

Report On

**PRESENT CHALLENGES OF WALTON IT PRODUCTS
COMPARED TO COMPETITORS AND SOLUTIONS TO
OVERCOME THE CHALLENGES.**

By

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18304154

An internship report submitted to the BBS department in partial fulfillment of the requirements
for the degree of BBA.

Brac Business School

BRAC UNIVERSITY.

October, 2021.

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Sadman Tamzid Safin

ID: 18304154.

Supervisor's Full Name & Signature:

Ms. Tania Akter

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Ms. Tania Akter

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212.

Subject: Internship paper submission on Challenges of Walton IT products and how to overcome it.

Dear Miss,

With due respect, I would like to inform you that, I have been doing internship at WALTON Digi-tech Industries Limited Marketing and Communication Department. I have been assigned to maintain government tender documents, corporate client data base and relations. Here, I would like to submit the report as a part of my internship program. I'm grateful to you for asking me to conduct this report.

Sincerely Yours,

Sadman Tamzid Safin

ID 18304154.

BRAC Business School

BRAC University

October 04, 2021.

Non-Disclosure Agreement

This agreement is made and entered into by and between Walton Digi-Tech Industries Limited and the undersigned student named Sadman Tamzid Safin for the commitment of preventing the unauthorized disclosure of confidential information of the Walton Digi-Tech Industries Limited.

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Walton Digi-Tech Industries Limited

.....

Sadman Tamzid Safin

Acknowledgement

To begin with, I am grateful to my teachers who always give support to me and wanted to I would also like to give thanks to my teacher Ms. Tania Akter, for all the help and considerate with my submission. Working in Walton corporate sales team was an amazing journey that helped me to complete this report. From Walton Digi-Tech industries Limited, I would like to thank our honorable DMD & CEO Md. Liakat Ali sir for giving me opportunity, my supervisor A. K. M Taufiq Imam Hossain for his helpful attitude, support and guidance throughout the time. I was also overwhelmed by his precious feedback and recommendations to make a better version and finally it has made me at the completion of internship possible. I would also like to give warm thanks to all other higher authorities of Walton Group for providing me their valuable time and most applicable information. I am grateful to all of them for their guidance and kindness as well as to the organization for giving me opportunity to work with them. Challenges of IT products compared to competitors research run smoothly which helped this report to present the new strategy taken by organizations like Walton and their working process. The report gives an overall idea of Bangladesh IT industry as well. Finally, I am extremely indebted to my parents and family members for their constant encouragement and support which always inspired me to work with full dedication.

Sadman Tamzid Safin

October, 2021.

Executive Summary

The Information Technology products industry of Bangladesh is now in a growing stage. Gradually Bangladesh is becoming digitally advanced like other developed countries. As a result, the usage of good quality IT products like Laptop, Desktop, Tablets, Mobiles, Routers etc demand is increasing day by day. This pandemic has brought huge changes in and most of the organizations working pattern, most of these organizations have decided to work from home. Not only working people, students as well are trying to bring their working process on an IT based online platform and they are doing their work more or less smoothly. To meet up this huge demand, so many local and international companies are competing with each other. There are so many giant manufactures playing key role in this field, and WALTON is becoming one of them. One of the core objectives of this report is to find out new strategies for increasing IT products sales and revenue. I have tried to show not only the conditions of Bangladesh IT market but international market as well.

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Chapter 1:

Overview of Internship

1.1 Student Information: I am Sadman Tamzid Safin, my ID number is 18304154. I am student of BBA Program, BRAC Business School (BBS) and I have done my first major on Finance and Second major on Marketing.

1.2 Internship Information:

1.2.1 I have joined WALTON Digi-Tech Industry of WALTON Group on 12th June 2021. My internship period was 3 months. I have been working under the Marketing and Communication Department. Our office is located at WALTON Corporate Office, Bashundhara Residential Area, Vatara, Dhaka.

1.2.2 Internship Supervisor's Information: My internship Supervisor is Mr. AKM Taufiq Imam Hossain. He is serving WALTON as Head of Corporate Sales of WALTON Digi-Tech Industries Limited.

1.2.3 Job Scope: I have worked as 'Intern' in Marketing Communication Department of Computer Division in WALTON Digi-Tech Industries Limited. During my internship period I have worked with two of the teams, one of them look after the Digital Marketing section and another group look after the corporate sales section. During this period my senior colleagues have showed me how to create a 'Quotation' and send them to our potential clients, E-plaza online orders monitoring, communicate with customers and plaza managers over phone. I have helped my seniors to prepare tender documents,

joined few corporate meetings as well. I have been working with them in hand to hand. I have been also showed Facebook advertisement process briefly. Last but not the least, I have also learned how to receive payments through invoices and also been present on several delivery of products.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company: Learning remains incomplete without proper combination of theoretical and practical knowledge. I do consider myself lucky for being able contribute in one of the biggest organizations of Bangladesh's well-being. The day I joined Walton as intern my supervisor asked me to print few official documents, checking stock availability using POS. Later on, I learned making quotation for corporate clients, communicate them via formal mail approach and phone calls. I was also involved in maintain tender documents of government projects and also attended few meetings with high government officials with my supervisor. The most pleasant part was getting offer to join WALTON as senior officer within two months after joining. I have tried to cover the company history and overall overview of organization in this report. This report also covers organization's strength, weakness, opportunity and threats. The reader will be able to get an overall idea about WALTON IT product challenges and suggestions of how to overcome it.

1.3.2 Benefits to the student

Walton is one of the giant electrical and electronics manufacturers of Bangladesh as well as in Asia. Working in this organization can give opportunity to get an overall idea about operating business in this industry. Students from all educational backgrounds have opportunity to work here because there are so many departments, sections to flourish their theoretical knowledge with practical experience. Walton is operating in every corner of country so students can work from their own localities and get opportunity to share values with others as well.

1.3.3 Problems/Difficulties (faced during the internship period)

I have already mentioned earlier that Walton is one of the most suitable platforms for doing intern. As I was the only intern in my department so it was so obvious that my colleagues and supervisor used to love me so much, it was their cooperation which really helped me to adopt rules, regulations in a very short period of time. As a researcher, I must cover the limitations of research, here I am going to mention a few of them:

- ✓ Shortage of time for proper research.
- ✓ Confidential sensitive information.
- ✓ Managing time of high officials for interview.
- ✓ Not getting access in previous reports.

