

**Internship  
Report  
On  
Market Business Intelligence of Bangla Trac Limited (BanglaCAT)**

**By:**

S.M. Tasnimul Hassan

**ID:**

17104154

An Internship Report submitted to the BRAC Business School, BRAC University in partial fulfillment of the requirements for the degree of Under-Graduation Bachelor of Business Administration (BBA).

BRAC Business School

BRAC University

October, 2021.

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## **Declaration**

It is here to declare that,

This Internship Report is my own original work during the completion of under graduate degree in BRAC Business School, BRAC University.

The report does not carry any information being issued earlier and it is properly cited with precise reference.

The report does not contain any content which was used in any other degree or diploma of a university or institution.

I have acknowledged all main sources of help.

Students Full Name:

S.M. Tasnimul Hassan

Supervisors Full Name:

Mr. Md. Shamim Ahmed

Lecturer, BRAC Business School,

BRAC University.

## **Letter of Transmittal**

7<sup>th</sup> October 2021

Md. Shamim Ahmed

Supervisor, BUS400

BRAC Business School

66 Mohakhali, Dhaka.

### **Subject: Submission of Internship Report**

Sir,

With all due respect I am submitting my report on the Market Business Intelligence of Bangla Trac Limited (BanglaCAT) under your supervision for the partial completion of the internship course of our BBA Program.

In this report I have mentioned about the usage of Market Business Intelligence to carry out the Brand Marketing and PR activities for Bangla Trac Limited (BanglaCAT). Throughout this period I have worked intensively under the supervision of my division head to make this report constructive. I am also very grateful to you for your guidance and permission to work on this interesting topic that gave me immense knowledge on understanding proper marketing.

I am hoping for your valuable feedback to improve the quality of this report and hopeful that it will exceed your expectation and increase my knowledge as well.

Sincerely Yours,

S.M. Tasnimul Hassan

17104154

BRAC Business School, BRAC University.

## **Non-Disclosure Agreement**

I am hereby declaring that this Internship report over the Market Business Intelligence of BanglaCAT will not disclose any confidential content of the organization which will decrease the stature of the company and hamper the corporate relationship with my university, BRAC University.

This Non-Disclosure agreement is between me and Bangla Trac Limited (BanglaCAT) that any of the information in this report will not be disclosed and it will be stored in the BRAC University's Library Server. And this report will not hamper any competitive advantage or brand equity of the company Bangla Trac Limited (BanglaCAT).

## **Acknowledgement**

I would like to begin with conveying my gratitude to the Almighty ALLAH (SWT) for completing this Internship report of the BBA Program. I would like to thank the mentioned people for their constant support and guidance to complete this report.

First of all, I would like to show my appreciation and respect to my Supervisor Mr. Md. Shamim Ahmed, Lecturer, BRAC Business School, BRAC University. I completely cherish his guidance and advice in completing this report.

Second of all, I would like to show my heartiest gratitude to Bangla Trac Limited (BanglaCAT) for recruiting me to complete my internship report. In the below, I would like to convey my appreciation to the following persons for helping me to complete this report constructively.

Firstly, Mr. Tawsiful Islam, Head of Group Brand Management, Bangla Trac Limited (BanglaCAT) for recruiting for the Market Business Intelligence role and to allow me to write this report on it. I whole-heartedly appreciate the teaching, instruction and advice for making this report possible.

I am also very grateful to Mr. Md. Mahbubur Rahman (Assistant Manager, Communications Event) Group Brand Management, Mr. Sohel Khan (Executive) Group Brand Management, S M. Wali Ullah (Visualizer & Creative Designer, Assistant Manager) Group Brand Management, S.M. Rubayat Islam (Creative Designer, Senior Executive) Group Brand Management and Fahim Salim Fahmi (Graphic Designer, Senior Executive) Group Brand Management, for their proper guidance and advices to understand work-life, culture and marketing as a career. Furthermore, I cannot describe in words how thankful I am towards my parents, family and friends for their contribution in the completion of my internship report.

I am very privileged and grateful to everyone mentioned above in the process of completing this internship report.

## **Executive Summary**

BanglaCAT is the first and only one authorized dealer of Caterpillar Inc. USA in Bangladesh. In 2004, the company started its expedition with almost 100 employees. The next year in 2005, the company enlisted with nearly 200 employee launching a Group Insurance & Gratuity Policy it won the award of “Top Asia- Pacific Power System Dealer Award” for highest electric power sales. Bangladesh being the fastest growing economy in the world, infrastructure development is a major part of it. Considering all the economic conditions, Bangladesh is already going through a rapid and industrial development. This has eventually brought a lot of Foreign Direct Investment in the power generation and construction equipment solutions. Thus, BanglaCAT with its best solutions in both power and construction equipment it is present in every industry and infrastructure development of the country. Moreover, such contribution in the economy of the country has made them won the “Parts Growth Challenge Award” and the “Top Asia Pacific Power System Dealer Award for the Highest Electric Power Sales”. In the year of 2007-08 back to back BanglaCAT has again won the “Top Asia Pacific Power System Dealer Award” for “Highest Electric Power Sales” and installed 100 MW for client Hosaf Power Plant.

