

Report on
Maximizing Brand Visibility in Automobile Market at Runner Automobile:
Merging Digital and Traditional Channels

Submitted By
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Submitted to
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This internship report is submitted to BRAC Business School as a partial requirement for the completion of the Bachelor of Business Administration degree.

Submission Date:

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.

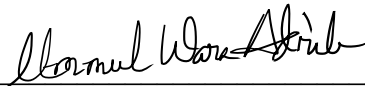
Student's Full Name & Signature:



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Supervisor's Full Name & Signature:



Mrs. Ummul Wara Adrita

Senior Lecturer,

BRAC Business School

BRAC University

Letter of Transmittal

Ummul Wara Adrita

Senior Lecturer

BRAC university

Kha 224 Bir Uttam Rafiqul Islam Ave, Dhaka 1212

Subject: Submission of Internship Report.

Greeting Ma'am,

I am glad to submit my internship report, "Maximizing Brand Visibility in Automobile Market at Runner Automobile: Merging Digital and Traditional Channels" which I completed in order to fulfill the requirements for a Bachelor of Business Administration degree in BRAC Business School, BRAC University.

This report is based on my internship experience that I had from March to June at RUNNER Automobiles PLC. Through the experience, I have gained more knowledge of the corporate sector, marketing sector's works and practical insights.

Also, I would like to express my deepest gratitude for your extraordinary advice and teaching.

It helped me to create this report with success. I hope this report meets your expectations, but if it doesn't, I'm open to recommendations.

Sincerely Yours

Madina Monowara Sarker

Id: 19304033

BBS

Non-Disclosure Agreement

This agreement was made between RUNNER RAL and the undersigned student at BRAC University.

1. I will not disclose companies' financial statements.
2. I will not disclose any transaction details.
3. I am not permitted to share any agency details.
4. I am not permitted to share any confidential information.
5. I must submit the report to my senior before submitting to the institution

I consent to take part in the company's legal actions.

Acknowledgement

I begin by thanking Allah Ta'ala for his blessings in preparing and completing this report. This internship report is the result of several people's efforts. I am indebted to several people who helped me put this report together and for their insightful criticism, counsel, support, and helpful guidance. Throughout the preparation of this report, I received guidance and support from several individuals.

I would now like to express my gratitude to every one of them. First of all, I want to express my gratitude to Mrs.Ummul Wara Adrita, a senior lecturer at BRAC University's BRAC Business School and the person who supervised my internship, for her continuous encouragement and guidance as I worked on my report. Her helpful counsel was beneficial to me while I worked on this report. I am grateful for all she has done to help me throughout my internship.

Additionally, I am grateful to Mr.Al Walid, my organizational supervisor at Runner Group and the category head of Runner Automobiles PLC, for guiding me and keeping a watch on my progress as I wrote my report. Furthermore, I want to express my gratitude to Mr.Zoheb Ahmed, the DGM in charge of Runner Automobiles PLC, who supported me during the internship's highs and lows. Their important contributions have made a big difference in how well this study was prepared. Finally, I express my sincere thanks to Monjurul Islam, the lead for digital marketing (category and marketing division), for helping me understand the differences between conventional and digital marketing and for sharing that information in the report.

Executive Summary

This report explores the effect of brand visibility and awareness, using combined traditional and digital strategies to improve RUNNER Automobile's presence (branding) in the automobile market while Giving an in-depth analysis of the history and development of RUNNER Automobile PLC. As a pioneering brand in automobile manufacturing in Bangladesh, founded in 2000, RUNNER has established a strong brand reputation in the market by offering high-quality products at a reasonable price, which has created a sense of patriotism among customers. This report also includes RUNNER PLC's diverse and successful portfolio, its other subsidiaries as well as the automobile sector. In addition, a summary of the marketing team and the sales team are also mentioned here along with other departments. This research analyzes the efficacy of combining traditional and online marketing channels. It shows that a combined strategy can be more effective in boosting awareness of a brand.

As a marketing intern, I had the chance to gain practical knowledge about the marketing department. I had the opportunity of learning about multiple areas such as product categorization, brand building, promotional techniques, digital marketing, emerging trends in the automobile sector, customer preferences, customer attraction strategies, and methods to maintain high customer retention rates and so in. It was a valuable opportunity for me to get knowledge and insights about the expanding automobile business in Bangladesh.

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List of Acronyms

PLC: Public Limited Company

RAL: RUNNER Automobile Ltd

CC: Cubic Centimeters

ATL: Above the line

BTL: Below the line

SDGs: Sustainable Development Goals

List of Figure: 14

Glossary

ATL: ATL, which stands for "Above The Line," indicates that the advertisement will be placed in front of a larger target audience on media like radio, television, or billboards.

BTL: The term "Below the Line" (BTL) marketing refers to a more focused and straightforward marketing strategy. Promotional events, direct mail campaigns, and targeted advertising are examples of BTL campaigns.

STP Model: Segmentation, targeting, and positioning are referred to by the acronym STP. Businesses may use this three-step strategy to target the ideal customers, segment their audience, and position their offerings to have the greatest impact.

(Chapter 1)

Overview of Internship

1.1 STUDENT INFORMATION

Name: Madina Monowara Sarker

Id: 19304033

Program: BBA

Major: Marketing

Minor: CIM

1.2 Internship Information

Company name: RUNNER Automobiles PLC

Department/Division: Marketing

Address :138/1 Tejgaon I/A, Dhaka-1208.

Period : March 12, 2024 to June 12, 2024

1.2.2 Supervisor's Information (Company)

Name: Al Walid

Position: Category Head,

Division :Two wheeler, RUNNER Automobile PLC

1.2.3 Job Scope

Here I was given the opportunity to work and assist the marketing team. Where I have worked under category team, sales team , branding team and media marketing team. From here I have learn,

- About the automobile market and its worth in the Bangladesh market.
- How different varieties of Vehicle such as bike, scooter, three wheeler that targets different segments of the market.
- Market analysis for updated and trending products.
- Steps and queries for buying a motorcycle from customers and how to answer that in a professional term.
- Keeping track of competitor's activities.
- Learn to apply theoretical aspects on the motorbike market of Bangladesh

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

- Throughout my internship, I was assigned tasks not just by my supervisor but also by other marketing departments such as sales and media. The entire team was welcoming and supportive. They gave me guidance on all of my assignments and offered help when I ran into difficulties. Among the duties are:
- I was instructed to follow, regularly monitor and stay updated on RUNNER's website, Facebook page, YouTube channel, Instagram account, and other social media platforms in order to get an insight into the market during the course of my internship.
- I was given instructions to monitor and analyze the websites and social media accounts of competitors in order to gather information on their most recent pricing and promotional offerings. Particularly, any discounts related to festivals or promotions. Moreover, I had to make updates to a Google Sheet that was shared with me by my supervisor.

- Also to monitor new promotional activities (such as Facebook postings, the newest advertisement, and offers for brand promotion) and report any updates to my supervisor.
- Received leads and instructed to organize according to category and date , and forward it to the sales department.
- With the direction of a supervisor, learn how to create note sheets and work orders for events organized by RUNNER. (Pohela Boishakh celebration, Eid advertising campaign, sponsored event)
- Created a PowerPoint slide about the future of Electric Vehicles in Bangladesh, using the directions provided by the supervisor.
- Create a PowerPoint slide showing the Call Initie data.
- Worked together with another intern colleague to set up Eid Day greetings. Here I was tasked with creating a message body that is appropriate for a professional or corporate environment.
- Make phone calls to showrooms for updating promotional banner installation updates.
- I took part in a Pohela Boishakh celebration event meeting where I helped with the preparations, suggested gift ideas and choosed gifts for an art competition
- .Assisted in the Yadea Electric bike event under the sales team.
- I participated in a sponsorship event with Takeout, where I served as a brand spokesperson for Vespa scooter. My role involved answering any customer inquiries related to Vespa

1.3.2 Benefits to the student

Working in a corporate setting allows students to acquire an in-depth knowledge of how theoretical topics can be practically implemented. Working in the automobile sector, particularly at RUNNER, has given me a valuable and educative opportunity, which would also be beneficial for other students. Here, a student learns and comprehends the functioning of each department from different places in order to deliver a product to the consumer. Just as in any organization, students can also learn about the work environment, workplace protocol, teamwork, working under actual industry pressure, and more.

Also a student can also learn how to apply and enhance their academic skills by applying them in real-life marketing.

1.3.3 Problems/Difficulties (faced during the internship period)

Since I was unfamiliar with the automobile industry and its marketing approaches, I found it somewhat challenging and intriguing. However, with the guidance and support provided by both my supervisor and the entire team, I was able to overcome the challenge effortlessly.

