





Internship Report
on
Market Acceptance of Electronic Car in Ride Sharing
Industry of Bangladesh

SUBMITTED TO

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Letter of Transmittal

8th May, 2019

To

Ms. Rahma Akhter

Department of Business Administration

BRAC Business School

Subject: Submission of the Internship report

Dear Mam,

I would like to take this opportunity to thank you for the guidance and support you have provided me during the course of this report. Without your help, this report would have been impossible to complete. With deep gratitude, I also acknowledge the help provided by Carrie Wang, Administration Manager of Bangladesh Electronic Vehicle Ltd. for providing me utmost supervision during my internship in the organization.

I sincerely hope that my work will come up to the level of your expectation.

I welcome your query and grateful to answer them.

Sincerely Yours,

Afrin Ferdous

ID: 14104156

Program: BBA



Letter of Endorsement

This is to ensure that Afrin Ferdous, ID: 14104156, BBA Program, BRAC Business School,

BRAC University has done this report on “Market Acceptance of Electronic Car in Ride Sharing Industry of Bangladesh” to complete BBA internship program. I acknowledge this report as a final internship report.

I wish all achievement and prosperity of her career and life.

Ms. Rahma Akhter

Lecturer

BRAC Business School

BRAC University



Acknowledgement

First of all, I would like to thank almighty **Allah** for giving me the patience and aptitude to complete this report in due time.

There are contribution and involvement of a number of people behind successful accomplishment of this Internship Report. I am grateful to them for providing me with their thoughtful guidance and suggestions to improve the report.

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I also, express my sincere gratitude to Carrie Wang, Administration Manager of Bangladesh Electronic Vehicle Ltd. for supervising me the entire internship time. I would also like to thank Ms. Neel Antara, Sadia Biva and Tuli Rahman Senior Officers of Bangladesh Electronic Vehicle for teaching me and supporting me during internship.

Finally, my sincere gratitude goes to my family, friends, classmates and colleagues who helped me in this time.

Afrin Ferdous



Executive Summary

This Internship Report is prepared as a requirement of Bachelor of Business Administration (BBA) program on Department of Business Studies, BRAC University. After completing internship session of three months in operation department of Bangladesh Electronic Vehicles Ltd., I have prepared this report with my practical experience, findings and knowledge I have gained during the internship period. Basically I conducted a market research to find out the acceptance of electronic cars in the ride sharing industry of Bangladesh. This report is based on “Market Acceptance of Electronic Car in Ride Sharing Industry of Bangladesh”.

Bangladesh Electronic Vehicles Ltd. is executing to start their operation as a ride sharing company. They are using electronic cars as their operation vehicles. They are using their own vehicles. They will introduce an App for Android and IOS named “Elephant Taxi”. By using this App customers can book a ride. They are importing all these electronic cars from China. All these cars went through fitness test from BUET and got the approval. They have their Main office and warehouse at Baridhara Diplomatic Zone. Currently they have operation and marketing team in Dhaka. Their IT team is operating from CHINA currently. They want to introduce a environment friendly ride sharing service. Their unique feature will make them different from other ride sharing service.

As this concept is totally new in Bangladesh, I wanted to conduct a marketing survey to measure the acceptance of electronic cars in ride sharing industry. Again, I would like to thank our honorable academic supervisor Ms. Rahma Akhter to support me and give me guidance to conduct a proper survey. As an intern I have worked with the operation and marketing department and gathered knowledge about their preference, performances and engagement with the technology. Therefore, at the end of the report I have come up with my analysis, findings and tried my best to come up with some useful suggestions and recommendations which I hope would be helpful for the organization.



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CHAPTER: ONE

Introduction

1.1 Origin of the Report

As a part of the Internship Program of Bachelor of Business Administration course requirement, I was assigned to do my internship in Bangladesh Electronic Vehicle Ltd. for the period of 3 months starting from 21st January 2019 to 24th April 2019. I was allocated in marketing department. My supervisor Ms. Carrie Wang was an Administration Manager of operation department. I have prepared this report with my internship experience.

