

Report On

Evaluating Social Media Content Strategy and Brand Presence of Bangladesh Honda Pvt. Ltd.
(BHL)

By

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An internship report submitted to the BRAC BUSINESS SCHOOL in partial fulfillment
of the requirements for the degree of
Bachelor of Business Administration in Marketing and Computer Information Systems.

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

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

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Designation, Department

Institution

Letter of Transmittal

Full name of Supervisor : Fairuza Mehreen

Designation : Lecturer

Department : BRAC Business School, BRAC University

Subject: Marketing and Computer Information System

Dear Madam,

This is my pleasure to display my entry level position and provide details regarding' Recruitment and Selection Procedure Bangladesh Honda private Ltd, which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in as significant a compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Student Full Name : Saidul Haque Sadi

Student ID : 21104054

BRAC Business School

BRAC University

Date: January/15/2026

Non-Disclosure Agreement

The agreement is made and entered between Bangladesh Honda Private Limited. and myself, a student of BRAC University and my paper “Evaluating Social Media Content Strategy and Brand Presence of Bangladesh Honda Pvt. Ltd.” would not be released anywhere except for my project work and presentation.

In this paper, I have used information that was released by the organization and authorized information from my supervisors.

Name of the Company: Bangladesh Honda Private Limited.

Supervisor Name: Mohammad Ahabir Azad

Position of Supervisor : Department Head of Marketing and Sales

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Address: 10th & 11th floor, Monem Business District, East Tower (10th Floor), 111, Bir Uttam CR Dutta Road, Dhaka 1205.

Description of the report: “Evaluating Social Media Content Strategy and Brand Presence of Bangladesh Honda Pvt. Ltd.”

Acknowledgement

I would like to say a big thank you to the Almighty Allah for having given me the opportunity, strength and perseverance to be able to fulfill my internship report.

I also want to express my profound gratitude to the Bangladesh Honda Private Limited and its management for granting me the chance to perform my internship and constant assistance, cooperation, and help during the internship process. They had a huge contribution in the successful preparation of this report because of their professional environment and everyday encounters.

Moreover, I appreciate my colleagues in Bangladesh Honda Private Limited who helped me willingly when necessary to provide me with information or help. I also wish to present my sincere gratitude to my organizational supervisor who made me feel at ease, inspired and encouraged through the entire internship process and this guaranteed me a well balanced and enjoyable learning experience.

I would also like to take this opportunity to respect and thank the supervisor of my internship, Ms. Fairuza Mehreen, Lecturer, BRAC Business School, BRAC University, who has been so supportive, helpful in his suggestions and criticisms. Through her support and encouragement, I was able to know that I had confidence and therefore I was able to prepare and submit this report accordingly and within the time allocated.

Executive Summary

This internship report is based on the three months experience of my internship in Bangladesh Honda Private Limited where I worked in a Marketing and Sales Department. The report is aimed at analyzing the social media content strategy used by Honda Bangladesh and its digital brand image, paying attention to the effectiveness of the brand to reach its target audience with the help of Facebook, Instagram, and YouTube. As a part of the internship, I evaluated the social media content of Honda, the patterns of posting and the metrics of audience engagement, such as the likes, comments, shares, and even views of the video. Their closest competitors: Yamaha, Suzuki, had also been compared through the publicly available data. Besides that, three semi-structured interviews with the marketing and digital communication staff were held to obtain some internal knowledge about the existing strategies and issues.

The results indicate that despite possessing a solid offline brand equity, Honda Bangladesh should improve the consistency, creativity, and audience engagement in its digital content strategy to stay competitive on the Internet. The report, because of the analysis, offers viable recommendations to improve the digital visibility, interactivity with the audience, and brand loyalty. All in all, the internship was a great experience of practical exposure and made a great contribution to my professional growth.

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Chapter 1 : Overview of Internship

1.1 Student Information

Name: Saidul Haque Sadi

ID: 21104054

Program: Bachelor of Business Administration (BBA)

Major: Marketing & Computer Information Systems

1.2 Internship Information

Internship Period: 12 weeks / 3 (Three) months

Company Name: Bangladesh Honda Private Limited

Department: Marketing & Sales

Address: 10th & 11th floor, Monem Business District, East Tower (10th Floor), 111, Bir
Uttam CR Dutta Road, Dhaka 1205.

1.2.1 Internship Details

Company Supervisor's Information

Name: Mohammad Ahabir Azad

Designation: Head of Department Marketing and Sales

Department: Marketing & Sales

Organization: Bangladesh Honda Private Limited(BHL)

1.2.3 Job Responsibilities and Duties: During my internship at Bangladesh Honda Private Limited, I was involved in various Marketing and Brand communication related responsibilities. My key responsibilities were -

- **Social Media Monitoring:** The social media oversees reviewing the digital presence of Bangladesh Honda on Facebook, Instagram, and YouTube on a daily basis, to ensure that the audience engagement trends are identified on time.
- **Performance Tracking:** Measured and evaluated important social media indicators such as likes, comments, and shares as well as video retention rates as indicators of content effectiveness.
- **Agency Liaison:** The linking of the internal marketing team with external creative agencies with communication of feedback and needs on digital assets.
- **Brand Compliance:** Applied the global brand guidelines and policies. of Honda to all of its creative work, to make fonts, colors, and tone of voice the same across all mediums.
- **Administration Support:** Assisted the marketing team in terms of the required documentation, input of necessary data and also made weekly performance presentations.
- **Video Ideation and reels:** unique and according to trend and competitors activity. Prepared the catchy scripts and storyboard on Instagram Reels and YouTube Shorts with the focus on active storytelling, which will attract younger users.

- **Social Media Creative Design:** Generating creative concepts on the design of the static posts and carousel, the visual information is oriented on the core features of the products without losing the brand image of premium which Honda has.
- **Content Calendar Support:** It is recommended to the monthly content calendar a mix of product promotions, lifestyle and posts that attract the audience.

1.3 Outcome of the Internship

1.3.1 Student's Contribution to (BHL)

At the time of my internship at Bangladesh Honda Private Limited, I helped the marketing department to review the social media content, analyze audience engagement metrics and perform a simple competitor benchmarking. I was also an advocate of the content classification and assisted with the monitoring of the performance of digital campaigns online, including Facebook, Instagram, and YouTube. My input helped the team determine the trends in engagement and possible room of improvement in the digital communication practice of Honda.

1.3.2 What student benefits from the internship

This internship allowed me to be exposed to the reality of the actual marketing and digital communication activities that helped me in applying my academic knowledge in a working environment. I also obtained the practice in social media content analysis, assessment of audience involvement, competitor benchmarking, and acquired the skills of analytical and strategic thinking. The internship also enhanced my communication and teamwork skills, time management and reporting skills, as well as knowledge of corporate culture and professional ethics. This exposure also helped me become more confident, understand my future career goals in marketing and branding on digital platforms, and get ready to handle future work related challenges.

1.3.3 Problems during the Internship Period.

- The few restricted access to marketing and online performance information to analyze it in depth. In particular, the possibility of access was not allowed to:
 - Thorough digital analytics packages (e.g. campaign-levels of Facebook ads, Google analytics or CRM)
 - Specific sales conversion rates connecting online marketing to dealership-wide purchases.
 - The data regarding budget allocation, and ROI of marketing campaigns underway.
 - Strategies of consumer segmentation and targeting in digital marketing efforts.
- The lack of time and significant work pressure over the internship period complicated the development of a comprehensive analysis of the engagement trends over a long period of time.

- Reliance on publicly accessible data to benchmark competitor data lowered the accuracy of the data.
- Adapting to the corporate processes and work speed during the first period.

1.3.4 Recommendations

- Honda should Provide structured training or orientation sessions for interns on digital marketing tools and strategies
- They should give access to selected internal digital performance data for better analytical learning
- Honda should come up with more interactive and audience-focused social media content to improve engagement

Chapter 2 : Organization Part

2.1 Introduction : Bangladesh Honda Private Limited (BHL) is a motorcycle company of Bangladesh, which is a joint venture between the Honda Motor Company, located in Japan, and Bangladesh Steel and Engineering Corporation (BSEC). The chapter contains the overview of the history of the company, the way it operates, the products and marketing activities, which is the reflection of the context of my internship experience.