1.3.4 Recommendations (to the company on future internships)

RUNNER Automobile PLC is an excellent organization for anyone seeking to acquire knowledge and establish a successful career in the automobile sector

Here, one can gain knowledge about the functioning of the automobile industry from its humble beginnings and develop the ability to maintain the highest standards for their products and services.

Being one of the oldest and most reputable companies in the automobile sector, RUNNER is often the preferred choice for both fresher and job candidates.

Compared to other renowned companies, RUNNER take significantly less interns

So my recommendation to the company would be to hire more interns as per requirements and expectations of the company.

(Chapter 2)

Organization Overview



Fig:1: Logo of RUNNER PIC

2.1 Introduction

History and Ventures of RUNNER PLC

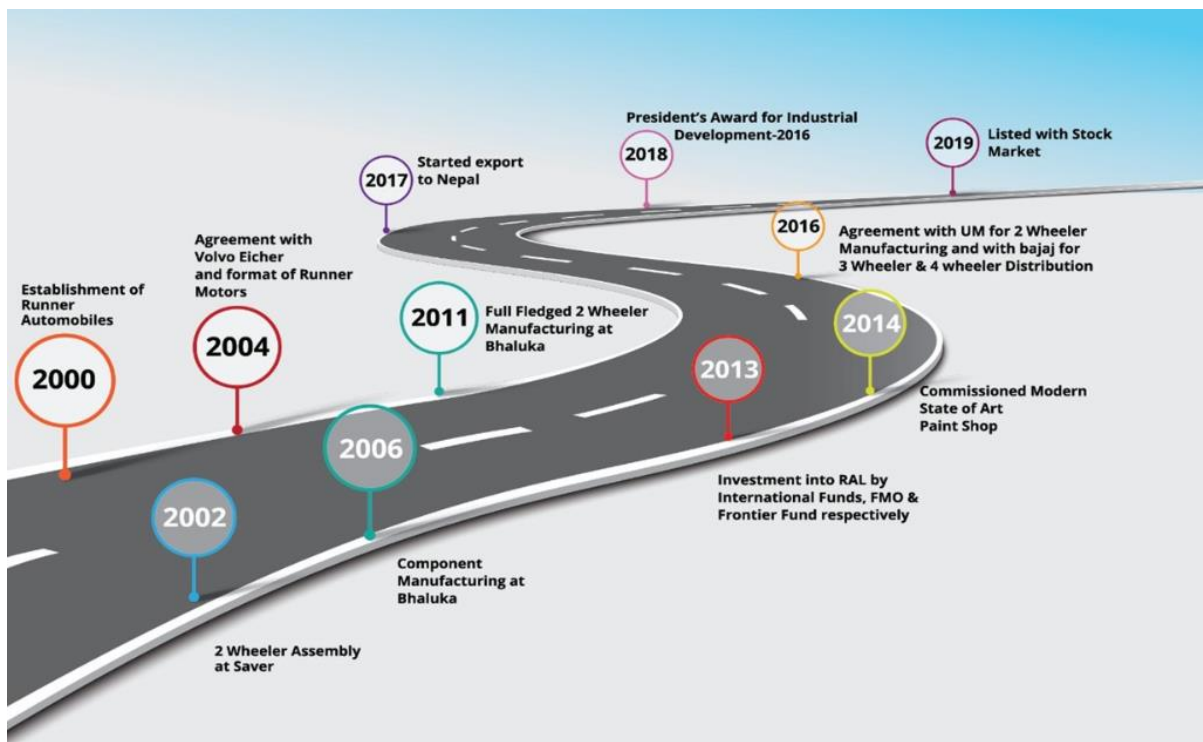


Fig 2: History Roadmap of RUNNER PLC

The journey of RUNNER Group started in 2000 when Hafizur Rahman Khan, who is currently the Chairman of Runner Group, decided to take a chance on the exciting but dangerous world

of entrepreneurship. The company has started its journey by assembling motorbikes to enter the domestic market. But eventually RUNNER decided to produce two-wheeler parts. Soon it gained recognition as the "Runner Motorcycles" in the Bangladesh market. Runner Motorcycles received legal clearance as a motorcycle producer in 2011 and currently operates advanced production procedures at its Bhaluka the manufacturing site. The plant is equipped with a press shop, weld shop, paint shop, engine assembly conveyor, vehicle assembly conveyor, component quality control, central quality control section, stores/OBL, and research and development facilities. The manufacturing site is being equipped with the largest and most modern component testing facility. It guarantees that the companies prioritize the production of high-quality products and maintain consistent growth

2.2 About the Company

RUNNER Automobiles started in 2000 as a motorcycle assembler company. The firm is now considered the largest motorcycle manufacturer in Bangladesh. It operates advanced manufacturing processes at its plant in Bhaluka. The factory has an annual capacity of 100,000 motorbikes and employs over 300 skilled production facility staff. Furthermore, the company sells more than 30,000 units annually.

2.2.1 Products

Runner Motorcycles produces a total of 15 models, which consist of scooters. These models are made using a combination of components supplied inside the country and internationally. Due to the use of local manufacturers, Runner has significantly reduced the pricing of its bikes, offering them for a minimum of 60,000 BDT. Currently, the company manufactures bikes with engine capacities ranging from 80CC to 165CC for domestic markets while exporting goods with engine capacities of 200CC to foreign markets. Also, RUNNER is the exclusive distributor of KTM, VESPA and Aprilia brands.

2.2.2 Company Core : Vision and Mission

Vision:

We Will establish RUNNER as a trusted brand through satisfying customer's needs offering desired products & services at an affordable price.

Moreover,

Every letter in the word "RUNNER" carries a distinct significance that provides additional insight into the company's vision.

R+U+N+N+E+R = RUNNER

- Respect Customer's feelings.
- Unite together as a team and celebrate success.
- No wastage is permissible.
- Never being complacent.
- Enjoy responsibility.
- Recognize social and environmental awareness.

Mission:

Mission statements are action-oriented statements that carry or define the actions or path to reach the goal.

RUNNER's Mission statement consist of,

“Our mission is to improve our brand by using sustainable technology. Also, to utilize efficient human resources and the latest manufacturing practices to ensure satisfactory returns for stakeholders, surpass consumer expectations, and promote satisfaction and prosperity for workers, dealers, and other stakeholders while acknowledging team achievements. We aim to manufacture bikes that fulfill the desires and aspirations of our clients while upholding high standards in design, technology, and quality.”

2.2.3 Venture of RUNNER PLC

- Runner Automobiles PLC
- Runner Motors Ltd.

- Runner Properties Ltd.
- Runner Lube & Energy Ltd.
- Runner Trading Ltd.
- Runner Trade Park Ltd.
- Bondstein Technologies Ltd.
- Singularity Ltd.

2.3 Business Framework

RUNNER PLC is currently emphasizing a collaborative strategy that involves all members of the organization in order to innovate and work towards innovative goals. In order to do so, they are directing their energies towards emerging megatrends, Sustainable Development Goals (SDGs), Pillars (purpose, strategy, people), and Material Topics.



Fig 3 : OPERATING AGENDA

RUNNER is dedicated to achieving the purpose of "conquering horizons" with their Pillar-Purpose, Strategy, and People framework. These representatives demonstrate the complete approach they are taking to use their strengths while promoting a business reset to reach higher levels of accomplishment.

PILLARS	KEY ACTIVITIES	ACTION SO FAR	SDGS IMPACTED
Purpose Enabling long-term value by meeting our purpose of mobility for all through our multi-product, multi-brand portfolio	- Embed integrity, efficiency and customer focus to provide best-in-class mobility solutions and services - Collaborate with our suppliers to promote efficiency and sustainability	- Operationalized our 3W plant in February 2023 through technology transfer with Bajaj for local manufacturing of Bajaj 3W, a big boost for Bangladesh's industry / manufacturing sector - Tapped into the EV (2W) segment during the year signals a promising future for the electric vehicle industry, with potential benefits for both riders and the environment.	
Strategy Delivering on our Purpose through a clear, transparent and doable strategy under the mission of "conquering new horizons"	- Focus on new strategic alliances and partnerships - Implement initiatives across business functions to ensure our performance matches our potential	- Initiated discussions with large and prominent automotive brands, including in the electric 2W space, for potential alliances - Ensured strategic redeployment of select manpower to 3W operations from 2W manufacturing, ensuring better manpower utilisation and minimal retrenchment	
People Materializing our strategy and delivering on our purpose through talent attraction and retention and by fostering a culture of constant learning and growth	- Promote a safe, fair and inclusive working environment with engaged and empowered teams - Marshall our resources to meet shared goals and objectives through a new "thinking-doing" approach	- Filled lower, mid and several CXO-level positions, including Managing Director & CEO, COO of 3W business, etc. - Continued to focus on occupational health and safety via mock drills, mandating personal protection through PPEs, etc. - Conducted a number of training and development sessions, including upskilling, for employees in various segments of the business	

Fig 4: Purpose, Strategy, and People framework.