1.2 Objective of the Study

Broad Objective

The main objective of the study is to measure the acceptance and market opportunity of electronic cars in ride sharing industry.

Specific Objectives

- To uphold the current scenario of ride sharing industry.
- To find out the reasons of the weaknesses and threats of ride sharing industry.
- To find out the concern level of target market towards environment.
- To make some recommendations for the development of the organization.

1.3 Scope of the Study

The study will provide the scopes of knowing the following:

- Ride sharing industry of Bangladesh.



- Operation process of a new company.
- Training and Development process of Bangladesh Electronic Vehicle Ltd.
- Job responsibilities and Preferences of Marketing and operation officers.

1.4 Methodology

The study uses both primary data and secondary data. As Bangladesh Electronic Vehicles Ltd. is a new organization, it does not have much support of secondary data. Most of the report is prepared by primary data collection. The report is divided into two parts. One is the Organization Part and the other is the Report Part. The parts are virtually separate from one another.

The information for the Organization part of the report was collected from secondary source like website of the organization (www.bdevl.com) and most of the data has been collected through observation, interviews and focused group discussion session which are considered as primary source.

The information for the report “Market Acceptance of Electronic Car in Ride Sharing Industry of Bangladesh” was collected from primary and secondary sources. For gathering concept of the ecofriendly ride sharing, reports on environment and electronic car have been studied. Beside this a market survey was conducted through Google form via social networking sites.

1.5 Literature Review:

Ride sharing industry is growing rapidly nowadays. There are well established ride sharing company is already operating in Bangladesh like UBER, PATHAO, and OBHAI etc. To create a market place and attract the target market elephant taxi is trying to focus on their environment friendly concept. In recent years, increasing rate of motor vehicles is the main reason of the increase in emissions of both local pollutants and greenhouse gases. This is not only the problem of our country; this is the scenario of most of the country. Environment pollution is nowadays



the biggest concern of the whole world. Elephant taxi is introducing the new technology but showing their concern towards environment also.

Motor engines also have more risk than electric engine. Electric cars have less complicated parts than motor engines and have less risk. The concept is totally new for our country. Because of the high efficiency of electric-drive components, electronic vehicles can reduce fuel costs dramatically. Their fuel economy is measured differently than that of conventional vehicles because electronic vehicles rely in whole or part on electric power.

1.6 Time Schedule of the Study

To prepare the report, I have started my work from the very beginning of my internship program. At first, I have gathered knowledge about the responsibilities I was assigned at my workplace. I wanted to conduct a market research for my internship report. I choose a topic and made relevant questioner. Next, I have done survey to collect the primary data and secondary for the report. Then the data was analyzed by SPSS software, afterwards started writing the report. From the very beginning to end of the internship session I have worked on preparing the report.

1.7 Limitations of the Study

There has been certain limitation to complete the internship report. Some of the limitations have been given below –

- Time limitation was one of the issues as my internship program was about 3 months. This is fairly enough if I only concentrate on the report only but the thing is during this time, I was busy with the assigned work at my workplace. As it is a growing company and going to operate soon, I had to focus more on my assigned work. That is why there was a time constraint to finish it within the specified timeframe.
- Lack of information was another limitation. As the company is completely new, there was lack of information about the company. I had to collect all the information by myself. As the company is a foreign company, they have some company policy



about the secrecy of the information and as an intern I was not allowed to get all the information. So, it was one of the problems I faced while preparing the report.

- Since I had to spend all the working days in office each and every week so, I did not have any scope to communicate with my supervisor regularly to know her feedback regularly.



