INTERNSHIP REPORT

TAPPING NEW OPPORTUNITIES IN PERSONAL MOBILITY MARKET: OPPORTUNITIES & CHALLENGES FOR SUZUKI BANGLADESH

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By

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Report Submitted to the BRAC Business School, BRAC UNIVERSITY, in Fulfilment of the Requirements for the Degree of Bachelor of Business Administration.

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LETTER OF TRANSMITTAL

17th December, 2018

N. M. Baki Billah

Lecturer
BRAC Business School
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Subject: Request for the approval of Internship Report

Dear Sir,

With the passage of time, I am student of BRAC Business School standing on the other entity of my course completion, hence are finalized with my internship report naming as "Tapping New Opportunities in Personal Mobility Market: Opportunities & Challenges for SUZUKI Bangladesh". Vividly enough, my research comprises adequate endeavors. But no doubt, my contribution will be best evaluated on your sharp scale of acceptance & analytical remarks.

Consequently, I am submitting my report on your very concern. Hopefully, you will discover my well-researched, informative approach as a telltale sign of hard work I put onto the report. Rather, in case of any further clarification or elaboration as to my report, I would welcome the opportunity to consult with you to explore how my findings could best meet your needs.

Thanking You.

With best regards,

Masud Rana

Student ID: 14104166

BRAC Business School

Letter of Endorsements

That is to certify that Masud Rana is a student of BRAC Business School, ID: 14104166, Major in Finance and Operations and Supply Chain Management, effectively finished his "Internship program" entitled "**Tapping New Opportunities in Personal Mobility Market: Opportunities & Challenges for SUZUKI Bangladesh**" at Rancon Motor Bikes Limited under my supervision as the partial fulfillment for the award of BBA degree.

He has executed his process according to my supervision and active steerage. He has tried his best to do that efficaciously. I suppose his program will assist him within the destiny to accumulate his career. I want his achievement and prosperity.

Signature

……………….……

N. M. Baki Billah
Lecturer, BRAC Business School
BRAC UNIVERSITY
66, Mohakhali, Dhaka-1212, Bangladesh

Acknowledgement

It is a matter of great contentment to be able to complete this study project in due time. My endeavor will be considered successful if the report is of any help to you. At the very outset, I would like to express my heartiest gratitude to almighty Allah for giving me the capacity to complete this report.

I would like to place my humble gratitude to my respected supervisor Mr. N. M. Baki Billah, lecturer at Business School of who gave me her valuable time, commitment, guidance, patience, and stimulation along with the course of action.

I would like to avail the opportunity of expressing my deep gratitude and regards to Mrs. Sumi Sen Gupta. Deputy Manager, Finance & Accounts department, Rancon Motor Bikes Ltd. In addition, all the other employees for providing me with his experience and practical knowledge in this regard.

Executive Summary

Rancon Motor Bikes Limited, one of many sister concerns and a strategic business unit of RANGS Ltd, has established itself since 2014 as the official representative of SUZUKI in Bangladesh – from importing disassembled motor bicycle parts to suppling road-ready two-wheeler motor vehicles all the country through its vast network of dealers.

Overall, Rancon Motor Bikes Limited has 86 dealers all over the country, and that include numerous service centers and service café. The numbers are growing on daily basis. In addition, the market has great potential as they are still scratching the surface.

In addition, political stability and steady economy growth have made Bangladesh a hotspot for local and foreign investment. There are slow but definite changes in every sphere of life of average Bangladeshi-better standard of life, increasing literacy, growing middle classes, greater consumer buying power etcetera. One of those changes in growth of greater and faster personal mobility especially, motor bicycle. Emergence of app-based ride sharing service, and subsequent TAX and VAT reduction have contributed in massive growth of the market. Moreover, personal mobility gives its owner freedom and independence to go virtually anywhere and anytime. According to a report, since 2017 the market has grown 50 percent [1] and still growing fast.

To capitalize the opportunities, Rancon Motor Bikes Limited has established an assembly unit spanning more than 1.5 lakh square feet in Gazipur as well as has been expanding network of dealers and service centers, partnering with banks to arrange EMI, selling through e-commerce sites, striking deals with ride sharing service providers, running aggressive promotional campaigns and so on.

Contents

Chapter 1: Introduction

1.1: Background of the industry

Bangladesh, a small South-Asian country, 8th most densely populated country in the world, inhabiting 164.7 million[1] people, and approximately 60.65 million urban population. From country's independence in 1971 to present day, Bangladesh has gone through a massive economic and social transformations- averaging 5.69 percent in GDP growth rate, and it continues to maintain higher than 7 percent. As a result, Bangladesh was dubbed as 'Rising Tiger' or in other words, next investment destination.

Evidently, many local and international investors are showing interests in investing in various sectors in Bangladesh. Especially, with the reduction of import duty and VAT on imported motorcycle parts and app-based ride sharing service fueled incredible demand for motorcycles. Consequently, motorized vehicle assembly and manufacturing is one the sectors that has been growing mind-bogglingly fast. To grab the opportunity, many well-known local and foreign motorcycle companies have setup their factories and supplying those demands. According to a report, motorcycle market has grown by 50 percent in just a year, and the market should maintain this growth till 2019[2].

