

**Report On**  
**Analysis on Business Development Services of YUASA battery**

**By**

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**17164056**

**An internship report submitted to the BRAC Business School in partial fulfillment of the  
requirements for the degree of  
Master of Business Administration**

**Master of Business Administration**  
**BRAC University**  
**August 2019**

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## Declaration

It is hereby declared that

1. The internship report submitted is my 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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**MAHMUDUR RAHMAN NOVA**

Student ID-17164056

**Supervisor's Full Name & Signature:**

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**DR.M.MUJIBUL HAQUE**

Professor & Associate Dean

BRAC Business School

## Letter of Transmittal

**DR.M.MUJIBUL HAQUE**

Professor & Associate Dean

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report.

Dear Sir,

With humble honor and respect, it is a great pleasure to submit the internship report on

‘Analysis of Business Development Services by YUASA Battery’ with special reference to Japan Solartech (Bangladesh) Ltd. Also known as **JSBL**.

As an integral part of academic program in completion of MBA, it has been joyful and enlightening experience for me to work in **JSBL** and prepare this internship report. Obviously, this has been a great source of learning for me to conduct this type of studies in future.

In completion of the report I have put my best effort to prepare a complete internship report.

Therefore, it is a humble request to you to accept the report for your judicious evaluation.

Sincerely yours,

---

Mahmudur Rahman Nova

17164056

BRAC Business School

BRAC University

Date: 21 /08/2019

## PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work

Name: Mahmudur Rahman Nova

Student ID: 17164056

MBA

## Acknowledgement

At First, I would like to thank **The Almighty Allah** for giving me mental strength to complete my internship. I am glad to complete the report successfully. **“BRAC University”** and **“YUASA BATTERY BANGLADESH** Both provided enormous support and guidance for my Internship program.

It was a great experience while going through the intern period and preparation of this report. I am very much grateful to my Internship Supervisor, **DR.M.MUJIBUL HAQUE** for his guidance and support during the preparation of the report.

This was really a good way of learning and I really appreciate here for giving me the proper line of directions.

I would like to thank specially for giving a wonderful opportunity to make my report.

- MoniruzzamanBappy- Manager of YUASA Battery Bangladesh
- Md.Abu Ahmed – Head of Marketing and Sales of Yuasa Battery Bangladesh
- Md.Riaz Ahmed- Head of Business of Yuasa Battery Bangladesh
- Nipu Bhuiyan – Senior Executive of Yuasa Battery Bangladesh
- Shofiuddin Ahmad Anik - Executive of Yuasa Battery Bangladesh

## Executive Summary

Today any business that is unique has its own value. And a business which is already established in many foreign countries but new to an under developing country like Bangladesh has a great room for improvement and expand. There my internship report takes a stance which is about the Original Equipment Manufactured batteries also known as OEM Batteries of a famous Japanese Brand Yuasa Battery.

My report will mainly focus on 3 major parts which will cover most of the issues.

1. **Overview of the internship** –Where I will give a briefing of my report and which parts can it cover
2. **Company Background** – Where I will brief about the company and its background on which this report has been made.
3. **Project part-** This is the part where all my analysis and finding are given and some recommendations by which the company can overcome their issues.

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## List of Acronyms

MBA	Master of Business Administration
OEM	Original Equipment Manufacturer
JSBL	Japan Solartech Bangladesh Limited
SMF	Sealed Maintenance Free

# Chapter 1

## 1. Overview of the Internship

### Student Profile

Student Name – Mahmudur Rahman Nova

Id – 17164056

Program and Specilization – Master of Business Administration (MBA) Majoring in Finance.

Telephone- +880-1779896561

Email- [mahmudur@yuasa.com.bd](mailto:mahmudur@yuasa.com.bd)

### Internship Date and Period

I have been working for YUASA Battery Bangladesh since January 5<sup>th</sup> 2018. As my MBA program requires 90 days internship for the fulfillment of the program, I am using this employment experience for my internship report.

05-01-2018 to 08-08-19

Report submission date

21-08-19

### Employed company's Profile

Name – Yuasa Battery Bangladesh (A sister concern group of Japan Solartech Bangladesh)

Department- Business Development

Address- 194/AB, Bir Uttam Mir ShawkatSarak, Dhaka 1208

Contact Number - +880-1400566212

Email- [battery@yuasa.com.bd](mailto:battery@yuasa.com.bd)

## Company's Supervisor's Profile

Name - MoniruzzamanBappy

Designation – Manager

Contact info +880-1711134000

Email – [mzbappy@yuasa.com.bd](mailto:mzbappy@yuasa.com.bd)

## Objective of the Report

To find out how to develop the overall business sector of Yuasa battery Which will play a vital role for brand awareness of an international product to general people.

## Job description and responsibilities

During my employment in YUASA Battery Bangladesh I was assigned to perform the following responsibilities.

- Achieve annual value, volume and profitability target for corporate clients.
- Attending regular sales calls as per plan to maintain sustainable trade relationship with corporate clients.
- Ensuring of sales collection within due time frame.
- Ensuring of merchandizing materials in all planned corporate offices to enhance brand awareness.
- Implement the organizational policies & strategies to complete with competitors.
- Collect information about rivalry companies to strengthen market intelligence activities.
- Ensuring of active involvement in cycle planning activities.
- If required, trade marketing activities as required creating the pool.
- Ability to make sales forecasts, sales analysis & most importantly having desire to meet organizational sales goals.
- Efficient management of key customer account.

- Ensure growth in market share.
- Perform any other function as per company requirement and assigned by management.
- Collect and report necessary information and data to the management.
- Ability to hosting events and programs
- Ability to give suitable presentation to corporate clients.

### My contribution towards the company

I have joined yuasa battery Bangladesh on the beginning of January 2018 and here been since. In my one and half years of service here I have learnt so many things as well as contributed towards it with all of my efforts and knowledge . Some of my contributions are –

- ✓ Finding out necessary corporate clients with whom our business can expand.
- ✓ Ensuring our customers satisfaction with our product.
- ✓ Giving customers their desired product.
- ✓ Come up with smart solution when a customer is in problem with our product.
- ✓ Maintaining long term relationship with our customers.
- ✓ Following up regularly with our clients .
- ✓ Forecast unexpected problems which might occur due to weather or seasonal changes.
- ✓ Find out about rival company's marketing policy and their current strategy and deal with it accordingly.