1.3.4 Recommendations (to the company on future internships)

Walton is a very fast-growing company which needs a huge number of workers in upcoming days,

Walton can hire more interns from now on.

- Assign them to their educational background related department.
- Give them an overall idea of how the whole department run its operation.
- Arrange training sessions.
- Give them small related works so that they get the real experience.

Chapter 2:

Organization Part

- **2.1 Introduction:** WALTON is one of the most prestigious, trustworthy and well-known giant technology brands. According to the Annual report Walton Hi-Tech Industries Limited (2020-21) WALTON is manufacturing electrical, electronic products as well as home and kitchen appliances. WALTON is producing high- quality and affordable products in this highly competitive market for customers. It has been awarded by the government of Bangladesh for being the 'top exporter' of the country and setting milestones by gaining the highest amount of revenue. Walton has mentioned in their official website that they have a workforce of more than twenty thousand in total serving in 22 different sections. WALTON factory is situated at Chandra, Gazipur with more than an area of 680+ acres with capacity of 10 million units each year production based on the market demands. WALTON had started its business back in 1977 and they started manufacturing Refrigerator, Freezer, Air Conditioner, Compressor in 2008, now they are expanding in Television, Home & Electrical Appliances sectors as well. WALTON captured substantial market share and positioned itself as the most dominant performer in the E&E sector in Bangladesh within a very short period of time.

2.2 Overview of the Company: In Bangladesh, WALTON Group is one of the prominent Electrical and Electronics goods manufacturing group consisting of 11 sister concern company. Based on the information available in website of Walton group as like

1. WALTON Digi-Tech Industries Limited.

2. WALTON Chemical Industries Limited.
3. R B Group of Companies Limited.
4. Skyroute Media Limited.
5. WALTON Corporation.
6. WALTON Motor Industries Limited.
7. WALTON Micro-Tech Corporation.
8. WALTON Plaza.
9. WALTON E- Plaza.
10. WALTON Agro Farm and Industries.
11. WALTON Shipping and Logistics.

2.3 Management Practices:

In an organization a good quality of human resource management is must for running the organization smoothly. According to the report published on University of Glasgow Study Portals (July 26, 2021), Top reasons to study human resource management, HR managers need to monitor day to day operation of employees and the Human resources information system plays a significant role in this. This HRIS system has multiple uses, mostly focusing on storing data. In Walton HRMS is an online based application which stores all employee information which is around 20, 000. Besides, it monitors day to day activity in-out time, leave applications, lunch subsidies and IT accessories etc.

I interviewed one of the HR professionals from Walton Digi-tech Sohel Rana Hamid, he said that Walton has one of the biggest labor-force in Bangladesh. It has to maintain a huge sized database for managing this huge work-force. In my perception, during my internship period I have witnessed that Walton management follows participative leadership style. Almost all the employees have access to share their own thoughts with their own team-lead or departmental head as well as with the top management of the organization.

WALTON has a vision of becoming one of the five top most giant electrical and electronics brands of the world. To achieve this goal, Walton is gradually approaching. Recruitment and selection process is always being controlled by the central HR department, then based on the candidate's capability, he/he got opportunity to join Walton as an employee which management thinks will be suitable for him/her. First step of recruitment is telephone viva, second written exam and viva. Walton tries to complete this written and viva process within a day, in this day long process candidates are supposed to spend their whole day at Walton premises, It can be Corporate Office or factory as well. After confirmation newly joined employees have to attend a few mandatory training sessions and also there are so many in job training after every specific time interval.

2.4 Marketing Practices

a) Marketing strategy: Based on my one-to-one interview with one of the core members of Walton Digi-tech Industries S.M Navid Anjum I got to know that Walton had started producing IT products back in 2017. Walton Digi-tech industry is solely practicing large scale procurement of corporate sectors. They are approaching large business organizations to sell their products in bulk. Besides, Walton is trying to reach out clients through their existing market in retail for IT products. Also, Walton has affiliation with some IT persons for promoting their products and bringing new products to market.

b) Target customers, targeting and positioning strategy: Specific for IT products Walton's target customers are existing Walton users who are using other Walton products like Refrigerator, AC etc. Walton is one of the giant brands in Bangladesh which has dominated market share in the electronics products market except IT products. So, Walton is trying to reach out to general people through their old popular medium.

c) Marketing channels (for product as well as services): Walton is well-known for their country-wide great sales and services. Walton operates through 375 plazas country-wide, besides self-operating plazas there are a huge number of distributors also. All of these plazas and distributors work combined in retail marketing channels. Besides, Walton is approaching corporate clients for bulk quantity sales and participating in government projects as well.

d) Product/New product development and competitive practices (if any): Walton uses market trend analysis and also tries to analyze market demand from different channels. Market data is being used to design new products and also development.

e) Branding activities: During my one-to-one interview with S. M Navid Anjum I got to know that most of the branding for IT products activities are social media based. All the new offers, promotions are being telecasted through the verified Facebook page of 'Walton Computer'. Besides social media approaches there are few television commercials also telecast through some channels.

2.5 Financial Performance and Accounting Practices:

Financial Statement Data Table:

	2018	2019	2020
Current Assets	901386266	2566759054	6592514922
Current Liabilities	1039633044	2481894213	6596419233
Total Debt	1152458132	2913800191	7172174549
Total Assets	1152458132	2913800191	7172174549
Net Sales	1019024720	5052614758	7065842847
Net Income	5180689	41479616	75973565

(Data source: Walton Hi-tech Industries Annual report 2019-20)

Ratio Table:

Name of Ratios	2018	2019	2020
Current Ratio = (Current assets/ current Liability)	86.7%	103.41%	99.94%
Solvency Ratio = (Total debt / total assets)	1	1	1
Profitability Ratio = (net income/ sales)	0.508%	0.802%	1.07%

(Data source: Walton Hi-tech Industries Annual report 2019-20)

Accounting performance:

REVENUE, Net

BDT 41.1 bn



(Source: Walton Hi-tech Industries Annual report 2019-20)