There are many companies that sale motorcycles in Bangladeshi market, and Rancon Motor Bikes Limited (RMBL) is one of them. According to regional sales manager, RMBL had managed to sell more than 17 thousand units of SUZUKI motorcycle in 2017 with 4 percent of market share. Company is expecting to sell 28,600 units of motorcycle by end of 2018. This sale projection may seem lofty however, RMBL has been investing heavily to achieve that goal e.g. dividing the market into 4 main regions and giving responsibilities to individual manager to each region[3].

1.2 Profile of the Organization

1.2.1 History of the Organization

Rancon Motor Bikes Ltd (RMBL), is a concern and a strategic business unit of Rancon Holdings Ltd. The company had started its journey as a part of the RANGS Group which has been operating in Bangladesh since 1979. Rangs Group is one of the biggest conglomerates in Bangladesh, headquartered at Tejgaon, Dhaka.

At the very beginning in 2013, RMBL commenced with a team of only 3. The first shipment of bikes was due to arrive in 2014. Fast forward to 2018, with a team of 290, SUZUKI Bangladesh has been importing and assembling different types of bikes in Bangladesh in its own state-of-the-art factory in Gazipur including commuter bikes, sports bikes, scooters and recently has introduced cruiser bikes[4].

EXHIBIT: RMBL FACTORY IN GAZIPUR

1.2.2: Mission

Be the trend-setter in all business we operate.

1.2.3: Vision

We set our vision to be a leader and role model in diversified business sectors that cater to every growing human need.

1.2.4: Values

- Leadership, to Rancon, leadership isn't simply driving a group of individuals and getting work done but it should make an environment for knowledge so that people involved can grow personally and professionally.

- Think Out-of-the-Box, from the very beginning, Rancon holds a firm belief that doing things differently and efficiently will set them apart in the industry.

- Passion to excel, Rancon strives to success whatever business it does. Passion and hard-work are absolute must for success.

- Keep Learning, RMBL never ceases to learn from its competitors e.g. HONDA, YAMAHA.

- Have Mutual Respect, RMBL nurtures a healthy and respectful working environment.

- Enjoy What You Do, the company preaches the idea of having passion for what employees do.

1.3: SWOT Analysis

STRENGTH	WEAKNESS
1. Part of influential and powerful parent company. 2. Massive customer base. 3. Representing powerful brand like SUZUKI. 4. 86 strong dealer networks.	1. Fewer service centers dotted around the country. 2. Servicing and spare parts are expensive. 3. SUZUKI Bikes are slightly over-priced than its competitors in similar segments, especially HONDA.
OPPORTUNITY	**THREAT**
1. Huge demand for lower CC bikes. 2. Emerging app-based ride sharing service. 3. Relaxing CC limitation opened up new customer base. 4. Reduction of import duty, attracting new customers.	1. Other Japanese bike manufacturers have introduced cheaper and more advanced motorcycles. 2. SUZUKI, constantly facing challenges from HONDA, YAMAHA, & KAWASAKI.