CHAPTER: TWO

Overview of the Organization

2.1 Overview of Bangladesh Electronic Vehicles Limited:

Bangladesh Electronic Vehicle Ltd. started their operation in Bangladesh from November, 2018. They are going to introduce electronic cars in ride sharing industry of Bangladesh. This company is a Chinese company. The founder of this company is Riccko Wang. They will introduce an App for Android and IOS named “Elephant Taxi”. Customer can avail this service in three ways- By using the App, by calling and from the road. They are planning to introduce a fixed place in every area for their taxi. Currently they are planning to start their operation only at Bashundhara Residential Area for test purpose by this May. They are importing all these electronic cars from China. All these cars went through fitness test from BUET and got the approval. All the cars will use electricity as fuel. Bangladesh Electronic Vehicle Ltd. is planning to establish a solar plant what will ensure the fuel of their cars. They already started import solar panels from China. They have their Main office and warehouse at Baridhara Diplomatic Zone. Currently they have operation and marketing team in Dhaka. Their IT team is operating from CHINA currently. They want to introduce a environment friendly ride sharing service. Their unique feature will make them different from other ride sharing company.

2.2 Corporate Vision

Building an environment friendly sustainable ride sharing industry with the help of advanced technology.

2.3 Corporate Mission

- Start their operation broadly in every area of the cities of Bangladesh.
- Introduce the advantage of Electronic cars.
- Create high brand value.



- To provide excellent quality services
- To ensure the availability.
- To satisfy the customer's needs and wants.

2.4 Product and Service

Bangladesh Electronic Vehicle will introduce an App for Android and IOS named “Elephant Taxi?”. By using this App customers can book a ride. . They are using electronic cars as their operation vehicles. They imported all these cars from China. They will have two categories of customer- Regular client and Corporate client.

2.5 Pricing Approaches

Companies usually determine prices by selecting a general pricing approach that includes three set of factors the cost base pricing, value base pricing, and competition base pricing. Bangladesh Electronic Vehicle Ltd. follow competition base pricing so the customers can create their judgments of products value. Despite of having a unique feature than others, elephant taxi set 45 taka as their base fair. Where most of the ride sharing service have same or base fair than elephant taxi.

2.6 Places of operation

Currently BDEVL will start their operation only in Bashundhara Residential Area as test purpose. Soon they will start their operation in important areas of the cities of Bangladesh.

2.7 Promotion Strategy

Initially the company plan to adopt some effective promotional plan to build a strong brand name. As the company is new in Bangladesh, they have to focus more to create a brand image. Some of the promotional plans are-



- **Advertising Strategy:** As now people are more involved with electric media. They are planning to focus more on electric media rather than print media. They will run campaigns on social media. Social media advertising is cheaper than traditional advertising and reaches more audience easily than traditional advertising. It will improve the communication and interaction with key audience. They will also announce the advantages of the service, promotional activities of the service by popular persons, who will work as brand ambassador.
- **Public Relating Strategy:** Public relation strategies consist of product publicity to the target customers, such as create a website, lobbying relation. Lobbying strategy is to maintain relationship with target customers. They are planning to run campaign on different universities.
- **Direct marketing Strategy:** Direct marketing strategy consists of direct mailing of the target customer sending an offer announcement. As they are planning to introduce special service for corporate clients, they will contact directly with corporate offices through email, SMS or personal visit.

2.8 SWOT Analysis

I went through this SWOT analysis based on the Bangladesh ride sharing industry perspective.

Strengths:

- BDEVL have their own vehicle so they can ensure the vehicle quality.
- BDEVL requites the drivers very selectively, who could ensure better service.
- Their vehicles are ecofriendly and create less pollution.
- People who can't use App can also book a ride by calling.
- More availability of vehicles.

Weakness:

- Do not have strong brand image.
- New company in Bangladesh with a new concept.
- Depended on solar plant for fuel.



- Fastest growing industry.

Opportunities:

- People are using ride sharing service regularly and also they are being concerned through environment.
- Can start operating in those cities where ride sharing service is not available yet.
- High investment needed to copy the unique feature.

Threats:

- Some new legal regulations are coming from government of Bangladesh for ride sharing Industry.
- Increasing competition will ultimately decrease prices. It will decrease profit margin
- People do not have any clear idea about electric car. They might consider it risky.



CHAPTER – THREE

Internship Experience

3.1 About the Job

I have joined as an intern in Bangladesh Electronic Vehicle Ltd., after getting qualified in a interview. I was selected as an intern at marketing department. The duration of my Internship program was 3 months, started from 21st January 2019 to 24th April 2019.

