

Report On
**Client acquisition and market development in the field of power
transformer in Bangladesh**

By:
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An internship report submitted to the “Brac Business School” in partial fulfilment
of the requirements for the degree of BBA

Brac Business School
Brac University
Oct 2021

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Declaration

It is hereby declared that.

1. This internship report is my own original work while completing a degree at Brac University.
2. The report does not contain any materials that are previously published or written by third party and secondary data, facts, findings were cited through appropriate referencing.
3. This report does not contain any content that were previously accepted or submitted for any other degree at a university or other institution
4. I have acknowledged all the main sources of assistance.

Students Full Name & Signature:

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Mr. Mahmudul Haq

Associate Professor

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Letter of Transmittal

Mr. Mahmudul Haq
Associate Professor,
Brac Business School
Brac University
66 Mohakhali, Dhaka-1212

Subject: Internship report submission titled “Client acquisition and market development in the field of power transformer in Bangladesh”

Dear Sir,

I am submitting my Internship Report titled “Client acquisition and market development in the field of power transformer in Bangladesh” under your supervision as a part of BUS400. During the working period I worked in the marketing division. Also, being able to be a part of various market development planning, I had to track various deliveries which eventually helped me know about consumer behavior and decision making in planning of power transformer marketing.

I have tried my best to finish the report with the essential data and tried to make it precise. I hope that the report will meet all the queries, yet I will answer any query for more clarification,

Sincerely yours,

Md. Shabir Hossain
ID: 17104028
Brac Business School
Brac University
Date: October 3, 2021

Non-Disclosure Agreement

Energypac Engineering Ltd. and Md. Shabir Hossain has made and entered into this agreement. Md. Shabir Hossain is seeking experience and training from Energypac Engineering Ltd., and may be exposed to confidential information as a result of her efforts (as defined below). The purpose of the agreement is to keep Confidential Information from being disclosed without permission.

1. Confidential Information

"Confidential Information" refers to confidential information about the Company's business, such as financial and accounting records, intellectual property, proprietary data, security measures, new goods or services, projections, or any other proprietary business information that, if released, could harm the Company's business.

2. Non-Disclosure Agreement

Intern will not: a) reveal Confidential Information to any other party; b) make or cause to be made copies or other reproductions of Confidential Information; or c) make any commercial use of Confidential Information without Company's prior written authorization.

3. Confidential Materials Return

Intern shall promptly return all original materials provided by Company, as well as any copies, notes, or other documents relevant to Confidential Information in Intern's control, upon Company's request.

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This Agreement and Intern's obligation to keep Confidential Information private will remain in effect until either: a) Company delivers written notification thereof terminating this Agreement, or b) Confidential Information revealed under this Agreement ceases to be confidential.

5. Notice of Immunity from Liability

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Acknowledgement

First and foremost, I would like to express my gratitude to Allah.

Then I'd like to express my gratitude to Mr. Mahmudul Haq, Associate Professor at Brac University's Brac Business School, for his invaluable assistance, guidance, and sound counsel in writing my internship report. I enlisted the assistance of a few persons to help me prepare my report, and they were instrumental in its completion. I'd like to express my gratitude to those individuals with due respect and honor.

I'm also grateful to my Energypac Engineering Ltd. mentors and co-workers, who have been extremely helpful and kind with their time and information in order for me to complete my report.

My supervisor, Shakil Ahmed, Deputy Manager, Marketing Division of Energypac Engineering Ltd., was especially helpful in helping me grasp power transformer technical knowledge for marketing and how it affects business expansion in terms of promotion and advertising alongside customer relationship enhancement techniques.

I'd like to express my gratitude towards my parents and brother for the constant support during my completion of this degree. In addition to that I'd want to thank Sadab Rahaman Ridam, Wasib Islam Nik, Asif Rahman, Abrar Monir Chowdhury, Ahmed Alvee Ibdita, Kazi Rahat Al Wahed.

Finally, the new skills I learned during my internship will help me advance in my job.

Executive Summary

The market development and client acquisition of power transformers is the subject of my internship report. In this study, I will elaborate how a company in the power sector is dealing with customers alongside their market improvements measures they are accompanying in order to achieve their objectives. This report provides an overview of the company, background history, marketing and branding process, operations process, as well as my responsibilities. Power transformers marketing and advertising is mostly done through traditional banners and word of mouth methods alongside digital marketing methods such as email marketing, website marketing is in their adoption rate which channels the customer to the company. With the usage of digital methods of communications consumers can reach out to the company. As the power transformer sector is a business to business-based market the advertising is only for the big announcements. The market competitions of power transformers attempting to provide a better customer relationship which will last both in the present and future which later down the road help to capture new markets. Finally, this study includes research of market development and client acquisition in the field of power transformers in Bangladesh.

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Abbreviations

Term	Meaning
EEL	Energypac Engineering Ltd.
PGCB	Power Grid Company of Bangladesh
DPDC	Dhaka Power Distribution Company
DESCO	Dhaka Electricity Supply Company
BPDB	Bangladesh Power Development Board
IPP	Independent Power Producer
IEEE	Institute of Electrical and Electronics Engineers
IEC	International Electrotechnical Commission
CENELEC	European Committee for Electrotechnical Standardization
ANSI	American National Standards Institute
IMS	Integrated Management Systems
IAS	International Accreditation Service
DQS	Deutsche Gesellschaft zur Zertifizierung von Managementsystemen
UKAS	United Kingdom Accreditation Service
NABL	National Accreditation Board for Testing and Calibration Laboratories
CPRI	Central Power Research Institute
CESI	Centro Elettrotecnico Sperimentale Italiano

Chapter 1: Overview of Internship

1.1 Student Information:

Name	Md. Shabir Hossain
ID	17104028
Program	Bachelor of Business Administration
Major	Accounting & Marketing

1.2 Internship Information:

1.2.1 Period, Company Name, Division, Address

Period	June 1st, 2021 - August 31, 2021
Company Name	Energypac Engineering Ltd.
Division	Marketing Division
Address	269-272, Tejgaon I/A, Dhaka- 1208

1.2.2 Internship Company Supervisor's Information:

Company Supervisor's Name	Shakil Ahmed
Position	Deputy Manager

1.2.3 Job Scope

- Attained the unique opportunity to support the marketing team in the client acquisition in the power transformer sector alongside the market development process by collection of data based on the client demand. In addition, I have analyzed the competitors analytics report based on how the company is maintaining client acquisition and market development compared to the competitors in Bangladesh.
- Participated in idea generation for the design of different gift items for the client.
- Query management of delivery reports data in accordance to clients.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company

- While doing internship important tasks that are managing and keeping up to date with the consumer's delivery reports of products in the power transformer industry.
- Gathering information from the Government e-tenders to provide a proper client acquisition for the company.
- Interns participate in idea generation of client relationship enhancements, which helps to understand how to enhance the client acquisition process.
- Generating leads list for the future probable clients in the power transformer industry.
- Tracking the competitor's product line in this sector, furthermore analysis of the report which gives a forecast on the market development.

1.3.2 Benefits to the student

- Providing a holistic view of the power transformer industry.
- Opportunities to directly involved in the idea generation helps the intern in terms of having an idea how power transformers are marketed. Different consumers' acquisition requires different levels of emphasis.
- Interns' ability to comprehend about the manufacturing process of power transformers in Bangladesh.
- Industry development process alongside the trends of power transformers products in this sector.