### My benefits

With my responsibilities and duties I have learnt so many things . Some of them are –

- ✓ How to come up with alternate solution to every problems
- ✓ How to maintain customer relationship.
- ✓ How to forecast .
- ✓ How to handle clients and find new client .
- ✓ How can I expand business in new areas .

## My Career Interest

As a fellow MBA student I want to see myself as a Business Manager in the upcoming years where I Can utilize my knowledge and skills towards the business where I can abstract maximum profit for the company I will be working for .

## Chapter 2

### 2.0 Overview of the Organization

#### 2.1 Introduction

##### 2.11 Objective

This part of the report will cover the following issues:

- Analysis of the whole organization.
- Analysis the business policies of YUASA Battery Bangladesh.
- Analysis of the Marketing, HRM, Information Technology & Management issues.

##### 2.12 Limitations of The Report

#### **Issues I have encountered while preparing the report:**

when I was researching and gathering information . Due to it is a company which is monitored directly from japan it is a little bit hard to gather information and utilize resources. And there is the matter of confidentiality .

Then there were lack of financial data in organization .Which is why I couldn't provide any financial statements in my report.

The annual report of the company is reported straight from Japan which doesn't give us any privilege to gather.

### 2.13 Significance of The Report (Organization)

Theory based knowledge does not always relate accurately with corporate culture. The real scenario is much different. During my employment period I have learnt several things from my workplace:

- Team Work & Group Activities:
- Workplace Management.
- Learning Corporate Culture.
- Socialization
- Problem Resolution
- Implementation of 4p's

This internship program gave me the opportunity to learn several aspects of making formal report.It gave me the knowledge of following issues:

- How to give a company portfolio in formal report.
- How to present work related data in formal report.
- How to apply theoretical knowledge into professional area.
- How to manage raw research data for analysis.

## 2.2 Overview of the Company

GS Yuasa Corporation, one of the world's largest battery manufacturers and a global leader in quality and innovation in battery. This Japanese battery giant consists of 65 subsidiaries and 36 affiliates in countries throughout the world. YUASA the global leader in two wheeler batteries and first ranked in Asia for automotive batteries has tied up with Japan Solartech (BD) limited under a Technical Service Agreement (TSA) to manufacture YUASA branded batteries in Bangladesh at Chittagong.

In Bangladesh YUASA battery marketed by Eastern Lubricants Blenders Limited a sister concern of state owned Padma Oil Company Ltd.

Since its founding, the GS Yuasa Group has continually contributed to economic development and the improvement of living standards through the development and manufacture of batteries, power supply systems and lighting equipment. At present YUASA proudly supplying OEM batteries for below mentioned brands globally.

### **Innovation and Growth**

We are committed to people, society and the global environment through innovation and growth of our employees and business entities.

### **Management Vision**

We are committed to delivering security and comfort to our customers around the globe through advanced technologies developed in the field of stored energy solutions.

### **Management policy**

1. GS Yuasa will become "First call" company based on our "Customer First" policy.
2. GS Yuasa considers "Quality" and "Safety" as most important, and supply environmentally considered product all over the world.
3. GS Yuasa will comply with all laws and operate by clear and fair management.

## **CSR Policy**

Besides legal compliance, we respect international norms, guidelines, and initiatives related to social responsibility, work on sustainable development of our business through developing energy storage technologies, and contribute to people, society, and global environment.

## **Health and safety policy**

We will create a corporate culture that ensures worker's safety and health.

## **Quality Policy**

GS YUASA is committed to a diligent study of 'Monozukuri', customer first thinking and the improvement of products and service for the realization of our Corporate Philosophy.

\*'Monozukuri' : Meaning 'manufacturing' is not just pointing to 'craftsmanship' in the narrow sense.

It is "the overall process of the corporation, the industry and the on-site activity, implementing the designers' determination into the products and the services for customer satisfaction, corporate profit and job security."

## **Fundamental Environmental Policy**

At the GS Yuasa Group, we set conservation of the global environment as one of our most important tasks, and we contribute to the creation of a sustainable society through the development, manufacture and sale of batteries, which are a form of clean energy, power supply systems, and lighting equipment.



# Japan's Yuasa batteries to make Bangladesh debut in Jan

**Sarwar A Chowdhury**

Japan's leading automotive battery maker GS Yuasa International has teamed up with its local partner to enter the Bangladesh market.

GS Yuasa, the third largest manufacturer of automobile and motorcycle batteries in the world, will start production in January at a plant of Japan SolarTech (Bangladesh), a Chittagong-based joint venture.

Japan SolarTech has invested \$15 million to set up the plant with a monthly production capacity of 30,000 pieces of automotive batteries. GS Yuasa will provide technical assistance.

"It is a great opportunity for us to be introducing the Japanese batteries to this market," said Riku Imai, market development manager at the international business unit of GS Yuasa.

Yuasa is going to be the first Japanese battery to be made in Bangladesh, where the use of vehicles is growing. There is an annual demand for 1.8 million pieces of batteries in Bangladesh.

"There are many Japanese cars plying the streets of Bangladesh. But there is hardly any Japanese battery available here," said Riku, sharing the company's business plan with reporters in Dhaka on Saturday.



Riku Imai

## 2.21 Vision and mission

### VISION

To be the largest automotive batteries in Bangladesh and serving people who are currently underserved with shelved and non-durable battery.

### MISSION

To be the trusted leader automotive batteries store, Maintain highest quality products, embracing technology to reduce cost and enhance service levels, To attain the lowest price so that everyone can enjoy.

Japan's leading automotive battery maker GS Yuasa International has teamed up with its local partner to enter the Bangladesh market.

