

Report On

Investigating the Opportunities to collaborate with Retail and Workshop Businesses in importing
Genuine Motor Parts in Dhaka: The Case of Panama Enterprise

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

BRAC Business School

BRAC University

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing 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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Supervisor's Full Name & Signature:

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Letter of Transmittal

Tausif Bari
Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of the Internship Report.

Dear Sir,

I am pleased to present my report on “Investigating the Opportunities to collaborate with Retail and Workshop Businesses in importing Genuine Motor Parts in Dhaka: The Case of Panama Enterprise” which I have prepared in my best of knowledge. This report is prepared to satisfy the necessity of my internship program at my assigned organization in Panama Enterprise. I have been doing my hardest to prepare this paper. This study was prepared based on my real experience with the work at Panama Enterprise and my diverse ideas. During my work on this project, I have gathered comprehensive information. While gathering information for this study, I have learned a lot and acquired useful experience and skills. I sincerely appreciate your advice and encouragement in the preparation of the report.

Sincerely yours,

Student name: Salman Sattar

Student Id: 21104105

BRAC Business School

BRAC University

Date: August 9, 2025

Non-Disclosure Agreement

This agreement is made and entered into by and between **Panama Enterprise** and the
Undersigned student at Brac University.....

Acknowledgment

I want to begin by expressing my gratitude to Almighty ALLAH for the completion of my internship report. I extend my sincere thanks to my honorable supervisor, Mr. **Tausif Bari, Lecture of Brac Business School** for his exceptional support and guidance. I truly appreciate the assistance and encouragement you have offered. I am immensely thankful to everyone for helping me complete my study. BRAC Business School and Panama Enterprise have provided remarkable support for my internship program. Writing this report proved to be both exciting and challenging. Throughout this project, I gathered extensive information. This experience has allowed me to learn a great deal and acquire valuable knowledge and skills while compiling the documents.

I would also like to acknowledge the officials at Panama Enterprise for their generous appreciation. They graciously allotted their time to me. I am thankful to everyone who contributed their support and provided critical insights. I express my gratitude to all for their help and invaluable motivation throughout this journey.

Executive Summary

Panama Enterprise is a well-established Motor Parts Organization in Bangladesh. Panama Enterprise focuses on providing genuine, premium auto spare parts all over Bangladesh. Panama Enterprise engages in the import and distribution of high-quality Auto Spare Parts components from nations such as Korea, Japan, Singapore, and others. As an Importer and wholesaler, Panama Enterprise distributes these automotive components to retailers and service workshops across Bangladesh. With a diverse array of products and a dependable supply chain, Panama Enterprise effectively addresses the requirements of the automotive sector by providing accessible and authentic parts to their clientele. Their dedication to exemplary service and prompt deliveries has established them as a reliable option among retailers and workshops in Bangladesh. This study aims to record current issues in the importing and distribution of genuine Auto Parts Items and the Future Opportunities that lies in collaborating with Retail and Workshop Businesses in importing Genuine Motor parts items.

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Chapter One

1.1 Student Information:

Name: Salman Sattar

ID: 21104105

Program: Bachelors of Business Administration (BBA)

Major/Specialization: Marketing (Major) & Computer Information Management (Minor)

1.2 Internship Information:

1.2.1 Period, Company Name, Department/Division, Address

- **Internship Period** : 16 February 2025 to 16 May 2025
- **Company Name** : Panama Enterprise
- **Department/Division** : Marketing
- **Address** : 95 New Eskaton Road, Dhaka-1000, Helena Centre

1.2.2 Internship Company Supervisor's Information: Name and Position

- **Supervisor Name** : Md Farhan Asif
- **Position** : Chief Executive Officer

1.2.3 Job Scope – Job Description/Duties/Responsibilities

These sections briefly explain the activities and clearly analyze the work I was doing throughout the internship. The jobs are described below.

- **Brainstorming:** As working in a large Auto spare parts business and my initial work started in the inventory; the key challenge for me was to identify efficiently the hundreds of different auto spare parts products present in the shelf. I had to understand and identify the items based on their models, size and rates.
- **Identifying genuine products:** My organization key selling point is we provide genuine products. Therefore it is extremely important to know the difference between genuine products and it's counterfeit. Therefore the team working in the inventory department it is their responsibility to cross check at least one items from the boxes to ensure the genuine

quality of the products before displaying for the shelves' and putting the item in the system for our clients.

- **Convincing creditors for clearing dues:** This in my opinion was the most important part in the internship program in Panama Enterprise for me as this has helped me in improving my communication skills significantly.

Since I was assigned the responsibility of reminding the clients for due payments I always had to communicate with them. I learned how to manage and convince clients and establish business relationships. I also gained practical knowledge on how communication effectively increase clients trust in the business and the importance of interpersonal skills.

- **Administrative Tasks:** I was also assigned the responsibility of performing day to day small administrative task such as: Follow-up on staff attendance, handling workshop workers queries, preparing paperwork's before any meetings and other small tasks.

1.3 Internship Outcomes:

1.3.1 Contribution to the Company

During my internship, I contributed to Panama Enterprise by conducting comprehensive market research to identify potential retail and workshop businesses for collaboration. I assisted in understanding the barriers these businesses face in accessing genuine motor parts and provided insights into how partnerships could be formed. Additionally, I supported the marketing team by contributing to strategies aimed at increasing brand awareness and promoting the benefits of using genuine parts.

1.3.2 Benefits to the Student

The internship provided me with valuable experience in the motor parts industry, particularly in market research, partnership development, and marketing strategy. I gained practical insights into how businesses can expand their market presence through strategic collaborations. This experience also helped improve my analytical and communication skills, particularly in dealing

with real-world business challenges and understanding consumer and business needs in a competitive market.

1.3.3 Problems/Difficulties (faced during the internship period)

One of the main challenges I faced was the limited availability of data on local businesses that were open to collaboration, making it difficult to assess market opportunities accurately. Additionally, building relationships with retail and workshop businesses was challenging due to the highly competitive nature of the industry and the hesitation of some businesses to partner with new importers. Understanding the intricacies of business negotiations and overcoming logistical concerns also proved difficult initially.

1.3.4 Recommendations (to the company on future internships)

For future internships, Panama Enterprise could benefit from providing interns with clearer guidelines and specific projects that directly contribute to the company's strategic goals, particularly in areas such as market research and partnership development. Additionally, establishing stronger communication channels with local businesses early on would help interns build a better understanding of the market dynamics. Providing interns with more hands-on experience and offer practical insights that align with the company's objectives. Moreover, fostering a more structured mentorship program can allow interns to gain deeper insights into both the operational and strategic aspects of business growth, especially in terms of partnership management and market expansion.

Chapter Two: Organization Part

2.1 Introduction

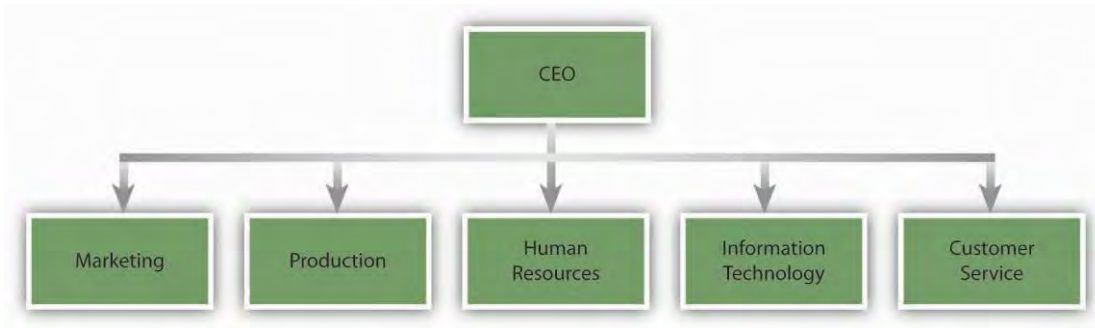
In this chapter an overall description of Panama Enterprise which was the organization where I did my internship. It undertakes major areas on the company concerning its history, products offered, its customer base as well as structure of its operations. The other aspect illuminated in the chapter is the way that the organization oversees its management practices including its leadership style, employee hiring, training and appraisal. It also includes its marketing plans, advertisement and branding of the company to the country. The day-to-day operations of the company and the way the information systems are used are discussed so as to make understanding on how the organization runs its day to day operations. Finally, the chapter contains an industry and competitive analysis based on the concepts of Porter and his Five Forces and SWOT framework that will be applied to determine the state of Panama Enterprise in the market. After reading this chapter, the readers will have a complete insight into the functioning and reputation of Panama Enterprise in the competitive market of automotive spare parts.

2.2 Overview of the Company

Panama Enterprise has been in the Auto Parts Industry for over 30 years. Panama Enterprise provides high-quality products to the auto parts sector. Panama Enterprise has a strong local distribution channel in Dhaka and all over Bangladesh, providing premium genuine Auto Spare Parts. Panama Enterprise also has a strong supply chain outside Bangladesh consisting of Countries such as South Korea, Japan, Singapore, Malaysia, China, Singapore and many more. Their robust partnerships with manufacturing firms and leading suppliers globally ensure that their team, which includes on-site product evaluations prior to importation into specified countries, along with international business specialists, upholds exceptional production standards.

Panama Enterprise has received sole distributorship rights in Bangladesh from South Korean and Japanese companies for a selective range of auto parts items reserving the rights of importing directly from the manufacturer or authorized agents of these Countries to fulfill the genuine parts demand in the local Market.