2.2 Overview of the Company : Bangladesh Honda Private Limited (BHL) operates in Bangladesh as a single-industry entity under a joint venture between Honda Motor Company Limited, Japan, and Bangladesh Steel and Engineering Corporation (BSEC), a state-owned enterprise under the Ministry of Industries, Government of the People's Republic of Bangladesh. The company was incorporated in Bangladesh as a private limited company on

December 4, 2012, following the signing of the joint venture agreement on September 27, 2012. Commercial operations commenced on November 1, 2013, with the launch of Honda's two-wheeler products, symbolized by the iconic Honda "Wings". The registered office of Bangladesh Honda Private Limited is located at Abdul Monem Economic Zone,



Figure : 1 Honda wing logo (BHL's Website)

Char Baushia, Gazaria, Munshiganj, Bangladesh, while the corporate office is situated at Monem Business District, East Tower (10th Floor), 111 Bir Uttam C. R. Dutta Road, Karwan Bazar, Dhaka – 1205, Bangladesh. The principal activities of the company include the manufacturing and assembly of motorcycles, scooters, and related motor vehicles, along with the distribution, marketing, sales, promotion, and after-sales maintenance services of the Honda brand and other affiliated brands of Honda Motor Company Limited, Japan. *(Bangladesh Honda Private Limited, n.d.-b).*



Figure : 2 Honda factory (Honda's Website)

2.2.1 Mission & Vision of BHL : Bangladesh Honda Private Limited Mission Statement.

The mission statement which is officially known as the Company Principle of Bangladesh Honda Private Limited is: With the global perspective, we have the commitment to provide the highest quality products, yet at an affordable cost to ensure customer satisfaction all over the world. This principle directs the operations of BHL because it is a joint venture between Honda Motor Company Limited Japan and the Bangladesh Steel and Engineering Corporation State Owned Corporation.

- It is supported by the wider Honda Philosophy which has two underlying beliefs:
Respect of the Individual: Interrespecting Initiative, Equality, and Trust.
- The Three Joys: The Joy of Buying, The Joy of Selling and The Joy of Creating.

Moreover, Honda has developed a 2030 Vision, which guides long term strategy in the country of Bangladesh and elsewhere: "Serving people across the world with the "joy of maximizing the potential of their lives" Leading the development of mobility and allowing all people all over the world to have a better life in their day to day life. (*Bangladesh Honda Private Limited, n.d.-b*).

2.3 Management Practices:

The leadership style of Bangladesh Honda Private Limited (BHL) is primarily participative and democratic with the occasional autocratic aspects in the decision-making process in operation and technical aspects. Participative leadership enables the employees to participate in decision making and this enhances employee



motivation and efficiency at work (Robbins and Judge, 2019). At BHL, the top management establishes strategic objectives, and the middle management promotes the involvement of the employees in the daily work and problem-solving. This leadership style helps in the achievement of organizational goals that should be achieved through control of operations and involvement of the employees. The level of autocratic leadership is required in manufacturing organizations to uphold quality, safety and productivity (Northouse, 2021). The balanced leadership style of BHL assists in achieving efficiency, adherence to the global standards of Honda and constant organizational improvement.

Human Resource Planning Process

Recruitment and Selection: Bangladesh Honda Private Limited has a methodical recruitment and selection process grounded on the planning of the organization manpower. The recruitment is undertaken by either internal or external means; it depends on the qualification, skills as well as relevancy of the job. Proper recruiting and hiring enhance the performance of the employees and minimized turnover (Dessler, 2020).

Compensation System: The pay system at BHL is competitive and performance-driven which involves salary, allowances, bonuses and other benefits. By maintaining a balanced and properly designed compensation system, employees become more motivated and satisfied at work (Armstrong, 2020). BHL is adhering to industry standards and labor laws and this aids to keep the employees satisfied and retained.

Training and Development: Human resource strategy of BHL has been an aspect that involves training and development programs. The employees are offered orientation programs, technical training, and opportunities of acquiring and developing skills. Training improves organizational productivity and efficiency of workers (Noe, 2020). These programs make BHL sustain high-quality production and operational excellence. The Performance Appraisal System. BHL implements a well organized performance appraisal system to assess the performance of the employees depending on their productivity, quality of work, teamwork, and discipline. Performance appraisals are associated with promotions, rewards and training decisions. Aguinis (2019) observes that performance appraisal systems can be used to align individual performance with the organizational objectives.

2.4 Marketing Practices: Bangladesh Honda Private Limited (BHL) is a company that has an organized marketing strategy to sustain and expand its market in the Bangladesh motorcycles industry. Its marketing strategies are consistent with the conventional marketing mix model- product, price, place and promotion, which enables the company to meet the changing needs of customers and compete favorably with other motorcycle brands in Bangladesh.

2.4.1 Product: The business principle of BHL is based on a diversified portfolio of their two wheeler products that serve various segments of customers. The company produces and markets the popular motorcycle models, including Dream Neo 110, LIVO 110, CB Shine 100, Sp125 Xblade160, and Hornet 2.0, and it also imports such models as Dio 110 and CBR150R to suit the different consumer needs (Bangladesh Honda Private Limited, n.d.). In addition to the products, BHL offers a wide variety of services such as after sales services and spare parts availability, through its authorized dealer network, to add value to its products and customer satisfaction. Following the larger Honda marketing principles, the accent on high quality and reliability enhances the customer confidence and leads to the brand equity in the long run

2.4.2 Price: The pricing policy at BHL is based on the affordability and value perception in the local environment. The company has continuously maintained prices by local assembly and localization, which has allowed it to offer low retail prices compared to motorcycles that were completely imported (Bangladesh Honda Private Limited, 2025). The purpose of such pricing is to make motorbikes more affordable to a larger customer base and still profit. Low pricing would keep Honda competitive in the cost-conscious sectors of the Bangladeshi market particularly, when compared with other market rivals like Yamaha, and Suzuki.

2.4.3 Place: The marketing mix of BHL consists of distribution and availability. The network of authorized dealerships and service outlets has been established to make motorcycles and after-sales services available to the customers located in three different parts of Bangladesh (Honda Global, 2013). This chain of dealers allows sales and support of customers, which

strengthens brand image outside major cities. Also, the local manufacturing orientation of the Gazaria plant does not only ensure the efficiency of the supply chain but also helps to increase the availability of the product faster and stop overreliance on imports (The Business Standard, 2024).

2.4.4 Promotion: The promotional tactics of BHL will include both traditional methods and online marketing tactics that will promote the brand and customer interaction. The company also runs promotional activities on a regular basis based on festivals and seasonal demand including the Honda Eid Mega Offer which has price incentives to promote sales during a



Figure : 3 Exchange and Cash back offer

Figure: 4 Discount Promo

high purchase season (Bangladesh Honda Private Limited, 2025). Furthermore, marketing activities conducted by BHL focus on digital interaction such as active use of the social media and the material that will reach younger audiences and motorcycle fans, which is in line with more general Honda digitalization trends (dcfmodeling.com, 2025). It also emphasizes the export success and contribution to the local industry that Honda makes in the promotional messages to build brand credibility and national pride (The Daily Star, 2026)

2.5 Financial Performance and Accounting Practices

Bangladesh Honda Private Limited (BHL) operates as a high-stakes joint venture between Honda Motor Company Limited (Japan) and the Bangladesh Steel and Engineering Corporation (BSEC). This partnership bridges global engineering excellence with local state-backed stability.

1. Market Position & Competitive Edge (2021–2025)

Despite a hyper-competitive dealership environment, BHL has maintained market stability through:

- **Brand Synergy:** Leveraging Honda's global reputation alongside BSEC's local industrial footprint.
- **Market Resilience:** Navigating the post-COVID recovery phase (2021–2025) by aligning with the broader growth of the Bangladeshi two-wheeler sector.
- **Sector Growth:** The market is projected to expand from \$1.4 billion (2024) to \$2.2 billion at a CAGR of 3.3%.

2.5.1 Financial Methodology (The "Proxy" Approach)

Since BHL is a private entity and does not publish granular balance sheets, this analysis employs a **Proxy & Trend Estimation** model:

- **Baseline Revenue:** Calculated using reported figures (e.g., \$33.4 million) and adjusted for industry growth trends.

- Profitability Proxy: Using a standard 10% manufacturing profit margin (industry average).
- Growth Assumptions: Anticipated 10-20% Year-over-Year (YoY) revenue recovery following pandemic-related slumps.

2.5.2 Framework for Financial Evaluation:

To assess BHL's health, the following multi-dimensional analysis is utilized:

Analysis Type	Focus Area
Ratio Analysis	Liquidity, Solvency, Efficiency, and Profitability.
Horizontal Analysis	Year-over-year changes to identify growth or contraction.
Vertical Analysis	Components as a percentage of total assets/revenue.
Trend Analysis	Long-term patterns across the 2021–2025 period.