The company is not only limited with its inventories and brilliant team rather in the ongoing time they have developed with more than 4 facilities and several offices in Bangladesh as well. Amongst the workshops Caterpillar certified BanglaCAT’s Ashulia facility has achieved a 4 star Contamination Control Full-fledged Workshop being the second in the entire South-Asia region in 2009. Alongside such dynamic business development the company has been developed into a giant of 4000MW installed capacity, leading machine sales , launch of Group Brand Management Division for Brand Equity, CRM department for sales function, Workopolo app for virtual office and Bangladesh’s first Rental Yard.

I have worked in BanglaCAT as an intern and I have completed my Internship report on the Market Business Intelligence of the company for brand marketing. There are two reasons for selecting this topic to complete this report. First of all, I am very interested to know about this business operation in the power generation and infrastructure development of the nation. Secondly, for the reason of launching Group Brand Management for ensuring Brand Equity and the dynamic procedures of this team of carrying Brand Marketing.

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## **1.0 Internship Information**

### **1.1 Student Information:**

**Name:** S.M. Tasnimul Hassan

**ID:** 17104154

**Majors:** Marketing and Finance

**Department:** BRAC Business School.

**University:** BRAC University

### **1.2 Internship Information:**

**Organization Name:** Bangla Trac Limited (BanglaCAT)

**Division:** Group Brand Management

**Address:** House-38, Road-7B, Banani, Dhaka-1213.

**Internship Period:** (29<sup>th</sup> June, 2021 – 29<sup>th</sup> September, 2021) currently extended for one more month only.

#### **1.2.1 Internship Employer (Supervisor) Information:**

**Name:** Mr, Tawsiful Islam.

**Position:** Head of GBM (Group Brand Managemnt) for Bangla Trac Limited (BanglaCAT).

**Contact-** [tawsiful.islam@banglacat.com](mailto:tawsiful.islam@banglacat.com)

### **1.3 Job Responsibilities:**

I have been appointed as an intern in the Group Brand Management Division of Bangla Trac Limited (BanglaCAT). Here, my responsibility involved the compilation of data and analysis as a part of the Market Intelligence Team.

The division Group Brand Management looks over Brand Equity of the entire Bangla Trac Limited Group. This division is enlisted under the company BanglaCAT and as a result the team members seat in the BanglaCAT head quarter office.

In this role, I had to collect data on a regular basis about the market conditions. Here, I had to watch over the brand marketing campaign being taken over others in the power generation and construction equipment solution industry. The digital foot print of every other opposition was important in this research and eventually it would have gave us idea about our brand position in the market.

Thus, after maintaining a series information, it becomes understandable for us to distinguish our brand positioning in the market for building further strategy in the near future. Accordingly, so many campaigns has been launched during my internship period which I have mentioned in this report and I am still working on those to have some great experiences for making a career in marketing.

### **1.4 Internship Result:**

In this period of my internship in Bangla Trac Limited (BanglaCAT), I have experienced some of the challenging and knowledgeable things which will be very helpful for me in my job life.

First of all, the challenge of understanding the brands position in the market. The industry being pretty critical in a country like Bangladesh, where traditional branding are being supported and financed for such business platform, sometimes we are limited towards some boundaries. Then again, the involvement of Market Business Intelligence in this business was a worthwhile, through this process we had the data collected from internal and external resources. Thereby, we came to understand the brand position through proper analysis and it helped us eventually to come up with ideas for our future brand marketing projects.

Secondly, the collected data helps us to understand the brand position. As per mentioned above, we have to develop strategy according to our brand position in the market. Throughout this process I came to know how to analysis all the valuable data collected with the team members and the development of strategies to put all the information in the right place that will eventually increase the brand equity of our company BangCAT.

In the last, I have also understood to fix or adjust in the process of an ongoing campaign. This required a lot of patience, good supervision and management skills for making the company's promotional activities successful and the financing worthy enough.

## **1.5 Contribution of the student:**

### **1. Conserving Company Policy:**

In BanglaCAT joining as an intern I have to abide by the laws and policy of the company while carrying out my job responsibilities. Like, entering the office in time, regularly punching my card while entering and exiting, following up with the meeting, holding proper communication with the department head, communicating with colleagues over regular assignments and divisional activities, maintaining dress code of the company and following the team spirit.