2.2.1 Structure of the company:



2.2.2 Customers of Panama Enterprise:

From small retail businesses to renowned organization, Panama Enterprise has a wide range of customer base. Panama Enterprise is currently working with different small, medium and large organization. Among that organization, some are listed below:

- Pacific Motors
- Fair Group
- Kia Motors
- Hyundai
- SsangYong
- Nissan
- Haval



2.2.3 Products of Panama Enterprise

Panama Enterprise offers a wide range of genuine motor spare parts, including:

- **Brake Pads and Brake Shoes**
- **Servicing Parts**
- **Suspension and Body Parts**

These products are sourced from reputable suppliers and are made available to retailers, workshops, and service centers across Dhaka and beyond. Panama Enterprise is committed to ensuring that the products meet the highest standards of quality and performance, ensuring customer satisfaction and safety.

2.3 Management Practices

Leadership Style

Panama Enterprise leadership style is Authoritative, which means that the manager holds the control and initiative to make the decisions. It is the task of the top management to make crucial decisions that are then relayed to employees. Nonetheless, it does not mean that the employees cannot share their ideas; they are welcome to express their opinion. The reasoning behind that dictatorial approach can be explained by the long history of the company since it has always followed the same approach since its very beginning. The maintenance of this traditional approach has been successful in terms of giving positive outcomes. Also in the auto industry there is a need of a tough decision maker leadership style. Since Panama Enterprise has a large volume to handle in terms of credit and has to go through difficult decision making processes, the business requires authoritative approach to leadership.

Recruitment and Selection Process

Panama Enterprise when comes for recruitment there are no formal structured way and the process is also very simple when they need an employee in there company, they told there senior employee to look for an employee who wants to work in the auto parts sector and then they talk with the employee and give them a trial of 3 months. Furthermore if the employee maintains all the requirements of the company (such as: cooperative, understandable, handle pressure) then they make the employee permanent to their company.

Compensation System

The compensation system at Panama Enterprise is developed in such a way that it motivates the employees with a performance-based reward system. Daily basis rewards or incentives (money) are given to those employees who acquire new buyers (1 or more) or help the business to grow considerably.

Training and Development Initiatives

Panama Enterprise is also aware of such education and development as a long-term one. The company also make sure that the employees meet the latest trends in the industry, new technologies like finding the part number of the product via a car site, Stock maintenance software and customer service procedures. This growth contributes to enhanced operation efficiency and assists in the long-term development goals of the company. Also, workers are being urged to participate in workshops and seminars which are held by some of the competitor (Hajee, United Automobile & Hossain) to build interpersonal skills and acquire more information about the car parts business.

Performance Appraisal System

Panama Enterprise has built its performance appraisal scheme in the way that the employees are given a constructive feedback and are able to develop themselves. Consistent performance appraisal enables the employee to get to know his/her weaknesses and strengths. These appraisals are founded on measurable clear standards such as individual input in the growth of the business and customer satisfaction.

2.4. Marketing Practices

2.4.1 Marketing Strategy

Panama Enterprise makes its marketing strategy based on the fact that its motor spare parts are authentic, of good quality and are reliable. The companies' strength is providing quality products to its customers. For panama enterprise the main strategy used are as follows:

❖ **Partnering with Distributor & Workshop**

- Panama Builds partnerships with workshops and regional auto part stores as a provider of genuine auto spare parts.
- Offer volume discounts to partners.

❖ **Customer Awareness Campaigns**

- Running awareness campaigns on the risks of counterfeit parts by panama enterprise

❖ **After-Sales Support**

- Promote a strong warranty and return policy to build buyer confidence.
- Providing technical support by referring workshops and mechanics.

2.4.2 Target Customers, Targeting, and Positioning Strategy

The target audience of Panama Enterprise is in the form of retailing outlets and workshops in the city of Dhaka as per the provision of vehicle maintenance and repair services. These are the most important middlemen in the chain of distribution of motor parts to the final consumers. The target customer of the company is the businessmen who value the quality of the parts and the time of their delivery. Positioning wise, Panama Enterprise aims at being known as the high end provider of genuine or original auto parts. The company hopes to build a credible brand image by highlighting the durability and inflated lifespan of the products that the company deals in so that any business seeking to enter the business of selling genuine motor parts to their customers can rely on the company because of its assured high quality of less perishable products.

2.4.3 Marketing Channels

A Panama Enterprise is a company that utilizes B2B (business-to-business) marketing to the large extent in order to make direct sales on the basis of the relations with retailers and workshops. To attract the attention of potential partners, the company relays on the help of traditional (e.g., because of pre-sales representatives and local business affiliates)

- Retailers: Panama Enterprise is associated with the retailers of auto parts who distribute the products sold to the ultimate consumers. The company has connected directly with such businesses so that they will be provided with the products they require as soon as possible.
- Workshops: Auto servicing workshops are also a target within this company where the company supplies genuine parts to these workshops so that they might service the vehicles of the customers. As Panama Enterprise are doing business more than 30 years they have so many good relationship with some of the workshop who told about their needs and make sure that they sell products which are similar with their repair services.

2.4.4 Product/New Product Development and Competitive Practices

The product line comprises of various real motor parts by Panama Enterprise which include servicing products, lubricants, body parts, and suspension which are supplied by international suppliers. The company also monitors the quality of the products so that they are good enough within the industry and the customers will also have the best parts to fit in their vehicles.

Although Panama Enterprise does not greatly emphasize to come up with totally new goods, it does consistently adjust its products so that current customer needs can be satisfied. As an example, the company monitors the dynamics of development of the automotive repair business and releases new products where it is necessary. The competitive practice can also entail using the competitive advantage of the company products by ensuring quality and reliability of its components through the fair pricing which contributes to building loyal customers as well as a customer base in the market.

2.4.5 Branding Activities

The business of Panama Enterprise in terms of branding is aimed at establishing a good reputation of supplying genuine and quality motor parts. The brand has been aligned to be trustworthy and reliable and customer oriented. Panama Enterprise has also striven to create brand awareness with its target consumers who are the local retailers and workshops depending on original parts to conduct businesses. The Branding activities that panama enterprise emphasizes are as follows:

1. **Branded Packaging**

- Using custom packaging that helps recognize brand identity.
- Include authenticity seals or part number physically in the item for verification

2. **Social Media Marketing**

- Maintaining active profiles on Facebook, Sharing product demos, client testimonials,

3. **Seminars & Exhibitions**

- Panama arranges seminars where they Display parts, offer brochures, and built network with customers.

Word-of-mouth marketing and customer referrals are also important branding activities of panama enterprise because, in most cases, a satisfied customer will refer people in the industry to the services offered at the company.

2.4.6 Advertising and Promotion Strategies

The advertising approach of Panama Enterprise is more or less low-key compared with huge multinational establishments and it depends mostly on face-to-face marketing and mouth to mouth to develop consumer base. Nonetheless, the company is trying to enhance its reach on online media in order to reach more people

- **Social Media:** Panama enterprise applies social media communication such as Facebook to communicate with the local business as well as advertising its products. To connect with its target audience, the company does not hesitate to communicate its news concerning the new products coming out, customer success stories.
- **Digital Marketing:** The opportunities being analyzed by Panama Enterprise to log into existence are still in the early stages of discussion but under consideration with a view to create greater online visibility and an increase in users on its page. There are also plans to

use the email marketing campaigns and online advertisement in order to contact the potential business partners.

2.4.7 Critical Marketing Issues and Gaps

Digital outreach is one of the essential marketing problems that Panama Enterprise deals with. Although the idea of online shopping and online transactions is gaining more and more popularity now, the company has not adopted online marketing technique and online retailing thoroughly, which might be a very good intervention to the company and increase visibility of the company and reach out to prospective partners. The other problem is that there is no aggressive marketing as opposed to the competitors. Panama Enterprise has a good reputation when it comes to the concept of quality, but it can hardly make an impact in the intense market, particularly when it comes to Dhaka, the city where the sale of replica spare parts is pretty frequent. The company needs to find a method of further differentiating itself and making its value proposition understood to potential partners.

Also, another gap is associated with customer education. There are still a lot of retailers and workshops who would rather use low-cost and counterfeit parts since it is cheaper in the short-run system without putting the long-run implications of using original motor parts into consideration.

2.5. Financial Performance and Accounting Practices

The company maintains strict rules regarding the financial data they do not give any access or share data to any of their employee. Including the document of financial and accounting statement. Since it's a private business organization I was unable to gain access financial documents from any other sources. Also attached the document in the appendix.

2.6 Operations Management and Information System Practices

2.6.1 Use of Information Systems

The current situation is that Panama Enterprise has not yet established an information system, or a specialized software in order to capture the inventory items. Nonetheless, the firm continues to use manual systems such as spreadsheets (excel) and paper records to track the inventory,

customer order and availability of goods which is quite disturbing. These records are constantly looked at with a view of enabling the company to be at a position of satisfying the orders promptly. These manual processes shall be effective and in others it may be time consuming hence mistakes are likely to occur especially when dealing with excessive amount of data. Panama Enterprise avails the information to the stakeholders by discussion on email and through the phone. Through this system, the customers, suppliers, and internal members of the team come to know about status of orders, delivery dates and possibility of any delay.

2.6.2 Database and Office Management Practices

Panama Enterprise is at a point where no formal database management or office management software has been implemented. The company relies on excel documentation and paper filing to store and manage the records of the employees, database of the clients and inventory of the products. These are such records that the staffs have to post them manually, and they are utilized to trace orders, to monitor stock, and to handle customer relationship.

2.6.3 Quality Management Practices

Quality control is given a lot of attention in Panama enterprise but this does not incorporate the use of any formal quality management practices or computer software. The parts entering the company are held up in a type inspection which is manually done to monitor the authenticity, durability and performance that ought to be expected of these parts so that they can make it into the company. Basically the quality of a product has been examine by an experience employee who already have a very good understanding about the genuine product.