1.3.3 Problems/Difficulties (faced during the internship period)

- There were a few challenges I had to overcome in terms of understanding the product's specifications and requirements, since it's mainly an engineering-based manufacturing company.

1.3.4 Recommendations (to the company on future internships)

- Develop a basic training session for the interns, which will help to understand the basic knowledge for the power transformers industry.

Chapter 2: Organization Part

2.1 Introduction

Energypac Engineering Ltd. is the 1st Bangladeshi multinational company of power transformer manufacturer which is a part of Energypac. In 1982 it was established in the manufacturing sector of power transformers. Energypac Engineering Ltd.'s manufacturing plant is located in Gazipur. In addition to that more than 5,000 staff individuals are right now working in it. Furthermore, it achieved two times in a row gold medals in the National Export Trophy within the categories of “electric and electronic products” for its vital execution in Bangladesh’s export profit for the monetary year 2016-2017 and 2017-18. It is one of the largest manufacturers of power transformers, alongside exporters in countries such as India, Nepal. In addition to that it has multinational production units established in Italy and India. Energypac Engineering Ltd.'s manufacturing plants are ISO 9001:2015 alongside ISO 14001:2015 certified. Considering fluid operations and long product service life, it has the only ISO 17025 certified power laboratories in the country. It’s manufactured products complying with worldwide guidelines of:

- IEC
- BS
- EN
- CENELEC
- ISO
- ANSI/IEEE

are traded globally, with clients in over 20 nations over three landmasses.

2.2 Overview of the Company



Figure 1: Energypac Engineering ltd.'s Factory

2.2.1 Company History

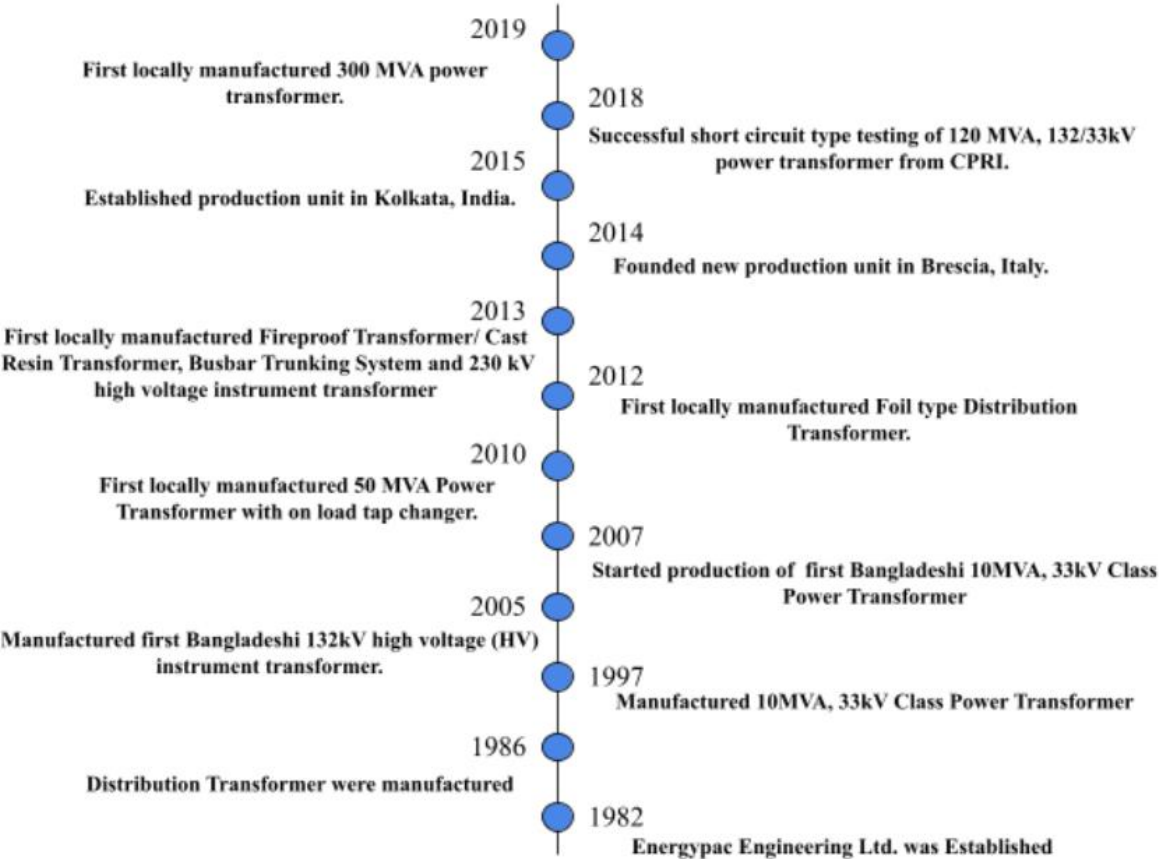


Figure 2: Energypac Engineering Ltd. Background

2.2.2 Mission

Energypac Engineering Ltd mission is “to provide total power solutions & to enhance the business of their customers, concurrently creating better technologies that benefit both the customers and the environment.”

2.2.3 Vision

Energypac Engineering Ltd vision is “they will be the most preferred business partner of their customers.”

2.2.4 Strategy

Energypac Engineering Ltd. follows their message which is “we are strong in this topic” which enacts the expertise of their power engineering manufacturing segment which they have paved since 1982.