Gross Profit

BDT 15.7 bn



Net Profit after Tax

BDT 7.3 bn



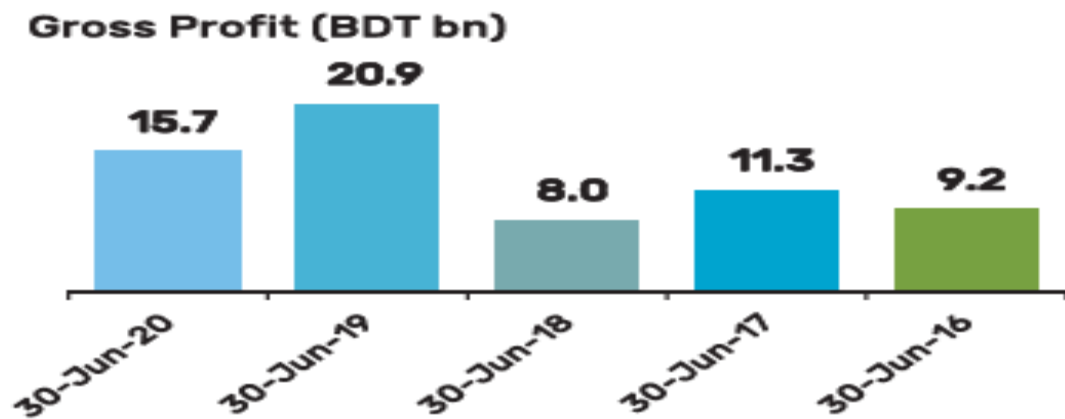
(Source: Walton Hi-tech Industries Annual report 2019-20)

Basic Earnings Per Share (EPS)

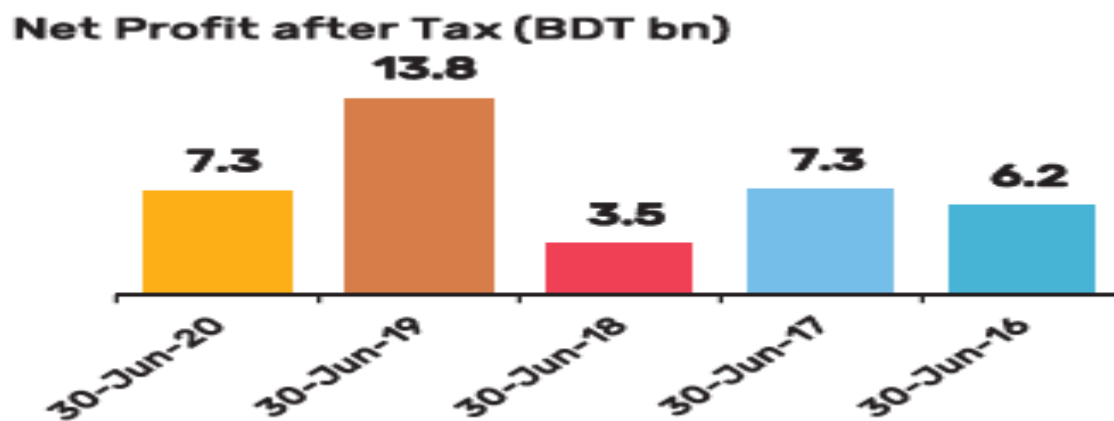
BDT 24.2



(Source: Walton Hi-tech Industries Annual report 2019-20)

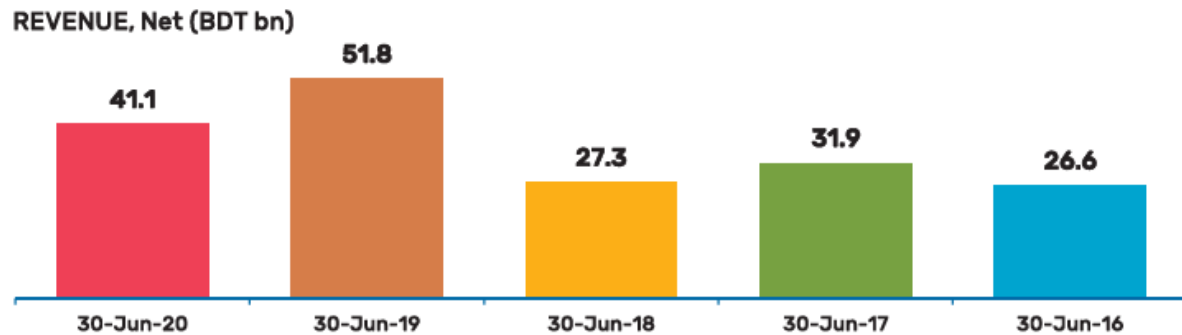


(Source: Walton Hi-tech Industries Annual report 2019-20)



(Source: Walton Hi-tech Industries Annual report 2019-20)

5 Years Performance at a Glance



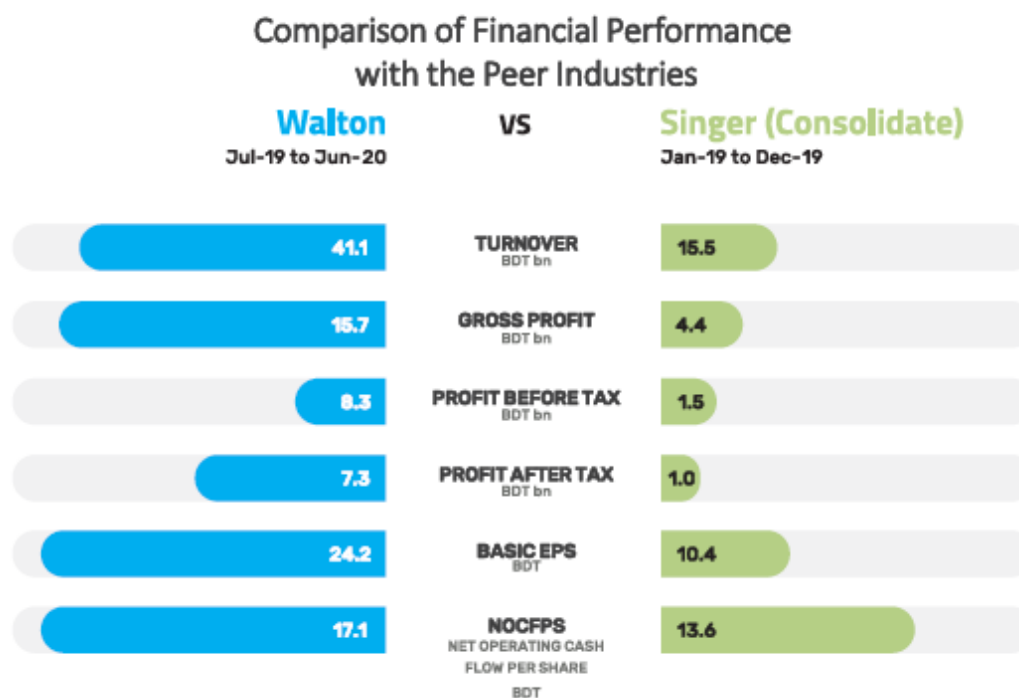
(Source: Walton Hi-tech Industries Annual report 2019-20)

2.6 Operations management & Information practices:

In an organization a good quality of human resource management is must for running the organization smoothly. HR managers need to monitor day to day operation of employees and the Human resources information system plays a significant role in this. This HRIS system has multiple users, mostly focusing on storing data. In Walton HRMS is an online base which stores all employee information which is around 20, 000. Besides, it monitors day to day activity in-out time, leave applications, lunch subsidies and IT accessories etc.