3.2 Specific Responsibilities of the Job

The work responsibilities I had are mainly - making questioner, conducting different market survey, making quotations etc. As it is a new company, sometimes we got assigned by different work from our departmental work.

3.3 Observation

I have found out some of the errors that hinders the function of the organization. Some are given below –

- As most of the upper level managers are from china, they need to communicate us with English. Most of them are not fluent or well in English. It creates communication gap.
- They don't focus on employee satisfaction. People are more likely to switch jobs.

3.4 Mismatch between Assigned Tasks with Academic Preparation/Major

The tasks I was assigned was mostly are market survey as I have done major in Marketing. These tasks were so much helpful for me. I have learned to make standard market survey questioner, to



conduct survey and analyze the data. Academically we were taught how to make questioner and conduct survey but in practical it is quite different from the learned one.

3.5 Lessons Learned from the Internship Program

The internship program was very effective for me. I have gained such experience that will help me to accomplish my long-term goal. The learning from the internship session has been given below -

- **Organizational Behavior:** It is very important to know how to behave professionally when we work in an organization. I learned a lot about professional behavior from my colleagues. I also learned how to communicate formally with all the respected employees.
- **Importance of Microsoft Excel:** MS Excel is a very important part of any organization. I have learned many functions of Excels while working in the organization. As I worked in Excels almost every day then, I know how important it is to have proper skill in MS Excels.
- **Multi -Tasking:** In the internship period, I was assigned to perform multiple tasks. I learned how to shift work fast and complete the entire task perfectly.
- **Working under Pressure:** I had to submit the survey reports within the timeline. I had to give the update to my supervisor time to time. Beside that most of the time we assigned with many works of operation department. So, it has been a great lesson for me as I have learned how to work under pressure.

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CHAPTER- FOUR

Research Part

4.1 Introduction

As this concept is totally new in Bangladesh, I wanted to conduct a marketing survey to measure the acceptance of electronic cars in ride sharing industry. At first, I determine three hypotheses what will support the statement. Then I arrange my questioner according to those hypotheses. Then collected response through Google form via social networking sites. Then analyze all those Data by using SPSS software.

4.2 Literature Review:

a) Environment friendly:

In recent years, increasing rate of motor vehicles is the main reason of the increase in emissions of both local pollutants and greenhouse gases. From 1990 to 1996, the number of registered vehicles in Dhaka is grown by 60%. Human health and economic growth in Dhaka is in threat because of severe air pollution. People of Dhaka are facing many health problems like premature deaths, restricted activity and respiratory symptom. For these health problems, the economic loss is maximum US\$ 270 million and minimum US\$ 60 million.

Vehicles are the major source of air pollution in Dhaka. Car produces a lot of carbon emissions, which are the main reason of increasing pollution and greenhouse gases. Beside that now days ride sharing industry is growing rapidly. This is the main reason of increase number of vehicles in Dhaka. Electronic car is a great solution for this problem. As electric cars run on electrically powered engine, it is 100 percent ecofriendly. It does not produce any carbon emission. People are being concerned towards environment day by day. Despite of only thinking about own facility, they are trying to contribute to save the environment.



H1a: People will accept electronic car in ride sharing industry from their concern towards environment.

b) Cost effective:

Earlier, electric cars were costly. But now cost and maintenance of electric cars have gone down with the advance technology. The advance research and mass production of batteries made it more cost effective. As electric cars runs on electrically powered engines, so lubricate the engine is not essential. An Electronic car has a lot less moving part than a conventional petrol or diesel car. While at rest or coasting, electronic vehicles do not consume energy. Only 15% of the fuel energy content to move the vehicle or to power accessories effectively used by conventional gasoline engines. Diesel engines can reach 20% of on board efficiencies while electric vehicles have typically 80% of on board efficiencies. Some countries also offer their citizen many financial facilities if they own a electric car. From Bangladesh perspective, still now it is not a well known topic. But Bangladesh is also being technologically advanced day by day.