1.4: Organograms

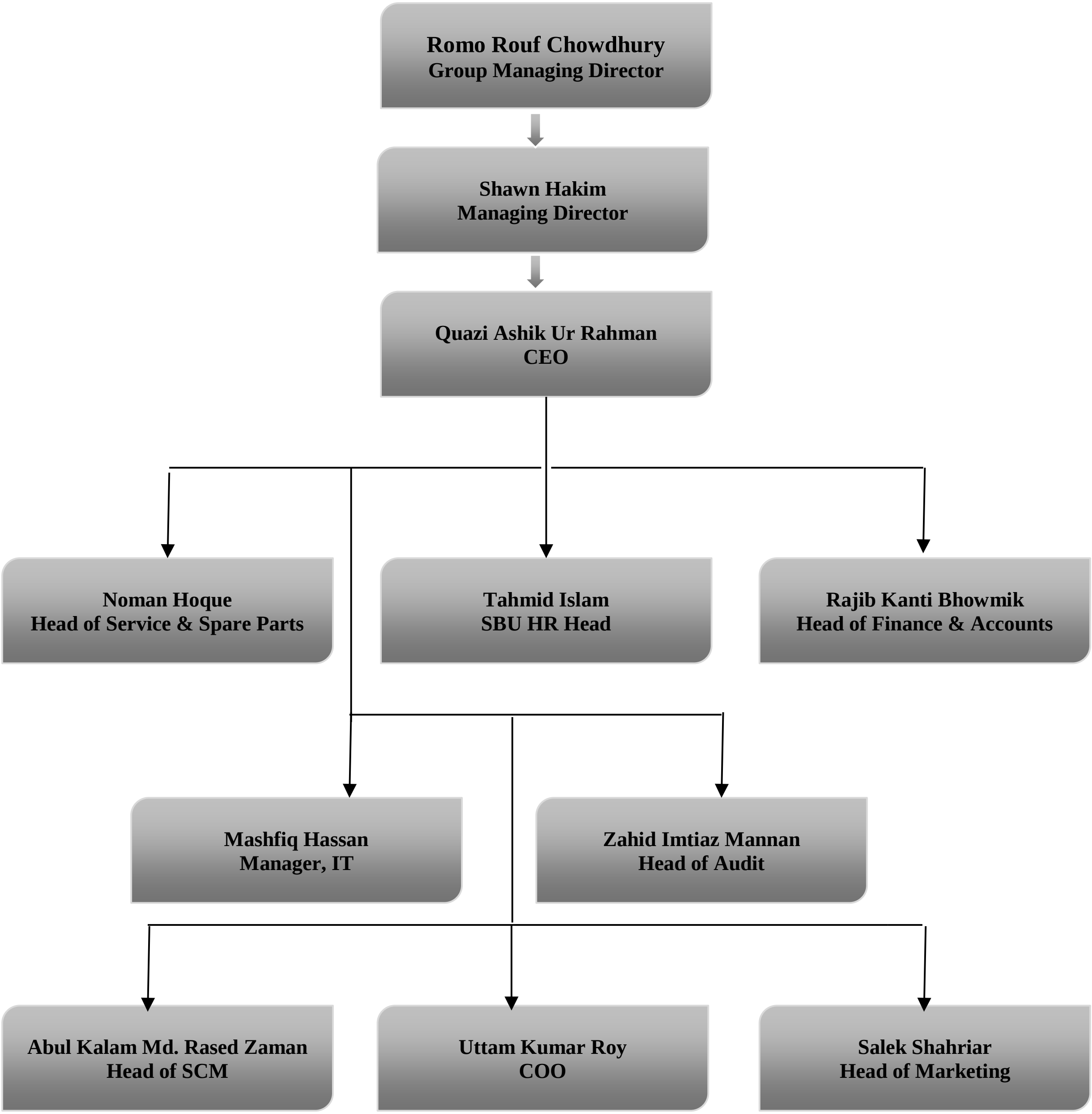

FIGURE: ORGANOGRAM OF RMBL

1.5: Strategic Business Unit

- RANGS Industries Ltd.
- Pharmasia Ltd.
- REL Petro Chemicals Limited
- RANCON Motors Limited
- Mitsubishi Motors Bangladesh
- RANKSTEL
- RANGS Properties Ltd.
- Garda Shield
- Rancon Oceana
- In Space Architecture
- Rancon Automobiles Ltd.
- SUZUKI Bangladesh
- RANGS Workshop Ltd.
- Rancon Agro Machinery Ltd.

1.5.1: RANGS Industries Limited

RANGS Industries Limited, a concern of RANCON Holdings Limited, started its journey in the year 1979. The Company is one of the pioneers in retail consumer electronics in Bangladesh[5].

1.5.2: Pharmasia Ltd.

Pharmasia Ltd. is one of the fastest growing pharmaceutical companies in Bangladesh. Pharmasia manufactures and markets a wide set of therapeutic medicines in a state-of-earth manufacturing facility. Pharmasia is an integral part of Rangs Group of Companies, one of the most reputed and largest business conglomerates in the Bangladesh[6].

1.5.3: REL Petro Chemicals Limited

REL Petro Chemicals Limited is an importer and exporter of lubricants. The company is a distributor to the automotive sector & various industries in Bangladesh. The company also markets engine oil, lubricant from Royal Dutch Shell plc, commonly known as Shell[7].

1.5.4: RANCON Motors Limited

Rancon Motors Ltd. has been representing Daimler AG, the manufacturer of Mercedes-Benz for a decade in Bangladesh – targeting a small niche market[8].

1.5.5: Mitsubishi Motors Bangladesh

In 1979, Rangs Limited was awarded the sole distributorship rights for Mitsubishi Motors in Bangladesh. The century-old company based in Japan is renowned globally for its technologically advanced and futuristically innovative vehicles that come with the commitment to serve the best interests of its people. In Bangladesh, Rangs Limited has been carrying on the global legacy and is currently one of the leading brands in the automotive industry[9].

1.5.6: RANKSTEL

Ranks Telecom Ltd, a member of Rangs Group, launched its fixed line operation under the brand name of RanksTel. RanksTel is fully owned by local Bangladeshi entrepreneurs and has so far invested more than $75 million in building its network[10].

1.5.7: RANGS Properties Ltd

RANGS PROPERTIES LIMITED, a concern of RANGS GROUP, is a leading property developer of modern buildings that are the representations of architecture at its best. RPL is now an established name in the real estate & construction in Bangladesh[11].

1.5.8: Garda Shield

Garda Shield has launched its services in Bangladesh with an aim to provide international standard integrated security, safety & facility management services across the country[12].

1.5.9: Rancon Oceana Limited

Rancon Oceana Limited is a concern of Rancon Holdings Limited, one of the country's most reputed and well established business group since 1979. The organization gains a generous measure of income from export ever since[13].

1.5.10: RANGS Workshop Ltd

Since 1981, RANGS Workshop Ltd. is the only authorized service provider of *Mitsubishi Motors* in the country. The company supplies genuine MMC parts and provide full spectrum of auto-mechanic services to retrofit, modify or fabricate your favorite vehicle[14].

1.6: Social Business

1.6.1: The Japan AutoMechanic School

Company was established exclusively social business in mind - An international partnership between *Japanese Foundation NPO SK Dream Japan*, *Grameen Shikkha*, and *RANGS Workshop Ltd* with key support from the *Grameen Group* including representatives from *Grameen Australia* and the *Yunus Centre*[15].

Chapter 2: Project Part

2.1: Rationale of the study

There are many evidences that suggest as a country becomes more and more develop, people's lifestyle and living standard improve. Bangladesh's economy is the proof of the fore mentioned fact. The reason I have chosen the topic because it is quite fascinating to me that something of a revolution is happening in personal mobility market- it has been growing by 50 percent for last 2 years[16].