2.4 PRODUCTS

Runner Automobiles is the owner of the renowned "Runner" motorbike brand, which is one of the longest-running motorcycle brands in the country. The brand is known for its innovative design and domestic production.

Also RUNNER is the exclusive distributor of KTM, VESPA and Aprilia brands.

Furthermore, Runner Motors, a subsidiary of Runner Automobiles, has formed a joint venture with Eicher Motors of India. This partnership is dedicated to improving and modernizing commercial transportation in Bangladesh.

Product map RUNNER is given below,

- RUNNER -Motorcycles and scooters
- E-wave - Scooters
- KTM - Motorcycle
- VESPA - Scooters
- APRILIA - Scooters
- BAJAJ - Three Wheeler
- EICHER - Commercial Vehicle (CVs)

Brand	Products	Brand values	Performance
RUNNER	Motorcycles and scooters	• Commuter segment • Joy of riding • Pride of ownership • Fuel efficiency • Form, features and functionality • Appealing resale value	• 100% market share in 80 cc category • 42% market share in step-thru and scooter category • 3% total 2W market
E-WAVE	Scooters	• Riding pleasure • Convenient and easy to handle • Low cost of ownership	• Representing near 60% of global market share. • 70 million users and 40,000+ retailers worldwide.

Fig 5 : Product Map 1

Brand	Products	Brand values	Performance
KTM	Motorcycles	• "Ready to Race" mentality • Pure motorcycling DNA • Performance, adventure and extreme motorcycling experience	• World's No. 1 premium motorcycles brand. • Popular sports riding machine.
VESPA	Scooters	• Much more than mobility philosophy • Iconic styling with premium appeal • Brand symbolic of art, design, technology and fun	• 24% Europe's market share in the scooter segment. • 516,200 vehicles shipped in 2022
APRILIA	Scooters	• High-performance sporty bikes • Strong technological orientation • Premium international styling	• 57836 units sold globally in September 2023.
BAJAJ	Three-wheelers	• Best-in-class technology and styling • Superior performance and excellent mileage • Low cost of ownership • Appealing resale value	• 2,738 units sold in 2022-23 (Production commenced in February 2023)
EICHER	Commercial vehicles (CVs)	• Productive technology • Customer experience • Strong after-sales service • Low ownership and lifecycle cost	• 1339 units sold in 2022-23

Fig 5 : Product Map 2

2.5 Organizational Organogram

2.5.1 Runner Automobiles PLC: Department of RUNNER PLC

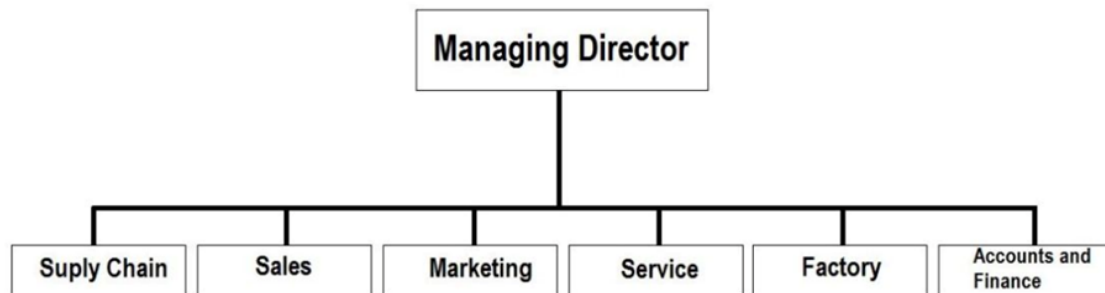


Fig 6 :Department of RUNNER PLC

2.5.2 Reporting Structure of Runner Automobile PLC

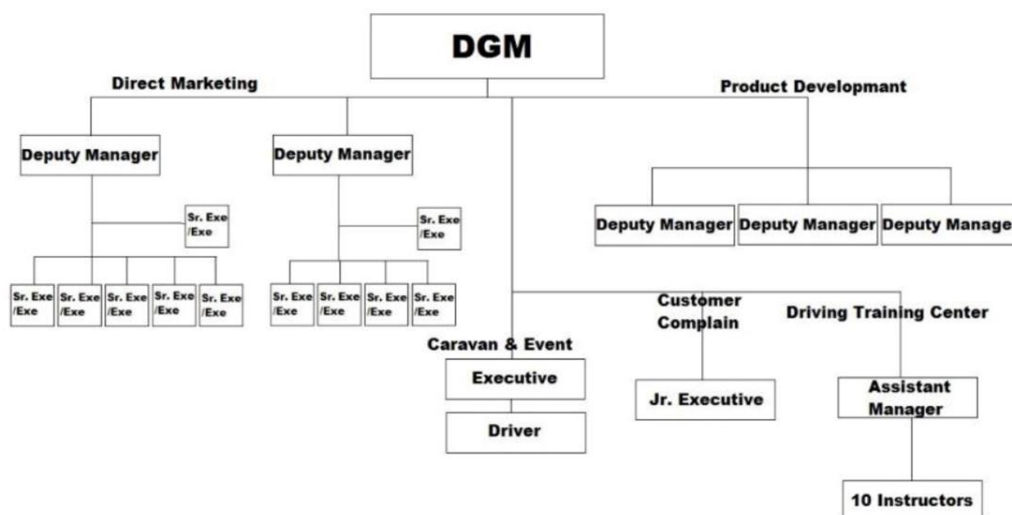


Fig 7: Reporting Structure of Runner Automobile PLC

2.6 These are the functional departments of RUNNER Automobile PLC

2.6.1 Marketing Department

- Responsible for all aspect of RAPLC's marketing (advertising, branding, promoting) strategy and operations
- Taking part in important exhibits, motorcycle shows, big festivals, and product exhibitions around the entire country.

- Managing communications while gaining insight into customer behavior through market research
- Engaging with customers to respond to their questions, complaints, ideas, and updates; gathering data on preferred offerings and services.

2.6.2 Sales Department

- Participate in dealership meetings, visit the showroom and help customers there, conduct test drives, manage paperwork, and supervise the delivery of products.
- Manage leads, customer correspondence, retention, and after-sales support.
- Plan promotional events, work with the marketing team on sales campaigns, and engage potential consumers online to improve sales and brand recognition.

2.6.3 Accounts and Finance Department

- Ensure accurate financial information by recording transactions, accounting, taxation, and project money.
- Prepare and track expenditure plans, carry out cost evaluations, and ensure effective distribution of resources.
- Produce comprehensive financial reports to evaluate RAL's performance, aiding in strategic decision-making.

2.6.4 Supply Chain Manufacturing

- Control supplier management, carry out negotiations regarding contracts, and ensure inventory levels are controlled.
- Organize transportation, plan the most efficient travel routes, and ensure on-time delivery.
- Ensure high standards of manufacturing and the best quality; monitor workflow and work progress to maintain uninterrupted maximum production.

2.7 Organization Work Practice and Cultural Overview

2.7.1 Management

RUNNER Automobiles is the subsidiary of RUNNER Public Limited Company. Some of other subsidiaries under RUNNER are RUNNER Properties Ltd, RUNNER Motors, RUNNER Trading, RUNNER Lube and Energy Ltd, RUNNER Trade Park Ltd, Bondstine Technology Ltd, Singularity Ltd.

With experienced and skillful Board members along with the expert management team RUNNER follows Democratic leadership style. Democratic leadership style also known as participative leadership style. Where leaders of the company encourage team members' opinions and suggestions and inspire teamwork.

2.7.2 Human Resource (HR)

The Human Resource department, also known as HR, is in charge of monitoring the workforce, including tasks such as recruitment, training, performance management (including work appraisals and providing feedback), and acquiring fresh talent. The HR department ensures that manpower is utilized to its full potential.

The HR department of RUNNER PLC uses a job analysis model in several aspects such as recruitment, selection, training, development, and performance management. This provides an in-depth understanding of a framework that involves the careful selection of suitable candidates, providing them with training to enhance their understanding of the task and development, and ultimately evaluating their performance.