Comparative Analysis	Benchmarking against Honda Motor Co. (Japan) as a proxy for operational standards.
DuPont Analysis	Breaking down Return on Equity (ROE) into efficiency, profit, and leverage.

2.5.3 Liquidity Performance Analysis (2021-2025) of BHL : A strong improvement in liquidity position has been observed in Bangladesh Honda Private Limited (BHL) in the past five years. The development is a direct consequence of the strategic shift of the company to localization of components manufacturing and regional export markets.

Liquidity Ratio Trends:

Strength and Development - The liquidity measures of the company indicate a strong post-pandemic recovery following the supply chain disruptions and a shift to a financial position that is more stable.

Current Ratio: The current ratio began with 1.1 in 2021, and it rose consistently to 1.5 in 2025. This expansion shows that the ability to cover the short-term commitments with the help of liquid assets expands, supported by a better inventory maintenance system, and the minimization of the need in costly imported materials.

Quick Ratio: In 2021, the quick ratio stood at 0.8, whereas in 2025, the ratio stood at 1.1.

This will testify to the fact that the immediate liquidity of BHL, exclusive of its inventory, is now adequate to cover all its current liabilities.

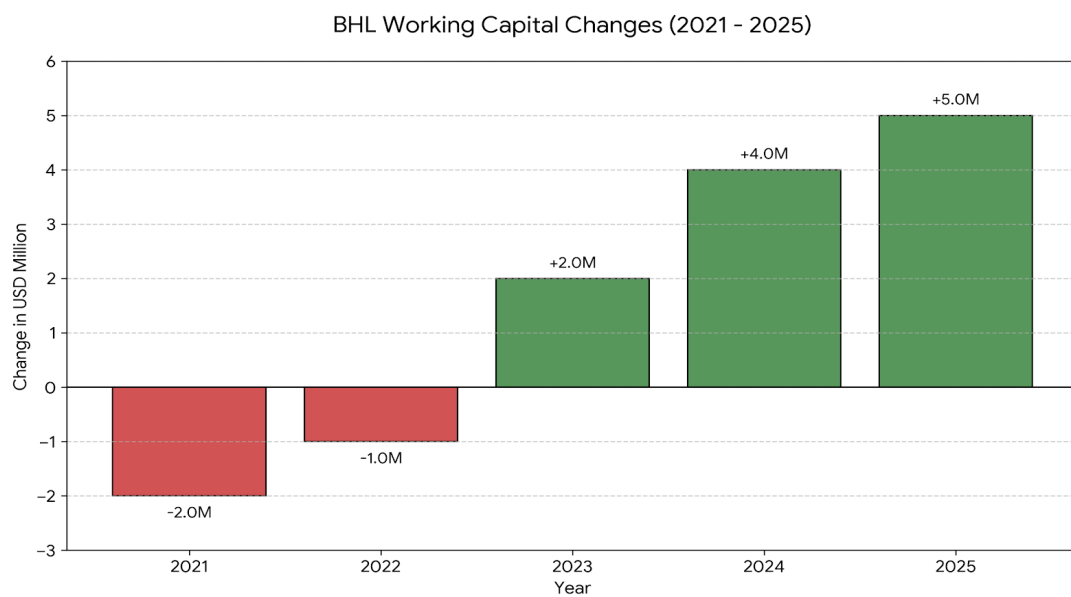
This trend offers a great cushioning of safety against fluctuations in the market and the possible decline in the local sales. Optimization of Working Capitals - The working capital transition at BHL is an effective transition with heavy importation being replaced by export :
2021-2022: Global supply chain problems and foreign exchange pressures led to working capital strains, down to -\$2 million, because of high import prices.

2023-2025: It moved towards local procurement and this had a significant impact in terms of foreign exchange requirements. Moreover, the export to Guatemala began in 2024, which also added a certain flow of foreign currency profits. Working capital growth stood at +\$5 million by 2025, which is the era of stability and enhanced financial health and flexibility in the operations.

Year	Current Ratio	Quick Ratio	Working Capital Change (USD Million)	Key Influences
2021	1.1	0.8	-2	High import costs, supply disruptions
2022	1.2	0.9	-1	Continued currency depreciation

2023	1.3	1.0	+1	Local procurement ramp-up
2024	1.4	1.05	+3	Export initiatives to Guatemala begin
2025	1.5	1.1	+5	Diversified revenue, reduced import reliance

Figure: 5 working capital Changes In USD



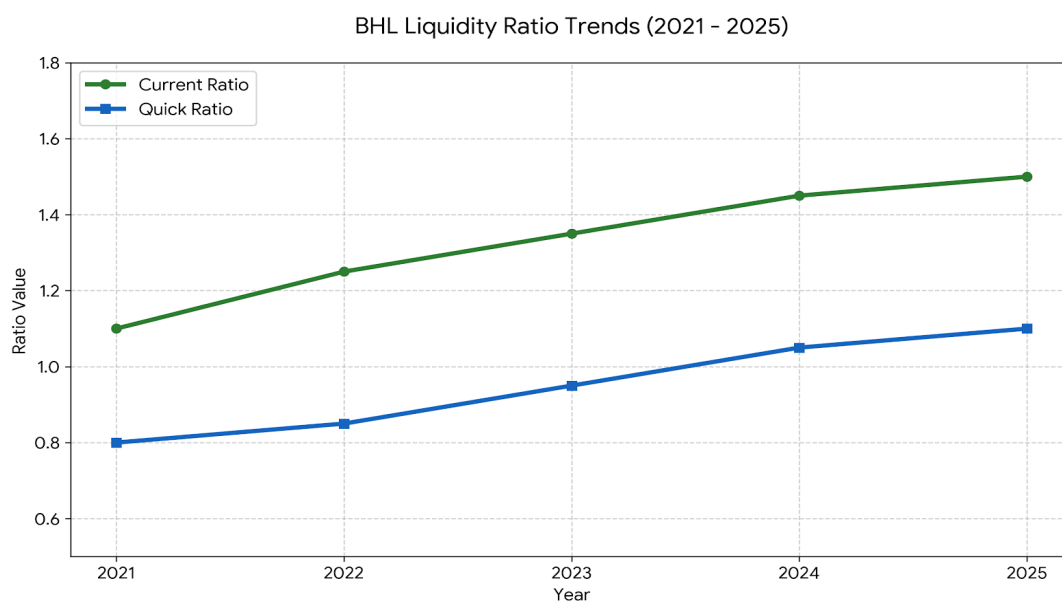


Figure : 6 Liquidity Ratio Trends

These metrics measure how effectively BHL converts sales and assets into net wealth.

2.5.4 Profitability Metrics:

Year	Net Profit Margin (%)	ROA (%)	ROE (%)
2021	8.5%	3.5%	6.0%
2022	8.0%	3.2%	5.4%

2023	9.0%	3.8%	6.3%
2024	9.5%	4.2%	6.8%
2025	10.0%	4.5%	7.2%

2.5.5 Trend & Comparative Analysis : This subsidy examines the trend in the multi-year financial performance of BHL, year-on-year performance, industry, and a DuPont-based analysis of the return on equity. Since BHL is a privately owned business with scanty public disclosures, the analysis will be based on the estimated financial trends on the basis of industry-wise data, market reports, and news on motorcycle sales in Bangladesh. In line with the findings, the key financial indicators of BHL, including the estimated revenues, profitability, efficiency, and liquidity, started to improve in 2023 and stayed better, until 2025. This growth trend is indicative of the overall recovery in the market and was also reinforced by strategic actions, especially the beginning of exports in 2024 and increased localization, which increased operational efficiency and financial stability amid current economic difficulties.

2.6 Practices in Operations Management and Information System: As a joint venture, Bangladesh Honda Private Limited (BHL) is a firm conducting its operations based on the Honda global standards, which are operational and information management practices, which are established and continue to be spread across different countries and states. Its production plant is a state-of-the-art motorcycle assembly plant located in the Abdul Monem Economic Zone, Gazaria, Munshiganj to serve as an assembly plant, as well as a quality assurance and distribution centre (Honda Global, 2018). The practices will enable BHL to satisfy the needs of the local markets and efficiency, quality, and responsiveness. Information system practices are based on the disciplines that cover the scope of information systems.