2.2.5 Organogram

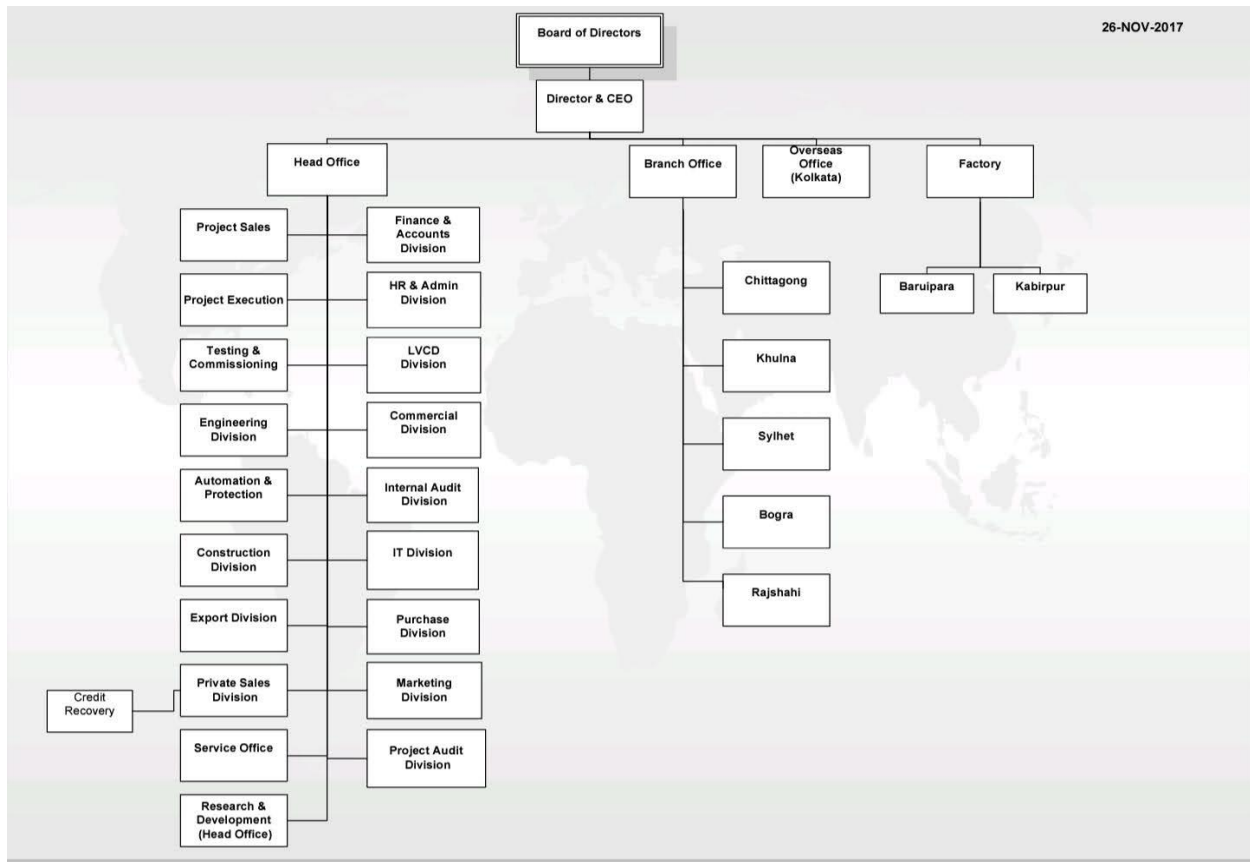


Figure 3: Energypac Engineering Ltd. Organogram

2.2.5 Products:

- Power & Distribution Transformer
- Instrument Transformer
- Voltage Regulator (AVR/SVR)
- Switchgear (High/Medium/Low)
- Gas Insulated Switchgear (GIS)
- Busbar Trunking System (BBT)
- Switch & Isolator
- Vacuum Circuit Breaker
- Automatic Circuit Recloser (ACR)
- Battery Charger/Rectifier



Figure 4: BEL's Power Transformer

2.3 Management Practices

Energypac Engineering Ltd. is a manufacturing company in the technology, engineering, construction, power and energy sector. They have a well-structured Management. Board of Directors who have a good amount of experience in this sector for providing employees good direction and setting out goals for the employees to take the company to new heights.

2.3.1 Leadership Styles

Democratic style is followed in Energypac Engineering Ltd. In terms of Business Development to expenditure everything has to go through proper authorization which creates a controlled environment for the company to have better guidance by the top management over the mid and lower-level employees.

2.3.2 Human Resource Planning Process of the organization:

HR Management of Energypac Engineering Ltd. is to make every employee to provide efficiency in accordance with their technical expertises. Engineers will be appointed to project division or engineering & protection division based on the technical skills, same for the executives working in the marketing division, hrm and admin division.

2.3.3 Recruitment and selection process

In Terms of recruitment Energypac Engineering Ltd. prefers external sources for entry level and internal higher-level positions. The recruitment is based on the position vacancy of a division.

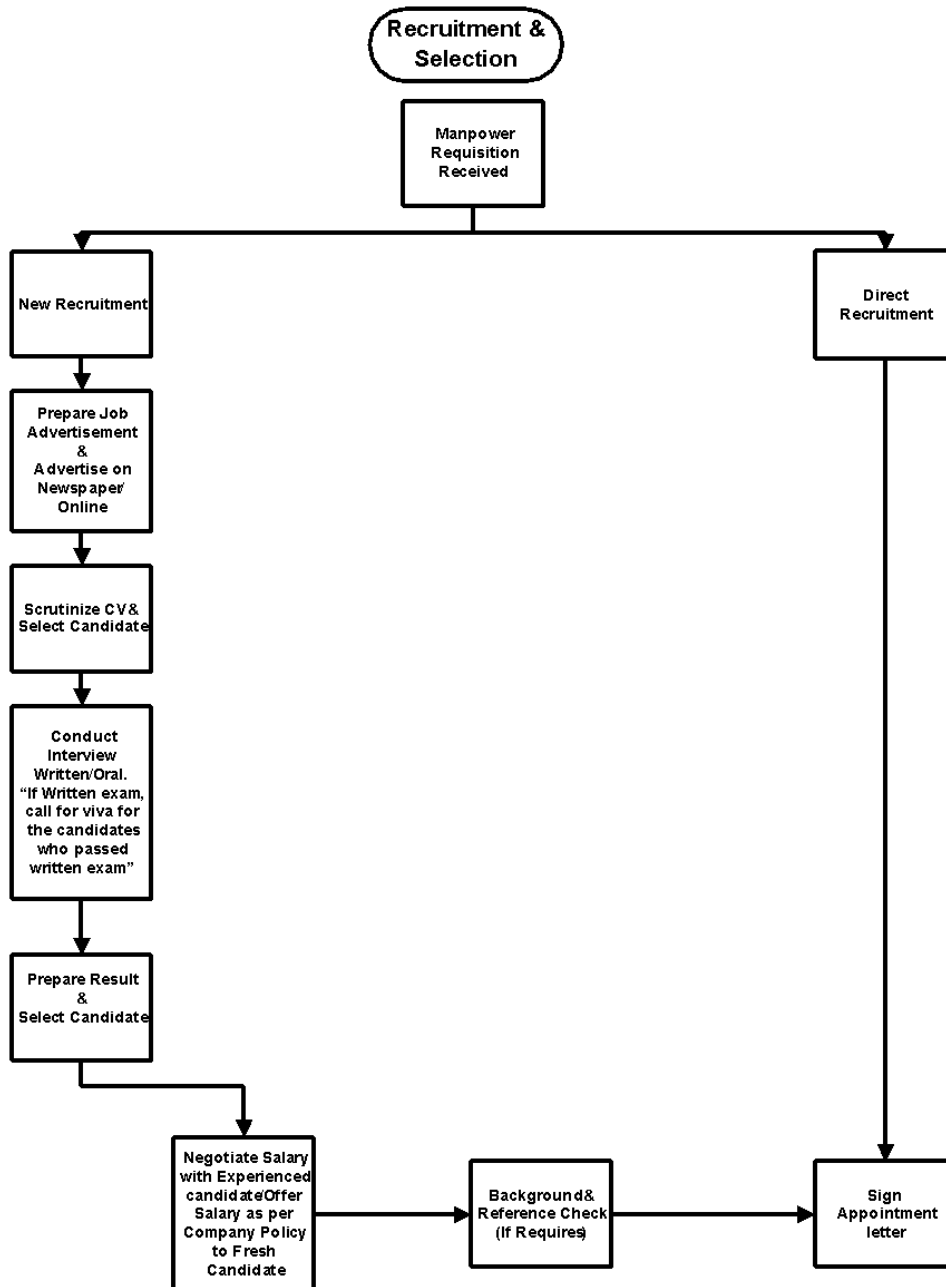


Figure 5: Recruitment & Selection Process of EEL

1. Vacancy announcement done by the respective line head through approved manpower requisition.
2. Different categories of recruitment can be done upon the type of the manpower needed and availability of resources: Internal and external recruiting, deputation and rehiring former personnel are all options.
3. External recruitment done through newspaper advertisement/website advertisement/resume database access.
4. Selection process starts with short listing; Only candidates who satisfy the minimal requirements for the post will be selected for an initial/first interview, which will be based on the job description and person specifications.
5. Interview and Tests; both written and viva or only viva can be taken as per need basis; in some cases, it can be multiple viva sessions.
6. Short listing candidates as per the result initiated from the interview/tests Final selection of employees complying all the requirements along with salary negotiation.