H1b: Lower cost of running and maintaining of EV can make ride sharing service more affordable and acceptable.

c) Energy Security:

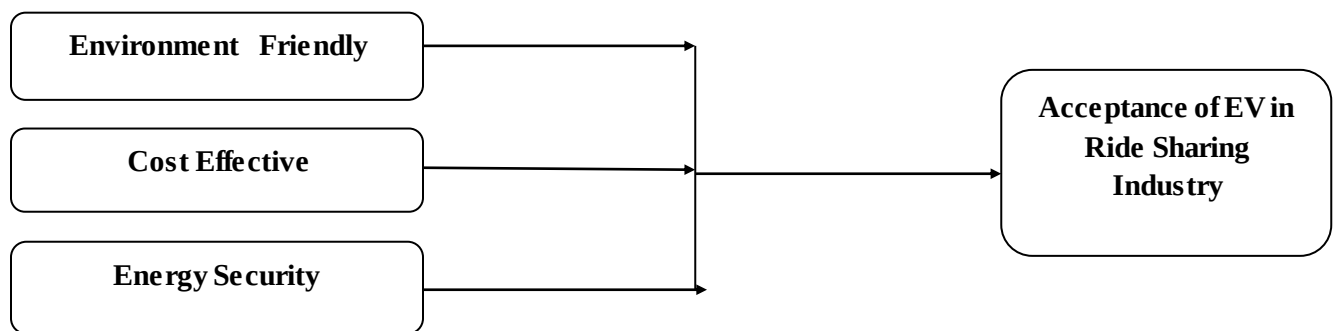
In 2017, the United States imported about 19% of the petroleum it consumed. Use of more energy efficient vehicles like electric vehicles can have a direct impact on transportation accounts for nearly three-fourths of total U.S. petroleum consumption. This not only supports the U.S. economy but helps diversify the U.S. transportation fleet and reduce the impact of international supply disruptions. All of this contributes to the nation's energy security. All electric vehicles are both capable of being powered solely by electricity, which is produced in the U.S. from nuclear energy and renewable resources.



Because of the high efficiency of electric-drive components, electronic vehicles can reduce fuel costs dramatically. Their fuel economy is measured differently than that of conventional vehicles because electronic vehicles rely in whole or part on electric power. Miles per gallon of gasoline equivalent and kilowatt-hours per 100 miles are common metrics. Depending on how they're driven, today's light-duty Electronic vehicles can exceed 100 mpge and can drive 100 miles consuming only 25-40 kWh. So, Electronic vehicles are using less fuel and covering more distance. This way they are saving energy.

Electronic vehicles can increase nation's energy security. It reduces the dependency on other countries for petroleum imports. Electronic vehicles are easy to power from renewable energy sources. It reduces our dependency on foreign oil.

H1c: Rapid use of electronic vehicle instead of conventional vehicle will increase the energy security of our nation.



4.3 Methods:

Sample and Data Collection: A convenience sample of 58 respondents was collected through Google form via social networking sites.. Among total respondents 68.6% were male and 29.4%



were female, 70.6% respondents are between 21 -24 years old, 80.4% respondents are familiar with ride sharing service and 70.6% respondents have knowledge about electronics car. Respondents were screened by asking them whether or not they know about ride sharing and electronic cars.

4.4 Result and analysis:

Regression analysis is done by using SPSS software. The model analysis table provides the R and R^2 values. The R value represents the simple correlation and is 0.656 which indicates a moderate degree of correlation. After analyze all data we found that r square value is .430 that's mean the research model is close to moderate. The R^2 value indicates how much of the total variation in the dependent variable can be explained by the independent variables.

Result summary of hypothesis test is given below.

Hypothesis	Causal path	Standardized Coefficient	P value	Result
H1a	Environment Friendly -→ Acceptance of EV in Ride Sharing Industry	.276	.076	Moderate Significant
H1b	Cost Effective -→ Acceptance of EV in Ride Sharing Industry	.352	.023	Significant



H1c	Energy Security -→ Acceptance of EV in Ride Sharing Industry	.157	.360	Non Significant
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Path coefficients are used to test the hypotheses. The model supports only one hypothesis. The hypothesis is: **Lower cost of running and maintaining of EV can make ride sharing service more affordable and acceptable (H1b)**. The analysis moderately supports the hypothesis that **People will accept electronic car in ride sharing industry from their concern towards environment (H1a)**. The analysis doesn't support the hypothesis that **Rapid use of electronic vehicle instead of conventional vehicle will increase the energy security of our nation (H1C)**.