2.6.4 Scheduling and Resource Allocation

Panama Enterprise do there scheduling and resource allocation manually, Employee takes the track of shipment using making excel spread sheet or takes notes in a diary to remember about the shipment or any delivery of product. On arrival of new stock; warehouse personnel are physically updating the inventory records that is subsequently reconciled against customer orders with an aim of finding out product availability. Resources is also done manually and delivery and warehouse staff work on basis of predicted work requirement.

2.6.5 Operations Management

Operations that Panama Enterprise has is manual since it is hands-on. The company is also keen on making sure that wisdom is ensured so that there are no shocks on the way the products which will be transported along the chain of importation up to the moment of delivery. The personnel handle stock manually, orders are inventoried through personnel and the personnel communicate to the suppliers and clients. Unavailability of automation means that, the greater proportion of the working process will also be relying on the human guidance which is very time consuming. Despite these challenges, Panama Enterprise has maintained efficient operations through the dedication of its employees, who have extensive experience in managing the day-to-day tasks of the business. However, the absence of a more formalized operations management system limits the company's ability to streamline processes, monitor real-time data, and scale its operations efficiently

2.7 Industry and Competitive Analysis (add sub-chapters)

2.7.1 Porter's Five Forces Analysis

Porter's Five Forces are commonly used to analyze and evaluate the five forces of the business, illustrating various aspects of the organization's strengths, opportunities, vulnerabilities, and more. This framework can highlight the internal capabilities of the company, along with the potential threats it faces.

- **Threat of new entrants-**

Venturing into the automotive sector is significantly more challenging than entering other industries due to the substantial investment requirements and the need for effective communication. The process of selling car parts differs greatly from marketing other products. Conditions can become quite difficult in the automobile industry, as it relies heavily on credit, and the collection of that credit can be complex. Typically, a standard newcomer would avoid this level of risk; however, established large firms may consider transitioning into this market, potentially increasing competition. Therefore, the risk of new entrants in this field remains low.

- **Bargaining power of suppliers-**

In the auto parts industry the bargaining power of suppliers is very high. Panama Enterprise doesn't manufacture any products on its own and is 100% dependent on its supplier from abroad. For years Panama Enterprise imports specific parts such as brake pad, brake shoe, CV joint etc. from a Korean company named Sangsin Brakes and have not kept multiple supplier options available thus reducing panama's bargaining power when negotiating pricing for the products or receiving the products on time.

- **Bargaining power of customers-**

In the auto parts industry, the bargaining power of the buyer is very high. Buyers have many alternatives in the market. where they can easily switch to low-cost duplicate products elsewhere. Additionally, since there are many shops available, buyers are aware of the price range. Therefore, to retain buyers, Panama must offer competitive pricing and quality products.

- **Threat of Substitutes-**

The threat of substitutes in auto parts industry is very Low. In the Auto parts market the direct substitutes are as follows:

- Using Refurbished spare parts: Customers sometimes opt to choose refurbished used products other than buying new.
- Using Repair services: Customers might use specialized repair services to address their motor parts problem instead of replacing the parts with new parts which affects sellers such as panama enterprises.

Although there are substitutes however substitutes cannot provide the same long lasting quality and convenience as new products.

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- **Industry Rivalry-**

Panama Enterprise faces clear competition in the market, leading to intense industry rivalry. Its competitors include Hajee Automobiles, Hossain Motors, United Autos, Protiga Motors among others, which presents significant challenges for Panama Enterprise.

2.7.2 SWOT Analysis

SWOT analysis serves as a crucial instrument for examining both internal and external environments. By assessing strengths and weaknesses, one can understand a company's internal condition, including its capabilities, areas of excellence, and where improvements are necessary or weaknesses must be addressed in a competitive landscape. Conversely, opportunities and threats represent external factors that can influence a company's market presence. Leveraging opportunities can lead to growth, while effectively managing threats will ensure ongoing sustainability and growth in the marketplace.

Strengths-

- Panama Enterprise has a good brand name in the market due to the fact that they have been in business for over 30 years.
- They provide good quality spare parts for well-known brands.
- Panama Enterprise doesn't compromise with the quality for their customer's satisfaction.

Weakness-

- The marketing division of Panama Enterprise lacks strength. Their focus remains only on sales, whereas modern businesses are increasingly prioritizing marketing and advertising.
- There is a big communication gap with the small retailers and Panama Enterprise. Increasing communication with small retailers can help Panama learn more about market demand and about the products that is on demand which will give them a competitive advantage in the market.

Opportunities-

- Nowadays consumers look for quality products and since the organization possesses a strong brand reputation, it can expand its product lines to introduce new items. This strategy will enable them to capture greater market share, and increase sales.

Threats-

- The primary danger for Panama Enterprises comes from rivals that sell counterfeit low quality products. These products are available and cheap which significantly dominates the market, therefore, to thrive in the industry, Panama Enterprise must assess its competitors and adapt accordingly.

2.8. Summary and Conclusions

Panama Enterprise is a well-established supplier of genuine motor spare parts in Dhaka, with over 30 years of experience in the industry. Panama enterprise has a well-known reputation in the industry for offering premium high quality products which significantly improved panama's brand value and improved building trust among its customer base of retailers and workshops however despite its strength panama enterprise faces hurdles in expanding its market share and forming strong bonds with local small scale wholesaler and retail businesses.

Through Porter's Five Forces analysis, we can clearly see that Panama Enterprise operates in a strong competitive environment, facing competition and threats from rival importers and also competition with counterfeit products available in the market. Furthermore panama enterprises dependency on few international suppliers increases its difficulties in price negotiation and delivering products on time. However the continuous rising demands of vehicles and quality conscious customer base and a lower threat from substitutes vehicle use means panama Enterprise has opportunities to grow its market share significantly by tapping into the rising popularity for genuine auto parts and strengthening relationships with retailers and workshops businesses.

The swot analysis reveals the strength, weakness, opportunities and threats for panama enterprise. The swot analysis identifies that the strength of panama enterprise lies in its 30 plus years of experience in the industry also having a reliable supply chain and established business relationship with customers adds to its advantage. On the other hand limited digital presence and vulnerability in effective communication with small retailers acts as a weakness for panama enterprise. Expanding product line will give panama enterprise opportunities in increasing sales however low quality duplicate products remains a threat and panama enterprise needs to assess and adapt to it accordingly.

2.9. Recommendations

At Panama Enterprise during my internship experience, I noted that there are certain areas where improvements would help the organization performance and customer satisfaction greatly. First, the inventory department must urgently apply a computerized inventory system that has the capacity to store all information concerning products, monitor stock levels, and automatically update inventory information when new products are imported or products are sold. Presently, handwritten logs and excel files lead to delays, misunderstandings, and mishaps at identifying parts; this is because the company deals with hundreds of items which include brake pads, filters, and suspension items. A digital system would make item identification using the product code very quick, decrease the number of manual tasks, and increase the accuracy of orders. Second, the organization ought to raise its exposure on the digital front. Although it has a simple Facebook page, here, there are no frequent updates, promotions, and product ads. There is also an opportunity to create weekly updates, display the new product arrival (e.g., the parts of the Korean and Japanese cars and so on), and advise the clients of the dangers of falsely produced parts, which may also generate confidence and develop new clients, especially repair shops and small retailers who utilize social media to make acquires. At this point, most retailers do not know about the availability of genuine parts at competitive prices sourced through Panama Enterprise since the company has failed to promote it efficiently on the internet. Another essential problem is the staffing. With the intensive efforts of an inventory team, it has become overworked. Another three personnel need to be employed and trained on a daily basis of stock checking, data entry, and product handling. This is particularly needed when there are peak seasons when the volumes of orders are larger. Lastly, Panama Enterprise has to work on its cord with small retailers. Some of these enterprises resort to fake products because they are cheaper and are not conversant with the role authentic parts play in their company in the long run. The weekly assignment of one marketing officer to visit five to ten retailers and gather feedback and tell the benefits of working Panama Enterprise may develop trust and result in new partnerships. Loyalty may also be realized by providing these small partners with occasional discounts or other payment terms depending on how much they purchase. The mentioned steps will assist Panama Enterprise in modernizing its operation, diminishing inefficiencies, as well as empowering its competitive stance in Bangladesh auto parts business.

Chapter 3: Project Part

3.1 Introduction

In the Auto parts industry, information about a new car and its model for the distributor is very important. The auto parts industry is the place where we need to be ready with the spare parts for any old or upcoming launched vehicles all the time, since any vehicle consumer buys the consumer is destined to look for spare parts for the vehicles. During my three months of connection as an intern with this company, I was always really fortunate to be part of the great team; I learned how to apply the intellectual information in the realistic market environment.

In Bangladesh, Auto spare parts industries have begun to expand in recent years. Panama Enterprise has successfully put its name among the top genuine Importer and wholesaler in Bangladesh. They say a car has more than 30,000 parts, and the increasing vehicle ownership in Bangladesh specially the metropolitan city of Dhaka means there is a large demand for these parts. The most demand able items in this informal market are car engines, headlight, back-light, handle, screw, nut-bolt, looking glass, fog light, master switch, car grill, clutch, gearbox, propeller shaft, axle, brake, battery, and steering, etc. The rising demand for these Parts has made panama enterprise more focused on providing authentic quality products.

3.1.1 Background

The automobile industry in Bangladesh is growing, leading to a rising demand for quality spare parts. According to **Light Castle Partners (2021)**, the market for auto parts is expanding as more consumers opt for genuine products over counterfeit alternatives. Many vehicle owners prefer genuine parts over counterfeit ones, but accessibility remains an issue. Retailers and workshop owners play a key role in supplying these parts to customers. A better collaboration model between importers and these businesses can ensure that customers get authentic products while improving business opportunities for all parties.