2.2: Scope of the Study

This report will be covering the new opportunities in personal mobility market: opportunities & challenges for SUZUKI Bangladesh. This project is based on the knowledge and experiences learnt from my internship at Rancon Motor Bikes Limited.

2.2: Objectives of the Report

2.2.1: Broad Objectives

Addressing and emphasizing the growth of personal mobility market, and RMBL's efforts of tapping into the opportunity and addressing challenges is the main concern of this project.

2.2.2: Specific Objectives

- To know about the organization policies of RMBL,
- How the company follow expansion policy at a group level,
- Gain idea on customized business driven selling strategies extended by RMBL,
- To know how the financial and account activities are done,
- To give some recommendations on observed issues.

2.3: Limitations of the Study

Due to some legal obligation and business secrecy, Rancon Motor Bikes Limited was reluctant to provide some sensitive data. Thus, this study limits only on the available published data and certain degree of formal and informal interview and limited survey. Although the particular study is extensive in nature, hard effort was given to make the study worthwhile and meaningful even then there are some limitations. As a whole, the internship period in Rancon Motor Bikes Limited was not free from restrictions. I faced some challenges during the period, which I am mentioning below:

2.3.1: Limited Time

I was in RMBL for three months so within this short period of time it is very difficult to be familiar with all the activities of RMBL.

2.3.2: Confidential Information

There are types of information that the employees are not allowed to disclose due to the secrecy and other corporate obligations.

2.3.3: Other Limitation

As I was a newcomer and had no previous experiences in the Finance & Accounts department and many practical matters in the office were in written form so my own observations may vary from person to person.

2.4: RMBL’s Efforts to Boost Sales

2.4.1: Internal Process Optimization

2.4.1A: Dividing Local Market into Four Regions

In order to better understand and to promote sales, market had been divided into four sectors – North-east, North-west, South-east, and South-west. There are 3 heads who managing those regions[17].

2.4.1B: New Showroom Layout

To attract more customer and sales, a new showroom standard has been proposed – modern, black themed. RMBL is trying to persuade its every single dealer to decorate according to new standard because as a matter of fact, showroom decoration and environment have positive relationship with actually selling bikes.

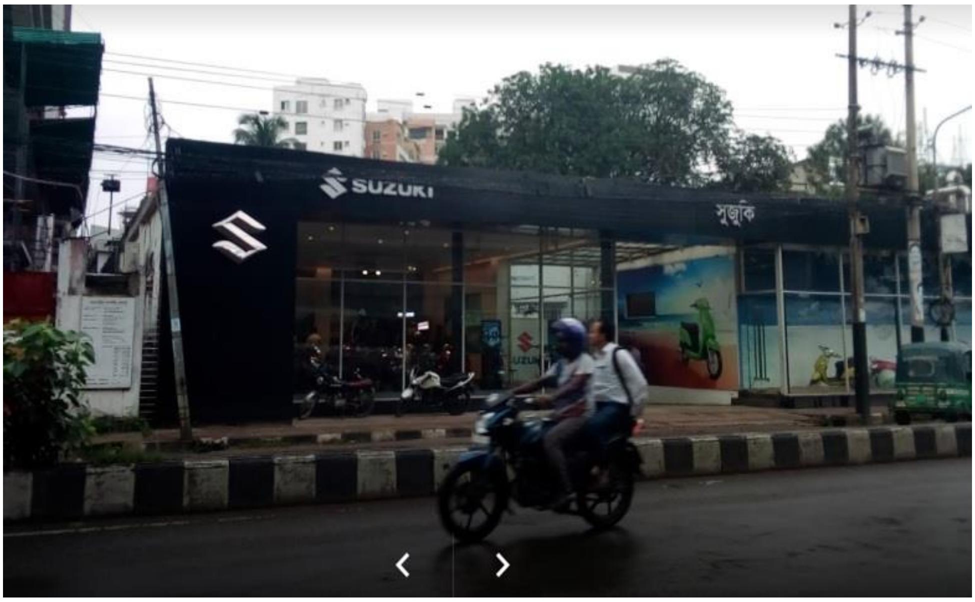

EXHIBIT: SUZUKI SHOWROOM

2.4.1C: Easy Finance

To make bikes more accessible, RMBL and City Bank Limited have signed a deal so that customers can avail loan facilities on SUZUKI Motorcycles from flagship showroom and other specific dealer showrooms.

2.4.1D: Faster Settlement

In order for any financial activity to run faster, each employee has been trained to use IFS (an enterprise software) so that when a requisition or request arrives at Finance department process is half way ready. Moreover, each department deals with its own clients – e.g. marketing related payments are partly settled by its own.

2.4.1E: Separating Bike and Spare Parts Payments

To fast track the process of providing service & spare parts, two separate accounts are kept for every dealer. It quickens up the process of taking orders for spare parts. RMBL believes after sales service is a major deciding factor for buyers while buying bikes

2.4.1F: Employee Training

As demand for bikes is expected to rise and so is the workload, every employee has to go through advanced software training so that they can do more with less effort. For example, just a few weeks earlier, all the employee went to a seminar where they were trained how to write VBA codes and set Macro to reduce manual labor.

2.4.1G: Offering Bikes at Dealer Price

As bikes are becoming more and more popular in Dhaka's dreadful gridlock, RMBL offers bikes at dealer price to its employees so that they can arrive in time and do not loose working hour.