2.7 Industry and Competitive Analysis:

Comparative peer review with Singer Bangladesh Limited and its' Subsidiary is as follows:



(Source: Walton Hi-tech Industries Annual report 2019-20)

SWOT Analysis: Swot analysis is a process of understanding the strength, weakness, Opportunities and threats of an organization. It helps to determine organization's overall condition and sustainability of the organization.

Strength:

- Huge workforce to maintain all over the country.
- Local trustworthy brand value.
- Patriotism mentality of customers.
- Tax benefits.
- Nationwide coverage.
- Good infrastructural production system.

Weakness:

- Challenge aware unexperienced employees.
- Product quality is not up to the mark.
- Unskilled production team.

Opportunity:

- High market growing rate.
- Export quantity is increasing.
- VAT, tax benefits being a local brand.
- Government mindset for setting up technology oriented economy.

Threats:

- Competition with world-known giant brands.
- More new organizations are entering in this industry.
- Still depending on other countries for raw materials.

2.8 Summary and Conclusions:

For this report, I have followed the qualitative research method for conducting research and to get the findings of this research. Besides survey responses, I have also interviewed a few employees of Walton group from different departments and try to get an overall idea about the whole business operations. WALTON is one of the most prestigious, trustworthy and well-known giant technology brands. As a group, Walton is still in the growing stage of the Electrical and Electronic Industry. There are many new ways where WALTON has just started its business operation. Grabbing new business opportunities is a very good sign of WALTON, for example the E-commerce sector is booming now but there were always been a shortage of trust-worthy platforms for customers. Now Walton has launched 'Walcart' an E-commerce platform for making products affordable in this highly competitive market for customers. Besides, Walton is bringing a new product line-up which is really a development sector. WALTON captured substantial market share and positioned itself as the most dominant performer in the E&E sector in Bangladesh within a very short period of time.

Chapter 3:

Project Part

❖ 3.1 Introduction

Bangladesh has a huge growing market of IT products. As there are so many world-known giant brands operating business in IT products industry as well as in Bangladesh; local manufacturers have to compete with them both in local and international market. It is very challenging to maintain balance between quality products, price and creating a brand value. It is very confusing to understand the demand of specific product category because there are so many customer segments in Bangladesh and every segment is very different from others. As a manufacturer it is challenging to set up optimum production quantity for this market.

- **3.1.1 Background Information:** IT products industry is one of the most potential industries with a rapid growth in Bangladesh. Bangladesh government has taken several initiatives to make flourish this industry which will ultimately create an overall impact in economic development of Bangladesh. Ensuring skill-based work environment will make Bangladesh into a middle-income country by 2031 like other Asian countries, it can reduce poverty by massive employment. Recently, Bangladesh is drawing global IT market attention and some of those giant brands have agreed to invest here. Tech-giant brands like Samsung, Apple and Microsoft as well are making massive investments in Asian countries. Major local players of Bangladesh in these sectors are also doing great as well. Walton Group, Best Electronics, Esquire Electronics, Transom Electronics, Jamuna Electronics, MyOne Electronics Industries, Rangs Electronics, PRAN-RFL (Vision), Super Star Group and Electra International are the market dominator brands. There are

so many large IT companies are opening around the world, their main strategy is operating business through fully computerized technology and significantly lowering costs by increasing productivity in most efficient way. Bangladeshi manufacturers have also started walking this way and becoming more popular investment destination. Continuous growth of the IT sector of Bangladesh is fully supported by the government. IT industry is bringing huge amount of foreign investment, contributing significantly to country's GDP growth. It is estimated that Bangladesh is contributing around USD 700 million in the outsourcing sector which has a worldwide market of USD 500 billion.

- **3.1.2 Objectives:** This report will be prepared to fulfill the partial requirement of obtaining four years BBA graduation degree under BRAC University. The paper will be constructed with an objective to find out the challenges of IT products of a company; a study on WALTON Digi-tech Industries Limited. However, the main objectives are:
 - ✓ To get an overview of competitors of WALTON.
 - ✓ To know the main challenges WALTON IT products.
 - ✓ To identify the major opportunities.
 - ✓ To provide some suggestion for improvement system and its related functions.

- **3.1.3 Significance of the Issue:** After doing this study, we will understand the challenges of WALTON IT products industry. We will also come up with some suggestions how can WALTON overcome this challenge.

❖ 3.2 Methodology

Research Design: In this research, I am going to use qualitative research method to get an overall idea about the challenges of WALTON IT products. It is a descriptive kind of research which can investigate the decision-making process of how and why. This process rarely deals with numeric data like quantitative method. People generally share their experiences in descriptive manner by own words so through qualitative research, it is helpful for hypothesis generation. Besides, the data collection process in this method has less restrictions compared to quantitative research. We need to understand personal experiences of clients and as well as employees to understand the overall situation for this research. Through this research method, I can hopefully find out the possible challenges of Walton IT products compared to competitors and how they can overcome it.

There are several strategies I am going to follow in this qualitative research method:

- Online Survey.
- One-to-one interview.
- Focus group discussion.

Data Sources: In this research two type of data sources have been used, those are

- Primary Data.
- Secondary Data.

Primary Data: Primary data is a type of data that I have from main sources directly. Primary sources for this research were:

- Online survey through Google forms.
- Face to Face Interview.
- Conversation with some company employees.

Secondary Data: Secondary data is a type of data that I have collected indirectly by someone else or sources. Secondary data sources were:

- Annual report of WALTON Hi- Tech Industries Limited (2019-2020).
- Official website of WALTON.
- Official Facebook Page of WALTON.
- Facebook group of 'WALTON Computer User Community'.
- Regular meeting with Supervisor and Senior Colleagues.

Questionnaire Design:

The research has been conducted based on structural questionnaire where have multiple choice of question answer for the judgment.