Panama Enterprise has been operating in the motor parts industry for 30 years. To stay competitive, the company must explore new business strategies, including partnerships with local retailers and workshop businesses. This study will provide insights into how such collaborations can be beneficial.

Problem Statement:

Panama Enterprise focuses on importing and selling genuine spare parts in Dhaka. Nevertheless, the company faces obstacles in expanding its presence in retail establishments and workshop sectors. Insufficient partnerships with these businesses may restrict market expansion and consumer access to genuine products. Identifying the potential and obstacles to establishing partnerships is essential for promotional marketing of new and genuine reliable parts to consumers which will play an important role in establishing brand loyalty and ensuring a competitive advantage in the market for Panama Enterprise products, which will eventually transform into increasing sales for Panama Enterprise.

3.1.2 Objective(s)**The Objective of the study:**

The goal of this study is to identify the opportunities that Panama Enterprise can avail in providing genuine motor parts through collaboration. This research would help me examine the different opportunities and challenges that organizations faces in implementing these policies, which I believe will enhance my understanding, and enrich my future career experience. The objectives are as follows:

- To identify the potential retailers and workshops in Dhaka interested in promoting premium genuine Motor Parts items to consumers.
- The feasibility and benefits of importing and distributing genuine motor parts items through collaboration with retailers and workshops.
- To identify reasons for businesses not wanting to partner with genuine spare parts distributors.

3.1.3 Significance

The results of this research will assist Panama Enterprise in making educated judgments about collaborations with retailing and workshop businesses. Cooperation may enhance market share, boost sales, and foster greater consumer confidence in genuine spare parts.

This research will emphasize the necessity for enhanced business relationships among importers

and small businesses. It will additionally offer valuable information for lawmakers and business organizations pushing for a reasonable market in the automotive spare parts sector

3.1.4 Scope of the Study

The scope of this study is limited to exploring the potential for business collaboration between Panama Enterprise and auto parts retailers and workshop owners within Dhaka city. The research focuses specifically on identifying the opportunities and challenges associated with promoting genuine motor parts through these partnerships. It covers the perspectives of small and large-scale retailers and workshops regarding product quality, pricing, delivery systems, and customer expectations. The study also evaluates the competitive landscape, especially the impact of counterfeit products on business decisions. While the findings are based on a small sample size, they offer meaningful insights into the broader market dynamics of the auto spare parts industry in Bangladesh. The study does not extend to technical specifications of parts or financial performance metrics but remains focused on collaboration potential, communication strategies, and supply chain concerns relevant to marketing and business development.

3.2 Literature Review

The supply chain associated with automobile accessories exhibits a highly intricate nature, encompassing extensive multinational, national, and local networks that are tasked with the systematic procurement of spare components for a diverse range of vehicles and models on a regular basis. Some studies have shown that the supply chain for automotive components benefits greatly from teamwork. **Porter and Kramer (2011)** examine whether cooperation in company collaborations improves efficiency in the market. **Christopher (2016)** asserts that the combination of vendors and dealers enhances the availability of goods and decreases duplicate problems. **Rahman & Akhter (2020)** identified that limited networks of distribution raise both expenses and inefficiencies in the auto components sector in Bangladesh. **Hossain & Chowdhury (2019)** state that importer-workshop collaborations foster customer confidence in authentic goods.

The body of literature concerning the automobile parts industry, particularly in relation to vehicle spare parts, is notably limited. Regrettably, in the context of Bangladesh, there exists close to none, articles or scholarly papers that align with my topics. This suggests that the phenomenon of service quality within the motor vehicle sector remains largely underexplored. The significance of service quality provided by the auto parts industry is Important since, It influences customer satisfaction, fosters customer loyalty, enhances customer-organization relationships, and ultimately affects profitability and costs.

Importer-retailer cooperation is very significant for customer satisfaction for this industry and will ensure sustained customer retention over the long term. In the absence of compelling evidence demonstrating that this sector possesses considerable market potential and profitability, it is unlikely to attract investment from potential investors. This report seeks to address this gap by examining whether collaborative efforts might improve both the availability and distribution of authentic motor components in Dhaka. This initiative seeks to address that deficiency by looking at how collaborative efforts might enhance profitability for importers such as Panama Enterprise.

3.3 Methodology

Type of research:

Two simple techniques were used to obtain the necessary outcomes to determine the goal.

1. Qualitative Analysis: The primary focus of this study is a qualitative research methodology. The purpose of this study is to learn more about the retailers and workshops about working with Panama Enterprise. Opportunities for collaboration and the kind of advantages they will receive will be the focus of the study. The expectations of merchants are examined in this study, along with the difficulties in collaborating with Panama Enterprise. I therefore attempted to go into great detail in this article and provide the appropriate reasoning that makes it simple to come to a well-supported research study's conclusion.

3.3.1 Data selection:

The analysis will be a qualitative nature. Below is a foundational summary of the data gathered and used to generate this study.

1. Data Type: This report includes both primary and secondary data.

- **Primary data:** Questions covering the study purpose is included in the survey questionnaire. The research population is comprised of auto parts retailers and workshop owners. Some basic and simple open ended questions have been asked and information collected to gain insights into their perspectives on collaboration.
- **Secondary data:** The secondary data's are Newspapers, Blogs, Articles and Websites.

3.3.2. Sample Size:

Sampling technique: In this report, the main subjects of my research are auto parts retailers and owners of servicing workshops in Dhaka City, as we have numerous clients in Dhaka purchasing different kinds of motor parts from our firm. Therefore, I will gather information from the specific owners who are acquiring genuine motor parts from us and also from those who are not our buyers. I have chosen approximately 15 retailers and workshop proprietors and have also extracted data from them to obtain accurate information.

Data analysis technique: The insights gathered from interviews with auto parts dealers and automotive service shop proprietors serve as a key source of information. In order to analyse this data, I have primarily employ qualitative and descriptive analysis methods, as this approach allows for a comprehensive understanding of the entire process and elements involved. In this type of data analysis, the use of bar graphs, pie charts, or similar visual aids will help simplify the answers and will give in-depth understanding out the research.

3.4 Findings and Analysis

3.4.1. Findings

Projection of interview data

For the purpose of gathering primary data, I have create two distinct groups of owners:

- Retailer owners
- Workshop owners.

Accordingly, I formulated 6 open-ended questions for 15 various auto parts retailer owners and 6 open-ended questions for 5 different workshop owners. I posed these questions to them to gain insights into their perspectives regarding collaboration with us.

Questions for Auto Parts Retailers Owners

1.) How long have you been in the Auto parts Business in Dhaka?

In reply to this inquiry, the majority of the retailer owners provided responses that were quite alike, as they had been engaged in this business for several years.

- 8 of them have been in this industry for more than 12 years.
- 4 retailers have been active for over 8 years.

Meanwhile, the other 3 retailers have been in business for over 5 years, which indicates that they are still in the learning phase of this industry. Thus, the duration of experience among most of them suggests that they are running their businesses very effectively.

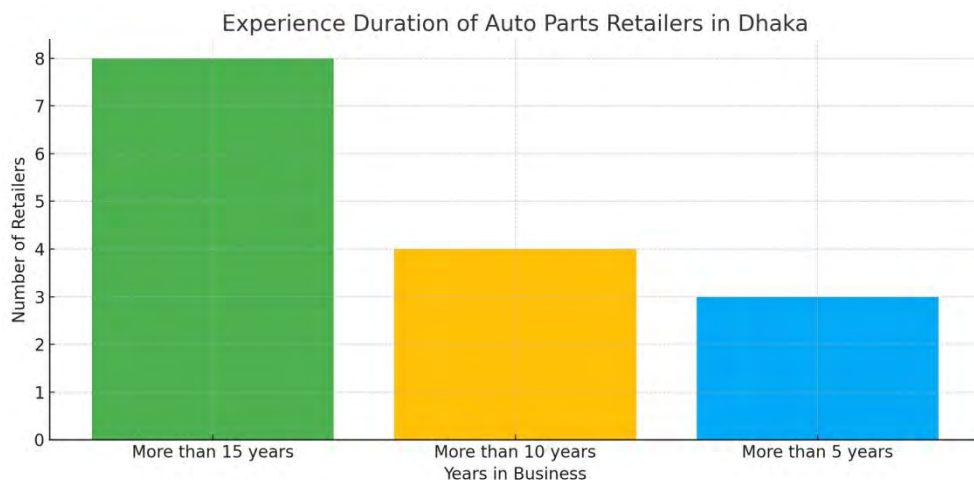


Figure1: This graph illustrates visual representation of the number of auto parts retailers in Dhaka based on their years of experience in the business.

2) Do you sell genuine or duplicate motor parts items? Which items are in demand among your customers?

According to the response, many retailers in the auto parts industry have been involved in this field for an extensive period. They possess a strong awareness of the consistent demands from their regular customers, enabling them to pinpoint specific products such as

- AC filters,
- Air filters,
- Oil filters, and brake pads.

These items are key but cheap servicing components that consistently rank high in customer demand, as they are essential products used on a daily basis. Additionally, there is a notable demand for expensive suspension components such as shock absorbers, ball joints, compressors, and condensers.

Out of 15 retailers 7 of them prefer and sales cheap duplicate Chinese suspensions products, 5 of them only sales genuine parts from Korean and Japanese brands to their customers and 3 of them sales duplicate and original products both mainly Air filters and Oil filters.