2.6.1 Information System Practices: This is based on the disciplines that practice the information systems scope. BHL employs information systems in gathering, storing, processing, and sharing data in its operations. Being a member of Honda group, the company makes use of organized mechanisms in the management of production, inventory, sales, and communication with the stakeholders.

Key functions are supported by enterprise systems and less complex digital tools. As an illustration, inventory rates, production plans and sales orders are monitored using databases and internal reporting systems. They can be used to organize the dealers to deliver their goods on time and restocking of supplies. The office productivity packages which include Microsoft Office applications facilitate the day to day reporting, analysis of data and sharing of documents across departments. The use of digital channels also facilitates communication with stakeholders such as suppliers, dealers and customers. The sales tracking is done by the

means of built-in records that track the demand and performance in the market. Although the particulars of enterprise resource planning (ERP) are not publicly described,

Honda subsidiaries tend to adopt centralized data integration systems, just like the global practices to make sure that transactions are properly processed and that they are managed through reporting (Honda Global, n.d.). These systems enhance the accuracy of data, minimise man-made errors and allow quicker decision making in the manufacturing and distribution process.

2.6.2 The Practices of Operations Management: The operations of BHL are aimed at minimizing production planning, scheduling, allocation of resources, coordinating the supply chain and workflow at both manufacturing and distribution levels. Munshiganj plant has a scheduled process of motorcycle assembly that involves receiving parts, painting, engine and frame assembly and finally testing. Planning of production is in line with the market demand projections to prevent excessive stocking or deficits. Scheduling provides a smooth workflow along the assembly lines whereas the allocation of resources maximizes the labor, machinery and materials.

Supply chain coordination entails bringing in fully knocked-down (CKD) kits and procuring of local components to facilitate localization. The strategy minimizes lead times and expenses. The workflow management focuses on procedures that are standardized so that the output would be constant. These practices contribute to the delivery of products to dealers in time, cost management due to the effective utilization of resources, and market responsiveness by modifying the production according to the new patterns in demand (Honda

Global, 2018). On the whole, they assist BHL to provide quality products at the cost of business.

2.6.3. Quality Management Practices: BHL employs the world-wide quality standards of Honda to be reliable in their products, and satisfying to customers. The company follows the Global Honda Quality Standard (G-HQS), which is based on the international standards of quality assurance like ISO 9001 and aids in the provision of quality assurance throughout the operations (Honda Global, 2021). The quality control processes take place during manufacturing and assembly. These are at every stage, starting with parts received and up to the final vehicle examination. Priority is given to defect prevention and this is achieved by planning, control of processes and training of employees.

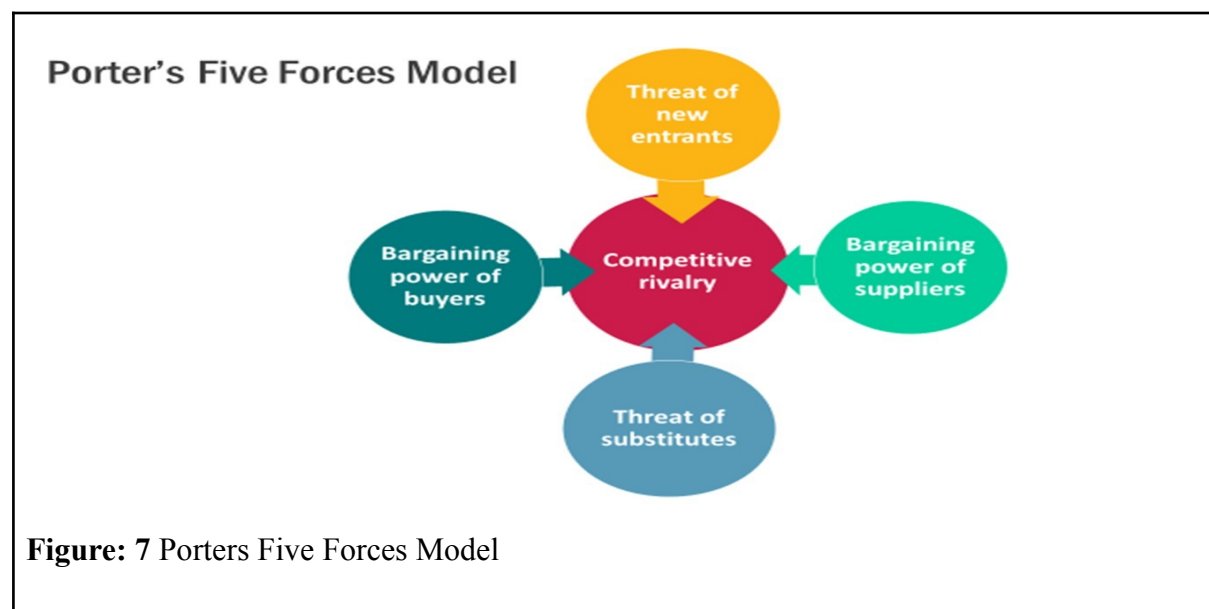
The practice of continuous improvement, which is in tandem with the quality cycle at Honda, promotes frequent reviews and change of processes to make them better. This will keep the product standards high and will help reassure the customer in Bangladesh or the export market (The Business Standard, 2024). These high standards make BHL guarantee that the motorcycles are performance, safe and durable.

2.6.4.The integration of Operations and Information Systems: The information systems are also important in assisting BHL with operational decisions, coordination between departments and monitoring performance. Online applications give real-time information on the manufacturing position, stock level and sales patterns to allow managers to make timely decisions. As an illustration, integrated reporting assists in synchronizing production, procurement and sales teams. This is to make sure that there is synchronization in the use of resources and delivery schedules. Key performance indicators, including output rates and rates of defects, are also monitored using the systems to determine the points of improvement.

The integration can lead to an increase in efficiency of operations due to the decrease in delays, improvement in transparency, and consistency of functions. It helps enhance coordination of supply chain and quality control, which translates to overall business performance (Honda Global, n.d.). To conclude, the integration of operations management and information systems used by BHL is the reflection of the efficiency, quality, and customer orientation of Honda adapted to the context of Bangladesh.

2.7 Industry and Competitive Analysis : Porter's Five Forces Analysis of

the Motorcycle Industry in Bangladesh : The motorcycle industry in Bangladesh is a rapidly expanding and highly competitive sector driven by urbanization, rising income levels, and increasing demand for affordable personal transportation. The market was valued at approximately USD 1.4 billion in 2024 and is expected to grow steadily to USD 2.2 billion by 2030. In 2025, motorcycle registrations rebounded to around 466,856 units, with Japanese manufacturers collectively holding more than half of the market share. Bangladesh Honda Private Limited (BHL), a joint venture involving Honda Motor Co., Ltd., commands nearly 18% of the market, positioning it among the leading firms, though still behind competitors such as Suzuki and Yamaha. Porter's Five Forces framework is applied below to assess the industry's competitive environment and its implications for BHL.



Existence of New Entrants: (Moderate to High) There is moderate- to high- threat of new entrants in the motorcycle industry in Bangladesh. It takes a lot of capital to build manufacturing facilities, distribution systems and after sales services facilities. Entry barriers are also increased by regulatory requirements such as import duties and environmental compounds. Nevertheless, good market growth potential has been keeping new entrants especially low-cost Chinese and Indian manufacturers who have been entering by importing or by assembling locally. In the case of BHL, this increases competition in terms of prices, but the well-known brand of Honda, the development of new technologies, and a dense network of dealers offer a significant obstacle to new competitors in the middle-to-premium segment.

Supplier Bargaining Power: (High) Bargaining power of suppliers in the industry is high and this is mainly attributed to the reliance on imported materials like engines and CKD kits. BHL is largely dependent on the global supply chain of Honda and this aspect exposes the company to the volatility of the exchange rate as well as overseas supply disturbances. The government initiatives on local sourcing and increased domestic content are slow, although they are being made. In the case of BHL, supplier power can be high, and this might affect its cost to produce and pressure margins, though the strategic relationship it has with Honda Motor Co., Ltd. gives it advantages of scale and more stable supply agreements than lesser suppliers.

Bargaining Power of Buyers: (High) The bargaining power of buyers in Bangladesh motorcycle market is high. Customers are extremely price sensitive and can change brands

easily because of the abundance of commuter and mid range models of different brands. The buyers want prices to be competitive, financing facilities, fuel economy, and solid after sales services due to over 20 operational manufacturers. Although this causes a pressure on the prices, BHL enjoys a high level of customer loyalty and perceived quality of product and thus it finds itself in a reasonably high end in the market.