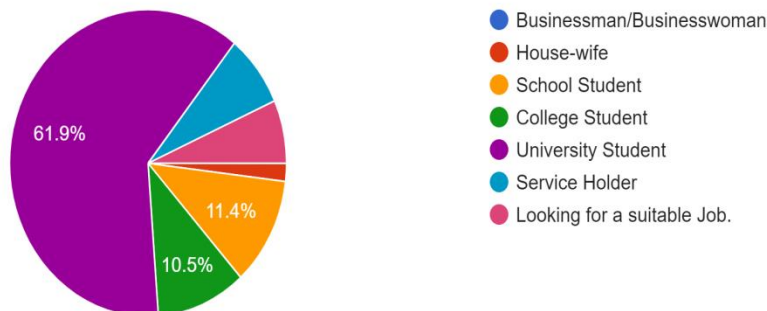
- **Research questions:**
 - What are the challenges of WALTON IT products?
 - Who are WALTON competitors in IT industry?
 - What can be done to overcome challenges?

Sampling Technique: Under sampling technique there are 3 terms. These are given below:

- **Non-probability sampling:** In this research, I have used non-probability sampling technique. Due to lockdown and unavailable time and workforce considerations, I used online Google forms for conducting survey.
- **Total Population:** The population of this survey is who use online platform such as search engines, websites, social media, and Email.
- **Sample size:** In this research project, I had selected a sample size of 100 from the population. As it was an anonymous online survey, the sample was randomly selected. In this research the sample is all the people who are the active user of social medias with diversified profession as different level students, service-holder, business persons, house-wife etc.

What is your occupation?

105 responses



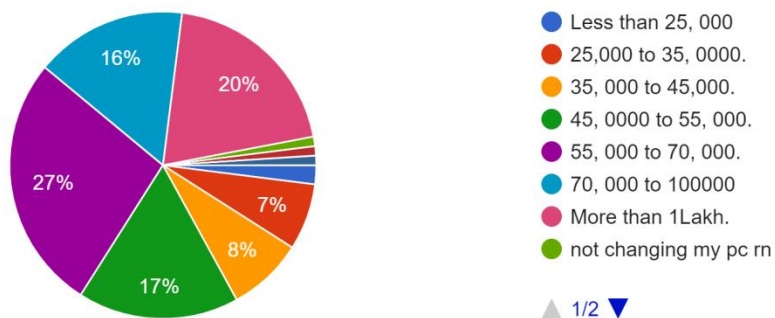
❖ 3.3 Findings and Analysis:

After doing research survey on more than 100 people and interviewing more than 10 employees of WALTON, I have found out some challenges of WALTON IT products. Here I am going to mention below:

Price: From a customer's perspective, price is the first and foremost important factor one considers before making a purchase decision. Bangladesh IT market is full of known- unknown brands, most of these brands are multinational or foreign brands. Walton IT products are lagging behind, the first reason is price. WALTON IT products price is not satisfactory as a local manufacturer. Customers expect to get durable and better performing laptops from local manufacturers at a lower price compared to other foreign brands but Walton is charging almost the same as other foreign brands. Customers expect to get it at a much lower price but WALTON is still far away. For example, the Walton Passion BX3800 model laptop is competing with ASUS X543UA and HP240 G7 with almost the same price. Most of the people believe that this world-known brand HP and Asus products are durable and long-lasting compared to Walton so they are deciding not to buy WALTON. From WALTON Computer Facebook page's comment section scenario shows that price is not satisfactory enough for customers.

Q6. What is / will be your allocated budget for the next PC you would buy? (in BDT)

100 responses

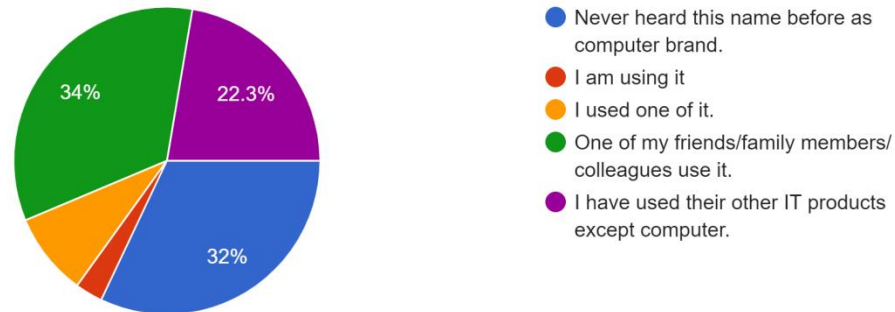


- **Unavailability of Products:** People often prefer to buy same brand products once they get better service from that particular brand. Walton websites and real market scenarios are very different. Going through our websites, customers get disappointed because there is a product model they are showing but a lot of products are unavailable or out of stock. It does not create a good impression towards customers when they are willing to buy but not getting it available at a nearby outlet or plaza. It also creates a negative impact because when these customers need another product, they rarely feel interested to visit the website or plaza due to their previous bad experience. From my personal experience of E-plaza order monitoring, I have experienced that plaza managers had to refuse some customers repeatedly for not having available products in their stocks or other nearby plazas.

- **Lack of Visibility:** Walton IT products have a lack of visibility. From the survey I have conducted, 32% of people have never heard WALTON's name as a Computer or IT products manufacturer. This figure definitely shows that there might be a lot of potential customers who do not know about the existence of Walton IT products. These people might prefer to buy Walton products rather than unknown low-quality products but they do not even know about Walton products. IT Products placements in outlets are also disappointing, other electronic products like refrigerator or television have very good attractive placement in plazas except IT products. I have also personally experienced that the Laptop or IT products section is not attractive as much as other products in Plazas. Another reason behind lack of visibility is lack of proper marketing. Computer and IT sector is only promoting their products on mainstream media, digital platforms but in Bangladeshi context which is not enough.