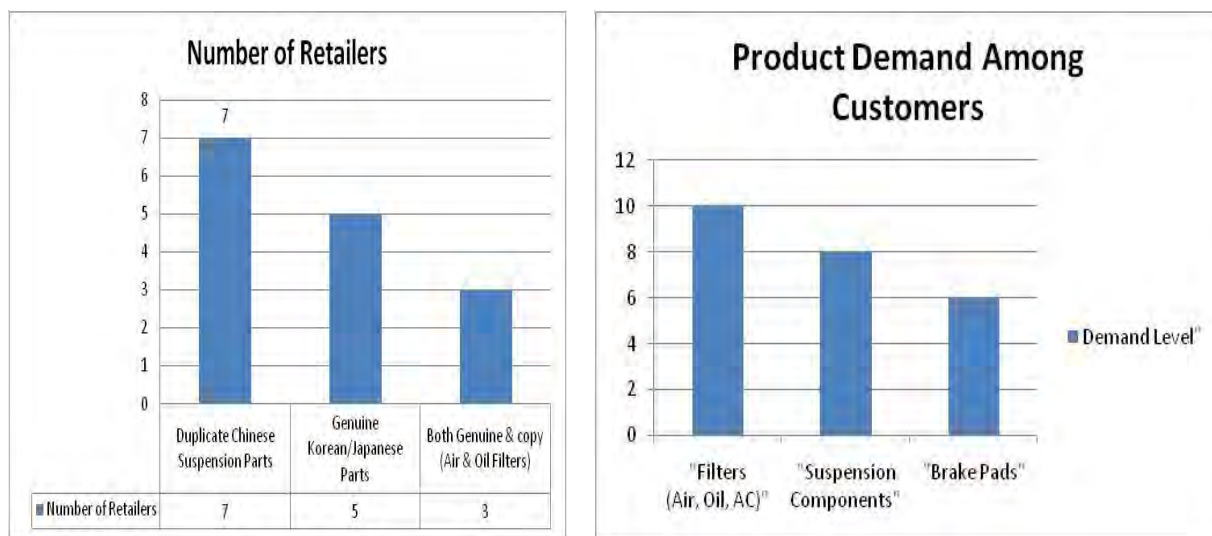


Figure 2: This graph Illustrates product demand and retailers interest in choosing between duplicate and genuine products.

3) How do you currently source motor parts for your business? Genuine and duplicate both?

From the answers to this inquiry, it appears that retailers in the automotive parts industry have a lengthy history of operations, alongside the emergence of some successful new enterprises.

- 2 of the large retail owner's main source for genuine motor parts are from Panama Enterprise only.
- 3 large retail owners procure genuine motor parts from large importers such as Hajee Automobiles, Hossain Motors, and United Automobiles.
- 7 small scale retailers only procure Chinese copy products from vendors supplying copy products
- 3 small scale retailers acquire both genuine and duplicate products.

interestingly large retailers prefers genuine products and source their parts from genuine importers however a significant portions of the small retailers prefer counterfeit cheap products from local suppliers.

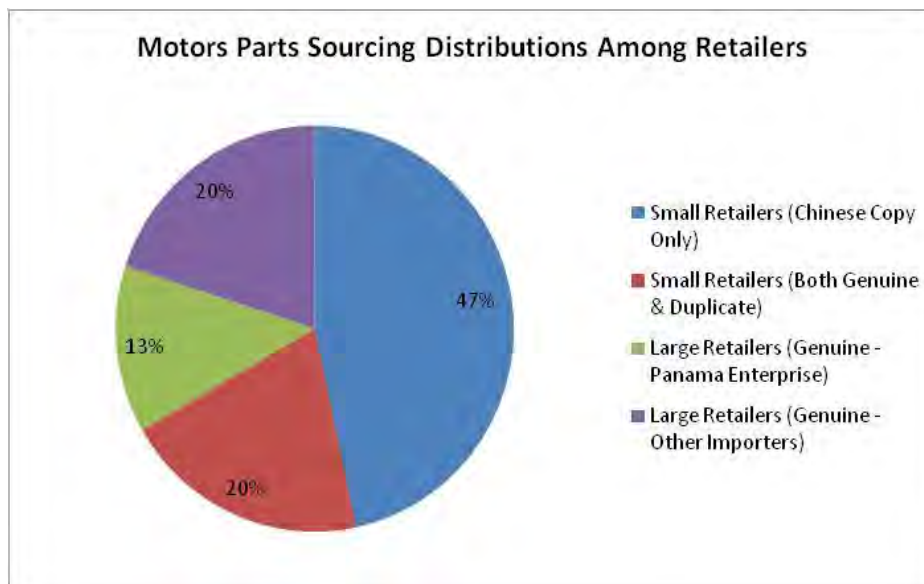


Figure3: This graph illustrates Retailers Motor parts sourcing percentage

4) Have businesses faced any challenges in sourcing genuine or duplicate motor parts?

Retailers frequently encounter difficulties with inventory shortages for genuine products. At least 5 retailers have raised their concern regarding sourcing of genuine motor parts on time. Retailers

selling genuine products cannot access the items from local suppliers easily as few importers only imports genuine items.

Significant challenges arise when importers experience stock shortages due to issues at ports and transportation delays, causing products to arrive late and preventing timely stocking. Only 1 retailer faced minor issue in sourcing genuine products, Interestingly 4 retailers selling duplicate products have zero issue in sourcing products.

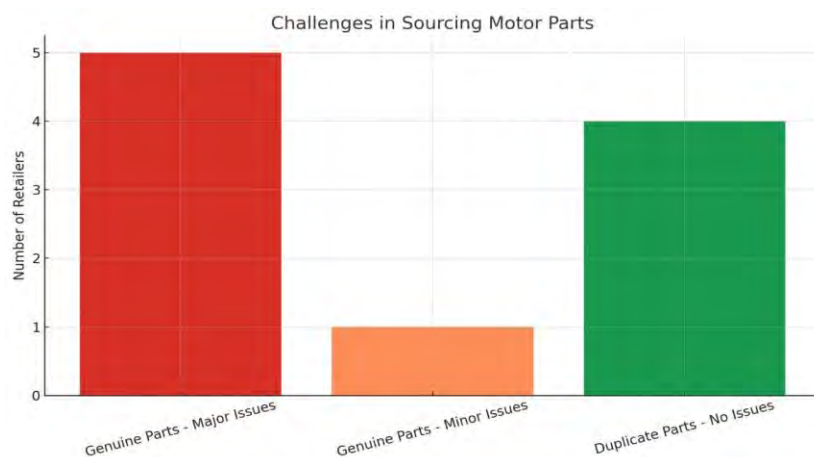


Figure4: This graph illustrates challenges in sourcing motor parts by retailers.

5) Would you consider partnering with a genuine motor parts importer to guarantee prompt delivery? Do you possess any prior experience working with an authentic supplier?

In this response, 6 retail owners have expressed interest in partnering with us. Among those keen on collaboration, 5 of them have operated their businesses for approximately 12 years, while another 1 has been in business for over 18 years. They have established their ventures for a significant period and possess a substantial customer base; however, they occasionally struggle

to meet customer demands, thus, collaboration would prove advantageous by guaranteeing timely supplies and addressing customer needs efficiently.

On the other hand 4 retailers were reluctant to go into any kind of collaboration stating they already maintain strong supply chain.

In another inquiry, 5 retail owners are undecided due to the fact that they had never previously partnered with anyone, and lack experience in working with any specific suppliers.

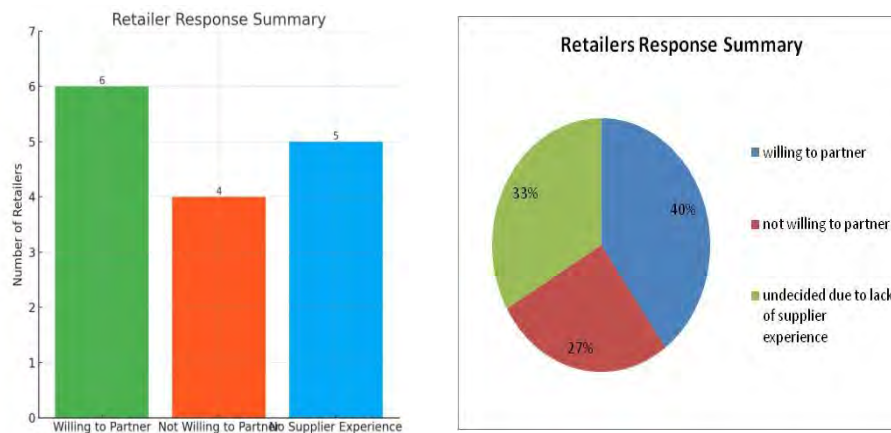


Figure5: This graph and pie chart illustrates retailer's responses in partnering with genuine motor parts importers.

6) From your perspective, what advantages/disadvantages if any, do you see in working together with a reputable motor parts importer?

Based on the response to the earlier question, it is evident that 4 large retail business owners express interest in collaboration, indicating they recognize potential advantages. They mentioned that collaborating would give them access to a broader selection of products, thereby expanding customer base. Additionally, the potential for cost savings is a significant factor in collaboration since the importer provides competitive pricing to partners, enhancing the retailer's profit margins. They also pointed out the benefit of acquiring products at lower costs and noted cost savings as a positive aspect. Furthermore, they emphasized the importance of quality assurance, believing that established importers adhere to strict quality control measures, resulting in retailers offering quality products that increase customer satisfaction and build trust.

Conversely, 5 small retail business owners did not express interest due to price related issues and recommended that genuine products are expensive and small retailers cannot order products in bulk therefore they cannot get the advantage of economies of scale furthermore for them the profit margins are high if they can sell duplicate products as genuine, Additionally they believe sourcing from the local market is easy.