### **2. Full-time employment:**

This role has given me the immense opportunity to experience what a full-time employee does. Proper time management and reporting tasks on time. While carrying out this internship, I was not only treated as a learner but also given the tasks of a full-time employee and this had made my duration over BanglaCAT more interesting and fruitful as a fresher in the corporate world. Being an enthusiast in growing my career in marketing, I have joined in the desired department where the immense adventure of brand marketing are taken place that is the Group Brand Management Division. This holds the brand equity of the Bangla Trac Limited Group as a whole. Thus, even though being recruited as an intern of BanglaCAT I also had the opportunity to see, experience and participate in the brand marketing of the other concerns as well. It has added the flavor of both B2B and B2C platform. Moreover, I carried out the responsibilities informing about meeting to my boss, attending meetings with my supervisor over any campaign

promotion, processing my appointed work on time , project adjustment, new assignment acquisition, attending team briefing etc. are the integral part of my internship in this division for this organization, Bangla Trac Limited (BanglaCAT).

## **1.6 Internship Usefulness for the Student:**

### **1. First Hand Branding Experience:**

This opportunity as intern in this company was a huge achievement for me. The division of Group Brand Management being the sole provider of brand equity for the group of companies is never been left out of any work. Moreover, the division has works on both B2B and B2C business platforms. I being an intern over here, had the opportunities to work directly under my supervisor (Group Head) for different group of companies for different set of targeted audience or consumers. Throughout this internship process I came to understand the job market alongside the job responsibilities being given to the appointed positions. Moreover, it has helped me to do more brain storming, thriving for more details, to understand the consumer insights and maintaining or developing strategies for meeting the company's goal.

### **2. Job responsibilities and Networking:**

Joining as an intern in this company provided me the responsibility to work as team member of the Market Intelligence team. I was very fortunate to be a part of this team as an intern. Here, eventually after the briefing with the team or division head i.e. my supervisor I had this duty of collecting data and analysis. Which took me around two months to work intensively and also to put an idea forward to my supervisor about the possibility of holding a TVC for BanglaCAT being a B2B platform. Accordingly, going through all the research steps, adjusting, then getting fixed by the supervisor again and finally the submission of project amidst two months period of lock down. We came to finally understand the brand position of BanglaCAT specifically. Even though being very satisfied with overall brand marketing activities of the company, the team didn't limit itself to the current success only. Moreover, other campaigns or promotional activities has taken places just after the lifting of lockdown nationwide. And this was the time where I had the most important opportunity to work on the promotional activities in the ground level. The promotional activities was not only

limited within the company rather the division had started working in a dynamic mode for every other concern of the group of company Bangla Trac Limited. And, as a result, I also got the opportunity to work for the promotional activities of more than one brand. It gave me the immense knowledge of holding brand equity in both B2B and B2C business platforms. Regarding my every activities it has been mentioned in this report in the letter portions.

Alongside working with given assignments I had to also get connected and work with other departments of BanglaCAT and its associations, alongside the marketing head of two other companies of the Bangla Trac Limited Group. Following this, I am very fortunate to get connected with so many brilliant employees of this organization and others as well. This has increased my communication skills, negotiation and obviously the enhancement of knowledge by the respected members of the Bangla Trac Limited Group. Throughout this period I have been very blessed to create a positive impression over everyone and being respected as an equivalent employee of the company BanglaCAT.

## **2.0 Introduction**

Bangla Trac Limited (BanglaCAT) is the authorized dealer of Caterpillar Inc. in Bangladesh. In this competitive market considerable reformation in the company's attempts needs to be change to ensure Brand Loyalty and Industry growth.

Bangladesh being a middle-income country now is determined to further development for which infrastructure development is one of the important thing and BanglaCAT is an integral part of this journey. BanglaCAT emerged with the slogan "Your Industry/ Our Energy" to establish a brand value for the infrastructure development of the country. The organization aims to provide a power generation and construction equipment solution for infrastructure development.

Moreover, they holds essential role of providing genuine CAT parts, 24/7 services and expert management to maintain long-term customer relationship.

In the very beginning they came up with the initial point to inform the clients with the idea of their products and services being provided. Now, they being a major player in the industry with a good market share are in an intention for rapid marketing strategies. As a result, the launch of Group Brand Management in the year of 2014 was to ensure the Brand Equity of the company. Gradually, with years passes on the company for its better sales function has introduced Customer Relationship Management (CRM) to create business synergy. Moreover, the company has went through a lot of achievement for its outstanding business deals and the launch of first and biggest Rental Yard in Bangladesh with a Machine demonstration ground. This company is not only limited to its services only rather it has distinguished itself in the working environment as well by introducing "Workopolo App for Virtual Office" to ensure work from home and created a history in this power generator and construction equipment industry to be first company to launch Facebook instant game "Bangladesh Unlocked" in Bangladesh as a significant role in brand marketing. Since, the client from every industry are very well known about the company's business, BanglaCAT is determined to reach the consumer and maintain Brand Visibility from every aspect of marketing.

Therefore, in this report I will provide information on how BanglaCAT is using the Market Business Intelligence to achieve both commercial objectives and investor's goals.