08. What do you know about WALTON computers or IT accessories?

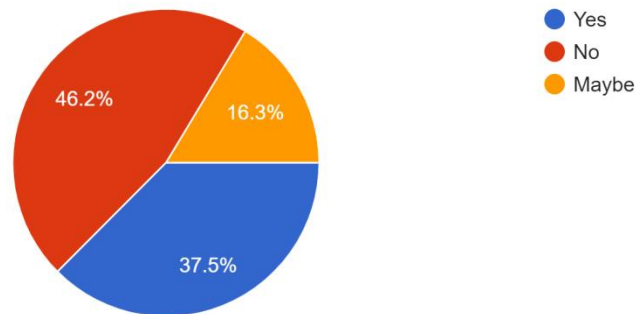
103 responses



- **Inaccurate Demand Forecasting:** There is inaccuracy in forecasting of demand and supply of products. As I mentioned in my previous point that people are not getting their desired products, one of the reasons is imbalance between production and marketing department. Demand forecasting is getting wrong in both ways, quantity based and timeline. There are some products people not interested to buy but we are manufacturing or importing them in huge amount. On the other hand, there are some products people are demanding but we are unable to supply. For example, all in one pc's are in great demand but supply is not enough. It is very much obvious that we are forecasting it wrong. Product price also getting impacted depending on this forecasting because raw materials need to be imported based on this.

Q5. Are you planning to change your PC?

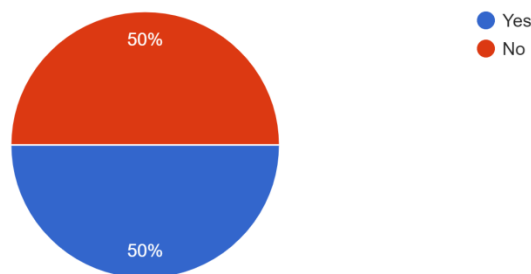
104 responses



- **Market presence:** There is a huge market of cheap IT products, people often tend to buy this essential cheap IT products from local shops in their area. For example, Earphones, Mouse, Data-cables this type of products people prefer to buy from their local shop. Walton products are not available in this shop. Ultimately, products we are showing in our websites or Facebook pages are not available in local market shops. In the context of Bangladesh, very few people visit websites or plaza to buy cheap IT products so we are lagging here. Besides, plaza sales persons are not specialized IT product sales so customers are not getting the best possible service.

Q9. Have you ever visited WALTON website or Plaza ?

104 responses



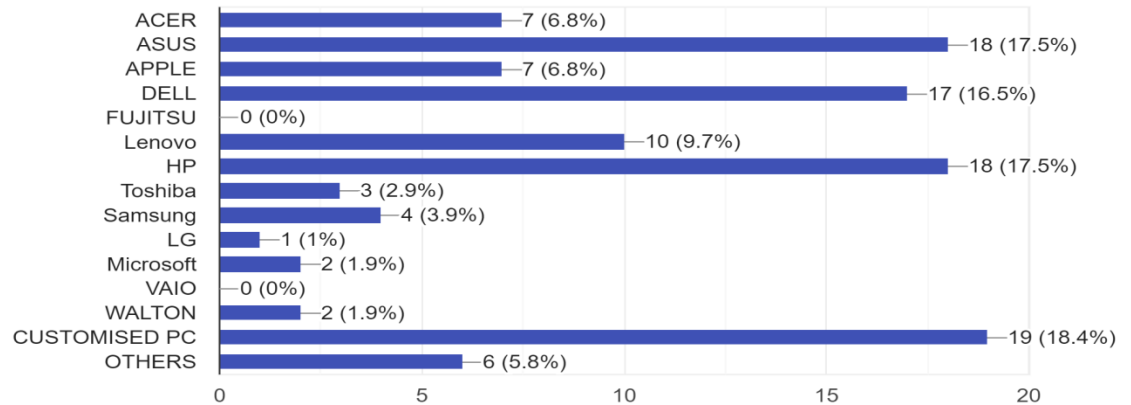
- **Product research and customer flexibility:** The IT market is the fastest changing market. All the technology giant brands are key-role players in this market because they are bringing changes almost every day competitively. Walton is lagging behind this research and development section. Now, almost all laptop manufacturers are using 11th generation processors but Walton is using 7th generation processors in most of the products. Again, there are quite a few laptops Walton brought to market with 10th generation processors which are not available now. Besides, people want to make PCs based on their modified configuration but Walton is not providing this facility in most of the plazas. To make people feel interested to buy products, a product modification facility is essential for now.

- **Brand Value awareness:** WALTON is a well-known brand in local as well as in international market for refrigerator, television and to some extent air conditioner but WALTON Laptop, Desktop etc. Most of the IT products could not create brand image yet. Still Bangladeshi local IT products market is being dominated by foreign giant brands. From my survey, more than 98% of respondents are using foreign brand computers. People have faith in some foreign brands IT

products as they are durable so WALTON is not getting much attention of customers.

O3. What is the brand of your PC?

103 responses



3.4 Summary and Conclusions: Walton has established a milestone being the highest exporting Bangladeshi entity in the E & E industry, with a global presence in many countries. Walton's most desired mission is to become the World's one of the top most electronic giant brands by 2030. There is a huge export opportunity in this sector, for several favorable initiatives taken by both governments are helping in a good manner to approach the global market. Walton is solely emphasizing on the global market so that it helps to attain the company's stated goal and company's vision. Availability of electricity has a directly significant impact on the IT products industry and product usage. But still the IT products market is being dominated by foreign giant brands. Walton takes strategic decisions upon proper market scrutiny and targets customers based on their purchasing power and lifestyle changes. For instance, it offers quality products at very competitive prices among local and global brands. It keeps continuous focus on such strategic practices.

3.5 Major Opportunities to Improve:

There are so many sectors that can be improved. First of all, Bangladesh is a growing market for potential customers. A huge portion of population are regular users of IT products. Massive amount of people had started earning online, they are demanding good quality IT products. Bangladesh governments vision is to make a 'digital country', this agenda is bringing massive changes in all sectors. There are so many government projects have huge demand of IT products, in this sector Walton is getting bulk amount supply orders. In near future Walton will be able to get more government projects if they can meet up new requirements. Bangladesh government has given tax benefits more local manufacturing IT companies, this tax benefits can help Walton to attain more market share. In IT products sector of Bangladesh, most of the portion is depending on foreign imports, now Walton as a local brand is trying to get local people attention in their IT market sector. As a brand Walton will be established very soon if they can meet up the quality with other giant brands.