2.7.3 Finance and Accounting

Financial highlights and ratio of RUNNER PLC FY 22-23

Revenue (in million)



Gross Profit (in million)

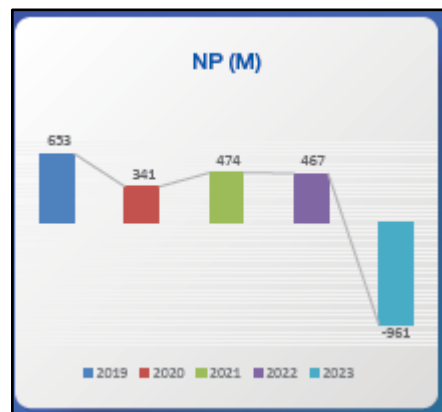


This figure shows declining in revenue resulting in declining in gross profit then past. This happens due to inflation, economic instability etc.

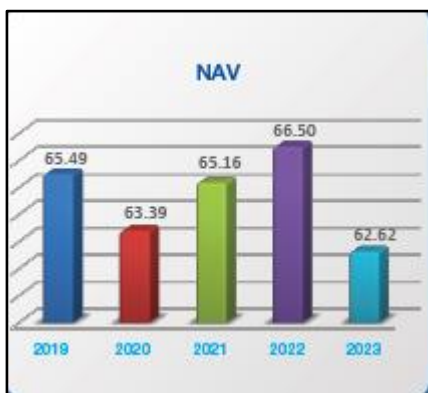
Operating Profit (in million)



Net Profit (in million)



Net Asset Value



Earning Per Share



These figures show decreasing revenue resulted in decreasing NP, NAV, EPS.

Ratios

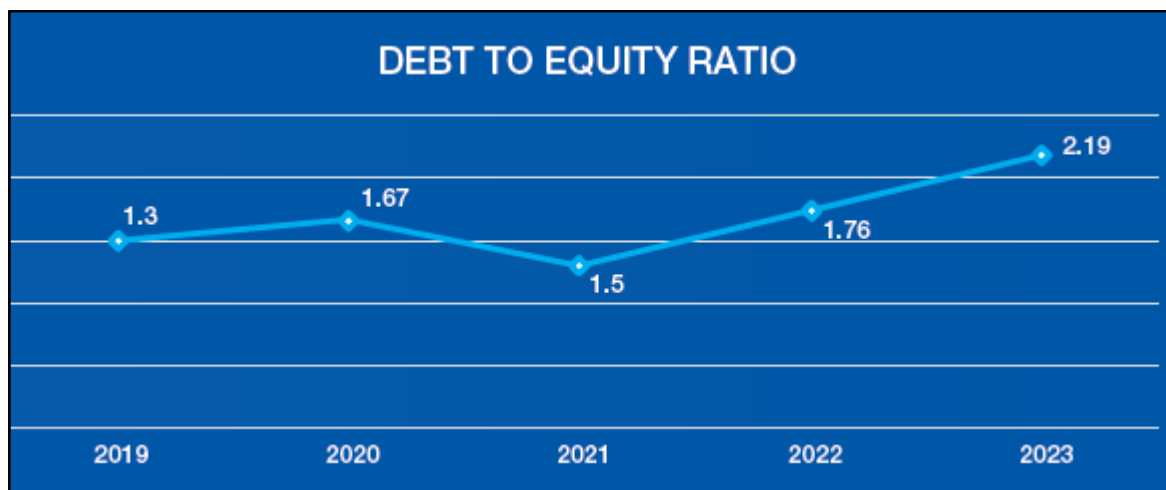
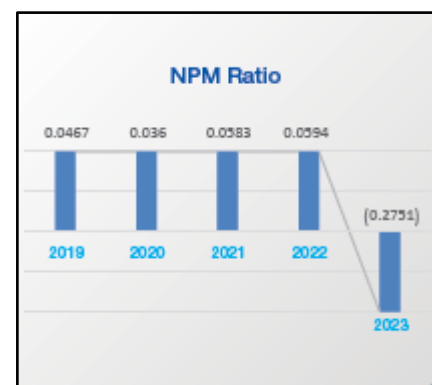


Fig 8 : Debt to Equity Ratio

From the above figure, it can be seen 2021 holds the lowest debt to equity, 1.5. Then the ratio started to increase in the year 2022 from 1.76 to 2.19 in 2023.

2.7.4 Accounting Practice

- RUNNER PLC follows a fiscal accounting cycle that starts from June 1 and ends on June 30. The cycle starts with trial balances and ends with financial statements.
- RUNNER PLC follows accrual accounting methods, which entails recording sales as receivables when payments are made. Moreover, RUNNER PLC commits to the Full Disclosure principle, which involves offering a transparent and detailed representation of the financial statements to investors, shareholders, creditors, and other stakeholders.

2.8 Marketing Practice

2.8.1 Marketing Strategy

RUNNER PLC is mostly renowned as a manufacturer of “RUNNER” bikes and holds exclusive ownership of KTM, VESPA, and APRILIA. They also have a joint venture with Eicher. In addition, they launched the production of BAJAJ three-wheelers at their Bhaluka facility in Mymensingh.

Their marketing approaches:

- (B2B): RUNNER PLC has established a strong network and a solid connection with its dealers. They have established large networks of 105 dealer showrooms across the country.
- B2C: Runner PLC manages a total of 34 COCO (Company Owned Company Operated) showrooms across the entire country. This ensures direct involvement and guarantee of services to the client.

Target Customer :

- Professionals include a wide range of individuals, such as teachers, doctors, government and private sector employees, police officers, journalists, and others.
- University and colleges students for easy transportation
- Farmers and workers in agriculture from rural areas where motorcycles are a quick and efficient medium of transportation to cities.
- Small business owner, entrepreneurs for business purposes and deliveries.

- Families select VESPA scooters for their everyday errands and school commutes.
- "BAJAJ" Three-wheelers, often referred to as CNGs, are widely used as public transportation for communication throughout the nation, particularly in major cities like Dhaka.
- Bike enthusiasts and young adults are also significant target clients. They have a preference for purchasing and riding new models from KTM and APRILA.

2.8.2 Marketing Channel

RUNNER has established a strong community of dealers. This strong network facilitates the flawless running of all operations, including client interaction, sales, and service.

Additionally, RUNNER established their own marketing strategy in direct customer interaction for Company Owned Showrooms (COCO). This facilitates customer involvement, individualized service, after-sale support, and, lastly, the quick collection of consumer feedback.

2.8.3 New Products

RUNNER PLC is currently introducing Electric Bike in Bangladesh through an exclusive partnership with YADEA Electric Bike. RUNNR PLC is now providing the YADEA T5 and M6 types of YADEA Electric bikes.



Fig 9: Models of YADEA

2.8.4 Branding Activity and Advertising

Branding activity

Branding activities refer to the planned and organized efforts made by companies to build and enhance their brand identity and significance. Brand activity done by RUNNER PLC are,

- An orange care event, featuring a presentation of KTM bikes and service care, held nationwide.
- Showroom launching event of BYD, Electric Vehicle
- Dealer meeting event of YADEA electric bike
- Sponsorship event with Takeout that showcases Vespa, an RUNNER brand.
- The RUNNER president Cup, a golf competition held annually by RUNNER.

Advertising activities

Advertising encompasses more than simply television, radio, and print advertisements. Applying digital marketing strategies and applying social media platforms for product promotion results in significant success. RUNNER AUTOMOBILE PLC is implementing digital marketing techniques such as Above the Line (ATL), Below the Line (BTL), Search Engine Optimisation (SEO), and Content Optimisation to promote their digital contents. Some of the social media platform with the contents are

- offers for bike promotions on the brand's Facebook pages. where customers ask questions, leave comments, and also can get updated product and service information.
- Promoting on YouTube videos of events, test drives, and reviews of new products.
- The website highlights and showcases products, providing essential up-to-date information.

2.8.5 STP MODEL

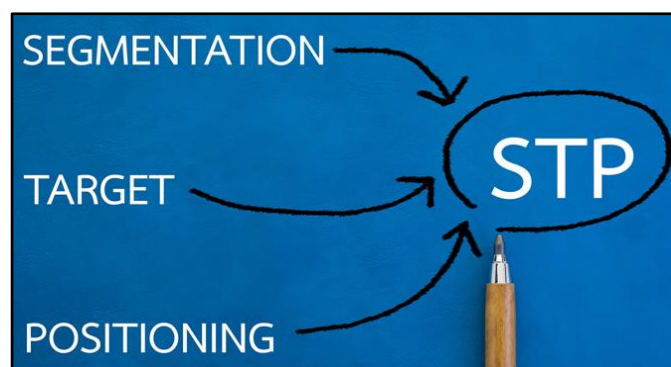


Fig 10: STP Model

The STP Model can be used to theoretically explain RUNNER PLC's product segmentation, consumer targeting, and product positioning processes.

Segmentation (S): RUNNER Automobile offers a range of bike models according to different prices. These models include high-speed bikes, which are particularly popular among young adults and bike enthusiasts, as well as bikes suitable for everyday transportation purposes.