## **2.1. Origin of the Report:**

The report will cover the partial completion of my internship program. It is established on the use of Market Business Intelligence for BanglaCAT. Furthermore, this report will also cover the experience achieved from this 3 month period of Internship Program in BanglaCAT and the implementation of my academic knowledge in the work place. I will narrow down the learning of brand marketing in BanglaCAT for representing my innovation and educational understanding to form strategy and apply accordingly for brand marketing in different media stage of communication. I will complete this report according to the understanding of the strategy and experience I had in BanglaCAT.

## **2.2. Objective:**

### **Broad Objective:**

The requirement of the internship program to be completed for my BBA Undergraduate program is that I will have to discover and learn the proper usage of Market Business Intelligence for the Brand Marketing of BanglaCAT. Moreover, I will have to form strategy and apply that accordingly for the company's requirement. At the end, I am going to provide suggestion over any reformation needed for the better brand marketing strategies.

### **Specific Objective:**

- Understanding the Market Business Intelligence.
- Compiling resources on the implementation of Market Business Intelligence.
- Performing a survey to understand the application of Market Business Intelligence in Brand Marketing of BanglaCAT.
- Developing approach for Brand Marketing amidst the pandemic.
- Planning Brand Marketing strategy for Facebook and LinkedIn.
- Learning the core procedure to maintain social media platform for Brand Awareness.
- Understanding the usage of Market Business Intelligence in generating revenue.
- Usage of the Learning and Application of it in the work life.



### **2.3. Scope:**

This report will enlighten the usage of Market Business Intelligence for the Group Brand Management division for the Brand Marketing of BanglaCAT. Briefing of every other division of this company is also mentioned for the relevancy and systematic order of this report.

The brand marketing for BanglaCAT involves everything from Campaign promotion, merchandise production to ATL, BTL and Digital Marketing. Being the authorized dealer of CAT Products in Bangladesh, to provide the clients with solution in Power Generation and Construction industry the presence of both online and offline is very much important. Rapid and dramatic changes in the business world by the global pandemic has led this organization to accept some changes in their activities of Brand Marketing as well. So, I will be writing this report on the usage of Market Business Intelligence for the Brand Marketing purpose of Bangla Trac Limited (BanglaCAT).

### **2.4. Method of Data Collection:**

This internship report will indicate the mixed combination of Qualitative and Quantitative application for a close understanding. The use of primary data is to understand the customer insights regarding the brand marketing strategies being used and the secondary data is for the Literature review of this research project and for future evaluation of the company.

#### **2.4.1. Data Collection and Analysis:**

The following are the two sources from where information are collected through Market Business Intelligence to conduct digital marketing campaign during my tenure in BanglaCAT:

- Primary Data Sources.
- Secondary Data Sources.

#### **Primary Data Sources:**

This report required the process of carrying a survey for the compilation of primary data resources. Primary data being the most essential part of this research, I have to conduct an online and email survey of some important questions.

#### **Secondary Data Sources:**

The collection of this data required the information from published papers, blogs, Journal, Books, Website. The information collected was later used to construct the literature review of this report.

## **2.5. Limitations:**

- The survey was conducted online for Covid-19.
- Many information are not mentioned for internal strategic reason.
- Almost 2 months of the internship was done from home on due to the Covid-19 strict lockdown.

## **2.6. Challenges and Learning:**

The first two month period of my internship was done from my home due to the lockdown for the pandemic going on which was a huge challenge for me. During this period, I have to also come through the challenge of understanding the usage of Market Business Intelligence for gaining the customer insights about the power generation and construction industry alongside the consumer perception for BanglaCAT as well. Then with the data collected from all the external and internal sources with my team I have to work for a campaign for the Brand Marketing of the company in the digital media. Beside all these challenges, I had to go through a close observation over the power generation and construction equipment industry which has enriched my knowledge about Brand Marketing in B2B platform.

## **3.1. Company Summary**

### **3.1.1. Company Origin:**

BanglaCAT is the only authorized dealer of CAT Products in Bangladesh. The organization has started its journey in 2004, and now is known as one of the renowned brand in this country. They are continuously putting their efforts in strengthening the economic development of this country in terms of energy power and construction solutions. Being the largest dealer of Gas Generator in Bangladesh and one largest dealer of Gas Generator Globally, BanglaCAT has also played significant role in the supply of other industrial products as well. Products like, machine & equipment for heavy construction & industrial usage, marine solution, power generation solution, rental services, original spare parts of CAT Products and 24/7 high-quality customer services.

Aiming for a brighter future BanglaCAT is working tirelessly for the power and infrastructure development of this country.