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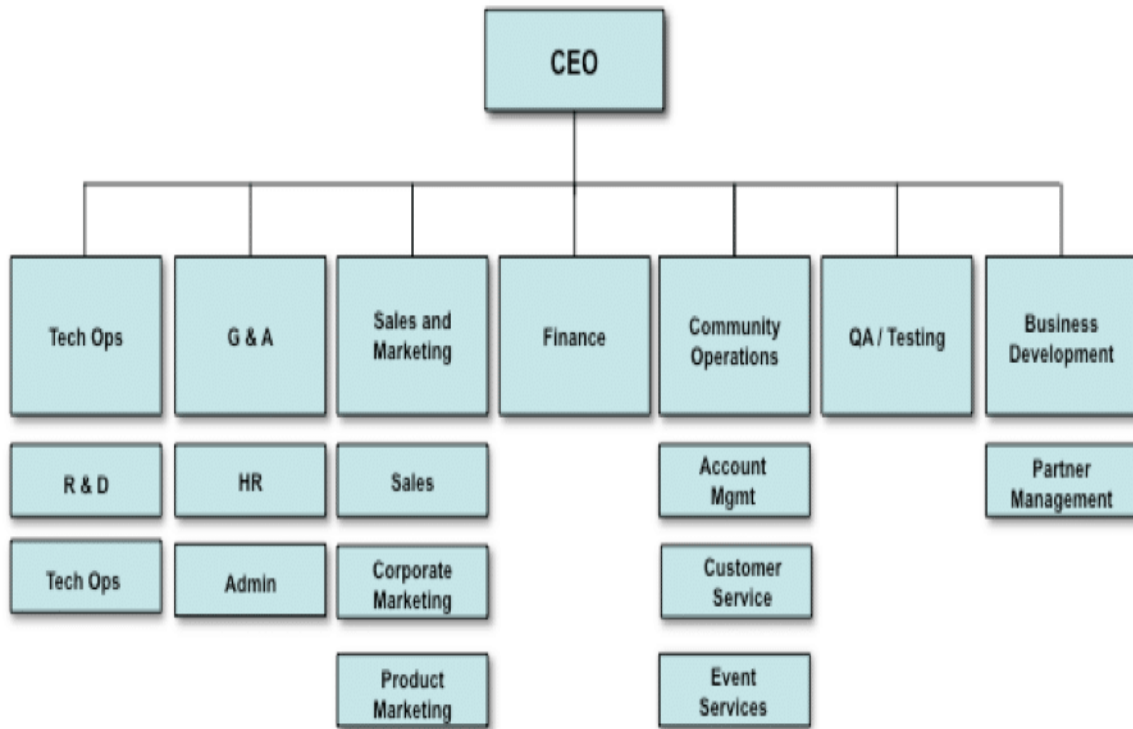
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**[All information were collected from official YUASA Battery Bangladesh’s brochure & websites]**

## 2.3 Issues

### 2.3.1 Organogram



**Fig 1: Organogram of YUASA BATTERY BANGLADESH**

## 2.4 Marketing issues

The size of the battery market of Bangladesh is not small. According to the information collected by YUASA Battery Bangladesh Marketing team the monthly demand of battery in Bangladesh is near able 500000. So the annual demand is 6 million, which is not a small amount. But YUASA cannot target the whole market. The target market of YUASA for its SMF battery is the private car users, the users of IPS and some corporate clients because for the small vehicles, tracks and buses SMF battery would not be a cost effective choice.

That's why YUASA comes in handy by putting a cost effective solution. General prices of the battery might be overrated for general customers whereas the price of local batteries such as Rahimafrooz, Hamko, Navana, Saif power etc are taken the market completely. General people prefer their known product rather than trying out a new better product.

The 4 p's of marketing is discussed below-

**Product:** Even though the product is unique in contrast to local products in Bangladesh there are fairly lackings in the product itself. Before establishing in Bangladesh's market they should have researched thoroughly about the market like what is customers demands and needs. What kind of advantages of a battery is mainly required and mostly will a SMF battery be useful here because still there are people who doesn't know about the SMF batteries.

**Price:** The pricing of YUASA batteries are comparatively high in the market. Even it's a Japanese product with better built and quality, people with always find products which is lower in price but gives similar performance. In case of battery most of them depends somewhat in luck. As for a technical product the lifespan of it doesn't depend on their quality.

**Place:** Yuasa's main concern clients are mainly the local dealers and corporate clients. Although it's a product that will be very much superior among general car users as they will be getting original Japanese product. Instead of reaching to general people for general uses they are focusing their sales to the local dealers creating a major drawback in terms of sales. Currently YUASA has only 5 sales center in whole Dhaka which is fairly poor. And with their stock out problems they can't even deliver proper products in their proper time.

**Promotion:** Yuasa couldn't promote their product in Bangladesh market the way other batteries did to gain customers trust and attraction. One of the biggest issues of YUASA batteries were lack of promoting.

## Products of YUASA

Yuasa Battery has mainly 3 types of batteries.They are –

### 1. PC battery (Personal Car) which are of 11 types

Passenger Car Battery

YUASA NS40Z		YUASA NS40ZL		YUASA NS60		YUASA NS60L	
MODEL	NS40Z/40B20R	MODEL	NS40ZL/40B20L	MODEL	NS60/46B24R	MODEL	NS60L/46B24L
Capacity	35Ah	Capacity	35Ah	Capacity	45Ah	Capacity	45Ah
Voltage	12V	Voltage	12V	Voltage	12V	Voltage	12V
Dimension	197mm x 127mm x 201mm	Dimension	197mm x 127mm x 201mm	Dimension	237mm x 127mm x 201mm	Dimension	237mm x 127mm x 201mm
Warranty	18 Months	Warranty	18 Months	Warranty	18 Months	Warranty	18 Months

YUASA NS60L		YUASA N50Z		YUASA N50ZL		YUASA NS70	
MODEL	NS60L/60B24L	MODEL	N50Z/55D26R	MODEL	N50ZL/55D26L	MODEL	NS70/65D26R
Capacity	48Ah	Capacity	60Ah	Capacity	60Ah	Capacity	65Ah
Voltage	12V	Voltage	12V	Voltage	12V	Voltage	12V
Dimension	237mm x 127mm x 201mm	Dimension	258mm x 170mm x 201mm	Dimension	258mm x 170mm x 201mm	Dimension	258mm x 170mm x 201mm
Warranty	18 Months	Warranty	18 Months	Warranty	18 Months	Warranty	18 Months