Targeting (T): RUNNER PLC offers bikes at a range of pricing points, from higher to lower, in order to accommodate a range of customer segments. People from a variety of socioeconomic backgrounds find the variety of features appealing since it enables them to choose bikes that meet their needs and budget.

Positioning (P): Product positioning is important for any business. RUNNER PLC has established a reputation for producing products of excellent quality at prices that are accessible to all socio economic segments. Apart from that, they have made a lasting impression on people's mind with their tagline, "জান্না থেকেই বাংলাদেশী," distinguishing themselves as "RUNNER, Bangladeshi bike"



Fig 11 : RUNNER's Tagline

2.8.6 4P OF MARKETING



Fig 12: 4P OF MARKETING

Product: RUNNER PLC offer different cc motorcycles, electric bikes , scooters, three wheeler and commercial vehicles for heavy transportation, that target different economical segments and consumers from both urban and rural areas.

Price: Price strategy for RUNNER includes moderate price, premium price for exclusive bikes, seasonal and festive discounts, cash-back offer and EMI system. These strategies attract custom from different segments.

Place: RUNNER PLC has both their own showroom and dealer showrooms. Also they are available in digital online market platforms like Daraz and motorbike selling websites like BikeBD.com.

Promotion: For promotion activities they are using print media (news paper, magazine), social media platforms (Facebook, YouTube, Instagram), Promotional activity (offline events, bike shows) , Sponsorship activities, TVC , billboard, leaflet printing and so on.

2.8.7 SWOT Analysis

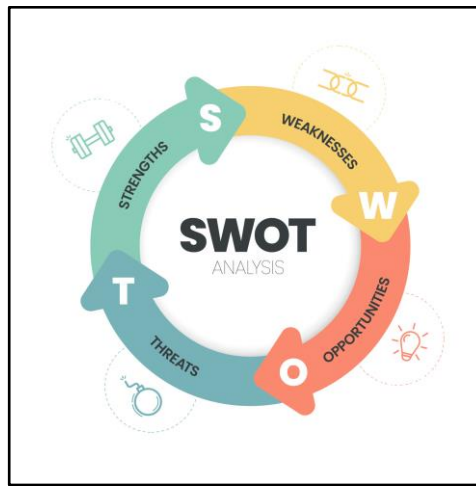


Fig 13: SWOT Analysis

Strength (S):

- Creating Brand Value : RUNNER, being the first three-wheeler manufacturer in Bangladesh, has established an excellent reputation among consumers of automobiles and became known as a significant participant in the sub 100 cc motorbike market in the country.
- Product Quality and range: RUNNER has consistently maintained a high standard of quality for their products. They are currently offering an extensive selection of products in both the bicycle and three-wheeler categories.
- Service and dealer network: RUNNER offers exceptional sales and after-sales services, as well as top-notch customer care. Additionally, they possess an extensive network of dealers which includes across the entire country.

Weakness (W):

- Establishing brand recognition: Given the entry of new companies in the market, it is important to create and maintain brand awareness through promotional initiatives.

Opportunities (O):

- Introducing a new business opportunity: RUNNER can capture and establish an electric vehicle market using the Yadea electric bike. By raising knowledge about automobiles and services can specifically target female clients.

Threats(T):

RUNNER like other vehicle manufacturers can encounter many threats. Like,

- New and updated innovative bike from competitors
- Low-quality, copied spare parts from local, second hand shop
- Poor road structures with bad conditions for safe driving in both urban and rural areas .
- Political and economic uncertainty that affects bike and part shipments.

2.9 Industry and Competitive Analysis

The automobile sector in Bangladesh is experiencing enormous development, with a market value of USD 1 billion. The increase in urbanization, improved and well-developed infrastructure, and the need for affordable, high-quality motorcycles have created a strong automobile market and demand for new bikes. Customers now seek a variety of solutions that match with their preferences and affordability. Additionally, electric vehicles are gaining popularity due to growing environmental concerns regarding the reduction of carbon emissions.

RUNNER Automobiles PLC encounters intense competition from rival firms such as Hero, Honda, Walton, TVS, Bajaj, Suzuki, Yamaha, and numerous other brands. These firms are working to maintain their presence in the vehicle market by offering high-quality products, effective sales and service, and strategic advertising campaigns.

For *competitive analysis*, we can use Porter's Five forces. Which with a small description given below:

- ***Threat of New Entry : (Low)***

Threat of a new entry in the Bangladesh automobile market is comparatively low. Existing automobile and motorcycle companies have already created a strong dominant stand for them. Among other leading brands, RUNNER Automobile PLC, one of the oldest companies, has established a solid presence in the automotive market.

- *Threat of Substitute: (Low)*

Electric bikes can be used as oil-based motorbike replacements.

RUNNER Automobile PLC has been already offering electric bikes (Yadea) to its customers.

- *Supplier power: (High)*

RUNNER Automobile PLC is sole proprietor of three international brands KTM(India), APRILIA(Piaggio,Italy) and VESPA(Piaggio, Italy). All of these bike parts are being imported from their respective countries and then assembled in the Valuka factory. So here suppliers have high power as the company depends on suppliers.

- *Power of buyer: (High)*

The power of the buyer has an impact when consumers have the ability to directly influence the price of a product, particularly in a market where there are numerous sellers and few buyers. For RUNNER Automobile PLC, the buyer's bargaining power is relatively high due to the availability of numerous alternative brands for customers to choose from.

- *Rivalry among existing companies: (High)*

There are different automotive brands that are currently operating in the automobile business of Bangladesh. In this booming business valued at 1 billion USD. Brands are including new technologies and releasing updated versions of motorbikes in order to make them attractive to consumers. Runner Automobile PLC experiences fierce rivalry from its rivals when it comes to enhanced bike quality, promotional activities, and services.

Conclusion

Runner Automobile PLC is a long-standing and successful automobile company in Bangladesh. By maintaining excellent product standards across all segments, developing effective branding and promotional strategies, engaging with customers, and providing exceptional after-sales services, the company has established a strong presence in both the market and among its customers. By maintaining an exclusive

Some Media Highlight from RUNNER PLC



24

(Chapter 3)
Project Part

Title :

Maximizing Brand Visibility in the Automobile Market at Runner Automobile: Merging Digital and Traditional Channels

Introduction:

In today's business world, branding is essential to survival and creating a solid stand over competitors in the market. To develop a brand strategy, market experts identify the target audience, determine how the brand can best portray its value to the consumer, and create a slogan/punchline that represents the company's unique value.

In a word, branding provides a framework for how a company should start promoting its message on its product. And for promotion, a combination of traditional and digital marketing channels plays a significant role. Traditional markets can be described as an offline approach that is generally used from a very long time..Then comes digital marketing, alternatively known as online, web marketing. This research discusses how margins in each of these channels can significantly affect brand visibility.

3.1 Objective of the Report

The objective of this paper is to analyze and evaluate RUNNER Automobile PLC 's Marketing strategy which includes product branding, price, place, promotion strategies focusing on both traditional and digital marketing in order to customer engagement and enhancing brand awareness. The report uses primary data from surveys, customer engagements, observation throughout my internship period along with secondary data from articles, case study and industry reports. Objectives of this report are:

- Analysis effectiveness for traditional marketing.
- Evaluate online or internet marketing.
- Collect primary and secondary data as well as analyze them to have a clear understanding of effectiveness of various marketing strategies.
- Identify strength , weakness, challenges and opportunities for highlighting and identifying potential opportunity and innovation.

- Reflecting on internship experience while sharing experiences of actively participating in marketing events, campaigning, observing how online and traditional marketing strategies work in real life situations.

3.2 Literature Review

Marketing consists of a company's activities to get its products and services to the customer. Companies need to get more aware of customers' needs, wants, desires and how they prefer to get that. This information is crucial for a company if the company wants to keep existing customers happy and as well as to get new customers.

In the current world, it was quite easy to keep a group of targeted customers happy. But now customers want to be treated as an individual person. To make this happen companies need information data which can be acquired through marketing automation tools and can also be addressed as digital marketing (Todor, 2016).

Nowadays, branding is a crucial step in marketing. The same type of products and services can be easily available in local stores and on websites. But it is branding that makes the difference. And to get people enlightened about branding another main step in promoting through traditional and digital channels.

Traditional markets consist of handout, billboard, direct mail, print ads, broadcasting, cold calling, outdoor event etc. These methods targeted both targeted consumer as well as interested general people. These channels are used for broad reach and are very effective in rural areas, especially television commercials or TVC, advertisements in local and national newspapers and magazines, billboards beside highways, posters etc. Traditional markets are known for their reliability as well as ability to inspire a higher level of consumer trust (Mailchimp, 2022).