### **3.1.2. Products & Services:**

BanglaCAT being the only authorized dealer of CAT Products. The following mentions are the products that are being supplied to the clients in various services:

- Generators (Gas/ Diesel/ HFO/ Dual Fuel)
- Machines-
  1. Excavators.
  2. Wheel Loaders.
  3. Backhoes.
- SEM Machine- Chinese machine being acquired by Caterpillar Inc. US
  1. Wheel Loaders.
  2. Track-Type Tractors.
  3. Motor Graders.
  4. Soil Compactors.
- Marine Solutions.
- CAT Lift Trucks.
- Allied Products-
  1. Fire & Safety.
  2. Ingersol Rand.
  3. Marine EDT Products.

BanglaCAT has designed their services on the following ways mentioned:

- **Selling-** The mentioned products are sold to every type industries alongside to Govt. Projects and offices. Leads are generated and eventually passed on to the sells team where they are converted to consumer end. Consumers can usually be connected over phone and email.
- **Rental-** In this service the machine and power solutions are given rent to the required industries and organizations. Power solutions include the generators are being given on rent with options including of 24/7 services and rent to purchase options as well. Then

again with the construction equipment or machine ranging from excavators to rollers etc. are given on rent on different prices ranging between used and new models and with rent to purchase option alongside 24/7 as well. Rental services are provided over phone call and email.

- **Reman-** This process involves the remanufacturing of a broken or blemished product to a new product. The products are remanufactured by the Caterpillar Inc. they are cleaned, salvaged and remanufactured in to Reman finished goods. Here, a used core good is exchanged for a remanufactured good. This procedure causes maximum productivity & lower costs, lower owning and operating costs and contribution to sustainable development.

### **3.1.3. Divisions:**

The following are the Key Division working tirelessly for BanglaCAT to provide the supply of Products and Services:

- **GBM (Group Brand Management):**

This team is appointed for the Brand Marketing of the entire Bangla Trac Limited Group, including of daughter concerns like BanglaCAT, Burger King, Seemo, B-Trac Technologies Ltd. and so on. The team is formed Brand Operation and Graphic Designers to innovate new ideas and gradual application of those accordingly. Thus, it is creating Brand Visibility, Loyalty and Awareness in every dynamic Brand Marketing Platforms.

- **Finance & Accounts (F&A) :**

This division helps to allocate resources and preserve recordings of the overall activities and transactions takes for the brand BanglaCAT.

- **Human Resources :**

This team ensure the effectiveness and efficiency of the skilled workforces in the organization. And, they are working perfect professionalism to hire qualified employees for the betterment of the organization.

- **Customer Relationship Management (CRM):**

This division maintained a great relationship with all of our customers by providing the perfect customer services on time. The tireless effort of this team has ensured

consumers with brand loyalty, investments and positive word of mouth both offline and online.

- **Product Support and Service Division (PSD):**

This team is being divided into three parts namely, Product Support Marketing, Product Support Electric & Technology, Product Support Machines. Here, leads are being generate alongside proper marketing activities to service after consumption or taking on rent for products of BanglaCAT.

- **IT:**

This team is continuously providing its technical intelligence to makes sure that the organization can carry out its business properly and eventually being an integral part of generating revenue for the organization BanglaCAT.

- **Large Business Association (LBA):**

This team maintains the business accounts of large group of clients under the surveillance of professionals.

- **Marine Solutions:**

This team provides the sale of all the marine solutions to clients by the talented employees.

- **Public Procurement Team (PPT):**

This team meet the sales of all the products in the Govt. Institutions. A large team is working with excellent efforts to meet the sales target in the Govt. Institutions.

- **Supply Chain Management (SCM):**

This team is responsible for all the planning and operation of all the products to its end customer of BanglaCAT.

- **Electric Power System Division (EPSD):**

This team is responsible for the sales of Generator Sets to the respected clients.

- **Admin:**

This team holds up the responsibility for the proper functioning of the team BanglaCAT.

- **Safety:**

This team is tirelessly working for maintaining the safe and secured environment of the organization.

- **Transport:**  
This division is maintaining the proper function of all the transport vehicles for the day to day services of BanglaCAT.
- **Allied Products:**  
This division looks after the sales of the products including Fire & Safety, Ingersol Rand and Marine EDT Products.

### **3.2. Industry Analysis**

The economy of Bangladesh is defined as a developing market economy. Here, in this condition the country is facing rapid changes in the infrastructure and industrial development. Considering these facts, the emergence of existing and new companies in the Power Generation and Construction Equipment Solution industry is immense. There are several organizations in the market now targeting various industries, government organization and enterprises as their main customers.

The construction of world-class mega projects like Padma Bridge, Rooppur Nuclear Power Plant, Matarbari Power Plants, Karnaphuli Tunnel and Dhaka Metro-Rail has enhanced the demand of construction equipment. In 2019, the construction equipment's market size was of BDT. 1,500 crore marking a rise in demand of 200 percent for this industry. According to Mr. Hafiizur Rahman the managing director Bangladesh Equipment Corporation(BEC) the overall import of construction equipment is parallel to the amount of 20 years (Source: The Daily Star, Infrastructure equipment market booming on mega projects). The giant machinery manufacturing company SL Machinery played a huge role in supplying about 80 units of cranes and other construction equipment to the big private organization of Bangladesh. Chinese construction equipment covers the 60% of market share due to its reasonable pricing followed Japan and Korea in the Bangladesh Market (Source: The Daily Star, Chinese eye bigger share in construction machinery market).