2.3.4 Compensation system

In terms of compensation the company provides

- Festive Bonus
- Office Transport for the employees who are a long distance from the office.
- Phone Bill
- Commissions for the sales engineers based on achievement.
- Paid Leaves
- Maternity Leave

2.3.5 The Training and Development Initiatives

Energypac Engineering Ltd. Provides every technical executive the on-hand training initiative in the Factory Training program of 3 months which every employee has to complete in order to have more confidence over the product. In addition to that it has the following trainings

- I. **Internal training:** Any conference, workshop, seminar, or other educational activity planned, conducted, or sponsored by EEL for its employees is considered internal training. The goal of these training sessions is to assist EEL personnel in executing their day-to-day tasks in an efficient and effective way, as well as to connect the staff's goals with the general

goal of the organization. For betterment of work process when a need/requisition arises by any department; HR & Admin department arrange internal training accordingly.

- II. **International Training:** International training is defined as any international organization-hosted conference, workshop, meeting, or other educational function for the EEL employee for the training purpose. Director & CEO of EEL nominate employees who will participate in an international training program.

2.3.6 Performance Appraisal System.

It is completed in a few procedures which start at the beginning of the financial year by the HR & Admin department; they ask feedback from the direct supervisors regarding Employee's performance. According to the set guideline by the Director & CEO and the management committee respective HODs provide feedback to the HR & Admin Depts.

Performance appraisal at EEL is a simultaneous process which is divided into following phases:

- a) Phase I: Objective Setting by director & CEO along with management committee
- b) Phase II: Circulate the objective to HODs; and receive feedback from them
- c) Phase III: Annual Performance Appraisal report for top management
- d) Phase IV: Execute the increment process as per the appraisal report at payroll.

2.4 Marketing Practices

a) Marketing strategy

Energypac Engineering Ltd. is mainly a B2B company which maintains good relationships alongside utilizing product development strategy since they are more conveyed towards manufacturing in addition to focusing on more components manufactured in-house.

b) Target customers, targeting and positioning strategy

→ Target Customer:

- Industries
- Developers
- Building/Tower
- Contractor
- Steel mill

- ☒ Govt. Utilities
- ☒ Bank Project
- ☒ Govt. Utilities
- ☒ Upcoming Power Stations

→ Targeting: It niches the market by sorting the power transformers required locations both in public and private sectors of Bangladesh.

→ Positioning Strategy: Emphasize on quality positioning in order to capture the market.

c) Marketing channels (for product as well as services)

In order to maintain a good brand image alongside developing the company to new heights Energypac Engineering Ltd. maintains an exclusive distribution of their power transformer products. In addition to that which enhances their customer relationship, they can easily address any issues faced by the consumers during operation and maintenance of power transformer products.

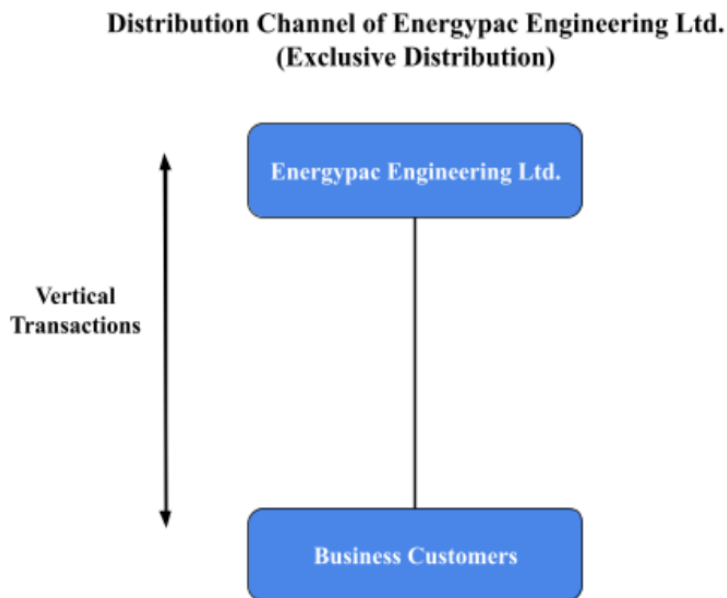


Figure 6: Distribution Channel of EEL.

It follows exclusive distribution of their products in which they strictly maintained their product delivery from their factory to their business delegates.

d) Product/New product development and competitive practices (if any)

They have a unique ISO 17025 certified power laboratory in Bangladesh, which deliberately works towards developing more power transformer components locally.

e) Branding activities

EEL has a good branding activity for their products which are given below:

- ☒ Maintaining relationships with their clients and regularly helping out with product related problems through their marketing hotline number.
- ☒ Sharing Social Media posts regarding activities and national events which continuously activates their brand awareness towards the consumers.
- ☒ Energypac Engineering Ltd. has their specific email domain alongside official Energypac Email Signature which they strictly maintain consistency for all official emails.
- ☒ Energypac Engineering Ltd. follows a strict color code for their branding activities for advertisements and brand promotion.



Figure 7: EEL's color code guidelines for advertisements.

- ☒ Energypac Engineering Ltd. has product catalogs following their brand color guides.



Figure 8: EEL's Transformer catalog

f) Advertising and promotion strategies (with specific commentary on social media and digital marketing)

In terms of advertising, they generate banners for their project works, which includes the product name that they are going to provide in the agreement with their clients. It is adaptive towards the social media and digital marketing as EEL has taken good number of adaptive measures such as follows:

- Facebook, LinkedIn marketing
- Email marketing for probable future and current clients
- Google Ads
- Google Search Engine Optimization
- Billboards on different metro location
- Industry Events for power transformers
- Printed brochures with product descriptions



Figure 9: EEL's Advertisement.

g) Critical Marketing issues and gaps (if any).

Critical Marketing issues arise when delivery delays occur due to lack of communication with the factory or private sales division, as it also puts a bad impression on the consumers. In addition to that if these issues are solved it denotes the brand image of the company.

2.5 Financial Performance and Accounting Practices

2.5.1 Finance Performance

EEL follows a well-disciplined measure for maintaining their financial performance alongside proper utilization of their investments in manufacturing segments, which helps them to have proper growth over due time.

2.5.2 Accounting Practices

- a. Core accounting principles are followed by Energypac Engineering Ltd. as a private company it regularly pays its tax alongside for auditing purposes for a total authenticity.

- b. The method of accounting for Energypac Engineering Ltd. is mainly accrual basis as it provides customers with the proper installation and maintenance service after which the consumer pays the due in accordance with the generated voucher.
- c. All the steps of the accounting cycle from journal entry to financial statements are followed as it needs to have proper authentication of data entry along with proper taxation, auditing and transparency towards the shareholders.
- d. The depreciation method:

Depreciation is charged on a straight-line method which includes all types of items which are associated with property, plant and equipment (excluding land). In addition, depreciation expense count when the asset is available for using purpose and ceases at the earlier of the date when the asset is classified for sale or the time period the asset is derecognized. Unless it is fairly known that the Company will regain ownership before the end of the lease period, leased assets are depreciated over the shorter of the lease term and their useful lifetimes. The rates of depreciation vary according to the estimated useful lives of the asset class such as property, plant and equipment.

