

Executive Summary

This internship report is based on the twelve weeks long internship program that I have successfully completed in Management of Global Opportunities Privet Limited (MGO) under Marketing Division from 19th February, 2012 to 18th May, 2012. It is a requirement for the BBA program in BRAC University. I worked in the Marketing Division of MGO Pvt. Ltd. as a Marketing Executive. MGO Pvt. Ltd. is a new company in Bangladesh. I mainly worked in Information and Data collection from the solar market and I have participated in their market visit related activities. My faculty advisor and the on-site supervisor helped me choose the topic- **“Photovoltaic Solar Systems : Green Energy for Urban Bangladesh”- A Study on Management of Global Opportunities (MGO).** Now a day, renewable solar energy systems became a very important issue for Bangladesh Government. In order to meet our high demand for continuous electricity Bangladesh Government gave more emphasis on solar energy. That is why;the value of the knowledge attracted me the most.

IRCI Spa was established in the 1976. From the last 36 years they are working in the renewable energy sector at any levels. They have this long experience, the highly skilled staff, the full service design, technical, consulting, installation, marketing, certification and assistance in addition to proof of qualification for their customers.From February, 2012 IRCI Spa has been started their business in Bangladesh. Now they are doing their business with their Bangladeshi local partner and started their joint venture business under the name Management of Global Opportunities Private Limited (MGO). MGO Pvt. Ltd. is making partnership with international companies for the same purpose and issues. MGO has developed a joint venture with an Italian company IRCI Spa, with the intent to improve clean and safe environment in Bangladesh. Their goal is to spread green energy to reduce the energy gap in the Bangladesh. MGO Pvt. Ltd. is able to create any type of installations, according with the needs of their clients and customers by assisting the customer during every step of work with particular attention to energy saving and comfort. They use different types of products suitable for every need following with meticulously attentions any particular during the realizations of the work in the best way. They do Civil Installations in four categories that are - Tertiary, Commercial, Residential, Hospital and Industrial Installations. MGO Pvt. Ltd. is ready to do- Photovoltaic(PV) Systems, Thermal

panels, Power stations and Wind-systems. MGO Pvt. Ltd. provides energy consulting with particular focus on the choice of installations. MGO Pvt. Ltd. has been started its marketing activities from February, 2012. They are doing their marketing activities in order to identify their actual and potential customer from the existing market. MGO Pvt. Ltd. followed Geographic segmentation process to segment the solar systems market. They have selected Dhaka city as their main concern area and they segmented their market into ten region they are- Gulshan, Banani, Mirpur, Uttara, Baada and Rampura,, Dhanmondi, Mohammadpur, Malibagh, Motijheel, Old Dhaka. For now, the main target customers of MGO Pvt. Ltd. are the Real Estate companies. They are focusing on the real estate companies situated in Dhaka City.

Bangladesh experiences unmanageable gap between supply and demand of electricity especially in summer. As a major consumer of electricity, urban households can use solar energy as an alternative source not only to get rid of everyday load shedding miseries but also to reduce the power shortage. But the use of solar energy in urban area is yet not very popular. Solar energy is best known for lighting rural households of Bangladesh where electricity has not yet reached. Bangladesh has very few potential locations for hydroelectric project. Wind and Ocean tide energy can be the sources, but the exact potential is not clearly known due to lack of study and relevant information. So the solar energy is the ultimate suitable form of renewable energy for urban region because of availability of plenty of sunshine. Solar energy refers primarily to the use of solar radiation for practical ends. Solar energy can be used in different field and applications. It needs specific features and it can run from few watt (W) to plenty megawatts (MW) and even more. Renewable energy contributes about 40% of the primary energy consumption in the country, mainly through biomass, e.g. agricultural residues contribute almost half the national total, with cow dung, bagasse and fuel wood making up the rest. Those are providing poor quality cooking and lighting fuels. Developing renewable energy access can address the electrification problem of rural and isolated areas. At present the power demand in Bangladesh is about 5500MW, whereas the generation ranges only 3200- 4000MW. The generation capacity is 4300MW. But peak demand is estimated to exceed 5,000 MW. As a result of power shortage causes excessive load shading. Bangladesh relies heavily on fossil fuels for its energy especially on gas resources.

During this internship period I used to work in the Marketing Department of MGO Pvt. Ltd. I had some responsibilities related to marketing activities. As a marketing executive of MGO Pvt. Ltd., I performed some marketing activities and market related responsibilities such as preparing database, preparing list of our customers, take appointment for visit clients corporate offices, discuss our products, services, and price, visit ongoing construction projects, buildings, commercial complexes, shopping mall, apartments etc., conduct meeting with clients, preparing reports on the meeting results, etc.. With the technical team of MGO Pvt. Ltd., I worked on some technical tasks such as- taking measurement for the solar systems for a specific commercial building etc. MGO Pvt. Ltd. started their business in Bangladesh from February, 2012. They are very new in this country. They started their marketing activities from March, 2012. Their target market is the real estate companies. So as a marketing executive my first task was to collect as much information as possible about the real estate companies. The entire internship program was divided into main two parts. The first month I had to attend a training session. Every day from 10:00am to 1:00pm I had to attend training class then I had to start work with database. I was given a target of visit at least five real estate companies in one day within same location. The entire Dhanmondi zone including Mirpur Road and Panthapath was under my control. I have visited 20 Real Estate companies in total. On daily basis I was given a target to visit at least three to five potential customers from the market I had to go their corporate offices to talk with the Managing Director, sometimes I went to their ongoing projects to talk with the project manager, electric engineer, and project supervisor. For the first one week I did market visits or field works individually then next three weeks I did team work. First three weeks of my team work I moved with our engineer Mr. Sanawas Babu in the market.

From the middle of April, 2012, I did my marketing activities under direct supervision of our C.E.O. Mr. Dr. Francesco Silvestre. After observing the entire activities of MGO Pvt. Ltd., I found some problematic facts about some of their activities. All these facts can be considered as problems or criticisms. There are some responsibilities and duties where MGO Pvt. Ltd. faces problems. Besides, some responsibilities have no problem to perform. Based on these critical observations, some recommendations are given. There is serious lack of proper campaign and branding to popularize the solar energy in Urban Bangladesh. Solar energy can be a complimentary environment friendly source of power and can play a significant role in reducing

current urban power crisis. Government and Private sector should work hand in hand to harness the immense potential of solar energy of Bangladesh.