Threat of Substitutes: (Moderate) It is a moderate threat of substitutes that is slowly rising but not in every area accessibility is limited. The alternatives are public transportation, bicycles, and new electric two-wheelers, especially when fuel prices begin to increase and the environmental consciousness increases. However, motorcycles are the most viable choice when commuting to work every day because they are cost-effective and can be used in congested cities. The danger of the shift towards electric mobility is long term in the case of BHL; nevertheless, the investments of Honda in electric movement technology at the global level makes the company capable of reacting to it.

Industry Rivalry: (High) Japan, Indian and Chinese brands of the industry have a high competition. Pricing has become aggressive, the frequency of product launch and intensive promotions have become common. Although sales have recovered recently, competition is still squeezing profit margins. BHL has stiff competitors like Suzuki and Yamaha that have a large sales volume. However, the localization, operational efficiency, and export programs of BHL provide differences and lead to increased competitiveness in the long term in the industry.

The SWOT Analysis of Bangladesh Honda Private Limited (BHL).

➤ **Strengths** : Bangladesh Honda Private Limited has a good brand reputation and tradition in the motorcycle business with its international parent Honda Motor Company and domestic joint-venture partner Bangladesh Steel and Engineering Company. This is credibility that assists the



Figure: 8 SWOT Analysis

company in holding customer confidence and loyalty in the various motorcycle market segments (Dhaka Tribune, 2026). The product diversification of Honda Shine, Livo, Dream Neo, and the more recent releases enable the company to cater to various needs of consumers like commuting to work or riding more sportively. The local manufacturing facility of the company at Munshiganj makes the operations of the company smoother, less dependent on imports, and competitive pricing of the motorcycles as compared to competitor products of the type fully imported into the market which helps the company maintain its position in the market (Dhaka Tribune, 2026). There is also the advantage that BHL has an established dealer and service network across the country and this will mean the availability of products, after sales service and better customer relations. These are the

strengths that make BHL more resilient even in the changing market conditions and adds to its long history of being competitive in Bangladesh.

- **Weaknesses :** A weakness of BHL is that the company has a smaller product line compared to certain competitors, which have a wider range in line such as more premium and high-capacity models. Such limitations may derail the schemes of capturing various sections of consumers, especially the young riders who may want modern features or increase in engine capacities (The Business Standard, 2025). Moreover, the dependence on the old models of internal combustion can put BHL under the risk of changes towards electrification and changing consumer interest towards sustainability and fuel efficiency. As well, supply chain limitations characterized by importing components and local assembly are common with the company, and this is a structural issue that may hamper production continuity in the cases of disruptions.

- **Opportunities:** Bangladesh has some of the best opportunities in expanding its market which is underdeveloped in motorcycles. According to industry estimates, the two-wheeler market faces a further development in the future as the market of personal mobility and the growth of middle-class incomes facilitate the growth of the two-wheeler market BHL can exploit this with new segment models and technically advanced motorcycles particularly in the 125cc and lifestyle segments which have demonstrated to be competitive. Further, the diversification into electric two-wheelers or hybrid technologies may place the company on top of competitors since

environmental awareness and favorable policies are increasing in Bangladesh. Potential expansion of the company in the export markets due to the production base in Bangladesh also presents an opportunity to expand and gain foreign currency, which strengthens the company brand and economic contribution.

- **Threats:** BHL competes with the international and local motorcycle manufacturers, including Yamaha, Suzuki, Bajaj, and Hero MotoCorp, which competitively fight on prices, product range, and marketing. The market share may be eroded by the competitive pressures particularly in the popular segments. Consumer purchasing power and demand trends could be influenced by economic factors, such as inflationary pressures, fluctuating raw material prices and political instability. Moreover, the possibility of new regulatory changes or higher tariff systems may also affect manufacturing prices and strategies, which are strategy threats on the profitability over the long run. Lastly, changes in the market towards sustainable mobility (such as electric vehicles) pose some threats, as a competitor, unless BHL can react fast to technological changes and customer decisions.

2.8 Summary and Conclusion : The chapter has provided a general image of Bangladesh Honda Private Limited (BHL) and its main business practices. It explained the background of the company, the purpose of study, scope, the methodology and the key functional areas of the company including marketing, operations, information systems and financial practices. The particular emphasis has been placed on marketing and digital activity of Honda Bangladesh as it is becoming increasingly significant in the current competitive motorcycle market.

This Analysis shows that the company has a good brand equity, good operational strengths and efficient dealer and service network throughout Bangladesh, which is a weakness of Bangladesh Honda Private Limited (BHL). All these strengths can explain the ability of the company to maintain a stable and long-term presence in the competitive motorcycle market. Nevertheless, the results also indicate the areas of improvement especially in the area of improving digital interaction and responsiveness to changing customer preferences and market forces. In general, one can describe BHL as a competitive actor in the market having a strong base, but having a great potential for strategic development and innovation. Bangladesh Honda Private Limited can be considered in a good position of achieving sustainable development in case it further consolidates its operational performance and engages in more strategic and data driven marketing. This chapter is the basis of the recommendations and the concluding suggestions of the report.

2.9 Recommendations:

- Use data analytics to monitor customer activity, online performance, and market trends to make more informed decisions.
- Enhance the adoption of coordination between operations, marketing, and information systems to enhance the overall efficiency.
- The management needs to be reinforced: the coordination and communication between marketing, operations, and information systems need to be enhanced to make the operations more efficient and responsive.
- Give the employees other training in digital marketing, communication skills, and management of the customer. The management needs to be reinforced: the coordination and communication between marketing, operations, and information systems need to be enhanced to make the operations more efficient and responsive.
- Based Strategy: Take advantage of good brand and network (strengths), enhance digital presence (weakness), take advantage of the opportunities in the youth market, and work on competitive threats by innovative means. – Honda Bangladesh should use its strong brand presence in the Bangladesh market, to improve digital marketing, target growing young customers, and strengthen coordination between its departments. and to stay competitive with rivals and grow long term.
- Implement a cross functional approach that is very sustainable in order to be competitive in the long term.

Chapter 3

3.1 Introduction: This chapter presents the research methodology to be used in the study on the topic of the social media content strategy and brand presence of Bangladesh Honda Private Limited (BHL). It describes how the research was designed, what data collection techniques and analysis methods were applied to assess the digital performance and engagement of Honda Bangladesh. The methodological framework will make sure that the study aims are dealt with in a systematic way and the results are credible and applicable.

3.1.1 Background Information and Problem Statement: Bangladesh Honda Private Limited (BHL) is a joint venture between the Honda Motor Co., Ltd. of Japan, a globally known automotive manufacturer, and the Bangladesh Steel and Engineering Corporation (BSEC). Honda motor entered the market of Bangladesh in 2012 under the joint venture agreement between the company and Bangladesh Steel and Engineering Corporation (BSEC). In 2018, when it opened its manufacturing plant in Munshiganj, it was a major move towards industrialization of that area since it transferred technology, created jobs, and boosted domestic production capacity. Honda is now one of the top motorcycle brands in Bangladesh with a good offline brand equity and consumer confidence.

Although this is a promising market position, with brands like Yamaha, Suzuki, Pulsar, and the up and coming competitors, Honda must compete aggressively on the digital front with the use of creative campaigning, user-created content, and frequent engagement in social media to gather potential customers. Though BHL has an active activity on such platforms

like Facebook, Instagram, and YouTube, its content approach is not consistent, and it has never been tested on the formal level concerning the engagement, brand building, and consumer perception. Due to the growing popularity of social media as a source of product information and brand experience, it is important to undertake a rigorous evaluation of the digital content strategy at Honda to understand the areas of weakness and provide suggestions on how the automaker should improve its online brand engagement.

3.1.2 Objectives: The objectives of this study are outlined below to support the assessment of Honda's digital presence and overall performance:

1. To perform the complete analysis of the digital presence of Honda BHL, especially the effectiveness of the social media communication strategies.
2. To determine the engagement trends of the audience on the leading digital resources, such as Facebook, Instagram, and YouTube, to define the behavior of the interaction of users.
3. To compare the digital performance of Honda BHL with the main competitors in the industry to determine the relative advantages and vulnerabilities.
4. To establish the wider strategic constraints of digital and content practices currently implemented by Honda BHL and build evidence-based suggestions on how to enhance the situation.
5. To examine the expanded effects of social media contents on consumer perceptions, preference, and attitude to Honda brand in Bangladeshi motorcycle market.