2.6 Operations Management and Information System Practices

2.6.1 The use of Information systems in the company for collecting, storing, and processing data and for sharing the information with the stakeholders and clients

The ERP based information system is used by Energypac Engineering Ltd. for collecting, storing and processing data of inventory management, procurement, production, accounts payable, sales, voucher generation, delivery reports.

2.6.2 The use of database or office management software in place in the organization

In terms of office management software Energypac Engineering Ltd. utilizes google workspace as office management software since it provides consistency for remote workspace management. google workspace is used to keep track of the delivery report from factory to reaching consumer end.

2.6.3 Practice in terms of quality management, scheduling, resource allocation, and operations management

- ☒ In terms of Quality Control Management Energypac Engineering Ltd. ISO 9001:2015 and ISO 14001:2015 certified alongside complying with international standards of IEC, BS, EN, CENELEC, ISO, and ANSI/IEEE.
- ☒ Energypac Engineering Ltd. has a well-established scheduling plan which helps them to provide consumers products within the specified delivery date.
- ☒ Energypac focuses on allocation of every resource properly as every budgeted planning expense has to pass through proper planning with appropriate approval.
- ☒ Energypac Engineering Ltd. follows a well-established operations management from factory manufacturing plant to delivery to consumers.
- ☒ IMS Certified
- ☒ IAS Accredited
- ☒ DQS Management System Certified.
- ☒ UKAS Management System Certified.
- ☒ NABL certified.
- ☒ CPRI Type Tested in India.
- ☒ CESI, ITALY type tested product quality.

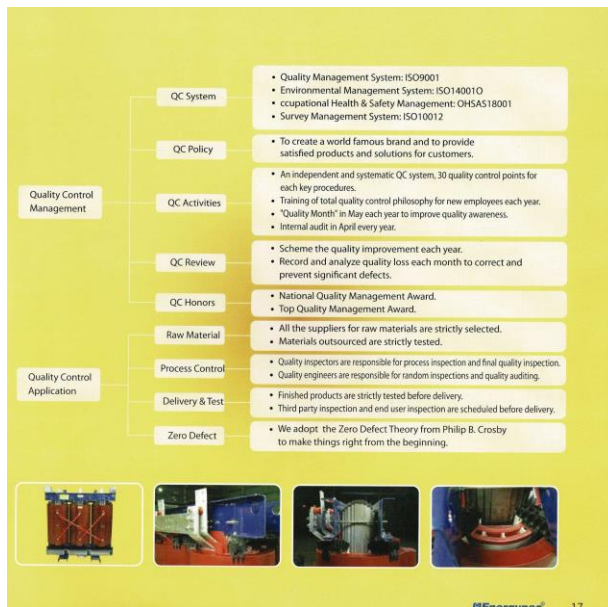


Figure 10: EEL's Quality Control Management & Control Application



Figure 11: NABL Certificate of accreditation



Figure 12: Testing lab of EEL

2.7 Industry and Competitive Analysis

2.7.1 Porter's five forces analysis of Energypac Engineering Ltd.

1. Threats of new entrants: High

As the market is expanding with new entrants such as techsol, its transformers are new market entrants in the power transformer sector, which is in direct competition with Energypac Engineering Ltd.

2. Threat of substitution: High

There are substitutes such as foreign transformer manufacturers ABB, Siemens who are the main substitutes in this market.

3. Bargaining power of suppliers: Low

Energypac Engineering Ltd. bargaining power as a supplier is low since the competitors are providing quality products at competitive prices.

4. Bargaining power of buyers: High

Buyers have a high bargaining power in this segment, since power transformers are heavy equipment alongside there are many rivals in the market which results in easier customer switching.

5. Rivalry among existing competitors: High

Power industry is ever growing with the government's policies for power planning. As a result, the power industry has high competition between existing rivals as Reverie Power & Automation Engineering Ltd.

2.7.2 Differentiation Strategy:

In the power transformer industry, the number of competitors is increasing day by day. In order to sustain with competitive advantage EEL maintains a regular update over their current/past/probable clients alongside ensuring customer experience being as good as the customer expectations.

2.7.3 Swot analysis of Energypac Engineering Ltd.

1. Strength:

- a. Common Strength: Inhouse manufacturing of power transformers.
- b. Imitable Strength: Exporting and ensuring quality product capacity.
- c. Distinctive Strength: two times export trophy gold medal winner in a row.

2. Weakness: Lack of digital marketing in the marketing of power transformer products

3. Opportunity: South African region demands increase of power transformers exports.

4. Threat's: New competition such as ts transformers, techsol in the power transformers industry.

In terms of competitive advantage over the market competition Energypac Engineering Ltd. has a good amount of experience alongside it provides immersive after sales services in order to maintain good relationships with the customers.

2.8 Summary and Conclusions

Energypac Engineering Ltd. has the potential to sustain in the Bangladesh market as it regularly answers to any customer query alongside moves to the next step to provide required services as solutions. In addition to that it has been providing after sales services to the customers for any issues.

2.9 Recommendations/Implications

In my recommendation, Energypac Engineering Ltd. should put more emphasis on the market development in the foreign markets which will enhance their quality as a global company in terms of capturing the global market.

Chapter 3: Project Part

“Client acquisition and market development in the field of power transformer in Bangladesh”

3.1 Introduction (for chapter 3)

Power transformer sector is one of the key development factors for Bangladesh. This product is used overall in the private sector alongside government utility sectors. This product has a great potential to grow over the next upcoming years. Energypac Engineering Ltd. has played an immense amount of contribution in terms of power transformer market development, client acquisition in Bangladesh alongside key contributors towards the export of power transformers. Since it's mainly a B2B product which is heavy equipment used in buildings, power stations alongside industrial facilities.

3.1.1 Research Question

Is to determine “How client acquisition and market development in the field of power transformer are done in Bangladesh”

3.1.2 Background/Literature Review

In an article published in SSRN by (Abdin & Rahman, 2012) stated that Electrical is one of the foremost critical trade segments of Bangladesh. Normally Bangladesh has been distinguished as a 'lifter sector' within the SME Policy Strategy which was implemented in 2005 by creating a 'driving sector' within the National Mechanical Arrangement - 2010 of Bangladesh. Right now at the moment this division is creating almost 15 thousand crore taka of trade alternative items in contrast to their neighborhood requests of 20 thousands crore taka per year. In Bangladesh there are approximately 2500 electrical ventures which are creating 75 sorts of electrical items within the country's boundary. It lasted a long time in this division earning twofold digits development and it contains an exceptionally potential send out advertisement all through the world. Worldwide showcase for these types of items is developing with numerous digits but later contradiction drift for worldwide monetary emergency in 2009. However, in Bangladesh there are few normal and one man made clusters of electrical items. The major products of Bangladesh are catered towards are large and medium power transformers, switchgear, substation equipment, and isolators. Top importing countries are USA, Canada, Mexico, Italy, Singapore. In addition to those recommendations were suggested for the government to play a major active role in the market development of power transformers. In a newspaper article by The Business Standard (Noyon, 2019) stated that Energypac Engineering Ltd. is eyeing Africa for big exports as the demand for power transformers has increased drastically alongside the manufacturing sector is really at a hike in current time due to shortage of supply in those countries. In an article published in Springer (Amin & Rahman, 2018) stated that the development within the energy division of a nation intensely depends on an effective form of transmission framework. It will be pointless without an effective transmission framework where more era in energy will be aimless within the to begin with. The single coordinated buyer power advertisement show of Bangladesh has deficiently got to retail competition that leads to restraining infrastructure trade of power. It is exorbitant to construct transmission systems (electricity lines) since there exists a normal restraining infrastructure within the showcase. Potential competitors are unlikely to be prepared to invest the

cash necessary to enter the monopolist's advertising. As a result, the government should regulate advertising to reduce the restricting infrastructure power and create a private framework of ownership to reduce the financial losses caused by inefficient transmission operations. In a newspaper article Power Transformer News (Haddad, 2019) stated that DPDC will install 40 substations in the Bangladeshi capital as part of a massive project.