2.4.1H: Revamped 'Corporate Sales' Department

RMBL has done some research and realized that making revenue off of selling only one model of bike is dangerous for the future of the company. So they have opened a new department called 'Corporate Sales' – the primary focuses of this department is to look for tenders, big buyers, and do negotiation with potential clients. Only recently, OBHAI, an app-based ride sharing service, has made a deal with RMBL to buy 80-unit of SUZUKI Hayate. There is a huge demand for 100cc-110cc bikes and scooter, and RMBL is on a mission to dominate the segment.

2.4.1I: Monitoring Sales Every 10 Days

To monitor and evaluate showroom wise and region wise sales, company briefs situation report in every 10-day. This way, they can take swift action if something is not going according to plan. In the figure below, RMBL has analyzed the ratio of potential buyers visiting in its showrooms and buying. This is one the major parameters RMBL uses to measure effectiveness of its marketing approaches.

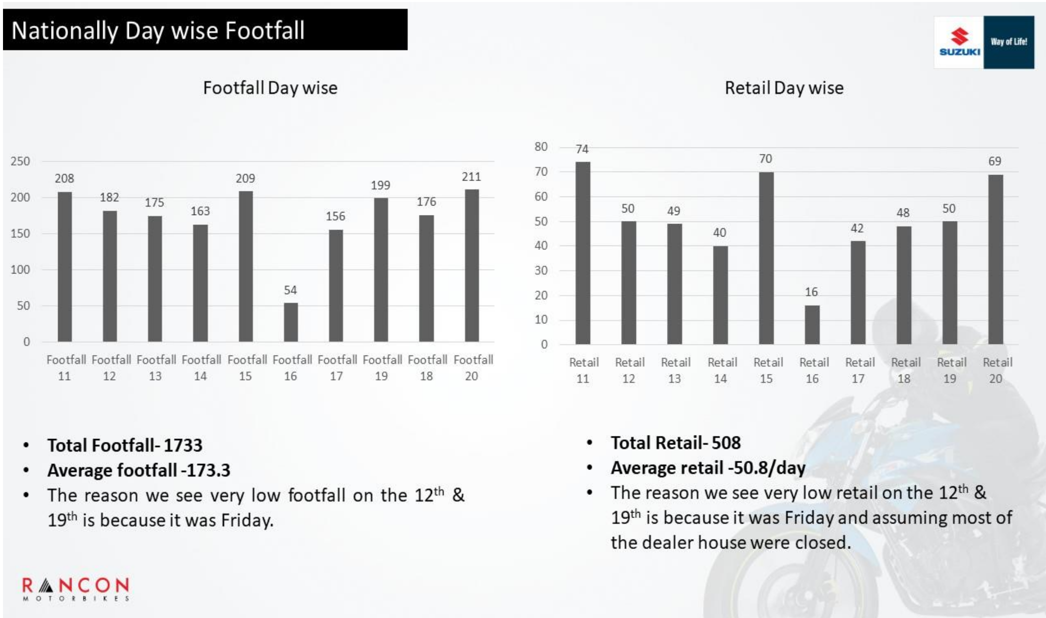

FIGURE: NATIONAL DAY WISE SALE

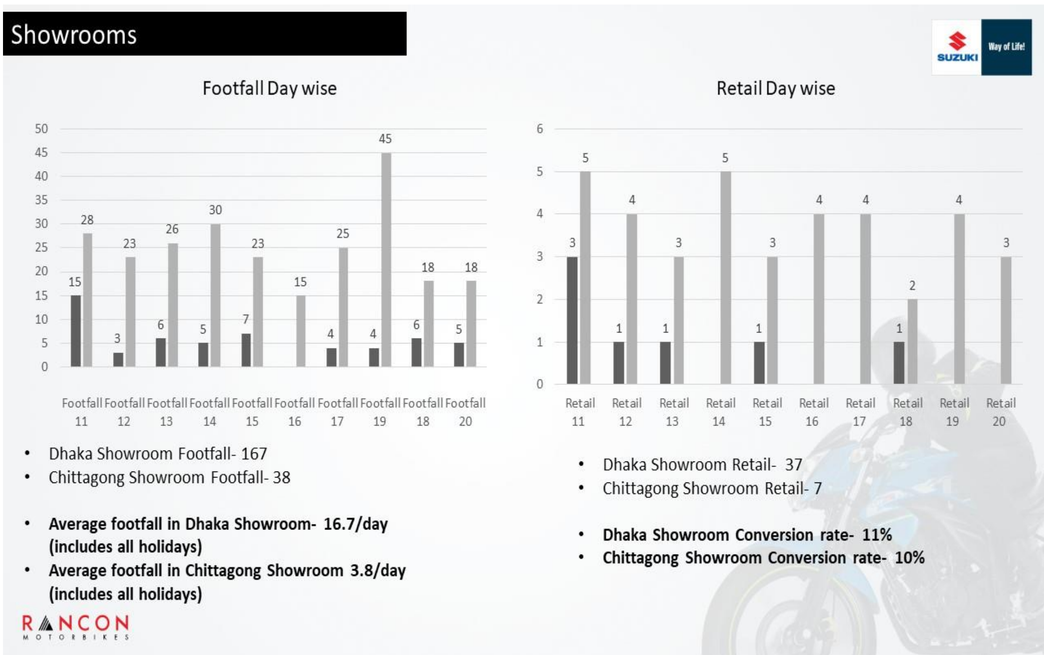

FIGURE: SHOWROOM WISE SALE

2.4.2: Running Campaigns

2.4.2A: 'MOVER' Campaign

This campaign promotes women to ride and to be more independent. RJ Taaj, a well-known radio personality, was chosen as a symbol a modern, independent, and courageous woman of 21st century. Apparently, women are as enthusiastic as men about bikes. Moreover, this campaign also promotes road-safety and encourages people to follow traffic laws.