Digital marketing also known as online marketing has now created a strong and essential presence in the marketing world. Online marketing consists of social media marketing, email marketing, search engine optimization (SEO), content marketing, afflicted marketing, referrals and so on (Lindley, 2022).

Currently approximately 5.07 billion internet users use social media in the whole world, which is almost 62.6 percent of world's population (Petrosyan, 2024). And in Bangladesh the users consist of 52.90 (in January 2024) million which is approx 30.4 percent of total population

(Digital 2024: Bangladesh, 2024). With this number it is safe to say that a huge percentage of people use social media both in urban and in rural areas.

Social media marketing (Facebook, YouTube, Instagram, Twitter) is a very effective and widely used digital marketing method. Then there is SEO, which refers to the systematic efforts to improve a website's availability on search engines such as Google, Microsoft, Bing, and others. Other known strategies for digital marketing are video content making and influencer marketing. In video content, anyone can make a video of their product and upload it to the media platform and website. The influencer market is where a trustworthy spokesperson speaks and reviews the products or services (Lindley, 2022).

While both channels offer numerous benefits, they also have limitations. For traditional channels some disadvantages are, high cost (giving advertising in newspaper, billboards, printing cost), not being able to change content with updated content, no interaction with the targeted audience and so on. And for digital marketing, disadvantages are, competitors can easily copy, some customers still could not solely trust in online purchasing, transaction and product quality. Lastly, as the online market is highly dependable on the internet and technology, technical error can happen at any time.

This report aims to combine both of the market channels to overcome disadvantages that can hamper brand image. By merging both traditional and online market channels, the company can create brand awareness among all segments of customers. The survey for this report consists of people of different ages and occupations. The main focus was given on which platform they had heard about the products and which platforms they were using to learn more about the products and try to reach customer care. In addition to this survey, we also have questions about where they see promotional advertising apart from online (newspapers, posters, billboards, etc.). Data from responses was represented in a bar graph and pie chart and was analyzed and interpreted.

3.3 Research Questions

How merging digital and traditional marketing channels can maximize brand visibility.

3.3.1 Broad Objective

To identify overall strategies that include both traditional and digital marketing platforms to maximize its branding visibility.

3.3.2 Specific Objective

- Evaluate how traditional and digital marketing channels along with promotional activities work in synchronization to create brand visibility.
- Identify and analyze brand visibility changes in targeted audiences, as well as determine competitive advantage in the automobile market.
- Understand and evaluate how consumer purchasing decisions, engagement levels, and the emergence of a loyal customer base are affected by a brand's reputation and visibility in both traditional and digital media.

3.4 Significance of Study

One of the most important steps in building a company's brand awareness, loyalty, and connection among potential customers is brand visibility. Brand visibility can be referred to as how often a company's product or service comes to the attention of its targeted customers (The Importance of Brand Visibility for Business Success, 2023). Making a brand more visible by utilizing both traditional and digital marketing channels has become one of the important parts of product and service marketing. An enhanced brand visibility cannot only create dynamic aspects from other competitors but also can help to build a more significant customer interaction and give customers an outstanding experience, create a loyal customer base and increase customer retention, make the brand more recognizable in the market and most importantly, increase sales (Ankur Singh Bist et al., 2022).

This study is not about choosing all of the methods from each channel, rather combining and using tools that will be helpful from each sector to minimize the risk of failed projects and allow time to evaluate the performance (Ankur Singh Bist et al., 2022).

3.5 Methodology

3.5.1 Primary Data

Survey based on questionnaires that focus on the research data.

Industry expert on marketing media to get a clear concept.

3.5.2 Secondary Data

Scholarly article and newspaper articles on marketing channels and media.

3.6 Hypothesis

H 1 : Merging digital and traditional marketing channels may significantly increase brand visibility.

H 2 : Merging digital and traditional marketing channels may not significantly increase brand visibility.

3.7 Research Finding and Analysis

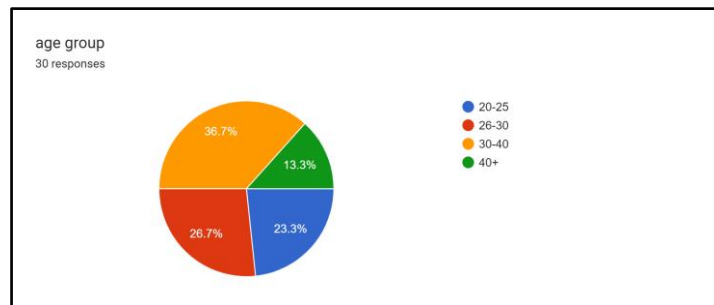
3.7.1 Interview Finding

To gain a thorough understanding of the automobile sector and both traditional and digital marketing channels, I prepared a set of questions. I am fortunate to haveHe first briefly describes ATL, BTL, TTL, and the traditional and digital markets. He explained that in the past, traditional markets (ATL) were influential in promoting and reaching customers. However, during and after the COVID-19 pandemic, people become more used to online marketing. He added that people can see how the online market, especially social media, is more convenient for finding and getting a clear product review. Nowadays, people search for authenticity and quality after getting interested in a product. And, here, brand visibility plays a big role in attracting customers. He also added that though digital marketing is getting popular, a segment of the customers will still rely on traditional markets like newspaper ads, posters, and events for brand authenticity. Lastly, he added it is also important to use suitable strategies wisely from both channels. Otherwise, it will lead to a project failure.

3.7.2 Survey Data Finding and Analysis

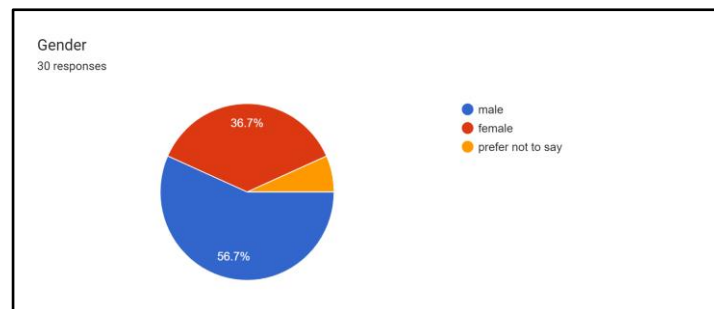
30 people participated in the survey. Survey chart and analysis is given below.

Age :



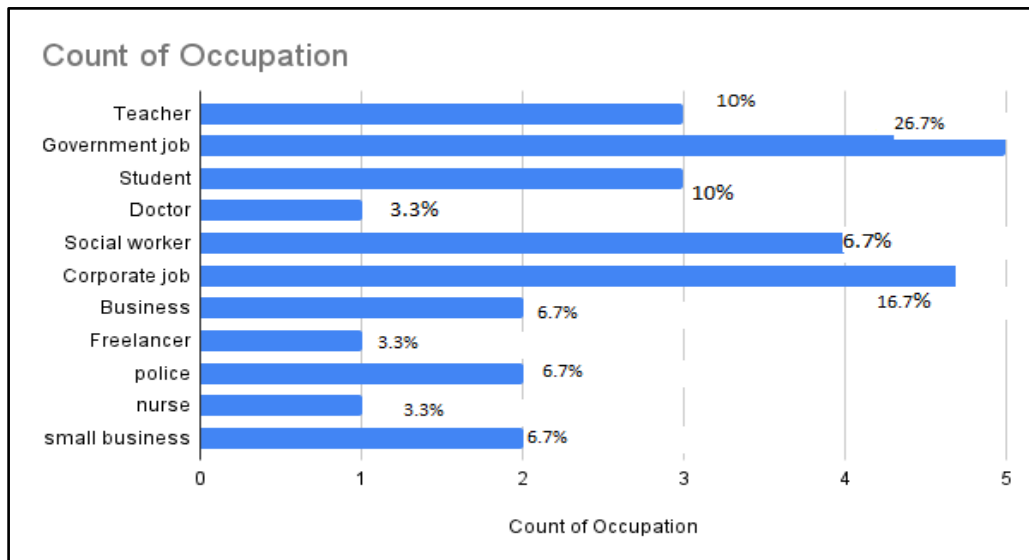
From this survey we can see most of the participants belong to the age group 30-40 (36.7%) and 26-30 (26.7%). Others are group 20-25 (23.3%) and 40+ (13.3%).

Gender:



Here, 56.7% are male and 36.7% are female participants.