YUASA NS70L		YUASA NX120-7		YUASA NX120-7L	
MODEL	NS70L/95D26L	MODEL	NX120-7/105D31R	MODEL	NX120-7L/105D31L
Capacity	72Ah	Capacity	93Ah	Capacity	93Ah
Voltage	12V	Voltage	12V	Voltage	12V
Dimension	258mm x 170mm x 201mm	Dimension	300mm x 170mm x 201mm	Dimension	300mm x 170mm x 201mm
Warranty	18 Months	Warranty	18 Months	Warranty	18 Months

**Fig 2 : YUASA PC BATTERY**

### 2. CV battery (Conventional Vehicle)

Conventional Battery



YUASA N100		YUASA N120		YUASA N150		YUASA N200	
MODEL	N 100	MODEL	N 120	MODEL	N 150	MODEL	N 200
Capacity	100Ah	Capacity	120Ah	Capacity	150Ah	Capacity	200Ah
Voltage	12V	Voltage	12V	Voltage	12V	Voltage	12V
Dimension	409mm x 175mm x 235mm	Dimension	504mm x 182mm x 247mm	Dimension	507mm x 222mm x 247mm	Dimension	517mm x 275mm x 267mm
Warranty	16 Months	Warranty	16 Months	Warranty	16 Months	Warranty	16 Months

**Fig 3: YUASA CV BATTERY**

### 3. MC battery (Motorcycle)

### **Speciality of YUASA BATTERY –**

One of the things that differentiate YUASA battery from other batteries is their AGM technology which goes by **Absorbent Glass Mat. AGM technology** became popular in the early 1980s as a sealed lead acid battery for military aircraft, vehicles and UPS to reduce weight and improve reliability. The sulfuric acid is absorbed by a very fine fiberglass mat, making the battery spill-proof.



FIG 4 : YUASA BATTERIES

## 2.5 Management and Human Resource Issues:

In any kind of business, operational issues are any kind of problem that arises which can render a business less profitable. As this article will make clear, there are many different categories which make up operational issues, each with their own undesirable results. Broadly speaking, however, they cause large drains on business energy and resources, can affect operational performance, cause problems with the execution of strategy, and stand in the way of a business' growth if they aren't dealt with properly.

1. **Target based Appraisal:** YUASA Bangladesh measures their employee performance level on target fulfillment. Employees get promotions or incentives based on the amount of product they sell in the market. There are no formal business strategy or policy to measure employee performance level.
2. **Absence of Human Resource Department:** At present there is no individual HR department in YUASA Bangladesh. The General Manager of the organization handles the responsibilities of both HR and Marketing department. Which limits several major HR tasks. This results a poor performance in the organization.
3. **Centralized Business Culture:** YUASA Bangladesh follows centralized business structure which limits company activities in several aspect. YUASA Bangladesh often faces difficulties or lose opportunity due to delay in quick decision making. The company is not authorized to take big decisions by themselves rather YUASA relies on the mother company TSI Group.

### Some others issues are-

- ✓ Employees need to understand how they can make the biggest contribution to the vision
- ✓ Employees need a reason to care about contributing
- ✓ Managers need to create a positive environment
- ✓ Employees see bad behavior and poor performance going unnoticed or unchallenged
- ✓ Employees feel ignored /or unappreciated

In response to our competition we must keep an eye to our competitors. We must know their every move and marketing strategies in order to overcome the market barrier.



## 2.6 Information system issues

As for a developing company YUASA battery also has some IT issues. Like-

- Network Security/Data Security – No data security is available in our inventory where the products are kept. No at the end of the month there will always be a miscalculation on the quantity of the product.
- Data Backup Issues– The server of our office has a limited size data backup.
- Too Much Paper – As the office is not spacious it has many papers around every corner of the room.
- Hardware & Software Issues – YUASA battery bd doesn't use up to date softwares which occasionally creates problems when its time to summarize a monthly report.
- Insufficient Power Protection – Some of the desktops in our office doesn't have additional power supply (UPS) which brings enormous problems due to load shedding.
- Illegal Software- Our office doesn't have much authentic softwares such as windows (Operating system) ,Microsoft office etc.
- Poor Back-up Strategies
- Insufficient IT Managed Services

## 2.7 Industry and Competitive analysis

### **SWOT analysis of YUASA BATTERY Bangladesh Limited:**

SWOT analysis is an important and popular management tool used to determine the action to be taken for achieving organizational goal. SWOT is an acronym that stands for strength, weakness, opportunities and threat. As we know that strength and weakness are internal aspects of a company. Just like goodwill of a company. Reputation of a company can also be treated as internal factor. On the other hand opportunity and weakness can be treated as company's external factor. Organization can change their internal factor by taking some appropriate action but it cannot change the external factor as it is not in the hand of the organization.

#### **Strength:**

Strength is one of most important element of SWOT analysis. Strength describes the positive attributes, tangible and intangible internal environment of an organization. The success and profit of a product and organization is fully depends on Companies strength. Company's Strength can be goodwill and reputation in the market. The main strengths of YUASA BATTERY Bangladesh limited are given bellow.

**Goodwill:**For the YUASA Battery Bangladesh limited, goodwill in the market is their main strength. We can see that whatever sector they have entered they become one of the best in that sectors. For example, they entered to the battery sector they have become the best battery producer in Bangladesh, they entered to the IPS, UPS sector they become one of the best IPS, So this sort of success in all the sectors that they have entered created a very strong goodwill for YUASA Battery Bangladesh Ltd.

**Skilled and loyal employees:** YUASA Battery Bangladesh has a bunch of employees who are highly skilled and loyal toward the organization. They have some good quality marketers who are doing excellent in marketing, they have sufficient amount of CA, FCMA in their

Accounts and finance department, and their engineers are also very skilled who closely monitor the production of YUASA Battery Bangladesh Limited. When a company have these types of skilled employees in their office who are loyal then that become a source of strength for the company.

Quality Product: YUASA Battery never compromise with quality of the product. When they produce any kind of product they makes sure that the product has the best quality. High quality product is another source of strength for YUASA Battery.

### **Weakness:**

Like other companies YUASA Battery Bangladesh also have some weaknesses. The main weaknesses that YUASA Battery should focus to overcome are given bellow.

Location of the factory:One of the biggest factories of YUASA Battery is located in Chittagong which are far from Dhaka. So they are spending a big amount for the transportation cost due to their location of the factory.