The diesel Genset Market share is approximated to grow at a size of 9.9% within the years of 2021-2027. According to the Dhaka Chamber of Commerce and Industry to ensure the requirement of the Infrastructure development needs \$25 billion is needed to invest annually within the year of 2030. The rapid development as a developing nation requires the necessity backup-power generation system. Considering the circumstances, the flow of FDI has increased

in the recent years for power generation solution. The diesel Genset market share in Bangladesh is highly reliable on KVA ratings, applications and regions (Source: businesswire, Bangladesh Diesel Genset Market 2021-2027: Market Forecast by KVA Rating, Applications, Regions and Competitive Landscape - ResearchAndMarkets.com). The diesel Genset market size globally was valued of \$20.8billion in 2019 and it is looking forward to grow to \$37.1 billion by 2027. Diesel Generator holds the trait of operating effectively for several hours to weeks until the grid power is restored (Source: Allied Market Research).

The above information represents the growing market share of the power generation and construction equipment solution industry. Bangladesh, now has the presence of giant organizations like Kobelco, Lovol, Mitsubishi, SANY, JCB, Caterpillar Inc. and many more because of infrastructure development. Amidst all these, BanglaCAT stand tall with holding the capacity of 4000MW installed national grid's electricity production by its CAT generator. Furthermore, BanglaCAT is also the largest suppliers of CAT machines to the Bangladesh Armed Forces and The Dhaka City Corporation with its excellent quality and high-performance capacity. BanglaCAT has a significant presence in the infrastructure development of this country.

### **3.2.1. Competitor Analysis:**

BanglaCAT being the leading provider of power generation solution in Bangladesh, in the overall product markets this organization has got some significant competitors and they are:

- **Energypac Power Generation Limited :**

It is one of the leading power engineering local conglomerate in Bangladesh. They are equally participating in the Generator sales and construction equipment solution, holding specific different brands of Generators and construction equipment of JCB & HELI. The company provides 14% of its yearly revenue in the first quarter of fiscal year of 2020-21. Even though the company is has profited 50% ahead of its stock market debut BanglaCAT is still the dominating in the generator market holding the capacity of 4000MW.

- **ACI Motors Ltd:**

This organization one of the leading local conglomerate of Bangladesh. In the construction equipment industry they are playing a huge role by supplying Brands Kobelco, CASE, LOVOL and Indo Power. Even, in the Generator sector they are now the supplier of Dhaka Metro Rail Station.

- **SANY Group:**

This is a Chinese Company mainly operating in the construction equipment solutions. They are now working directly and indirectly in the infrastructure development of Bangladesh. Being globally well recognized now with a good share market of each of its products offered is a high-end competitor for BanglaCAT in the construction industry. The company holds the 15% global market in selling excavator in the year of 2020. Still, the market share of Caterpillar Inc. is pretty much higher even with a loss in revenue due to the pandemic, Caterpillar Inc. in comparison is a company which has unquestionable performance and more environmental friendly than SANY is.

- **Others:**

There are other organizations as well who are also playing a vital role in the energy and construction solution of the country. Amongst them companies like PowerVision Group, Earth Moving Solution Ltd, Cross-World etc. are noteworthy.

### **3.2.2. Consumer Behavior Analysis:**

BanglaCAT is one of the leading solution provider of Energy and Construction Equipment. That covers the range of Sale, Rental and Reman i.e. the remanufacturing process of CAT Products.

The business platform being B2B it covers the diverse nature of Geographic, Demographic and Psychographic portions of different industries.

- **Geographic Portions:** The place with Industries and projects in Bangladesh are where the solutions for Power and construction Equipment are required. Both Selling and Renting are provided through-out the country where it is needed. The services comes along easier transportation, faster installation and simpler maintenance.
- **Demographic Portion:**



In terms of demography the products are mostly consumed by the people of age 30-60 holding medium enterprises or contractor license. The genders involve mostly men and economic status of A1, A2, and B1.

- **Psychographic Portions :**

This portion involves the industry, institution and enterprises with the knowledge and needs of energy power and construction solution.

### **3.2.3. SWOT Analysis:**

#### **Strengths:**

- Offices in Dhaka, Chittagong and more than 4 facilities including Yards and Workshop.
- Largest provider of power generation solution in the Industrial segment.
- Largest machine suppliers of Bangladesh Armed Forces and Dhaka City Corporation.
- 24/7 services.
- Supply of original CAT Parts.
- Remanufacturing and exchange procedure.
- Online and Offline services.
- Excellent after services.
- Well-trained employees for every divisions.
- Great work Environment.