3.1.3 Research Objective(s)

- I. Broad Objective: To point out the process that the power transformer manufacturing sector utilizes to capture this market alongside future expansions.
- II. Specific objectives:
 - A. Client acquisitions activities of power transformers in Bangladesh
 - B. Market development planning that the power transformers manufacturing industry is proactively taking on.

3.1.4 Significance of the study

Bangladesh has an ever-growing market potential in the electronics sector. As the Digital Bangladesh is This study will provide the immersive view to the future business leaders to utilize this market potential and contribute towards the GDP of Bangladesh. Alongside the government policy is to establish digital Bangladesh within 2021 in different high tech it parks, startups which are going to be financed by the government alongside every building will need individual power transformers to source the electricity throughout the place which in fact will create demand for the power transformers alongside the market will develop towards that.

3.2 Methodology

The research study consideration is restricted to Bangladesh. It is more of **multiple cross-sectional study** in terms of the sort of Business (based on target client company, rated power transformer etc.) and isn't essentially a longitudinal one. The study is limited by Energypac Engineering Ltd. as it were. The research finds out there were 2 apertures:

- I. Aperture between representative discernments and expectations for client acquisition in the power transformers sector.
- II. Understanding of client expectations for market development of power by Energypac Engineering Ltd.

3.2.1 Theoretical framework

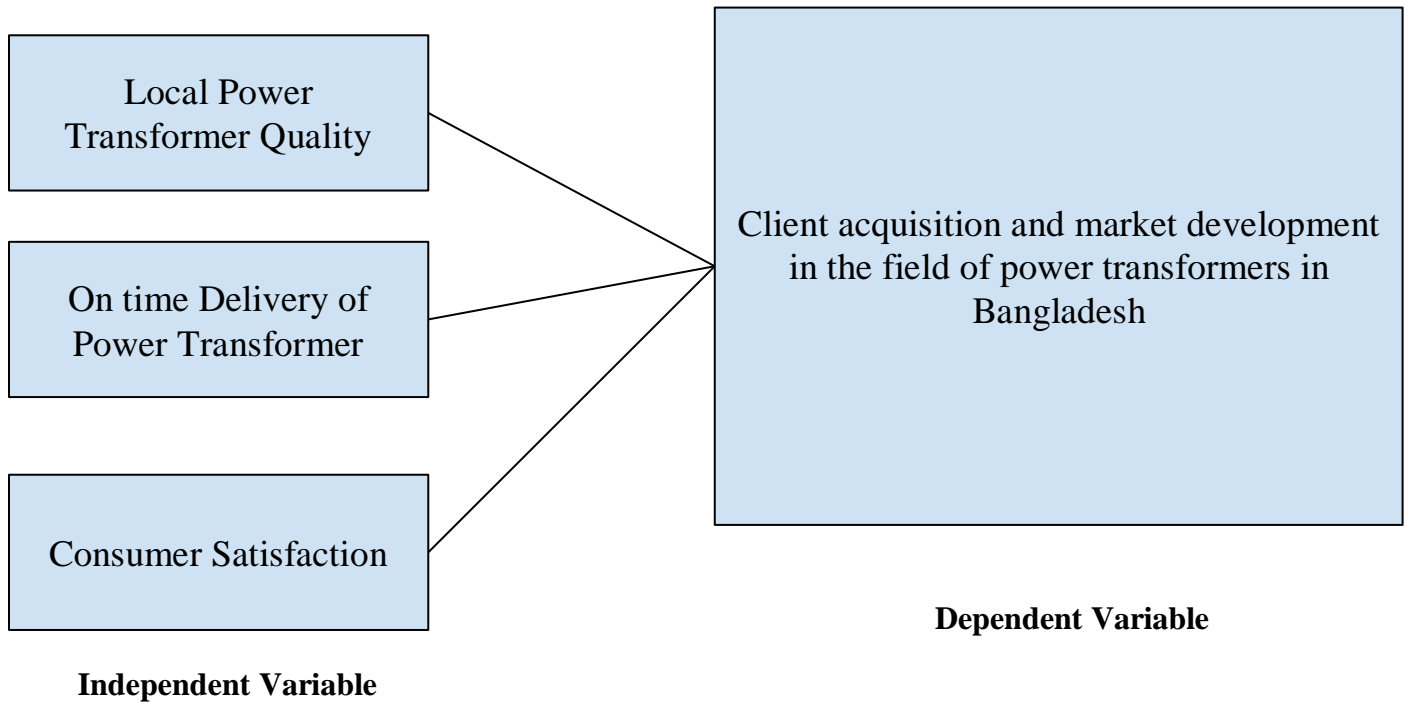


Figure 13: Theoretical framework

3.2.2 Hypothesis

H1: Demand for power transformers will rise as product quality improves.

H2: Power transformer's customer acquisition is dependent on market performance and networking with the client.

3.3 Findings and Analysis

3.3.1 Findings

Information will be collected through primary & secondary data for the understanding of the concepts and questionnaires will be utilized for customers and employees. The questionnaire's main vantage point is a client acquisition and market development trends of power transformers in Bangladesh. Factors influencing the data collection will be assurance of power transformer quality, power transformer market trend, power transformer consumer satisfaction alongside consumer perception towards the market. Furthermore, power transformer delivery services and reliability of the service provided and customer satisfaction which are independent variables and the success of Energypac engineering ltd. Dependent variables are market development of power transformers and client acquisition based on the independent variable's performance.

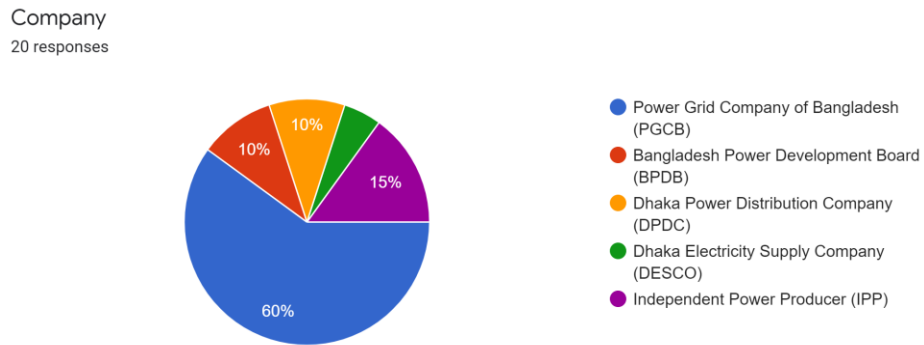


Figure 14: Client company of Power Transformer

As the key utility in the transmission sector PGCB holds 60% of the market, whereas BPDB & DPDC has 10% and other IPP's are growing 15%.