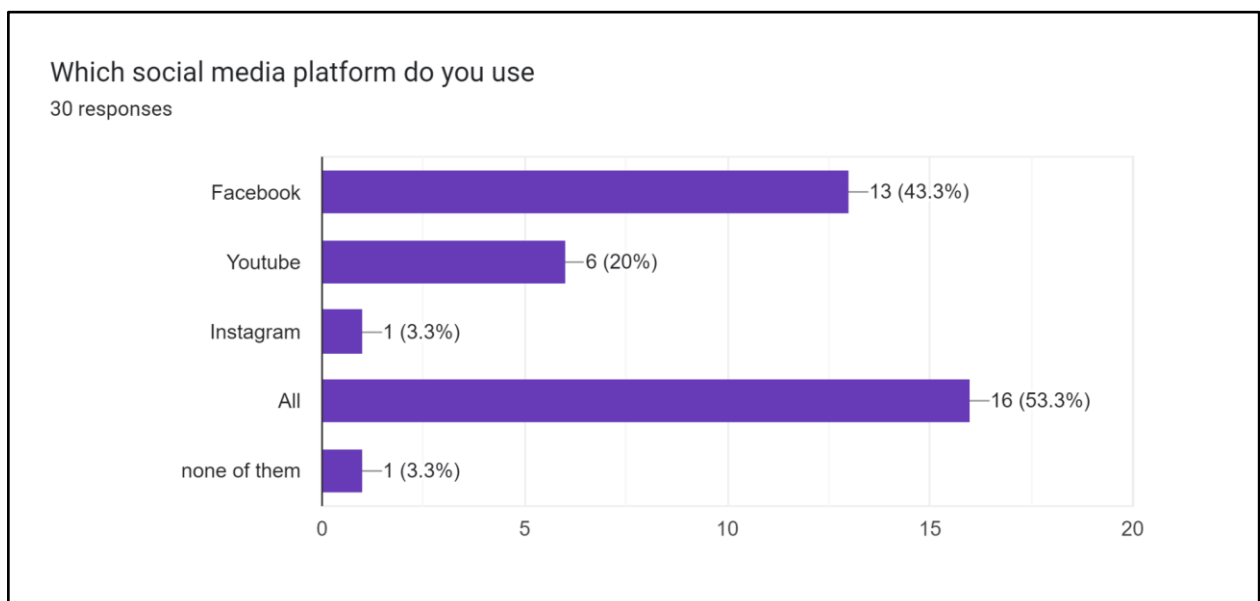
Occupation:



Here,

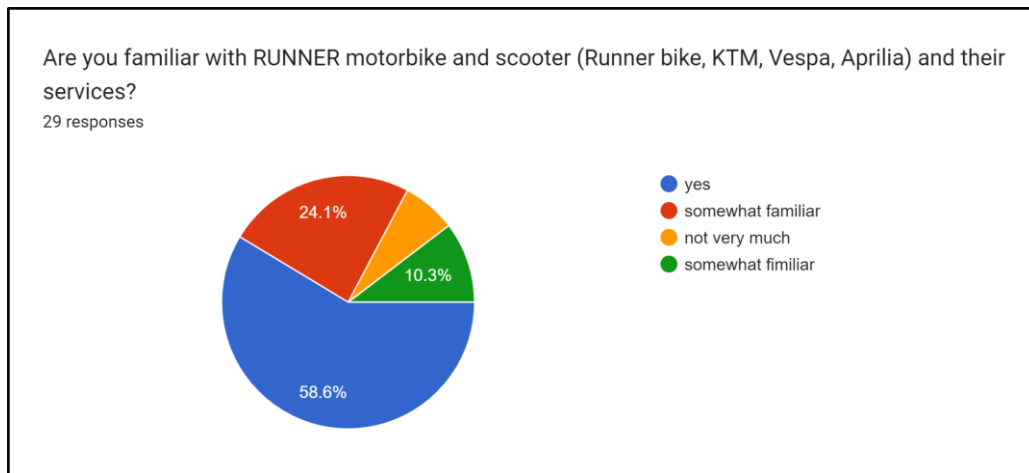
- Government employees, business owners, and corporate workers are the primary users (50.1%)
- Teacher, Students, Social Worker, Doctor, small business are our Secondary worker(36.7%)
- Other occupations are Police, Nurse, , Freelancers who are Irregular User.(13.2%)

Most used Social media Platform



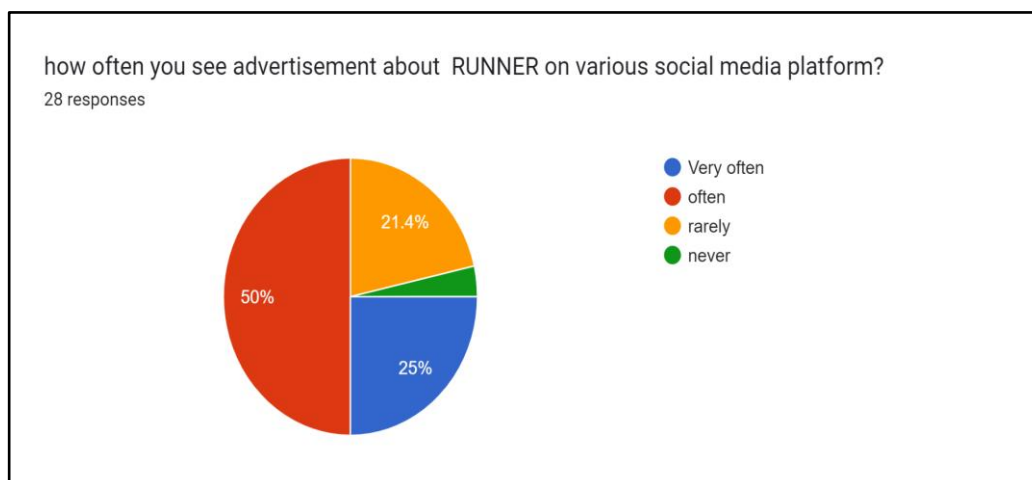
Here we can see, most of the participants use common social media platforms. But they mostly use Facebook (43.3%).

Familiarity



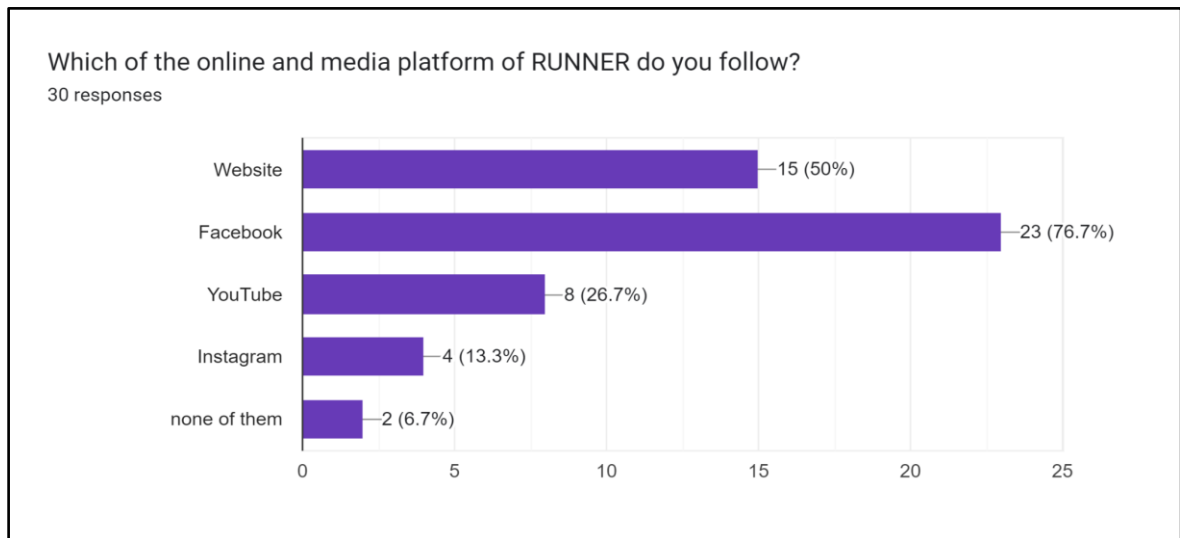
This pie chart indicates that RUNNER's products and services are more familiar to the participants.