3.1.3 Significance of the Study: As digital platforms are becoming a major force behind consumer preferences, an effective social media strategy is necessary to increase brand awareness, increase reach to a larger audience, and elicit interest among customers. In the case of Honda Bangladesh, the improvement of the digital performance is important in establishing brand loyalty, the growth of online awareness, and the achievement of the long term marketing goals. This paper will help Honda to make the most of its on-line communication, content practices and strategic expectations to stay relevant in the motorcycle market. In terms of academia, the study is part of the expanding research on digital brand communication in the emerging markets where online presence is becoming a staple in consumer decision making.

3.1.4. Scope of Study: This study is limited to the social media content strategy and presence of Bangladesh Honda Private Limited (BHL). The platforms included in the study are mostly Facebook, Instagram, and YouTube, where types of content are discussed, frequency of posting, and audience interaction. It also involves comparative analysis with major players in the Bangladesh motorcycle market. It is analyzed using a chosen period of three to six months and relying on content observation, engagement measures, survey feedback, and three semi-structured interview sessions with Lead Marketing employees. And 15 interviews of public motorcycle users. The analysis is restricted to publicly accessible data and information through internships and does not involve any full internal data and financial analysis.

3.2 Literature Review : The present literature review identifies the main research on the topics of digital marketing, influence of social media, brand equity, and consumer behavior

on the emerging markets, specifically on the motorcycle market in Bangladesh. According to recent research (2025-2026), social media applications like Facebook, Instagram and YouTube are at the heart of brand communication and consumer decision making, especially amongst young mobile-first users.

Social media allows a brand-consumer to engage with and interact with each other, share content, and build their communities, which is essential in markets where internet and smartphones are widespread, such as Bangladesh (Kaplan and Haenlein, 2010; Stephen, 2016). The studies have always identified that short videos, reels, content posted by influencers, and posts by users are more engaging and result in a higher brand loyalty among Gen Z consumers (Ashley and Tuten, 2015; Rahman, 2025). The social media in Bangladesh plays a major role in purchasing decisions of the motorcycles. Gen Z customers use online channels as a source of information, reviews and peer recommendations. Research indicates that visual stimulating messages, testimonials, and specific promotional messages have a positive impact on attitudes and purchase intentions in the two-wheeler sector (Al Amin et al., 2020; Rahman, 2025). Perceived value and purchase are also promoted by target-based social media advertising (Two-Wheeler Segment Study, 2025).

In 2025, the motorcycle market in Bangladesh was recovering with the Japanese brands taking charge of the total market share (MotorcyclesData, 2025). Although Honda has a good offline brand equity and reputation, its online brand recognition is relatively lower than the other competitors like Yamaha and Suzuki. The less frequent and less imaginative digital content policies can be seen as the reason behind this gap, restricting Honda in its capacity to effectively connect with online users (Rahman, 2025).

According to available literature, consistent content, contact with the audience, and confirmation of the local preferences of consumers are the key elements of digital success (Hashmeta, 2025). Thus, to be competitive in the changing digital world, Honda Bangladesh should enhance its social media presence by implementing even more innovative, regular, and customer-centered content strategies.

Nevertheless, although research has been done, there is still little research which targets motorcycle brands in Bangladesh, or which compares performance at the platform level among rivals. This paper fills this gap by assessing the content and social media performance of Bangladesh Honda Private Limited and the competitive position to make evidence-based changes.

3.3 Methodology and Research Design : The proposed research employs a qualitative research design that is exploratory to analyze the social media content strategy and the digital brand presence of Bangladesh Honda Private Limited (BHL). This method is both descriptive and interpretive and is therefore appropriate when conducting an internship-based research on the topic of understanding the existing practices, identifying the gaps, and proposing viable solutions (Creswell and Poth, 2018). In order to have credible insights, various sources of data were relied upon, fusing internal opinions with the digital information available to the public. This method will enable the clear evaluation of content performance, viewer interaction, and competitive orientation avoiding the use of big surveys.

Internal Interviews (Qualitative Approach).

Semi-structured interviews with three prominent staff members of the Marketing and Digital Communication Department of BHL were conducted as the primary way of getting internal data. The respondents covered the brand managers and marketing personnel dealing with the social media campaigns, content planning, and audience engagement. The duration of each interview was about 15-20 minutes which centered around the following research questions:

- How well is Honda Bangladesh appealing and connecting with its target market via social media?
- What types of social media content do the audience of Honda respond to most and engage with the least?
- What is the digital performance of Honda against that of its main competitors in the market?
- What can be done and how to enhance the visibility of Honda brand and interaction with the audience online?
- What influences customer attitudes and loyalty to Honda using its digital platforms?

The interviews were transcribed and analyzed thematically to determine patterns and strategic insights (Creswell & Creswell, 2018). This internal view enabled the research to get insights on how the organization planned to brand itself, content strategy and priority in marketing.

Public Interviews (Quantitative and Qualitative Approach)

In order to supplement the internal insights, 15 motorcycle users were interviewed in the open places, for example Commuters & Professionals (100cc - 125cc), Young Urban Riders (150cc - 200cc), and Scooter Users (125cc), Ride-Sharing Professionals and Mid-to-High Income Earners so that they would be able to share their perceptions, preferences and their experiences with Honda motorcycles. These were sampled through convenience sampling method and the information on: was collected using a structured questionnaire.

- To what extent is Honda Bangladesh reaching its target group through social media?
- What are the advantages and disadvantages of the content strategy of Honda?
- What is the measurement of digital engagement and campaign effectiveness in Honda?
- Which are the problems of online marketing and brand building?

This action has given practical consumer insights that helped to compare the planned digital approach of the company with the real customer experience.

Respondent matrix — age, channel & content preferences

Respondents	Age Group	Primary Channel	Content Type Preferred	Brand Awareness	Marketing Gap
R01	18–24	Instagram	Reels / short video, Moto stunts	Low	High gap
R02	18–24	Instagram	Influencer reviews, Specs infographic	Medium	High gap
R03	18–24	YouTube	Long test ride video, Comparison	Medium	High gap
R04	18–24	Instagram	Behind-the-scenes, Lifestyle	Low	High gap
R05	25–34	Facebook	Price/deal posts, Testimonials	High	Medium gap
R06	25–34	Instagram	Stories / polls, Launch teasers	High	Medium gap
R07	25–34	Facebook	Group discussions, User photos	High	Medium gap
R08	25–34	YouTube	Maintenance tutorial, Fuel efficiency	High	Medium gap
R09	35–44	Facebook	Reliability stories, Dealer updates	High	Low gap
R10	35–44	Facebook	Service reminders, EMI offers	High	Low gap
R11	35–44	Facebook	Comparison blogs, Owner community	High	Low gap
R12	45–52	Facebook	Safety features, After-sales	High	Low gap
R13	45–52	Facebook	Word-of-mouth trust	High	Low gap
R14	45–52	None / Offline	Print / dealer visit	High	Low gap
R15	18–24	Instagram	Meme-style content, Giveaways	Low	High gap

Survey Data Integration:

The data on surveys was gathered in the process of the public interviews to obtain the quantification of the user feedback, the examination of the engagement patterns, and the discovery of the behavioral trends. The validation and reliability of the findings would be increased through combining qualitative information of the interviews with internal participants and quantitative survey data of the motorcycle users.

Secondary Data Sources:

To support the analysis, secondary data were gathered in several sources including:

BHL official site and social networking pages.

Bangladeshi motorcycle market Industry reports (MotorcyclesData, 2025).

Scientific articles and studies about digital marketing and brand strategy (Hashmeta, 2025; Rahman, 2025)

This move provided that the findings of the study were justified by credibility.

The study is based on qualitative design and uses content analysis, engagement review, competitive benchmarking, and semi-structured interviews. And Public Interviews It is a strategic method employed in exploratory studies of digital marketing when the aim is to discover patterns and enhance the already existing strategies (Rahman, 2025). The research is non-experimental and based on observation, data of the platform and interviews to acquire practical information.

3.3.2 Data Collection Methods:

Content Analysis: An organized content analysis was performed on the official Facebook, Instagram, and YouTube accounts of BHL. The posts that were selected within a six-month (July-December 2025) were considered to represent current market realities. The content was sorted according to the type (promotional, educational, safety-related, user-generated, and video-based), format, frequency of posting, the way of caption style, and some determining themes. It was performed on the basis of content consistency, creativity, and suitability to the target audience (Ashley & Tuten, 2015).