EXHIBIT: MOVER CAMPAIGN

2.4.2B: Online Selling

RMBL was the first to sell SUZUKI bikes through online retailer websites. To buy a bike, buyer only has to choose a bike with preferred color by going Daraz or Othoba, setup a showroom visit, and finally take bike home. As I'm writing the report, Daraz is selling SUZUKI bikes with TK.5000 cashback offer, and responses are quite positive. Moreover, consumers in Indian sub-continent predominantly mall goers – they like to go out, roam store-to-store, and buy stuffs they like[18].

2.4.2C: Inking Deal with JAZZ Multimedia

There have been talks between RMBL and JAZZ Multimedia to showcase SUZUKI bikes in all movie or advertisement it produces. The main target for this deal is to target lower income people.

2.4.2D: New Website

A new website has been in the process of making where buyers can get more in-depth information about SUZUKI bikes, place purchase order or take quick personality quizzes to find what bike is best for them.

2.4.2E: Regular Roadshow

Every month, two vans exhibit SUZUKI bikes at major hotspots around the country. They cover universities, shopping malls, public places of major cities and towns- ultimate targets of this roadshow are the youth.

2.4.2F: Advertising Campaigns

Hundreds of billboards, police boxes, road blocks, road cones are bearing SUZUKI's promotional wrapping all over country. Besides, RMBL distributes free merchandises with their bikes e.g. just recently, RMBL has installed 800 pieces of FASCIA in every dealer and service points.

Chapter 3: Internship Experience

3.1: My Job Description

I have been doing internship in Finance & Accounts department of RMBL. Virtually every single payment requisition, adjustment, reimbursement, handing over cheques, VAT, custom duty, supplementary duty, Tax, demurrage charge, various government charges, LC opening go through this department. There are 7 full-time employees including Head of Finance & Accounts, Deputy Manager, Assistant Manager, and Senior Executive; working in this department. My job was not fixed but my main job, among many, were to prepare journal vouchers, printing cheques, updating fund position, bank reconciliation, etc.

3.2: The nature of work in Finance department

- Corporate finance involves functions like planning, organizing, directing and controlling.
- It also involves analysis, development, maintenance and management of fund.
- It helps every department run effortlessly.
- Corporate finance is a mix of experience and intuition.
- It involves compromise as well.

3.3: My works

- I take dealers’ payments into the database with IFS,
- I offset dealers’ payments against their orders,
- I also give entry, print vouchers and cheques for many payment requisitions,
- I adjust unspent advances as well,
- I hand over cheques to clients,
- I update fund position every day, and
- I often calculate VAT & TAX and deduct them from actual payment.

3.4: Lessons Learned from the work

It is my firm belief that internship the most important part of any university student because it gives us opportunities to put our acquired knowledge throughout the semesters in a practical business environment. Although I have gained a lot of knowledge and information about how a company operates: its inner-workings, I have only scratched the surface. There are lots to experience and to face. To name a few of those learnings I found very important, interesting, and gathered first-hand experience of what I learned in university.

3.4.1: Theories in practice

- Corporate Finance: I have put a number of financial theories into practical office activities. Balance sheet, journal voucher, calculating TAX; VAT, and depreciation, pro forma invoice, corporate banking, cheque processing, opening Letter of Credit, payment requisition, and adjustment are some of the many financial processes I made myself familiar with after learning them in university.
- General Business Theory:
  - ✓ Corporate culture and inter-workings of corporate finance,
  - ✓ Influence of finance in a company,
  - ✓ Never to put aside fresh task in hand,
  - ✓ Nothing is unmeasurable- every tiny amount has to be recorded,
  - ✓ Teamwork & communication are everything in a company,
  - ✓ There is very little room for error, and
  - ✓ Corporate etiquettes.

Chapter 4: Literature Review

According to Mr. Bhattacharyya, there are certain benefits being a part of a large conglomerate, but it is a hard to efficiently manage all the groups for the top management. The author suggests a model which helps management to decide which strategic business unit should retain and which one should be dissolved to combat against big foreign companies in local market. (Bhattacharyya & Rahman, 2003)[19]

In a research, a cause and effect relationship has been found between Foreign Direct Investment and Gross Domestic Product growth, using co-integration and Vector Error Correction Metrics feeding annual secondary data. This study can also help government to devise plans to attract more FDI and improve economic growth. (Reza, 2018)[20]

According to Mr. Ritveld and Mr. Bruinsma, economic development is the result of proper combination of private production factors: labor, capital and transport infrastructure. The authors mentioned that improved infrastructure had direct link with higher productivity and vice-versa. In this book, economic impacts of transport infrastructure were observed in four spatial levels: urban, regional, nation and international. Moreover, authors mentioned that each of these spatial levels has specific role to play in holistic development of a country which strengthens competitive positions of such countries. Therefore, infrastructure projects are part of political agenda in many nations around the world[21].