Visibility in Media platforms



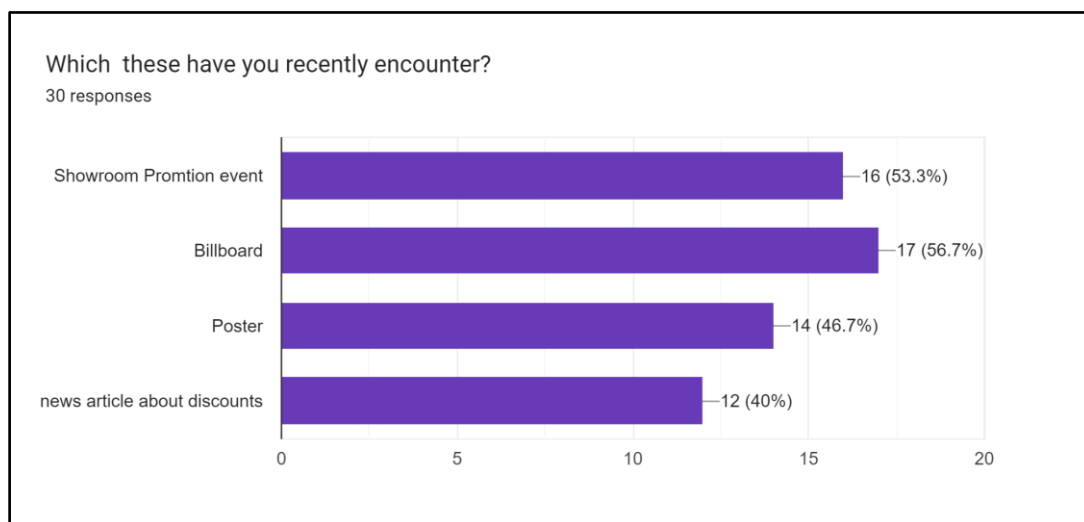
Here, the chart indicates 50% participants as seen in promotional ads about products and brands of RUNNER in various media platforms.

Most followed media



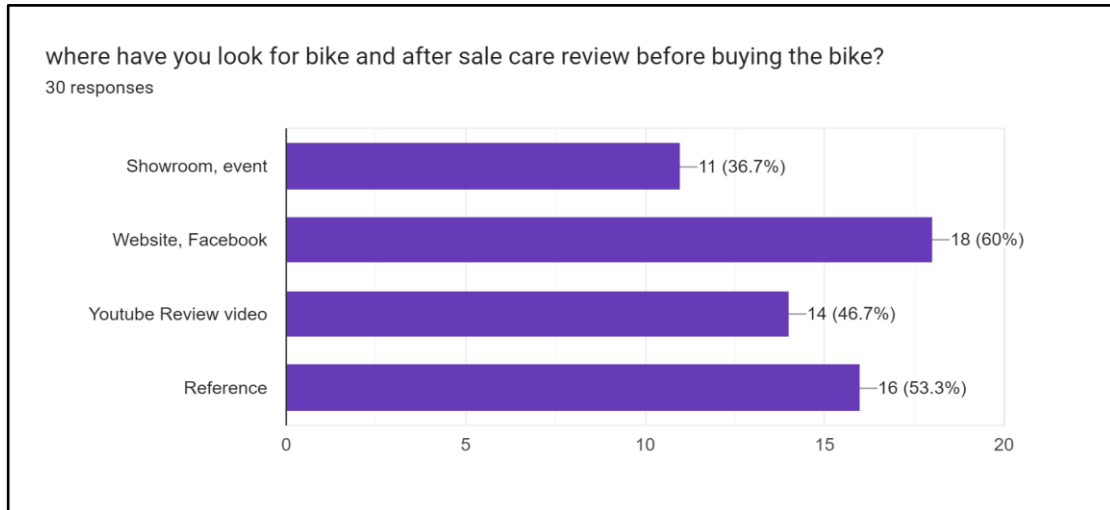
Here we can see, most of the people follow the RUNNER Facebook media page.

Offline Activity



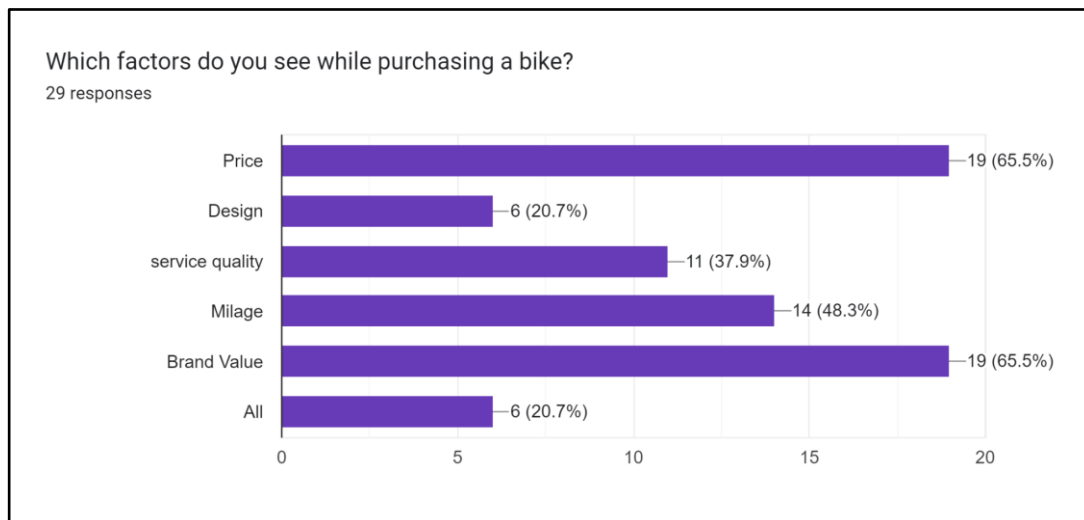
Here the chart refers to various offline activities (offline promotional events) and other offline media like billboards , posters etc that are able to grab the attention of the customers.

Searching for genuine and clear information



This chart represents which mediums are mostly preferred by the customer for looking for the information they needed before buying the bike. People prefer to use both online channel, website and Facebook page (60%) and offline channel, directly from showroom (36.7%) for cross-checking the information

Factors that influences bike purchasing decision



Here the chart shows people most likely look for price (65.5%) and Brand value (65.5%) before buying a bike. Then they look for the rest of the factors.

3.8 Analysis of the Data

Findings from Data analysis

- With the increasing number of social media users, availability of smartphones and data most of the people now are on social media platforms, specially on Facebook.
- Most people know about RUNNER AUTOMOBILE and its products. This is possible because of RUNNER Strong marketing strategies.
- Charts also indicate that people are after encountering Promotional advertisement, short ads between videos, short reels about RUNNER's products (KTM, APRILIA, VESPA, RUNNER BIKE). Which also indicates choosing proper digital marketing strategies.
- Most people follow media platforms like Facebook and YouTube. They also monitor the website to stay updated. People also show interest in showroom events and remember seeing billboards, posters, and leaflets. So, when they get interested in buying a bike, they cross-check information from both online and offline platforms. This suggests that both systems are in alignment and are successfully delivering satisfying service to customers. This leads to an increased brand value in the market.
- Lastly, people look for brand value and price when buying a new bike. While price can ensure the product's affordability, brand value ensures premium quality and top-notch service. So, People look for different platforms for brand value, which makes the company different from competitors.

3.9 Limitation of the Study

- Due to the short duration of this three-month internship, the limited amount of time frame will not allow for the collection of data necessary for projects with a long term.
- Due to my intern position, I wasn't given permission to access any internal data. Which will impact the accuracy of the study.
- Many analyses of the data may appear biased as they were based on my personal understanding and opinion.
- Due to the limited number of participants, this data is not representative of the entire marketing sector.

Conclusion

Traditional market and digital market platforms both have their disadvantages. This research aims to understand how combining both marketing channels can work against all these disadvantages and make the brand more recognized. Like RUNNER AUTOMOBILE, the motorcycle industry serves customers from all socioeconomic segments and will try to create an international marketing platform. So, they need to make the brand more recognized throughout the market. Runner Automobile could strengthen its brand presence with the positive aspects of both traditional and digital market platforms. This strategy will increase consumer interaction, brand recognition, and loyalty, strengthening the market position.

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Appendix

Interview topic : Overview of marketing strategy, marketing in past, today's marketing.

Survey Question

Q1 Age group

20-25

26-30

30-40

40+

Q2 Gender

male

female

prefer not to say

Q3 Occupation

Your answer

Q4 Which social media platform do you use

Facebook

Youtube

Instagram

All

none of them

Q5 Are you familiar with RUNNER motorbike and scooter (Runner bike, KTM, Vespa, Aprilia) and their services?

yes

somewhat familiar

not very much

Q6 How often do you see advertisements about RUNNER on various social media platforms?

Very often

often

rarely

Never

Q7 Which of the online and media platforms of RUNNER do you follow?

Website

Facebook

YouTube

Instagram

none of them

Q8 Which of these have you recently encountered?

Showroom Promotion event

Billboard

Poster

news article about discounts

Q9 Where have you looked for a bike and an after sale care review before buying the bike?

Showroom, event

Website, Facebook

Youtube Review video

Reference

Q10 Which factors do you see while purchasing a bike?

Price

Design

service quality

Milage

Brand Value

All