Country of origin: YUASA Battery is a Bangladeshi company so they have to use the name of Bangladesh in their product. Bangladesh is not well known for technological product.So, it is very difficult for YUASA Battery Limited to compete with companies which are from developed countries. Even in Bangladesh people do not prefer local brand for the technological product. So the country of origin is a big problem for YUASA Battery Limited.

Lack of marketing activity: In terms of marketing YUASA Battery is not that much aggressive. That is why many small companies could enter to the local market while YUASA Battery has the best brand value.

## **Opportunities:**

Opportunities are external factors that represent reasons your business is likely to prosper. An opportunity can create a huge change for a business to success. It is very important to find out opportunities of YUASA Batterybatteries limited because these opportunities can be a represent of future success. Now we will see what opportunities of YUASA Battery Bangladesh limited currently have.

Growing demand of the local market: The economic condition of Bangladesh is improving. So the purchasing power of Bangladeshi people are also increasing, when the purchasing power of a country increase the demand of the car also increase. This increase demand of the car can create some opportunities for YUASA Battery Bangladesh.

Introduction of the Maintenance free battery in the Local market: YUASA Battery is the only company who offer SMF in the battery market of Bangladesh. So in this case they are not facing any competition which is a very big opportunity.

## **Threat:**

Threats are external factors which can create huge damage for the organization. Every organization has to be very careful about their potential threats. Like other companies YUASA Battery also has threat. The main threats of YUASA Battery Bangladesh limited are given bellow.

Increasing Number of Competitors: The number of competitors in battery market of Bangladesh is gradually increasing and the small companies are increasing their market share day by day which is a big threat for YUASA Battery Bangladesh limited. The competitors are taking different actions to attract battery dealers which can increase their

market share and if they can increase their market share then YUASA Battery Batteries limited have to lose their market share. Moreover, there is still room for the new companies to enter to this market and if some other new companies enter to this market then it would be a big problem for YUASA Battery Batteries limited.

- **Decreasing Load shedding:** Load shedding is decreasing in Bangladesh which is decreasing the demand of battery in the local market. When the load shedding was high then the demand of IPS and battery was very high but due to the decreasing load shedding the demand of IPS and battery are decreasing.

## 2.8 Findings

According to the company's profile ,their policy and their situation in the market some of the findings are –

1. Their market position isn't very solid currently.
2. Yuasa has some management issues (Internal)
3. IT sector hasn't been properly modified
4. Apart from the strength of the business their weakness and threat might become a bigger issue in the future if they aren't corrected early
5. Lack of communication with the main factory in JAPAN
6. Quality control is poor.
7. Lack of proper office environment
8. Lack of financial data to work with
9. Less utilization of resources

## 2.9 Recommendations

My recommendations are –

- Company should focus on getting new clients
- Gaining trust of the local consumers
- Brand value should be more highlighted
- Proper Promotion of the product
- CSR activities should be more often
- Company needs a better management (internal)
- Office needs to be renovated
- Employers who work in the technical field should be more trained
- A separate customer service point should be opened
- Pricing should be done according to the market
- Balance price with their rivals and competitors
- Attract general customers rather than targeting high profile clients
- More events and tours should be hosted in order to strengthen the bond between clients and employees.

## 2.10 Summary and Conclusion

YUASA battery Bangladesh has taken a valuable step in Bangladesh by providing OEM and SMF batteries .There is no other competitor here who can match up with their activities of providing Japanese OEM batteries in huge bulk order.So apart from the weaknesses and negative sides YUASA definitely has the potential to be number 1 in Battery sector of Bangladesh. There are more than enough room to improve and make a value of Japanese famous brand .

## Chapter 3

### 3.0 My Project Part

#### 3.1 Introduction

##### **Background of my project**

My project will be about how GS YUASA OEM batteries can significantly overcome their customer relation barrier and to develop the overall business.

GS YUASA Bangladesh is the only company which provides original Japanese OEM battery to the respected clients. All the products come straight from Japan factories through shipping. My project will be researching about some problems of YUASA like – losing durability-late arrivals-poor labor force-poor customer relationship-poor marketing strategy- stock out problems and warranty replacement.

My project will cover how these obstacles can be resolved and how to regain the customer and brand loyalty.

##### **Objective of my project**

**Broad objective** - To find out how to develop the overall business sector of Yuasa battery which will play a vital role for brand awareness of an international product to general people.

##### **Specific objective-**

To identify the weaknesses of current business operations in order to improve overall business performance.

## **Methodology**

This report will be prepared based on primary and secondary data. For primary data source several methods will be used such as: In person discussions, internal surveys. For secondary data source online journals, business articles from renowned websites. For completion of this report a formal and systematic method will be followed to fulfill the all requirements.

## **Significance of the issue**

From this report I can determine which steps should be taken for the organization to overcome their weaknesses and they will know about-

- How to evaluate market and take contingency actions against market gaps.
- How to create blue print of overall market strategies.
- How to resolve conflicts in the workplace.
- How to handle sudden inventory shortage.
- How to perform corporate marketing.
- How to maintain customer relationship.



## 3.2 Methodology

Methodology describes the manner in which data is collected, analyzed and interpreted. The data that will present in this report would collect from primary and secondary data source. The sources are mentioned below: **Primary Data Source:** In this paper, the primary data source would be raw data gathering from own observation. The primary data source that will be used in this report is data obtained through involvement with the organization. I also collected data from interview session and consultation. The ways in which I collected the primary data are given bellow.

□ **Interview:** I took interviews of 10 people in my organization and 5 people from our corporate clients. I took interview of the top ranked employees of YUASA Battery Bangladesh and also JSBL to know the managerial aspect of the marketing policy of YUASA and sometimes I took interview of mid level and entry level employees to have a better understanding about the implementation of those strategies taken by the top level management.

□ **Observation:** As I was working in their office so it was a great opportunity for me to observe the activity that was going inside the office. In this process I have collected information about the way the employees deal with the dealers and how they interact with each other about the ongoing marketing process of YUASA Batteries Limited.

□ **Survey:** To get some important information from the customer I did two different surveys. At first I did a survey to know that what percentage of Bangladeshi know the advantages of SMF battery. Then I did another survey to know the perception of people about YUASA Bangladesh Limited, about the introduction of the SMF battery in the local market and their expectation from YUASA. Finally I did another survey to know the appropriate marketing activities for the introduction of SMF battery in Bangladesh. As for the survey part I let 12 people from the dealer channel to participate in my survey questionnaires.