Another 6 retailers acknowledged that cost savings, access to a diverse product range, and other benefits are advantageous, but they are undecided due to lack of knowledge about the matter but will be willing to get involved if they receive proper guideline and if collaboration improve their business opportunities in the long run.

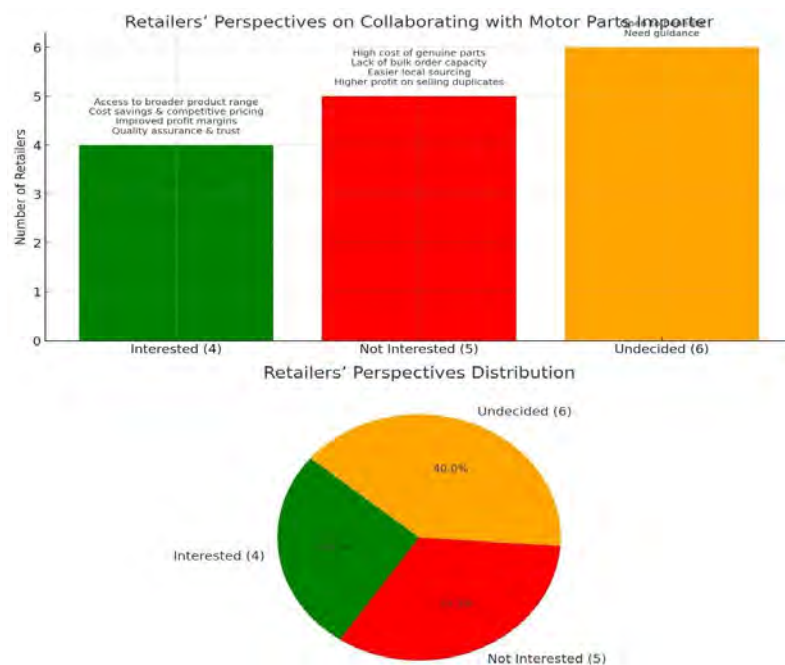


Figure6: This graph illustrates the prospective on collaborating with motor parts importers.

Questions for Auto Servicing Workshop Owners:

7) What is the duration of your auto servicing workshop's operation in Dhaka?

In reply to this inquiry, the 2 workshop owner mentioned that they have been operating workshop for approximately 13 years. Conversely, the other 3 workshop owners reported that they have been active in this industry for about 5 to 6 years.

Duration of Auto Servicing Workshop Operation in Dhaka

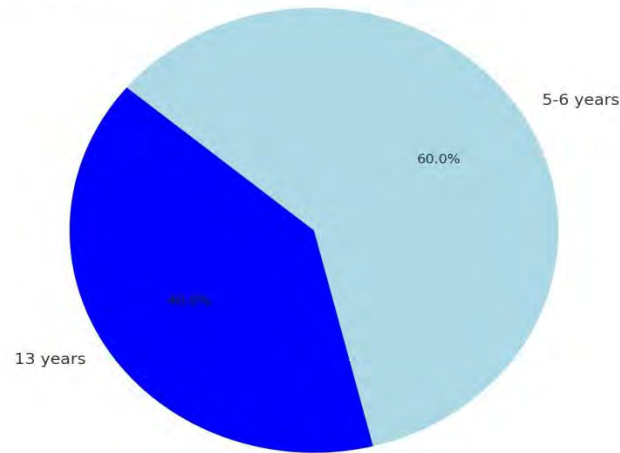


Figure 7: This pie chart illustrates visual representation of the number of workshop owners in Dhaka based on their years of experience in the business.

8) Which motor parts items are in demand among your customers? Any specific brand?

Clients bring their vehicle issues to the workshop for repairs, prompting employees to recommend motor components based on the specific problem. Every workshop reported that certain essential motor parts or tools are consistently requested by clients, including

- Engine oil,
- Brake pads,
- Air filters,
- A/C filters and others.

These are standard maintenance products that are regularly required for servicing.

Additionally, components related to suspension, such as shock absorbers, struts, and ball joints, are often in demand due to road conditions.

An interesting phenomenon has been observed that is client often requested long lasting motor components that can only be ensured by genuine products as genuine products seems to last longer than their counterfeit ones.

9) How do you currently source motor parts for your business? Genuine and duplicate both?

From this inquiry, the responses from participants were quite consistent as they formed a partnership with suppliers who promptly delivered motor components for their workshops. 3 workshop owners are engaged with various retailers providing cheap items to gain access to an extensive assortment of motor parts across different brands, aiming to meet their customers' requirements for quality motor parts. Furthermore Workshop proprietors are primarily linked to local retailers, allowing them to quickly obtain necessary products in case of emergencies. 2 workshop owners are procuring their motor parts from both local retailers and fixed genuine importers to sustain their operations.

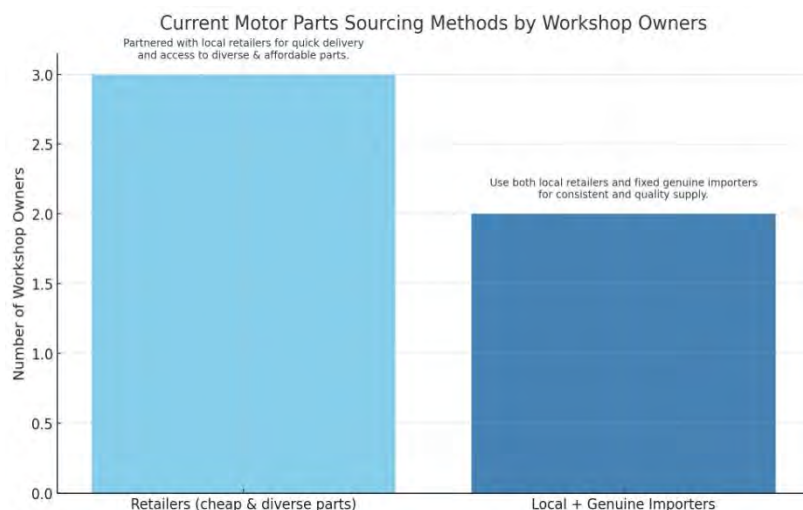


Figure 8: This graph illustrates motor parts sourcing methods by workshop owners.

10) Have businesses faced any challenges in sourcing genuine or duplicate motor parts?

From that inquiry, I discovered various responses from the workshop operators.

2 workshop owners who have managed their workshop business for over a decade have built a robust supply chain with retailers, facilitating effortless product procurement. Their expertise in the field enables them to swiftly connect with retailers or importers of certain brand items, thereby minimizing challenges in sourcing products.

In contrast, the other 2 workshop owners occasionally encounter difficulties in obtaining specific genuine motor components. Lacking extensive connections with various importers or retailers, they possess limited insight into the types of products available through these channels and if they try to acquire genuine products the individual items price seems very high which discourage them for purchasing genuine products.

1 workshop owner's faces severe genuine products supply issues and rather try to misguide the customers into paying for short lasting cheap products.

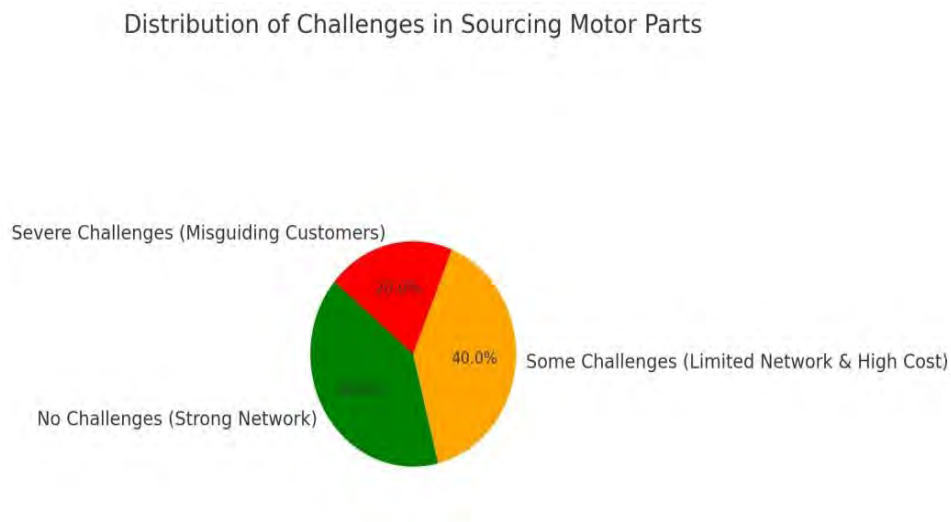


Figure9: This pie chart illustrates challenges in sourcing motor parts.

11) Would you consider partnering with a genuine motor parts importer to guarantee prompt delivery? Do you possess any prior experience working with an authentic supplier?

In answer to this inquiry, 2 workshop owners expressed a desire to collaborate due to their extensive customer base and occasional stock shortages. They believe that partnering with us would benefit their operations. Additionally, they pointed out potential cost efficiencies, as purchasing motor parts from retailers tends to be slightly more expensive than acquiring them from importers in bulk and also providing quality products ensure the customer coming back again for their services.

Consequently, 3 workshop owners are keen to explore collaboration with us but are reluctant to go into any kind of paper agreement. From a separate question, I sought to learn about their past collaboration experiences, to which all the 5 workshop owners indicated they have not participated in such arrangements previously.