CHAPTER- FIVE

Recommendation& Conclusion

5.1 Findings

- As Electronic Vehicles are new in Bangladesh, people do not have much knowledge about this. Most of them are more likely to go with the traditional one.
- People of Bangladesh are more focused on the cost rather than other advantages of electric vehicle.
- Existing companies in ride sharing industries are included some other services beside the ride sharing service, such as food delivery, parcel delivery etc.

5.2 Recommendation

There are some recommendations that could help to develop the operation of Elephant Taxi in Bangladesh. They are given below –

- First of all, they need to launch their service first in corporate area, where most of the people will understand the concept of electronic car.
- Secondly, they need to set less price and discounts to attract the customers.
- Thirdly, there should recruit more people of this country who can understand the market better.
- Fourthly, they need to advertise more the advantage of electronic cars.
- Next, they can start ambulance and school transport service.

5.3 Conclusion

One of the main objectives of the study was to examine whether the market prospect is right or wrong to launching ride sharing service of electronic cars. Another objective was to know the interest of people in this new concept. Though the model is not strong but I think there is opportunity. People do not know more about electronic car and may be for this reason they



cannot respond accordingly. Beside that the target market is huge. I conducted my survey initially with very few people. They can give us a light idea about the market but cannot determine that the market is suitable or not.

Bangladesh Electronic Vehicle Ltd. is introducing a new concept in ride sharing industry of Bangladesh. Working as an intern in Bangladesh Electronic Vehicle Ltd. was an excellent chance for me to learn about the growth of a business. I have worked under Marketing and operation department. During the internship program, there are lot of things that I learned related to the academic major. I have faced some difficulties while making my internship report, as the company is totally new and their business information is confidential. This report has been prepared with the data collected from my work, from both of my supervisors, through conducting focused group discussion and with the very few information that is available on the internet. The three months' of internship program was very effective for me. I have gained practical experience of marketing survey. The knowledge, work experience, work ethic, rules, and regulations I learnt from this internship program hopefully would make an impact in accomplishing of long-term goal.

5.4 Bibliography

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Appendix

Age

- ☐ Less than 21
- ☐ 21-24
- ☐ 25-27
- ☐ 28-30
- ☐ More than 30

Gender

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

Occupation-

1. Is ride-sharing something you were previously familiar with?

- ☐ Yes
- ☐ No

2. Have you ever used a ride-sharing Service?



☐ Yes

☐ No

3. Is electronic car something you were previously familiar with?

☐ Yes

☐ No

4. Increasing rate of conventional vehicles are one of the main reason of pollution.

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

5. Avoiding Non-Renewable Natural Resources as car fuel can reduce pollution.

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

6. Electric Batteries and fuel cells can be the substitute of Non-Renewable Natural Resources as car fuel.

☐ Strongly agree



- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

7. Will you accept electronic cars in ride sharing industry from the concern towards environment?

- ☐ Yes
- ☐ No

8. Do you think the price of ride sharing service is affordable for customers in Bangladesh?

- ☐ Yes
- ☐ No

9. Based on the maintenance cost and fuel cost, price of ride sharing services are justified.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

10. Because of lower Maintenance and running cost, use of electronic car in ride sharing industry will reduce the cost.

- ☐ Strongly agree
- ☐ Agree



☐ Neutral

☐ Disagree

☐ Strongly disagree

11. Use of solar plants as electronic cars energy source will reduce the dependency on non-renewable natural resources.

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

12. Increasing rate of vehicles are threat for non-renewable natural resources of our country.

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

13. Do you use electronic cars over traditional cars as ride sharing service?

☐ Yes

☐ No