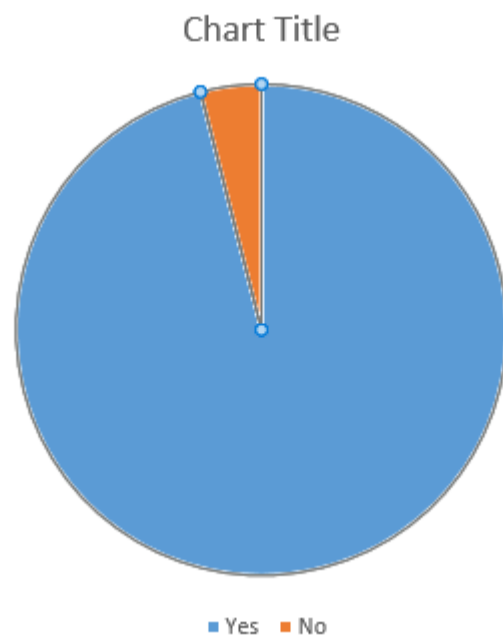
**Secondary Data Source:** Secondary data collected from some authentic online sources. To give a better look of this paper, information is also collected from internet and some online article. Many important data has been collected from the secondary sources. For example, the number of listed motor vehicle inside the country, and the total demand of the market.

### 3.3 Findings and Analysis

In my face to face interview session with some of our employees and with some of our clients I asked some mutual question regarding the OEM batteries . There were some similar questions in the survey part as well were most feedbacks were almost the same.

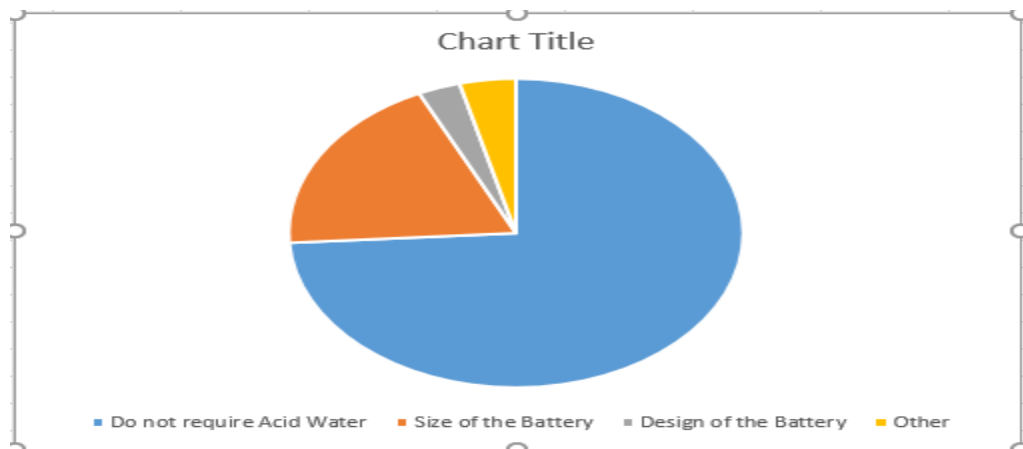
Q1. Do you have any idea about OEM & SMF?

1. Yes ( 97%)
2. No (3%)



Q2. What feature do you expect from a battery which will influence you to purchase the Battery?

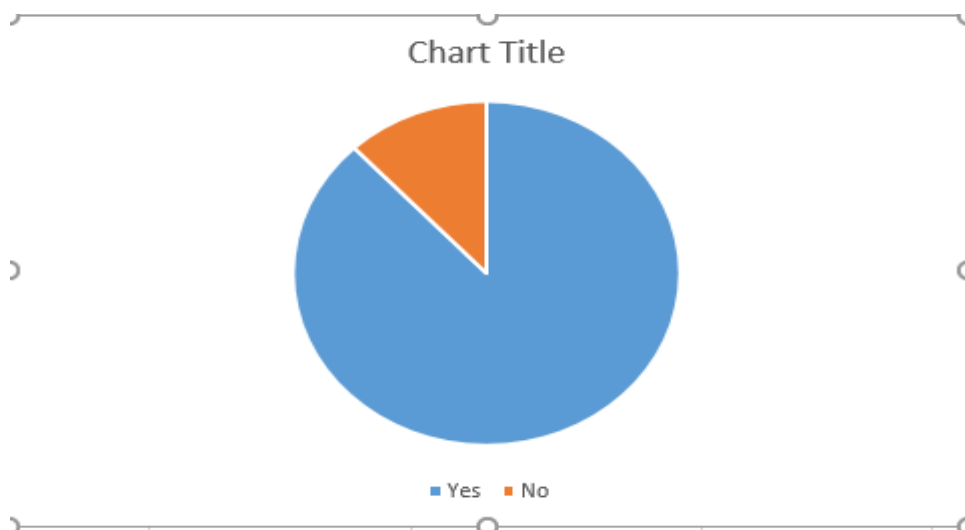
1. Do not require acid water (76%)
2. Size of the battery (17%)
3. Design of the battery (3%)
4. Other (4%)