3.6 Recommendations/Implications:

- **Ensuring market competitive price:** People expects comparatively low price from Walton as a local manufacturer. Other foreign brands operating business in Bangladesh have to pay 15% vat but Walton do not have to pay it, so this amount of price range can be reduced.
- **Make the best use of government benefits:** Siddiqui, M. S. (June 14, 2020), Challenge of big business stimulus package. Retrieved from The Asian Age has mentioned in this report published on Daily Asian Age that PM has announced a tax benefit package for coronavirus effected economy around Seventy Thousand Crore for different business sectors. This is around 2.5 percent of Bangladesh's GDP which will help both local and export-oriented industrial sectors affected due to covid-19 pandemic.
- **Ensuring product availability:** Before launching any product promotions, it should be ensured that that particular product is available in all outlets or plaza of Walton. It has to be as much as easy possible.
- **Demand forecasting accuracy:** The demand forecasting must be as accurate as possible and based on that demand scalable amount of product should be manufactured. Before bring one product to market, management needs to decide how many days they are going to sell and what will be the quantity; based on these raw materials should be imported or manufactured.

- **Durability assurance:** Walton users very often complains about the product durability. Walton can bring more durable, long-lasting and high-quality product to gain customers trust.
- **Segmentation improvement:** Walton can target few specific segments. Students are one of the biggest bunch of customers, Walton can manufacture budget friendly mid-range products for them. Besides, for high profile corporate clients Walton can bring high configuration limited edition laptops, it will help to enhance brand value.
- **Institutional Engagements:** A lot of people is yet to know about Walton IT products. Providing sponsor in institutional events fests, club fair, job fairs, trade fairs can help Walton Digi-tech to branding their products because it reaches mass amount of people.

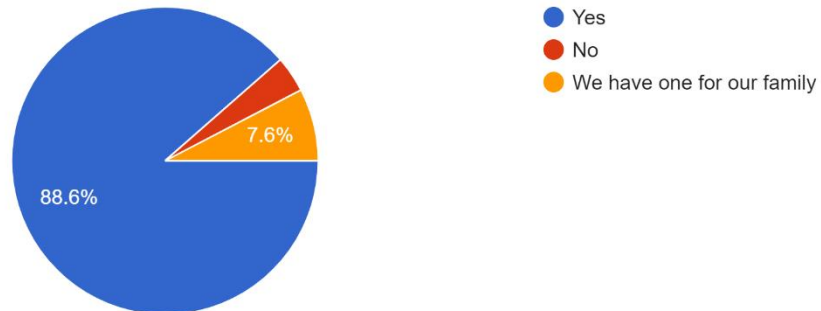
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Appendix:

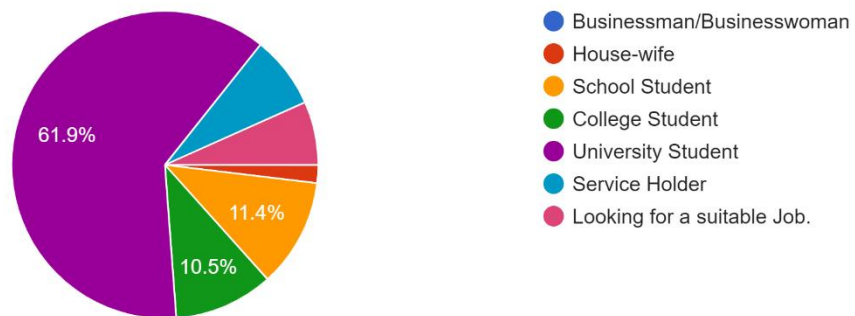
Do you have any personal computer?

105 responses



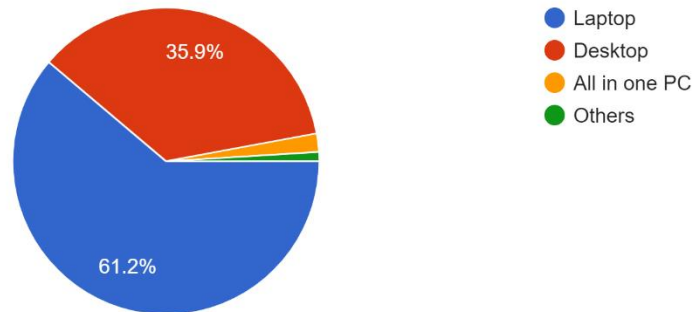
What is your occupation?

105 responses



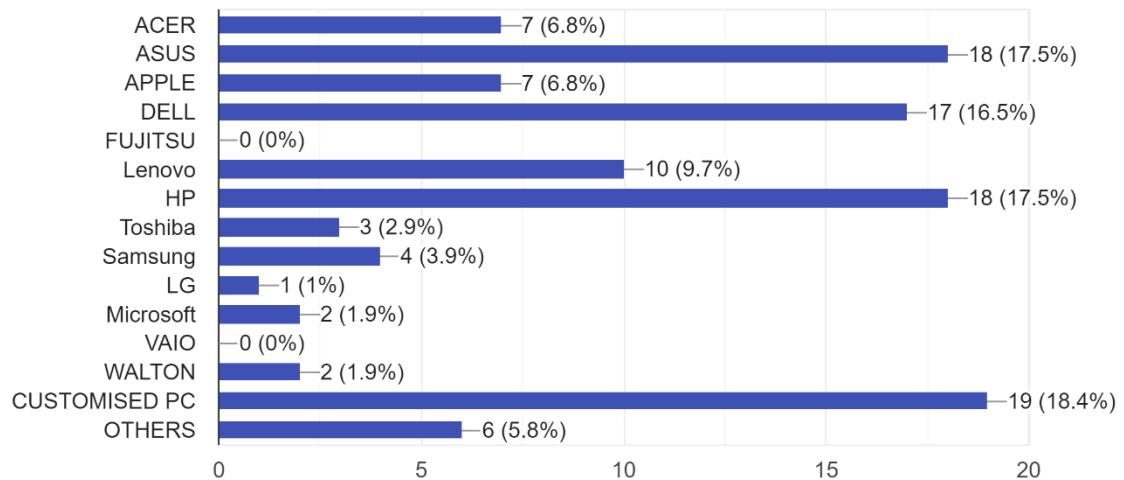
02. What is the type of your computer?

103 responses



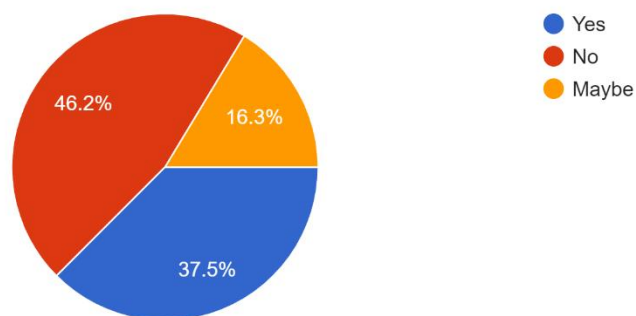
03. What is the brand of your PC?