Chapter 5: Analysis & Findings

5.1: Methodology

A report needs a lot of information and so to prepare a report, gathering data is very important. The information was gathered from primary and secondary sources. Regarding the information required was collected within the organization especially from the marketing department of Rancon Motor Bikes Limited (RMBL).

5.1.1: Primary sources

- Face to face conversation with the respective officers and staffs of the office,
- Practical work experience of the Finance department of RMBL,
- Relevant file study provided by the supervisor,
- Selective conversation with customer,

5.1.2: Secondary sources

- Annual Report of RMBL,
- PowerPoint Presentations,
- Website of RMBL,
- Different textbooks, website journals, research papers.

5.2: Analysis

There is a famous quote in business which says ‘Everything Is Measurable’[22]- a measurable business objective is something that can be quantitatively represented. Measurable objectives are statistically prepared and can aid a business determine how effective a particular approach, product or service is performing from a number of different point of views. For an objective to be measurable, the parameters of the objective must first be defined. Earnings, marketing approaches, market share, market penetration, new & existing customer retention, meeting strategic objectives, and so on are some of the examples of parameters for measurable.

To analyze the effectiveness of various marketing approaches and initiatives taken by RMBL, Markov Chain is used. In recent years, there have been numerous papers on advertising and market research which employed Markov Chain. According to Mr. Styan and Mr. Smith, Markov Chain is a stochastic process in which the future state of system is dependent only on the present state[23].

In beginning of 2017, the reported sales of bike in Bangladesh were 420,398.000 Units[24]. SUZUKI's market share was 4 percent selling approximately 12000 units of bike. In a follow-up survey done by RMBL, of those who had been using other Japanese bike manufacturers stayed loyal. However, those who had been riding in various Indian & Bangladeshi made bikes switched to Japanese bikes. Data shows SUZUKI, Other Japanese companies (HONDA, YAMAHA) have grown from 4 percent to 6 percent and 14 percent to 17 percent respectively. Data also indicates that market shares of Indian bikes have reduced by 5 percent. Experts suggest that subsequent duty cuts and local manufacturing have made once expensive Japanese bikes accessible to average customers[25].

Row Matrix

SUZUKI	Other Japanese Manufacturers	Others
4 %	14%	82%

Transition Matrix

	SUZUKI	Other Japanese Manufacturers	Others
SUZUKI	60%	18%	22%
Other Japanese Manufacturers	5%	75%	20%
Others	8%	15%	77%

ROW MATRIX		
SUZUKI	**OTHER JAPANESE BIKES**	**OTHERS**
0.04	0.14	0.82

TRANSITION MATRIX			
	SUZUKI	**OTHER JAPANESE BIKES**	**OTHERS**
SUZUKI	0.65	0.15	0.2
OTHER JAPANESE BIKES	0.05	0.75	0.2
OTHERS	0.08	0.15	0.77

YEARLY RESULT	**SUZUKI**	**OTHER JAPANESE BIKES**	**OTHERS**
YEAR 1	0.0986	0.234	0.6674
YEAR 2	0.129182	0.2904	0.580418
YEAR 3	0.14492174	0.32424	0.53083826
YEAR 4	0.152878192	0.344544	0.502577808
YEAR 5	0.156804249	0.3567264	0.486469351
YEAR 6	0.15867663	0.36403584	0.47728753
YEAR 7	0.159524604	0.368421504	0.472053892
YEAR 8	0.159876379	0.371052902	0.469070718
YEAR 9	0.159997949	0.372631741	0.46737031
YEAR 10	0.160019879	0.373579045	0.466401076