Q3. Do you think the

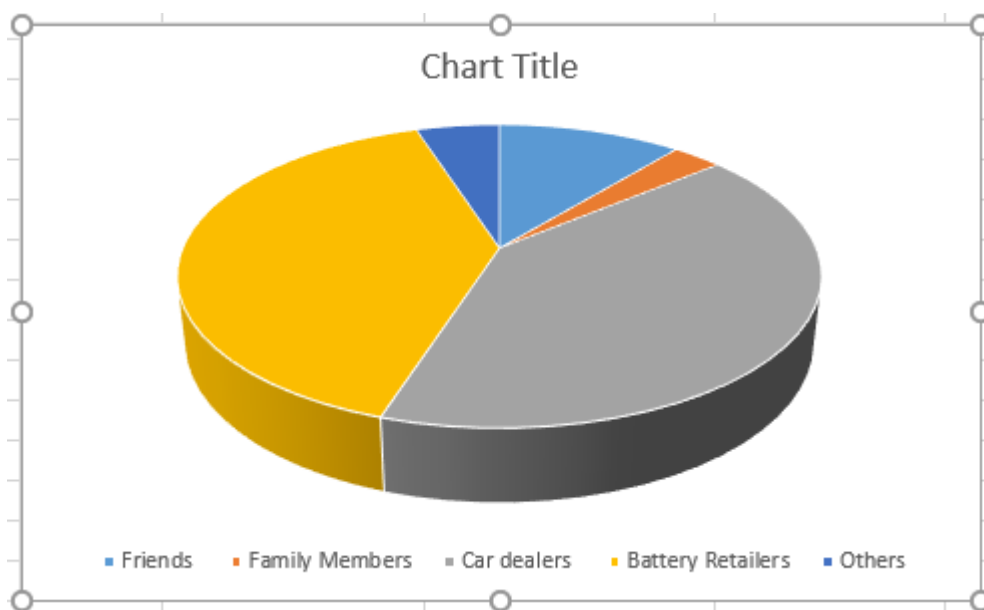
Q3.Environmental friendliness of battery is important?

1. Yes (87%)
2. No (13%)



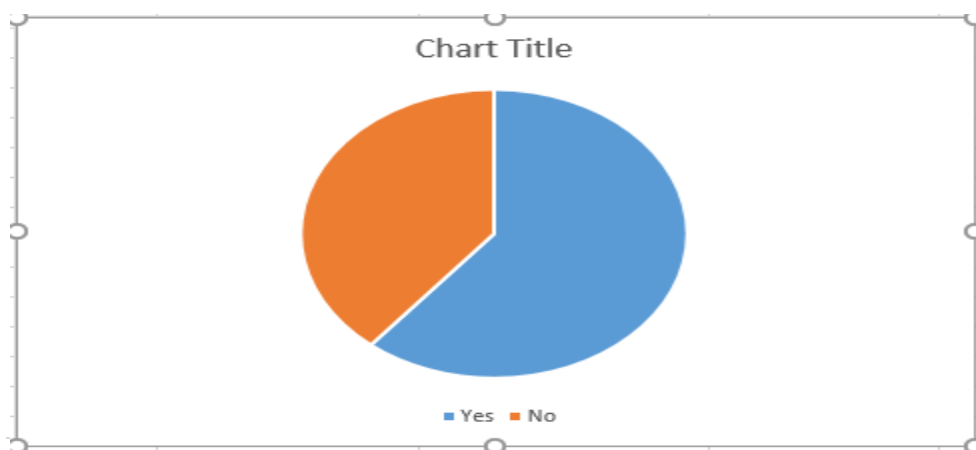
Q4. Who influence you most in making battery purchase decision?

1. Friends (5%)
2. Family members ( 11%)
3. Car driver (40%)
4. Battery retailers (41%)
5. Others (3%)



Q5. Does OEM battery being helpful ?

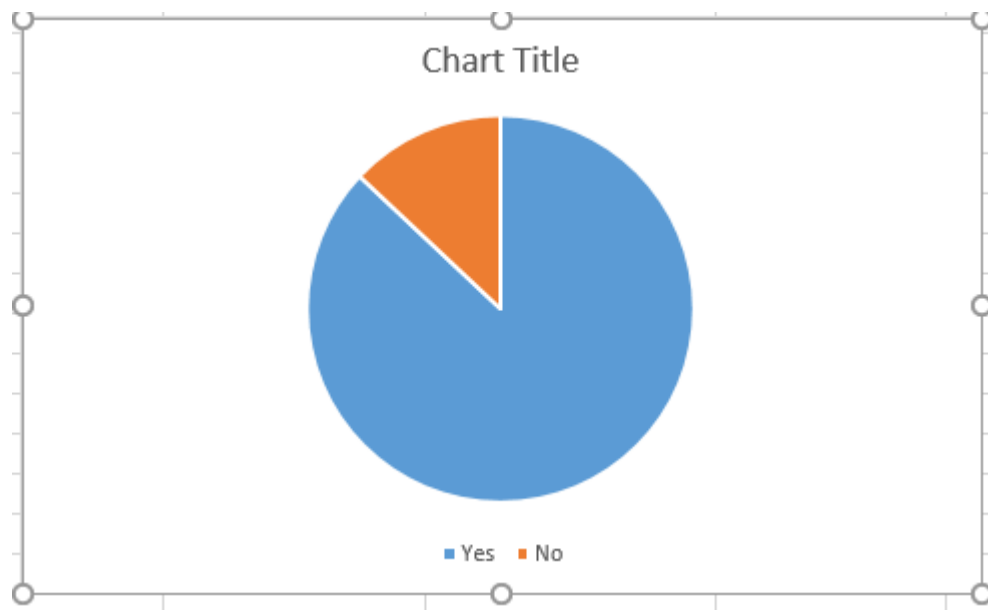
1. Yes( 65%)
2. No(35%)



Q6. Is this the quality and performance that meets your expectations?

1. Yes (87%)

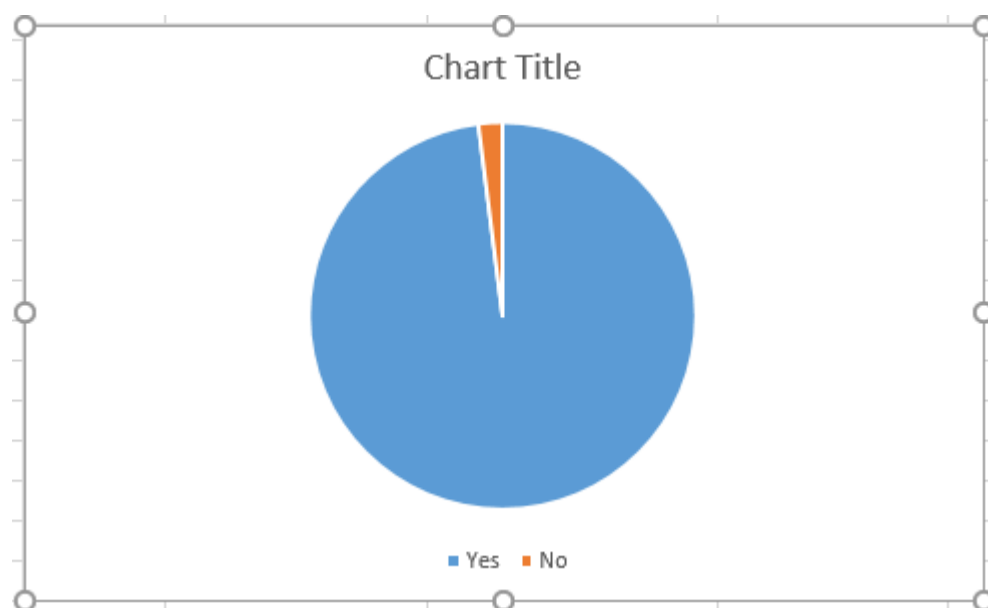
2. No (13%)



Q7. Does SMF battery is more required in Bangladesh ?