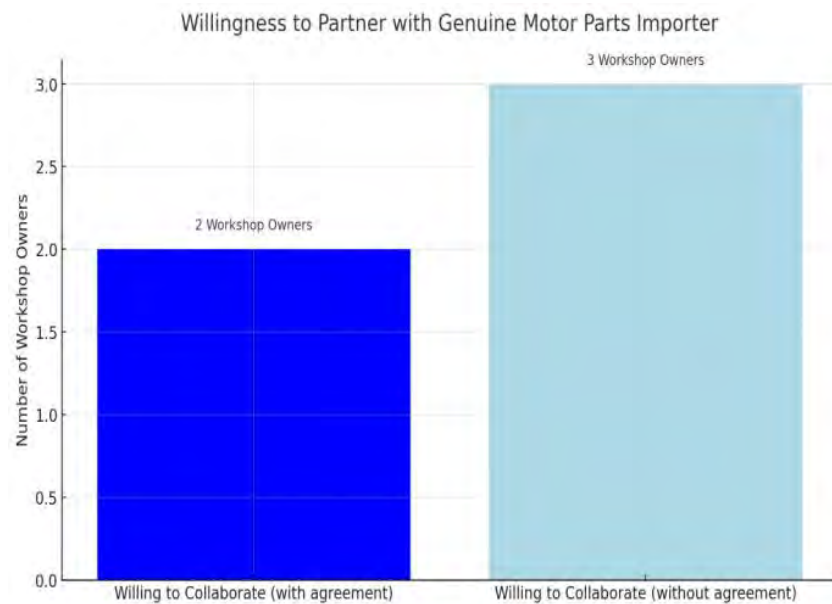


Figure 10: This graph shows the willingness of workshop owners to partner

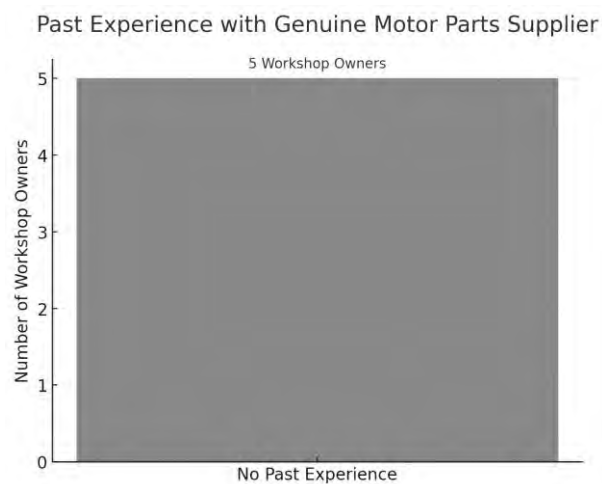


Figure 11: This graph illustrates the workshop owners past experience with suppliers.

12) From your perspective, what advantages/disadvantages if any, do you see in working together with a reputable motor parts importer?

According to the response to the earlier question, 3 workshop proprietors indicated they perceive potential advantages from such a partnership. The perspective of the 3 workshop owner is that if Panama Enterprise agrees they want to acquire motor components rapidly and affordably and most importantly on credit, enabling them to deliver prompt service to their clients and also boost their business profits. They also believe that sourcing from importers such as Panama Enterprise guarantees quality products, which is highly beneficial for their operations.

However 2 workshop owner are interested to go into collaboration only with conditions, where they specifically mentioned they want this collaboration to be independent and in no way they want this to be legally bounded furthermore they believe the market is overwhelmed with low quality products therefore importer such as Panama Enterprise shall offer a larger profit margin share when supplying products to their workshop.

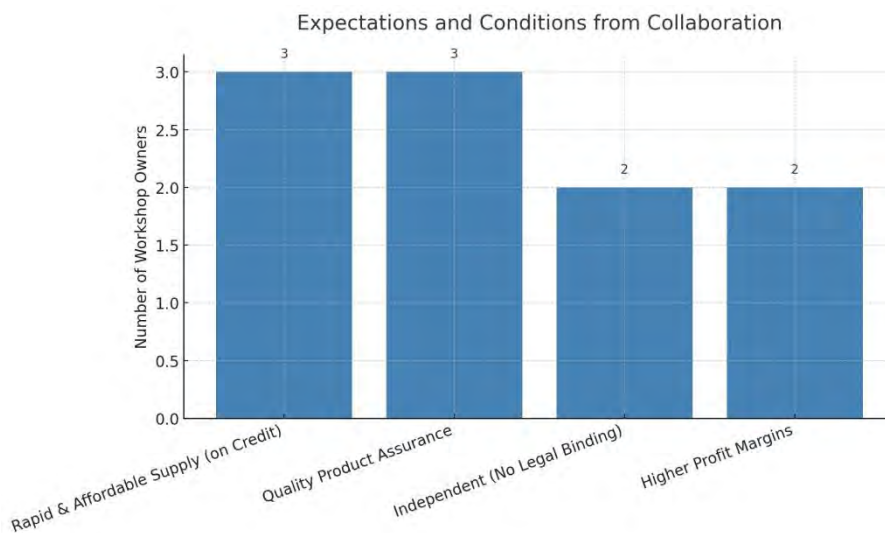


Figure 12: This graph illustrates the condition for collaboration by workshop owners.

3.4.2. Analysis

From a comprehensive analytical standpoint, my findings from the responses are as follows:

1. Industry Experience (Q1, Q7)

From the above data we can clearly see that this industry is an established industry with majority of the retailers and workshop owners operating this business for many years.

- Retailers: A large number of retail owners are extremely experienced and are in this business for over 8 years only 2 are involved in this business for 5+Years.
- Workshop owners: From the workshop owners 2 have 13+years of experience and others are operating for more than 5 years.

2. Product Demand and Customer Preferences (Q2, Q8)

- Strong demand for service items such as: Brake pads and shoes, Ac filters, Oil filters, Air filters.
- High demand for expensive suspension items: shock absorbers, struts, ball joints

There are many items which are always in constant demand and Customers prefers genuine parts for their durability and performance. Experienced retailers and workshop proprietors who have cultivated customer satisfaction understand the importance of maintaining their reputation; they avoid compromising on product quality to retain that trust. However price plays an important factor as customers in Bangladesh is very price sensitive and they look for quality products at an affordable price therefore businesses will only agree in collaboration with the importer if the importers such as Panama Enterprise can provide quality products at an affordable rate.

3. Maintaining an effective supply chain process (Q4, Q10)

- **Retailers:**
 - From figure4 we can see 5 retailers reported frequent delays in receiving genuine products.
 - Counterfeit products are cheap and are easy to source therefore retailers face no problems in sourcing the items.
- **Workshop Owners (Q10):**
 - Established businesses have better networks and faces fewer issues

- Whereas Newer businesses struggle with access to affordable, genuine parts and also lack knowledge of importers

If the supply chain is flawed from the importer of genuine products such as Panama Enterprise, the retailers will struggle to sell the product to customers. Often, due to high customer demand, the demanding product is out of stock; therefore, if they fail to restock promptly, customers will seek alternatives such as local duplicate products rather than purchasing from collaborated retailers, which is detrimental for the business and will reduce trust among the importer and the retailers and sellers of counterfeit parts will fill the market gap .Panama enterprise should also build relationship with newer workshop owners and should offer them easy access to affordable parts to encourage them into buying genuine products Therefore it is extremely crucial for Panama Enterprise to maintain collaboration with the small businesses as effective and smooth as possible.

4. Supplier Networks

- **Retailers (Q3):**
 - o Big retail businesses source from importers like Panama Enterprise, Hajje Automobiles, and United Automobiles. However smaller stores mostly source counterfeit Chinese items locally.
- **Workshop Owners (Q9):**
 - o Workshop owners acquire parts quickly through local vendors.
 - o A few workshop owners partnered with trusted importers to maintain quality amid customer demand.

5. Perceived benefits and concern for collaboration:

- **Benefits highlighted from responses of questions (Q6, Q11):**
 - o Better pricing, through bulk deals by large scale retailers.
 - o access to wider product ranges,
 - o Improved customer trust, and product reliability.
- **Disadvantages of collaboration as per: (Q6, Q10):**
 - o For small scale retailers genuine parts are expensive.

- o Small retailers can't buy in large volumes and wants to buy on credit.
- o Small scale retailers cannot benefit from economies of scale.
- o Sceptical due to unfamiliarity with formal partnerships
- o Some workshops prefer selling counterfeit as original for higher margins.
- o Concerns over lack of knowledge and formal agreements no workshop owners have ever made any formal collaboration as can be observed from figure:11

6. Market Segmentation:

The market is divided into two groups:

- Experienced, established businesses with strong supplier networks
- Smaller/newer businesses struggling with sourcing, pricing, and scale.

There is clear demand for genuine parts, (Q2, Q8) driven by consumer awareness, but price difference between genuine and duplicate products creates economic tensions as we can see with the response from (Q6, Q10).

Workshops and retailers recognize the value of quality, but Supply chain inefficiencies (Q4, Q10) and capital constraints prevent full commitment to genuine products, most businesses are interested in partnerships, but lack of experience, financial limitations slow progress. Between importers like panama enterprise and smaller retailers/workshops who haven't experienced partnership models before.

3.5 Summary and Conclusions

This chapter explored the potential for collaboration between Panama Enterprise and local retailers and workshop owners in Dhaka to improve the distribution and availability of genuine auto parts. Through interviews and questionnaire Survey responses (Q1–Q11) from both retailers and workshop owners I found that most experienced retailers and workshop owners understand

the value of using genuine products and are open to collaboration—provided there are benefits such as competitive pricing, flexible payment terms, and consistent product availability.

However, challenges remain, particularly with small businesses as seen from survey response (Q4-Q10) that they are more price-sensitive and often rely on counterfeit products due to higher profit margins and easier access.