Which rated power transformer capacity have you purchased/ may purchase from Energypac Engineering Ltd.?
20 responses

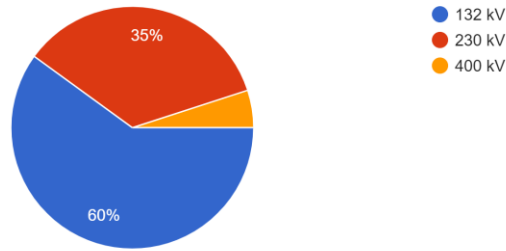


Figure 15: Most utilized capacity of power transformers

132 kV power transformers here being the star product of this market holding 60% alongside the 230 kV having 35% and 400 kV market demand is also growing.

How Energypac Engineering Ltd. is doing it's client acquisition for power transformers?
20 responses



Figure 16: EEL's client acquisition

40% of the respondents claimed that EEL's client acquisition is based on market performance, 35% claimed that networking with present/past employees of client companies was the reason for client acquisition. 25% claimed that product quality was the reason behind client acquisition.

On a scale of 1 to 5 how much do you think Energypac's power transformers are contributing to Bangladesh's power sector market development?

20 responses

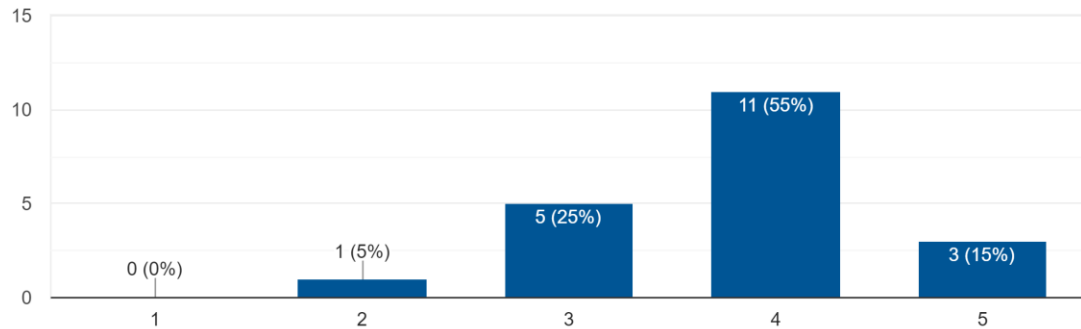


Figure 17: EEL's contribution in Bangladesh's power sector market development

55% respondents agreed that EEL's market development contribution is 4 out 5, whereas 25% respondents rated it 3 out 5. 15% respondents rated it 5 out of 5.

How Energypac Engineering Limited is maintaining its forecast over their market development for power transformers?

20 responses

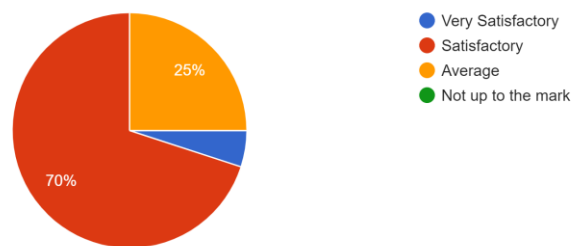


Figure 18: EEL's forecast over their market development

70% of respondents agreed that EEL's market development forecast is satisfactory, whereas 25% respondents said it was average.

Do you think that management is playing roles to incorporate their operations?
20 responses

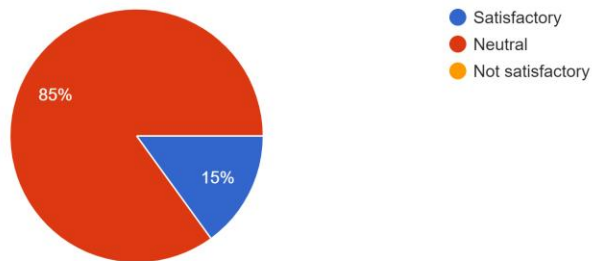


Figure 19: EEL's management role in terms of operations

85% of respondents were neutral in terms of this, whereas 15% of respondents said it to be satisfactory.

Does their client receive the product delivery on time?
20 responses

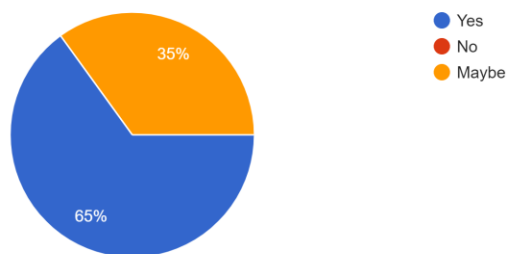


Figure 20: Clients receiving product delivery on time

The consumer's response was 65% claimed to receive product delivery on time, whereas 35% were neutral in terms of receiving their delivery on time feedback.

What other local company is able to provide the market need of Power Transformer's in Bangladesh?

20 responses

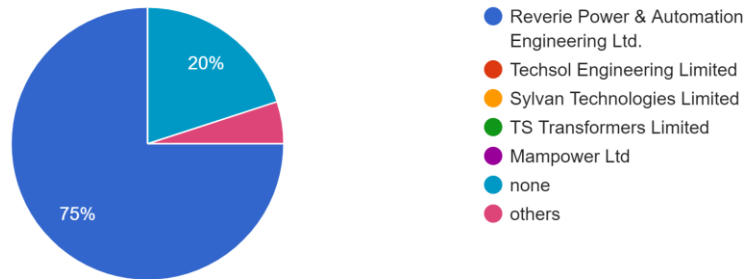


Figure 21: EEL's local market competitors

75% of the respondents claimed that Reverie Power & Automation Engineering Ltd. holds a good competitive position against EEL, whereas 20% claimed that none EEL had no competitors.

Do you think marketing strategies for future market development of power transformers in Bangladesh will create a revolutionary change?

20 responses

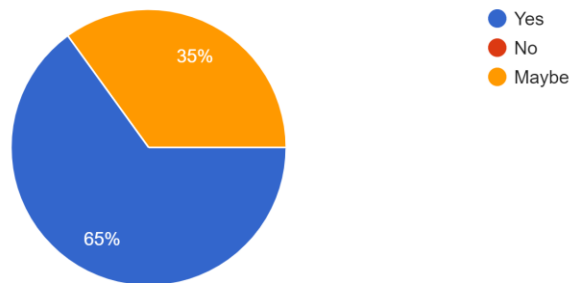


Figure 22: EEL's market development strategy for Bangladesh

65% of the respondents claimed that marketing strategies for future market development of power transformers in Bangladesh will create a revolutionary change, whereas 35% claimed that maybe it will bring change.

Do you think Pandemic is affecting their client acquisition for power transformers in Bangladesh?
20 responses

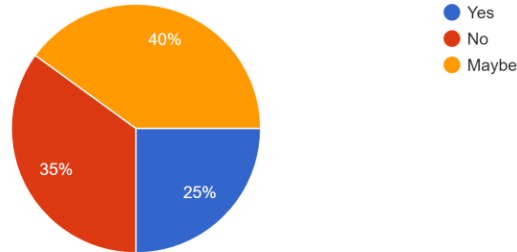


Figure 23: Pandemic affected client acquisition for power transformers in Bangladesh

40% of respondents claimed that pandemic affected power transformer acquisition in Bangladesh, whereas 35% said no and 25% said maybe it affected.