1. Yes (98%)

2. No (2%)



### Summarizing My findings –

1. Almost 97% of the people I interviewed and surveyed had idea about SMF and OEM batteries.
2. Car dealers as well as battery retailers prefer Acid free battery.
3. Around 87% people prefer environmental friendly battery .But there were some people who preferred battery which has better performance.
4. Car drivers and Battery retailers has the same preference when it comes to buy a new battery.
5. When an important question such as If OEM battery was helpful then 65% replies were in favor. But there are a lots of people who still thinks local batteries are better.
6. 87% says Japanese batteries are better.
7. Almost all of the people wants to have OEM & SMF batteries in future in Bangladesh.

### 3.6 Recommendations

In order to overcome the problems that Yuasa battery is currently facing in Bangladesh Some of my recommendations are –

- **Market Analysis** : YUASA marketing team should consider giving more time in order to analyze the battery market.
- **Set Pricing Accordingly** : In the market YUASA has comparatively higher price than the local products. Its understandable due to the quality difference but local customers will seek for the same quality in lower price .So Yuasa should consider settings a considerable price in order to catch the market properly.
- **Timely Shipment** : As YUASA is a Japanese battery ,all of the batteries come directly from Japanese factory. Due to the shipment procedure sometimes the arriving gets delayed. Authority should be more careful towards this particular problem.
- **Stocking up batteries before stock-out** : One of the major problems of YUASA is the stock-out problem. As its not locally manufactured the quantity is fairly limited. So stock-out often happens.During stock-out company cant provide batteries to its customers specially to the royal corporate clients. Resulting in loosing that client due to crisis . Because batteries are one of those things which are only purchased when its needed. So what they can do is to save some stock of batteries from the time the batteries arrive.These saved up batteries will be only used during such crisis providing support only to the loyal customers or to them who greatly need them.
- **Ensuring Durability**: During shipment the battery stays in the cargo upto 6 months. So battery loses its 1/4<sup>th</sup> lifespan in the cargo which deals a great deal in the future. But sometimes due to many problems the battery arrives 7-8months later after its departure making it loose its estimated durability to the customers.As a result even they are 18months replacement warranty is issues it gets down in 15-16months .
- **Management** : A better management is a must for all kinds of workplace. A good manager as well as a food fore-caster can determine the upcoming problems way before it happens.
- **Trained mechanics** : The mechanics and engineers who will be working in the service center should be more trained in terms of a foreign products.They should be given hand to hand training . Engineers and trainers from japan factory should visit our service centers just to maintain the quality control and to see the mechanics are properly trained.

- **Corporate programs** : YUASA can hold half-a-yearly programs in order to strengthen the bond between customers and employees. They can invite all of their clients as well as some Japanese representatives which will help them to gain more trust for the product.
- **Media:** YUASA has a lack of media attention. It has only one TVC which was made 3years ago and that's it. So further actions were took after that. In today's generation media play a vital role in order to grab customers. The more promotion it has the better chance it has to grab customers.
- **CSR activities** : YUASA can launch some CSR activities such as free driving lessons. Free tutorial on how to maintain battery , free servicing campaign, Plant trees etc.



### 3.5 Summary and conclusion

Introducing a completely new product in a market is always a massive challenge for any company. Aside from the problems that YUASA battery Bangladesh is facing right now could be easily solved with little bit precautions and with good management. Most of the problems arise from the carelessness of the users . Most of them doesn't know how to maintain a healthy battery. As it's a full Japanese brand people still don't know how to proper use the battery. As YUASA is going to introduce a totally new product which is OEM battery they need to ensure the product awareness among the target customer. To ensure the product awareness they have do a lot of relevant promotional activities. Currently they are doing some sort of promotional activities like TVC, newspaper advertisement, sponsoring some relevant events but still they need to do something more. To endure the sales they need to endure recommendation from the experts like, car drivers and battery retailers. To do so they have to do some relevant activities like radio advertisement as the car drivers likes to listen radio. Moreover, they can establish a free car driving school as a CSR activity which might influence the car drivers to recommend their battery to the target customer. To ensure the recommendation from the battery retailers they have to take proper steps to maintain a good and profitable relationship with the battery retailers. SMF battery has several benefits which traditional battery do not have but if YUASA fail to communicate those benefits with their target customer they cannot ensure sales in the market. So they need to be very careful about this issue. Maintaining distribution channel properly is very important in introducing a new product.

Finally I want to say that, if YUASA Battery Bangladesh can perform the marketing activities properly SMF battery and OEM battery has huge potential in Bangladesh as no other company is offering the same product in the same market. So YUASA need to put lot of emphasize on the marketing activities so that they can get their desire market with the desired profit. This will ensure their leadership position in the battery market of Bangladesh.

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## Appendix A.

### Questioners for Survey:

Q1. Do you have any idea about maintenance free battery?

3. Yes

4. No

Q2. What feature do you expect from a battery which will influence you to purchase the Battery?

5. Do not require acid water

6. Size of the battery

7. Design of the battery

8. Other

Q3. Do you think the Environmental friendliness of battery is important?

3. Yes

4. No

Q4. Who influence you most in making battery purchase decision?

3 Friends

4 Family members

5 Car driver

6 Battery retailers

7 Others

Q5. Does OEM battery being helpful ?

- 3. Yes
- 4. No

Q6. Is this the quality and performance that meets your expectations?

1.Yes

2.No

Q7. Does SMF battery is more required in Bangladesh ?

- 3. Yes
- 4. No