There are significant numbers of retailers and workshop owners as can be seen from figure 6 and figure 10 that reveals that they are hesitant in to going for collaboration due to lack of conceptual knowledge and fear of paper document therefore if panama enterprise can assure those businesses about the benefits of selling genuine products and give them easy access to partnership such as lower paperwork, supplying products on credit and a larger profit margin then there is an increasing possibilities for panama enterprise in partnering with a large segment of businesses in the industry.

The study revealed that effective collaboration could lead to increased trust, improved supply chain efficiency, and long-term business growth for both parties. For Panama Enterprise, addressing market demands, maintaining quality, and building strong partnerships are essential for overcoming competition and expanding its presence in the genuine auto parts market. Overall, collaboration presents a promising strategy for sustainable growth.

3.6 Recommendations/Implications

1. Improve stability and communication with retailers and workshops by offering flexible partnership models:

As per the response from (Q5, Q11) Panama Enterprise needs to place greater emphasis on ensuring consistent supply chain operations and effective communication through introducing measures such as:

- Mapping the supply chain
- Implementing inventory management
- Centralizing Communication channels for easy communication between panama and retailers and workshop owners.

These measures will simplify processes for collaborated partners in accessing genuine parts. Smooth supply chain will ensure panamas current business partners such as the retailers and workshop owners to be able to fulfil market demand with quality parts and will not be selling cheap duplicate products and simplifying the partnership process with less paperwork's will ensure hesitant businesses as we can see from figure 5, 33% of retailers are undecided therefore taking those businesses into confidence and offering flexibility will improve chances and interest in establishing a strong business relationship with panama enterprise.

2. Incentivize Genuine Product Sales and adaptable payment options:

Based on the response of (Q6) at present, the costs of importing motor parts increased significantly. Cost reduction is quite difficult in the existing market conditions for Panama Enterprise, although we can occasionally offer quite favorable discounts for our partner in collaboration by offering brand **support, warranties, or profit-sharing schemes** for verified genuine products.

Helping smaller retailers transition away from counterfeit cheap parts by supporting their margins will encourage partnerships .Panama enterprise can take measures such as:

❖ Ensuring Quality Assurance:

- Offering genuine products with quality certification.

❖ Offering Margin Protection:

- Providing discounts for bulk orders.
- Implementing higher discounts as purchase volume grows.
- Support with transport facilities to reduce upfront costs for retailers.

❖ Marketing and Branding Support:

- Supplying with marketing materials
- enhancing the retailer's credibility through Co-brand campaigns

❖ **Flexible Credit Opportunity:**

- Introducing extended payment periods
- Launching discount program that rewards consistent purchases
- Offer exclusive deals and profit margins to new product lines.

These measures will encourage other businesses as well to collaborate with us however we have to keep in mind that we recover the creditors due on time and this should not be a trend as this will have an overall negative effect on Panama Enterprise daily operation and there is a risk of liquidity crisis for the business.

3. Building Trust Through orientation & Education

Conducting orientation sessions on the benefits of using genuine parts is extremely important as we have seen from the response from (Q6, Q11). Many business owners are hesitant due to lack of proper knowledge.

Providing information on how partnerships works, benefits of using genuine parts, and guidance on implementation will ensure successful collaboration with panama enterprise. This initiative will also bring confidence in partnership agreements and will empower other businesses in providing quality products to consumers thus increasing sales.

4. Strengthening Supply Networks for Workshops and running Promotional campaigns

From the response from (Q9, Q10, Q11) panama enterprise can introduce measures to Introduce workshops to direct sourcing channels Panama enterprise can Offer direct assistance to reduce dependency on Counterfeit parts. And ensure Develop faster delivery mechanisms to ensure parts reach workshops quickly.

5. Running Promotional campaigns:

Panama Enterprise can run promotional marketing campaigns and seminars to attract businesses which lack interest in collaborating with Panama Enterprise. Promotional campaign should focus

on the importance of genuine products and their long lasting qualities which may encourage customers into looking for genuine products in the retail market thus creating a demand in the market for genuine products. Furthermore If we can keep our profit margin lower for the time being and give opportunity to avail larger profit margin to our collaborated partners, this approach from our part might act as an incentive for other businesses in building relationship with us in the long run

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Appendix A

Questions for Auto Parts Retailers Owners

- 1) How long have you been in the Auto parts Business in Dhaka?
- 2) Do you sell genuine or duplicate motor parts items? Which items are in demand among your customers?
- 3) How do you currently source motor parts for your business? Genuine and duplicate both?
- 4) Have businesses faced any challenges in sourcing genuine or duplicate motor parts?
- 5) Would you consider partnering with a genuine motor parts importer to guarantee prompt delivery? Do you possess any prior experience working with an authentic supplier?
- 6) From your perspective, what advantages/disadvantages if any, do you see in working together with a reputable motor parts importer?

Questions for Auto Servicing Workshop Owners:

- 7) What is the duration of your auto servicing workshop's operation in Dhaka?
- 8) Which motor parts items are in demand among your customers? Any specific brand?
- 9) How do you currently source motor parts for your business? Genuine and duplicate both?
- 10) Have businesses faced any challenges in sourcing genuine or duplicate motor parts?
- 11) Would you consider partnering with a genuine motor parts importer to guarantee prompt delivery? Do you possess any prior experience working with an authentic supplier?
- 12) From your perspective, what advantages/disadvantages if any, do you see in working together with a reputable motor parts importer?

Appendix B





পানামা এন্টারপ্রাইজ
PANAMA ENTERPRISE
All Kinds of Motor Spare Parts Importer, Retailers & Suppliers
95, New Eskaton Road, Dhaka-1000, Bangladesh
Phone : +88-02-222228631, +88-02-48313595, Cell : 01714-008250, 01614-008250
E-mail : panamaenterprise2012@gmail.com

Reference :

Date :

Date: 27/07/2025

To

Salman Sattar

Department: Marketing

Subject: Refusal to Grant Access to Financial Documents

Dear Salman Sattar,

We acknowledge your request for access to certain financial documents as part of your internship research and report preparation. While we appreciate your initiative and interest in understanding the financial operations of PANAMA ENTERPRISE, we regret to inform you

that access to internal financial documents cannot be granted at this time, since this is a private business organisation we are not entitled to give access to our internal documents.

As a matter of policy, our financial records—including balance sheets, income statements, cash flow reports, and other confidential financial data—are restricted to authorized personnel due to their sensitive nature. These documents contain proprietary and strategic information that must remain confidential to ensure compliance with internal governance, legal obligations, and data protection protocols.

We encourage you to focus on publicly available records for your report. We appreciate your understanding and continued professionalism.

Sincerely,

Rahim Patowary



Finance Department

Panama Enterprise

Appendix C

Offer Letter of Panama Enterprise



PRIVATE & CONFIDENTIAL

Ref No: Panama/Personal File/00021

Date: 10th February 2025.

To
Mr. Salman Satter

OFFER OF EMPLOYMENT AS MARKETING INTERN

We are pleased to offer you the employment for the position of Junior Marketing Officer (Intern). You will be based at Operation Department and shall be reporting to CMO and DMD of Marketing Department.

This offer is subject to the following Terms & Condition:

- Salary & Benefits:** You will be receiving tk. 10,000/- (Ten Thousand) only as gross salary per month.
- Target Date of Commencement:** We expect you to join by 15th February' 2025. Note that the validity of this offer remains open till 28th February' 2025.
- Probation Period:** The probationary period will be 03 (Three) months from the date of commencement. Upon satisfactory completion of the Probationary period, your service will be confirmed in writing.
- Annual Leaves:** Your leaves will be as per the company policy.
- Working Hours:** Sunday through Thursday total 08 Hours per day. However, the duty roaster will be confirmed through mail, the duty hour may change accordingly.
- Reclassification:** The Company reserves the right to re-classify your job & functions.



- Transfer:** The Company reserves the right to Transfer you to any Department or in any place of Bangladesh.
- Confidentiality:** By acknowledging this offer letter, you are expected to keep all business related matters secret/ in confidence and not to disclose to any other third party unless permitted by the Company. Any disclose of such information will be treated as breach of employment contract; Company reserves the right to take legal action on that.
- Termination:** You may terminate the contract by serving 01 (One) month's notice in lieu thereof after fulfilling the conditions in the Acknowledgement & Undertaking. Whereas, the company reserve the right to Terminate the contract at any point of time by serving 01 (One) month's notice.

Kindly confirm your acceptance of our offer by signing the Acknowledgement copy and return to the Tech Lead of Panama Enterprise.

We look forward to welcome you as an employee of the Company.

Yours Sincerely,
Panama Enterprise

PANAMA ENTERPRISE

Proprietor

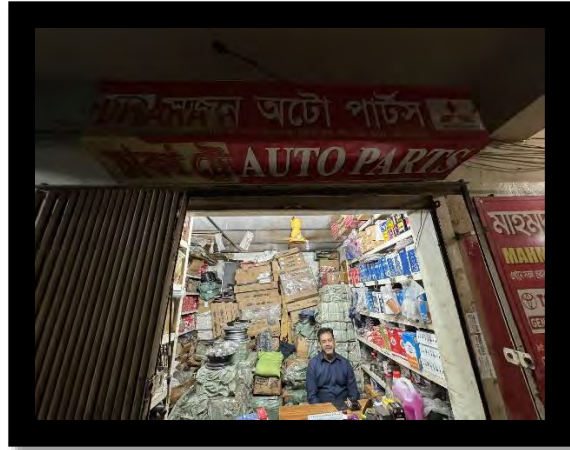
Md. Farhan Asif
Chief Executive Officer

Copy:
1. Finance & Accounts Department
2. Personal File.

Appendix D

Photos of the Retailers Shop





Photos of Workshop Place