103 responses



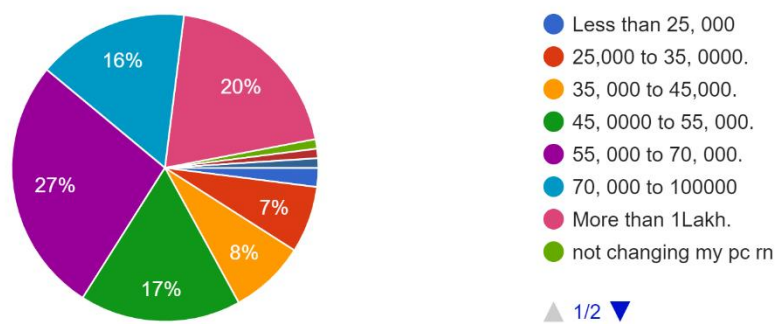
05. Are you planning to change your PC?

104 responses



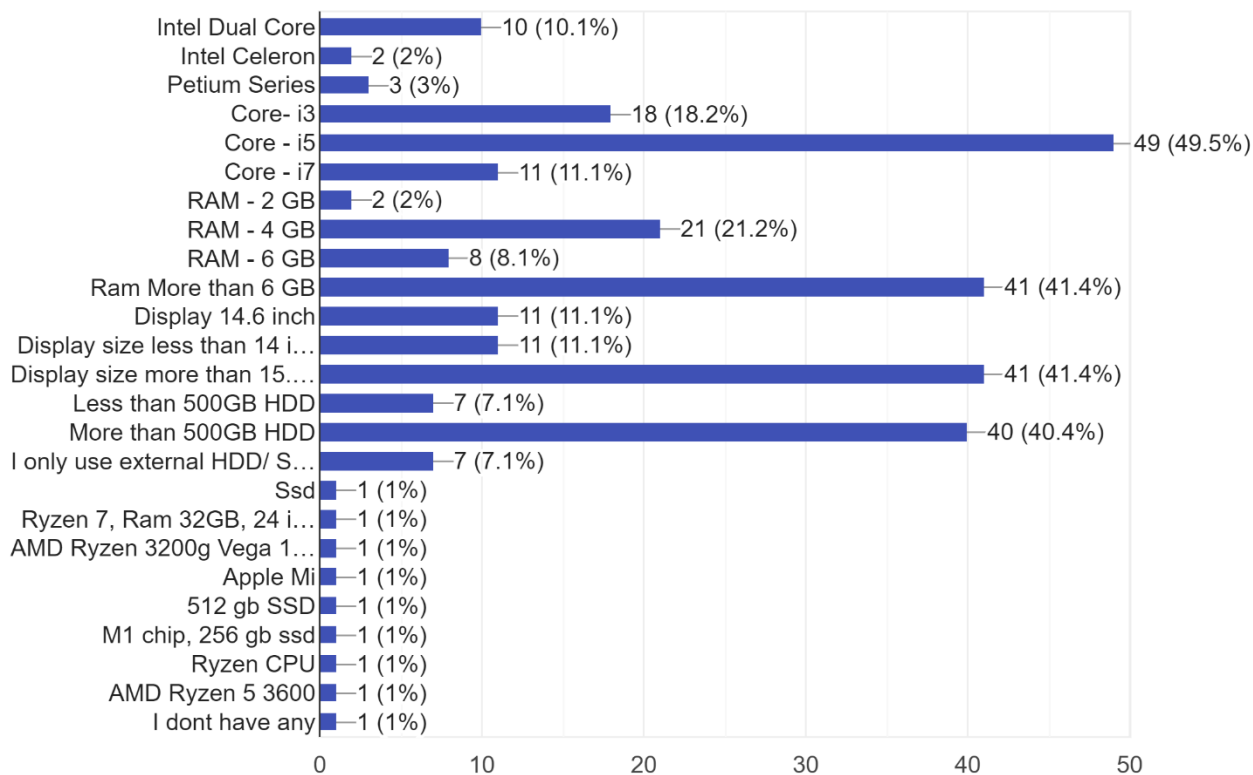
06. What is / will be your allocated budget for the next PC you would buy? (in BDT)

100 responses



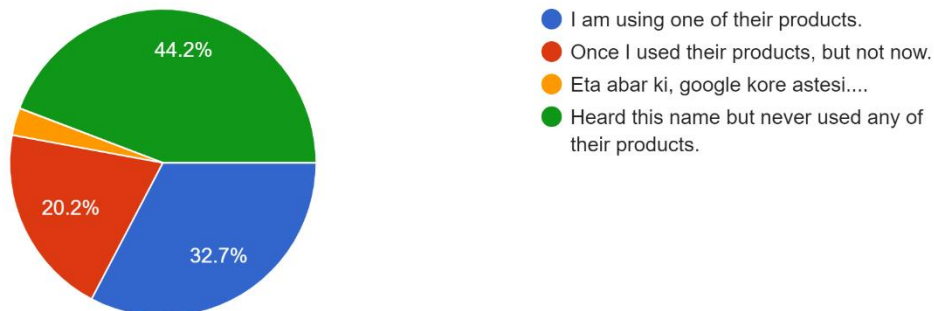
04. What is the configuration of your PC using now ?

99 responses



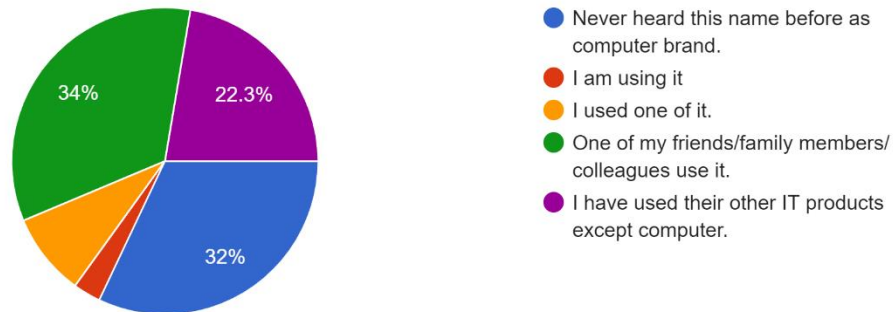
07. What do you know about WALTON?

104 responses



08. What do you know about WALTON computers or IT accessories?

103 responses



09. Have you ever visited WALTON website or Plaza ?

104 responses