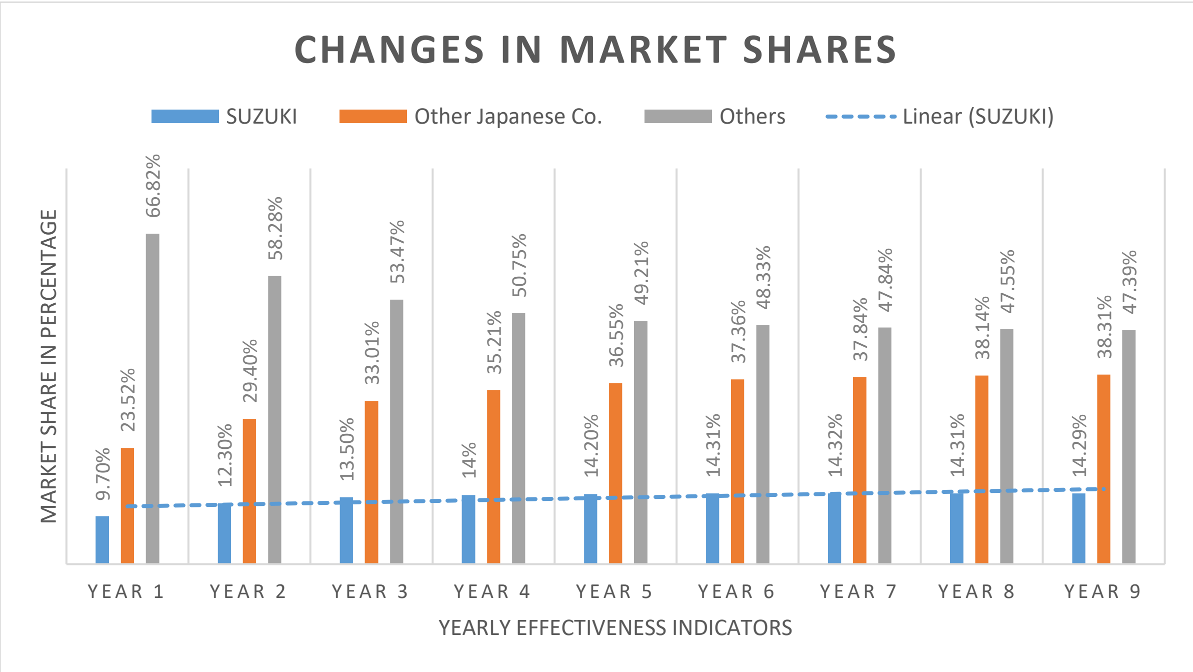

FIGURE: Campaign Effectiveness Projection

5.3: Interpretation

Putting historical data in two matrices – Row Matrix & Transition Matrix and using MMULT function in Excel, the result predicts a steady growth of market share for SUZUKI. Bearing in mind that there are numbers of factors and future events that can influence the results but unless there are seismic changes in market and economy as a whole, RMBL can expect effectiveness of its aforementioned campaigns till 2025 (YEAR 7). After 2025, effectiveness of ongoing campaigns will slowly start to fade away and so will SUZUKI's market share.

Chapter 6: Recommendations

Rancon Motor Bikes Limited has been running it business since 2014 with enviable success. However, apart from its positive side there is also some negative side which from my view they need to think if they want to achieve a good and sustainable business in the long run.

6.1: Lowering Bike Price

In my study, I found that potential buyers are not convinced that paying extra for SUZUKI bikes is worth it - they believe if HONDA and YAMAHA can sell bikes at cheaper prices and with more advanced specifications, so can SUZUKI. People want to see a healthy price competition among these Japanese bike manufacturers.

6.2: Integrating Dealers into ERP Network

To make service & spare parts more accessible and available, RMBL should integrate its dealers into its ERP network. Once they are in the network, dealers can order bikes, spare parts and get assistance in real-time. Once implemented, there will result in significant reduction in lead-time and improved availability of bikes & spare parts.

6.3: Improving After-Sales Service

To encourage SUZUKI bikes owners to service their bikes in authorized service centers, RMBL offers four services free of charge and aware its customers about benefits of using genuine parts and professional service.

6.4: More Efficient Supply Chain Planning

Through my internship period, I saw RMBL paying a hefty amount to port authority as demurrage which ultimately increases the unit price of bikes. This is not only damaging the competitive advantage but also risking the entire supply chain. Since RMBL sources bike parts from our neighboring India, my recommendation is that RMBL should not rely only on shipping, it should use the railway or truckloads.

6.5: Introducing More Models

There are few segments of bikes RMBL should introduce to the market. For example, Café racer, top of the range racing bike (YAMAHA R15, HONDA CBR 150) are quite popular amongst the youths. There is also huge demand for motorized rickshaws in major cities of Bangladesh. Hence, they must tap those markets.

Chapter 7: Conclusion

Internship was for me an actual life gaining knowledge of experience. It gave me the taste of corporate culture and had groomed me for the upcoming professional entity. It had given me many opportunities of handling real life situations. It has removed my indistinct ideas and misconceptions of company environment enriching new understanding in me. Everything is structured and effortless.

Doing this report, my perception on automobile industry has changed drastically. Analysts had predicted that biking market would swell but no one could imagine the growth this market is experiencing right at this moment- half a fold growth year by year.

Moreover, my knowledge about corporate finance has grown considerably. I made myself familiar with numerous formal paper works, financial software, and corporate etiquettes. I saw the journey of bike from opening LC to handing over to its owner, and many activities in between.

Finally, I learned that selling product to customers is not an easy task. It takes brilliant planning, careful execution, and monitoring with very narrow room for errors. To reach potential customers and make them aware of the product that you are offering are the primary job of marketing. Clever and frequent marketing campaigns are absolute must to keep people informed. This is exactly what marketing department is doing and helping to achieve RMBL's strategic objectives.

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Appendix:

Matrix Calculations.xlsx

Footfall Report NOV Q2.pptx

ROW MATRIX		
SUZUKI	**OTHER JAPANESE BIKES**	**OTHERS**
0.04	0.14	0.82

TRANSITION MATRIX			
	SUZUKI	**OTHER JAPANESE BIKES**	**OTHERS**
SUZUKI	0.65	0.15	0.2
OTHER JAPANESE BIKES	0.05	0.75	0.2
OTHERS	0.08	0.15	0.77

YEARLY RESULT	SUZUKI	OTHER JAPANESE BIKES	OTHERS
YEAR 1	0.0986	0.234	0.6674
YEAR 2	0.129182	0.2904	0.580418
YEAR 3	0.14492174	0.32424	0.53083826
YEAR 4	0.152878192	0.344544	0.502577808
YEAR 5	0.156804249	0.3567264	0.486469351
YEAR 6	0.15867663	0.36403584	0.47728753
YEAR 7	0.159524604	0.368421504	0.472053892
YEAR 8	0.159876379	0.371052902	0.469070718
YEAR 9	0.159997949	0.372631741	0.46737031
YEAR 10	0.160019879	0.373579045	0.466401076