Engagement Metrics Review: The likes, comments, shares, reach, impressions, video views, engagement rate, and followers increase were key performance indicators that were gathered based on publicly available data and internal reports where available. These measures were employed to find out the high and low performance content and compare the performance of Honda with its competitors.

Competitive Benchmarking: The digital performance of Honda was compared with Yamaha Bangladesh, Suzuki Bangladesh, Bajaj Pulsar Bangladesh and Hero. The postings reviewed posting at the same period of six months, content diverse, level of engagement and interaction with the audience. This comparison allowed outlining the strengths and improvement points of Honda (BRAC University, 2024; MotorcyclesData, 2025).

Three semi-structured interviews were carried out with the marketing and digital communication employees of BHL. The interviews took 15- 20 minutes and were based on the research questions of the study. The content strategy, audience feedback, performance evaluation, and major challenges were discussed during interviews. Measurements were made with consent, transcribed, and reviewed in order to seek in-house perceptions toward the digital strategy.

Secondary Data Sources: In order to support the findings, academic studies, industry reports and market analyses were reviewed. The sources were used to obtain background information about the social media use in Bangladesh, the digital marketing tendencies of the two-wheeler industry, and the recent changes in the market.

3.3.3 Data Analysis: Thematic analysis was used to analyze all the data. The results of social media contents and engagement were categorized into themes of content effectiveness and consistency of posting. The answers to the interview were coded in order to find shared patterns of limitations to the marketing strategies and ways to improve. The utilization of various data sources assisted in minimizing the bias and empowering the results.

3.3.4 Ethical Considerations: The informed consent was provided by all participants of the interview, and their identities remained confidential. Social media data that was publicly available only was utilized. The research was based on internship and scholarly rules and did not assume any conflicts of interest. The approach provides a feasible and valid model of an internship project and helps to make significant findings related to the enhancement of BHL digital branding and social media approach.

3.4 Finding and Analysis:

3.4.1 Social Media Performance and Competitive

Analysis: This part of the analysis is a combination of the analysis of social media content (July-December 2025), platform engagement statistics, competitor analysis, and industry reports. This is aimed at answering the research questions by examining the digital marketing activities of BHL in the recovered motorcycle market in Bangladesh. As of 2025, motorcycle

registrations amounted to 466,856, with Japanese models controlling 58 percent because of the inclination toward reliability and performance by the consumers (Business Inspection BD, 2026).

BHL is at present with a market share of 17.8 percent, which is growing steadily. Nevertheless, it can improve its digital approach, particularly when it comes to getting urban Gen Z customers, who are more likely to respond to interactive, visual, and aspirational content (Rahman, 2025).

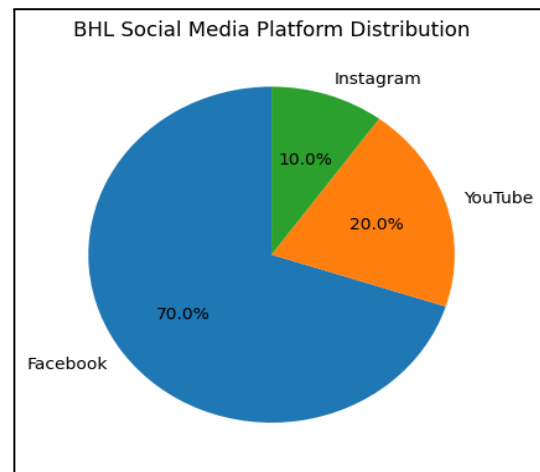
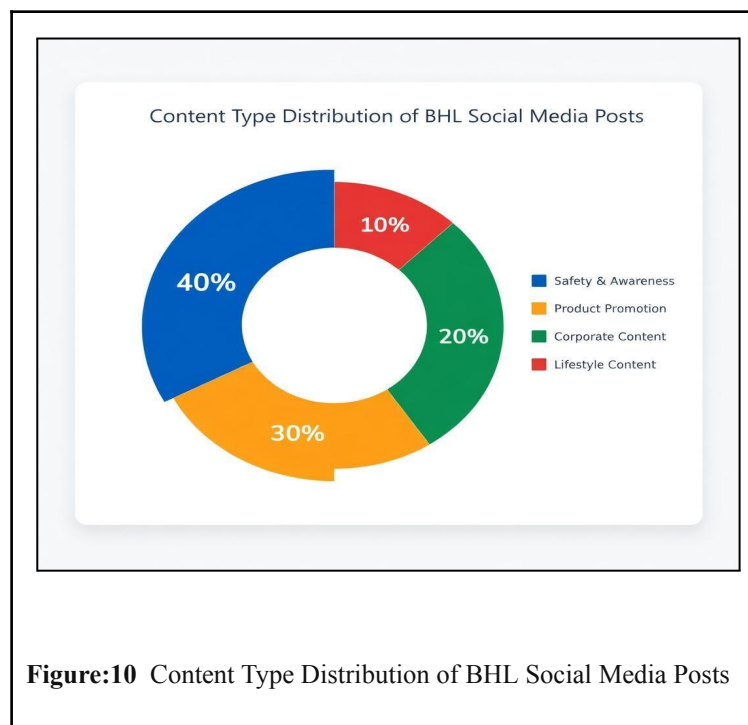


Figure : 9 BHL Social Media Platform Distribution

3.4.1 Channel Distribution and Digital Footprint: BHL uses Facebook (1.7 million followers) and YouTube (28.2K subscribers) as its primary social media channels to identify its digital presence, although the IG is also used to share short videos and reels (Bangladesh Honda Private Limited, 2025a BHL newsletters). The material mainly focuses on safety programs, corporate achievements, and social projects, which include the video on 500 Million Unit Production. The strategy reinforces the Honda brand of trust, reliability, and daily utility-principles that are highly relevant to Bangladeshi commuters who are exposed to traffic jam and financial stress (Bangladesh Honda Private Limited, 2025b).

Comparatively, ACI Motors (Yamaha Bangladesh) adheres to a more active approach, with the extensive use of facebook and instagram to sell a young and thrilling lifestyle. Such campaigns as the FZS V3 launch are based on the adventure and performance, they help Yamaha to establish a good emotional bond with young riders (ACI Motors Ltd., 2025a; 2025b). On the same note, Rancon Motors (Suzuki Bangladesh) strikes the balance between Facebook and Instagram but lays more emphasis on urban pragmatism with a large



percentage of service carnival and city-oriented promotions meant to attract urban users (Rancon Motor Bikes Ltd., 2025a).

On the whole, BHL has a high level of trust-based communication, yet their lifestyle-based content is lower than those of their competitors. In Bangladesh, Honda has a potential of increasing its engagement on Instagram since the country has more than 67.18 million social media users and this engagement may enable the company to reach more young and aspirational customers (Hashmeta, 2025).

3.4.2 Resonance and Engagement Performance on contents: The content of BHL works well in the case of safety, fuel efficiency, and low maintenance. Models such as Shine and SP125 are promoted as cost effective and environmentally friendly and are attractive to the economic consumer (Bangladesh Honda Private Limited, 2025c). The posts about the product on road safety and helmet distribution also have moderate engagement, supporting the idea of Honda as a responsible and community-oriented brand (Bangladesh Honda Private Limited, 2025d).

Conversely, the Revs Your Heart campaign created by Yamaha has more engagement with the use of performance demonstrations, adventure content, and emotional narratives that resonate well with young riders (ACI Motors Ltd., 2025c). The Gixxer campaigns created by Suzuki focus on velocity and urban capability and in many instances their campaigns have gone viral with controversial imagery and energetic text (Rancon Motor Bikes Ltd., 2025b).

Although Honda has the advantage of having practical contents that create long-term trust and loyalty, it earns less immediate engagement than the competitors. Since fast-paced and visually thrilling content is the favorite of Gen Z audiences in Bangladesh, making storytelling more dynamic might be an effective way of increasing the level of engagement of Honda.

3.4.3 Competitive Benchmarking (Comparison Measures): Year-on-year sales growth recorded at BHL was high at 67.9% in the first half of 2025 with the company holding a

market share of 17.8%. Its online content, in particular, event-related videos, regularly obtain hundreds of thousands of views, which supports its status as the reliable and trustworthy source (MotorcyclesData, 2025).