#### **Weaknesses:**

- Less promotional activities.
- Only present in two social media platforms.
- No permanent offices.

#### **Opportunities:**

- Huge scope in Digital Marketing.
- More Young Minds.
- Usage of BI tools.

- More infrastructure development projects.

**Threats:**

- More Brand Marketing Activities of Competitor companies like Energypac and ACI Motors and SANY.
- More similar machines or products of other brands in reasonable prices and better services.
- High-end Digital Marketing and digital footprints of rival brands like SANY and Energypac.

### **3.3. Market Business Intelligence Usage of BanglaCAT**

BanglaCAT the only authorized dealer of CAT Products in Bangladesh started its journey in 2004. Through-out this journey the company has achieved its milestone and now known as a renowned organization of this nation. Considering the present economic upward shift of Bangladesh, the country is now going through a massive infrastructure changes. In this condition the country is fortunate as well to see the emergence of many other power generation solution and construction equipment industry. These new brands are now the competitors to be a part of the share, in this situation the company BanglaCAT has taken step of proper use of Market Business Intelligence. Here, the approach or usage of this process was first of all introduced to me and then the aim was established to understand the footprints of other brands and own brand itself. The data collected in this process will help BanglaCAT to build new strategy and apply it in Brand Marketing for carrying out the company's Brand Visibility and increasing Brand Loyalty to generate revenue in the future.

#### **3.3.1. Activities in Market Business Intelligence:**

- **Aim at the Objective:**

In this procedure aim is to set to acquire knowledge about the markets and goods.

First of all, to know about the brand position of the company we have to research on the market that already exist. Here, competitive intelligence, brand positioning and market segmentation are carried out to understand the current brand position.

Secondly, researching on new markets for the sale of existing items. This ultimately gives the indication of either expanding the market or entry in new market. As a result new strategies are to develop for brand marketing.

Thirdly, research on new products in the existing market. Here, consumer insights are developed and proper customer segmentation is done, for the development of upcoming brand marketing campaign for new products.

- **Setting a Standard:**

Once the objective is set, BanglaCAT as an organization then follow the standard mentioned:

1. Brand Presence of other rival brands.
2. Project return on investment.
3. Revenue generation and brand loyalty.
4. Price of every similar products in the market.

- **Forming a Research Strategy:**

BanglaCAT in this step decides a research strategy. The strategies can involve online client survey, trade publications, and industry experts and so on.

But in maximum cases the Group Brand Management division solves every requirement itself being a team member of both brand marketing operation and creative team.

- **Data compilation and Analysis:**

As the data are collected from external and internal sources involving rival company's information, market intelligence, website research and surveys. The data are then evaluated and filtered as for the usage of the aim being selected for brand marketing of BanglaCAT at the first step.

- **Strategy innovation and application:**

The data being analyzed are now put into practices to meet the aim of the company in case of brand marketing for BanglaCAT. This results into carrying out marketing campaign from ATL & BTL Marketing to Print Media, Event Management and Digital Marketing.

### **3.4. PR Activities of BanglaCAT**

Media presence plays a significant role for every brands around the world. BanglaCAT is no different in this scenario. The Group Brand Management division usually overview the PR activities of all of the Brands of Bangla Trac Limited Group. Therefore, the team always maintain an excellent relation with every famous newspapers for publishing anything new within the company. Following this, the company BanglaCAT always prefer to give articles written by the Group Brand Management division for publishing in the print media which has equal presence in online as well.

Along with the presence in the media, the division also ensure to keep the consumer engaged with the brand from every possible ways. Group Brand Management division also holds the responsibilities of holding event management and digital media marketing altogether. The team also has a number of brilliant creative designers who are the key role players for every sorts of brand marketing. Therefore, the activities of publications, campaigns, posts etc. are taken effectively for maintaining Public Relationship by the Group Brand Management Division itself.

### **4.0 Literature Review**

BanglaCAT is one of the first company to launch a gaming service in Facebook in the power generation and construction equipment industry. According to the Dhaka Tribune 2020, this game is intended to know about Bangladesh's culture, history, language, arts etc. with the slogan "Know your country, know yourself". It has paved away the newest trend of digital marketing in this specific industry. Brand Positioning plays a crucial role in the consumers mind to be remembered in the long run. Proper utilization Market Business Intelligence has initiated such Brand Marketing campaign in the digital platform to be distinguished from other brands. BanglaCAT is not limited to only such campaigns only, moreover they are now actively participating to be the first organization for being double vaccinated in Bangladesh. Eventually such excellent MBI has differentiated the company to establish a significant Brand Presence in the mind of the customers. This campaign has been covered in the Dhaka Tribune 2021. This presented the objective of the campaign to reward every employees who had their double vaccination shot. In the article "How to leverage Business Intelligence for Marketing", it is