On a Scale of 1 to 5 how much will you rate Enegyprac's power transformers?
20 responses

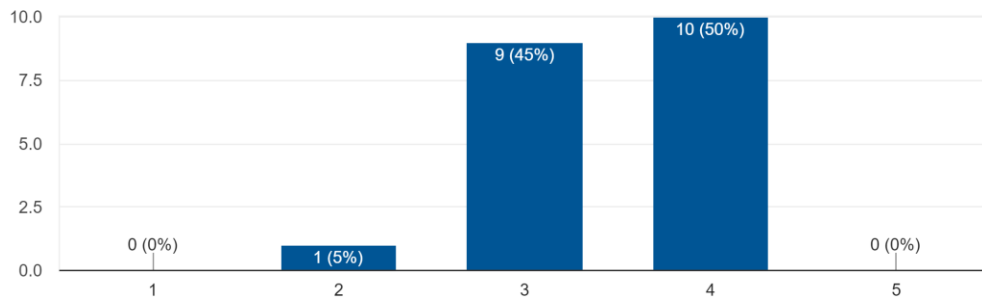


Figure 24: EEL's Power Transformer market rating

50% of the respondents rated 4 out of 5 for the market rating of power transformers by EEL, whereas 45% rated it 3 in the neutral segment and only 5% of respondents rated 2.

What alternatives did they utilize to sustain pandemic constraints for their market development of power transformers in Bangladesh?

20 responses

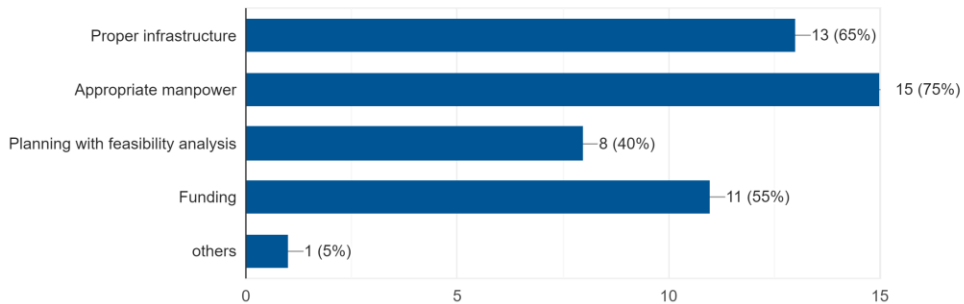


Figure 25: EEL's pandemic constraints overcome options

75% responded that appropriate manpower provided EEL good market sustainability during pandemic, 65% claimed for proper infrastructure of their manufacturing plant, 55% claimed for their funding which EEL incorporated during projects, 40% responded in terms of feasibility analysis of EEL.

Will you recommend Energypac's power transformer?

20 responses

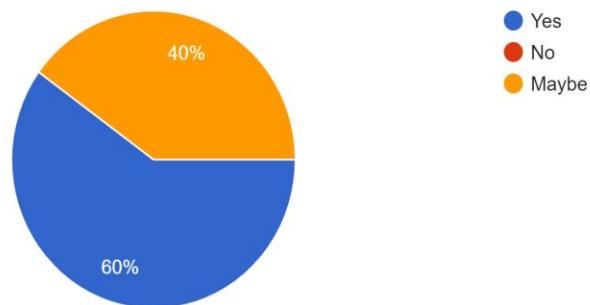


Figure 26: EEL's power transformer recommendation

60% respondents responded that they will recommend EEL's transformers and 40% said maybe they would recommend it.

3.3.2 Analysis

Data will be analyzed using following tools:

1. **Factor analysis-** To find out the most important parameters which define service quality of power transformers of Energypac Engineering Ltd for client acquisition & the market development in Bangladesh.
 - a. **Client acquisition method:** which is mainly done through market performance, networking with past/present employees of client company & product quality.
 - b. **Power transformer quality:** is in good condition and improving well with the market development since most of the consumers rated 4 out of 5 for the power transformers.
 - c. **Local Market development:** Reverie Power & Automation Engineering Ltd. holds a good local market competition for 132 kV power transformers against EEL.
 - d. **Delivery of power transformers:** On time delivery played one of the crucial points in pandemic and in general since the product is mainly used in power transmission which is an important part of power sector of Bangladesh.
2. **Cluster analysis-** Done to segment the customers to differentiate the customer segment with respect to the usage of power transformers services provided by Energypac Engineering Ltd.
 - a. Defining client company PGCB/DPDC/DESCO/BPDB/IPP, in which the adoption rate of Power transformer is high.
 - b. 132kv/ 230kv/ 400kv power transformer, in which consumers mostly operate or prefer to operate transmission/distribution/generation substations.

3.4 Summary and Conclusions

In conclusion, the study provided us with an insight of this ever-growing power sector market along with the government development plans which enhances the power transformers market to grow alongside the demand increase by many utility service providers and IPP's.

3.5 Implications

The main client base is government utility companies, which resulted in little hassle for the data collection as many government employees refrain from directly providing any statement regarding any company which may defame the government organization.

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Appendix

Survey Questionnaire

1. Company *

- Power Grid Company of Bangladesh (PGCB)
- Bangladesh Power Development Board (BPDB)
- Dhaka Power Distribution Company (DPDC)
- Dhaka Electricity Supply Company (DESCO)
- Independent Power Producer (IPP)

2. Which rated power transformer capacity have you purchased/may purchase from Energypac Engineering Ltd.? *

- 132 kV
- 230 kV
- 400 kV

3. How Energypac Engineering Ltd. is doing its client acquisition for power transformers? *

- WOM (Word-Of-Mouth)
- Market performance
- Networking with present/past employees of client company
- Product quality

3. On a scale of 1 to 5 how much do you think Energypac's power transformers are contributing to Bangladesh's power sector market development? *

Unsatisfied 1 2 3 4 5 Very Satisfied

4. How Energypac Engineering Limited is maintaining its forecast over their market development for power transformers? *
 - Very Satisfactory
 - Satisfactory
 - Average
 - Not up to the mark
5. Do you think that management is playing roles to incorporate their operations? *
 - Satisfactory
 - Neutral
 - Not satisfactory
6. Does their client receive the product delivery on time? *
 - Yes
 - No
 - Maybe
7. What other local company is able to provide the market need of Power Transformer in Bangladesh? *
 - Reverie Power & Automation Engineering Ltd.
 - Techsol Engineering Limited
 - Sylvan Technologies Limited
 - TS Transformers Limited
 - Mampower Ltd
 - Others/none
8. Do you think marketing strategies for future market development of power transformers in Bangladesh will create a revolutionary change? *
 - Yes
 - No
 - Maybe

9. Do you think Pandemic is affecting their client acquisition for power transformers in Bangladesh? *

- Yes
- No
- Maybe

10. On a Scale of 1 to 5 how much will you rate Enegypac's power transformers? *

Unsatisfied 1 2 3 4 5 Very Satisfied

11. What alternatives did they utilize to sustain pandemic constraints for their market development of power transformers in Bangladesh? *

- Proper infrastructure
- Appropriate manpower
- Planning with feasibility analysis
- Funding
- Other:

12. Will you recommend Enegypac's power transformer? *

- Yes
- No
- Maybe