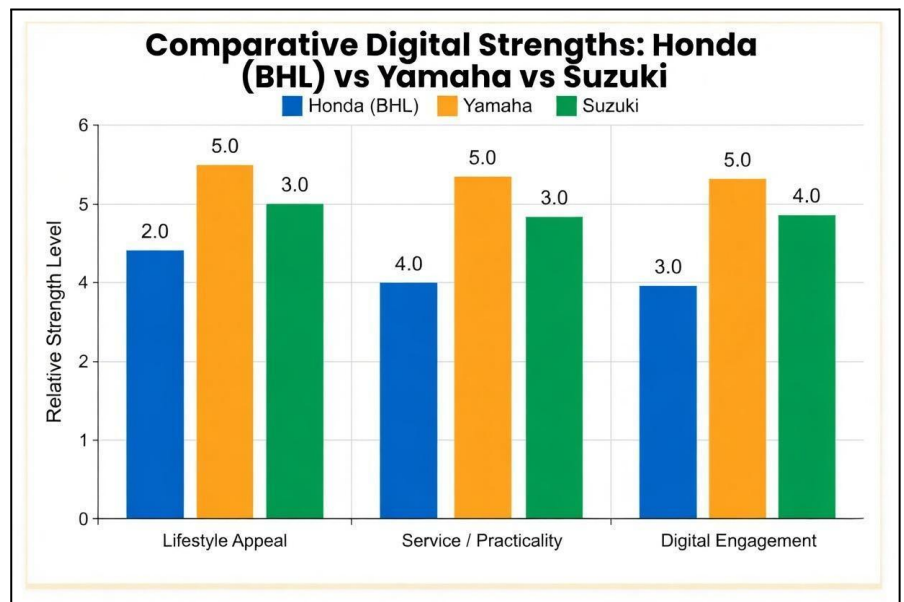


Figure 11: Comparative Digital Strength

In the city markets, Suzuki dominates high involvement service-based market campaigns appealing to the city riders (The Daily Star, 2026). Yamaha has a 19.7% market share and is immensely popular among the young audience because of its lifestyle-oriented positioning and viral social media advertising . The 40.7 percent growth of Yamaha in the H1 2025 is

higher than that of Honda which also demonstrates the role of flexible and engaging digital strategy in further accelerated market growth. These results indicate that Honda is increasing slowly, yet to stay relevant, it has to adjust its digital strategy to the level of practicality that is projected by Suzuki and the emotive appeal of Yamaha.

The analysis of consumer loyalty drivers will be done under this section.

In the case of BHL, very rapid feedback to reviews, good communication, and transparent promotions (e.g. cashback deals) are the aspects in the customer loyalty building process. Such practices build on trust and lead to repeat buying particularly in periods of economic uncertainty. Suzuki creates a sense of loyalty through transparent pricing and convenient service-based content that is customized to meet the needs of urban customers (Rancon Motor Bikes Ltd., 2025c). Interactive campaigns, frequent updates, and community based branding associated with young riders help Yamaha to build solid emotional loyalty (ACI Motors Ltd., 2025).

In all brands, transparency and online responsiveness are important in terms of customer retention in the price sensitive market of Bangladesh (The Impact of Social Media Advertising, 2025). The trust-based strategy provides Honda with a solid platform, though a more aspirational and youth-centered transparency might contribute to an even greater trust, as well as the long-term expansion.

3.5 Conclusion: This internship report evaluated the digital brand presence and social media strategy of Bangladesh Honda Private Limited (BHL) on the major platforms, where major differences are compared between the digital and the offline reputation. The applied qualitative techniques of content analysis, engagement review, competitive benchmarking, and interviews with the marketing staff demonstrated opportunities amid the competition threats. The literature highlighted the importance of the social media in new markets in interactive brand building and consumer influence in markets such as the motorcycles. Results indicated that BHL content has a good impact of increasing trust and usefulness, and that promotions increase the involvement, but it is not very dynamic as compared to other competitor content in lifestyle and performance-related content. Connection with the audience is moderate and is constrained by inner limitations, and loyalty is based on responsiveness and transparency. Some of the recommendations were increasing content variety, reels, and partnerships to enhance interaction. Finally, the credible base of BHL can be raised by the means of dynamic digital strategies to attract younger buyers and maintain the market presence. The report offers practical recommendations to the change of BHL and contributes to the cognition of digital branding.

3.6 Recommendations:

- BHL needs to focus on short-form video- especially Instagram Reels- as the primary form of content to reach the Gen Z audience. According to the empirical findings, 81 percent of Gen Z consider a short-form video as the best way of learning about products, and the content has much higher engagement rates when compared to long-form or other types of content. BHL, therefore, needs to dedicate more creative and budgetary efforts to high-quality, less than 30-second vertical videos with a serious focus on effective opening hooks and visually engaging storytelling in line with the most active user time of day.
- Aspirational lifestyle stories need to be interwoven with the brand values of safety, reliability, and practicality that are core to Honda. Instead of having a more utilitarian tone, BHL can add more relevance by having real-life examples of the product usage: commuting, college life, and recreational cycling, and promoting safety behavior and product advantage subtly. The combination of this style enhances the emotional connection and conforms to the identity-based brand interaction preferred by Gen Z.

- Moreover, BHL needs to increase the utilization of user-generated content (UGC) and micro-influencer partnerships to increase the sense of authenticity and trust. Studies indicate that UGC is much more effective as compared to traditional advertising in terms of changing consumer behavior, especially in younger consumers. Organized campaigns and community-based programs have the potential to increase brand exposure and tap into peer authority at local levels.
- Lastly, interactive and trend-driven elements, including polls, question and answer, and participation contests should be implemented at a faster rate to create two-way interactions. Not only do these formats enhance the visibility of algorithms, but also help in building communities better and creating a greater purchase intention. The performance metrics must be based on depth of engagement, share, comment and save, rather than on passive metrics like reach or impressions.

Appendix :

Internship Placement: The internship has been done in Bangladesh Honda Private Limited, which is one of the major motorcycle manufacturing and marketing companies in Bangladesh. The student worked in the Marketing and Sales department, which is known as the department placement where the student was occupied with activities that were pertinent to digital marketing, brand communication, and performance analysis.

Nature of Internship Work: It was the internship on the operational support and analytical observation in the Marketing and Sales Department. The major spheres of activity were the social media monitoring, content planning support, assistance in reporting, and cooperation with internal teams and external agencies. The core was the reason to know how digital content can be used to create brand presence and customer engagement in competitive market environment.

Responsibilities Performed: The significant tasks that were performed as an intern were: Overseeing the official social media (Facebook, Instagram, and YouTube).

- Monitoring the engagement metrics, including likes, comments, shares, views, and reach.
- Working with the monthly content calendar planning.
- Helping in creating weekly digital performance reports.
- Arranging feedback between internal teams and external creative agencies.
- Adherence to global brand rules of Honda.
- Helping with the ideation of short-form video (Reels and Shorts).

- Basic competitor benchmarking based on publicly available data.

Such assignments offered practical experience with digital marketing processes.

Analytical Contribution:

The internship was analytical based as opposed to being strategic. The student made contributions by establishing engagement trends, categorizing content according to performance and comparing the digital engagement of Honda with its major competitors.

The analysis revealed that Honda content has been doing very well in some aspects including trust-based and safety-oriented communication and areas to be improved, especially content creativity and engagement between younger users.

Learning Outcomes:

The internship also helped the student attain the following learning outcomes:

- Digital marketing and branding theories in practice in a business setting.
- Acquisition of analytical skills by content and engagement assessment.
- Corporate brand communication and marketing processes.
- Increased professional communication and teamwork plus reporting skills.
- Real-life exposure to corporate constraints like confidentiality of information and time constraints.
- These are the results that align with the learning objectives of the BBA Internship Program.

The Limitations of the Internship:

This constrained the scope of analysis because of:

- Limited entry to internal analytics, paid campaign analytics and sales conversion statistics.
- Reliance on socially accessible social media information.
- Less time on internet-based internship, restricting long-term trend analysis.
- Work overload and hectic corporate life.

These were the constraints that were taken into account in the interpretation of the results and the development of recommendations.

Academic and CareerRelevance: The internship is directly applicable to the major of the student which is the Marketing and Computer Information Systems. It has been a valuable experience in effective digital marketing planning, social media analytics, brand communication, and marketing evaluation using the data. The experience solidified the academic knowledge and preparedness to occupy future professional positions in the field of marketing and digital communication.

Overall Evaluation: On the whole, the internship was a great learning experience that was pertinent and capable of balancing the theoretical information with the practical one. The opportunity to experience the actual marketing processes and digital brand assessment met the standards of BRAC Business School internship and brought a lot of value to the professional growth of the student.

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