 pre book orders which comprises **2,754,050 Tk.** of total sale. (Sadiquzzaman, 2017)

Table 6
X4 Pro Pre Order

	No. of Order	Sales Value [BDT]
Walton Plaza	63	1826370
Brand Outlet	32	927680
Total	95	2754050

Chart 7



3.4) Findings

- ✚ Private companies of Bangladeshi origin are not completely accustomed with corporate culture.
- ✚ Strict bureaucracy kills precious time in decision making.
- ✚ People in general are likely to take advantage of one's generosity.
- ✚ Guts to take responsibility of own mistakes is highly appreciated.
- ✚ Honesty is the ultimate survivor.
- ✚ Presence of narrow ethical and behavioral knowledge in the job sector.
- ✚ At times, Lobbying and connections get more preference than proper capability.

3.5) Recommendations

- ◆ Uphold honesty and ethics through work.
- ◆ Imprint mark among tasks through dedication.
- ◆ Sustain sincerity and responsibility to get noticed.
- ◆ Conserve good relationship with all the people around.
- ◆ Communicate with everyone around and craft a strong network.
- ◆ Immediately notify about any occurrence of mistake so that it can be adjusted within the time period.
- ◆ Ask questions until get clear idea about the instructions to follow.
- ◆ Be punctual in every sphere.

3.6) Conclusion

In a nutshell, WALTON MOBILE continued its growth in 2016 with a rate of 7.96% and maintained its no. 3 in the market. But, HUAWEI is making a rapid growth and ended up grasping high sales percentage than WALTON MOBILE in 2016 which is alarming. It is high time, WALTON MOBILE should come up with new market segments, improved distribution channel, enhanced monitoring policy, skilled manpower, and latest technologies to sustain its position in the market as well as attain market growth.



Chapter-Four

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