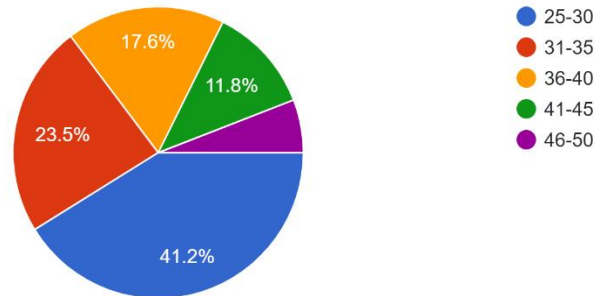
mentioned that business intelligence is used to understand the consumer insight to build proper campaign or product development for increasing consumer effectiveness. The data collected in this process, is analyzed, filtered and later transformed into strategy for that desired demography or targeted customers to ensure the Brand Loyalty. In the article in “Marketing Evolution” site it is mentioned about the 5 tips of Market Intelligence collection and improvement. Here, sales team are called to be enlisted as they holds the first-hand experience of consumers mind, expectation and competitor strategy. Secondly, to get the prospects interest, needs and challenges a customer advisory board is to be formed. In the third and fourth it includes the focus point on quality data and maximization of analytical platform. At last, the fifth point is to collect customer feedback. In the research paper of “Interactive, direct and digital marketing”, it is noted that the branding of many company has been shifted from the real to the virtual world. Now, branding has a huge effect on what happen in the digital or virtual world.

The overview of all the newspaper, articles and the research paper is the significant contribution of Market Business Intelligence in the Brand Marketing world. Market Business Intelligence is the procedure of collecting data from internal and external sources for building strategy by both marketing and sales team to generate revenue. In the moving future everything is proceeding towards digitization. Branding will now play a big role in the digital market, which will eventually set and perceive the consumer minds to develop products and services as a result for having the major market share in particular industry. Cloud based business intelligence tools are now with 90% of the marketing teams to complete their work in 2018. Companies with business intelligence tools posses with the most organized data. These data involves the information of customer, rival company, new markets, new products, existing markets and existing products. Proper usage of market business intelligence has helped many organization to save working hours and generate revenue. In terms of marketing and sales, Market Business intelligence will always get precise data for finding out the right marketing strategy to create a noise and the sales to develop business. This process is eventually a great medium to ensure the Brand Value of any business.

## 5.0 Quantitative Data compilation and Analysis

1.Which age criteria do you belong?

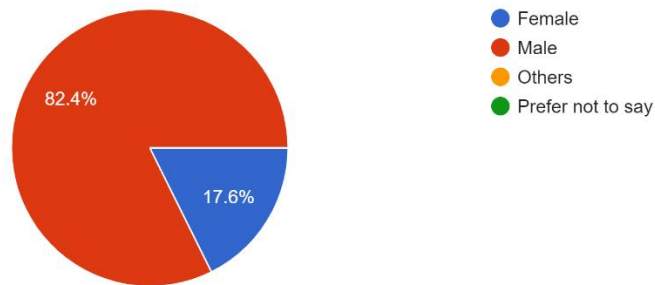
17 responses



*Figure 1: Agee group of Survey*

2.What is your Gender?

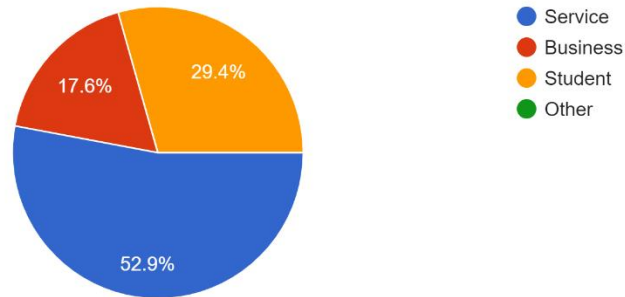
17 responses



*Figure 2: Gender group of Survey*

### 3.What is your Profession?

17 responses

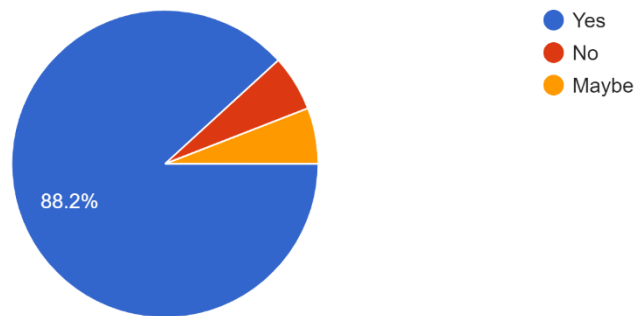


*Figure 3: Profession group of Survey*

The demographic group of the first three question indicates that most of the respondent are from the aged group of 25-35. Secondly, the gender is dominantly male and in the profession maximum are service holders.

### 4.Are you familiar with any power generator and construction equipment company?

17 responses



*Figure 4: Figure of Brand Awareness.*

5.If Yes, can you please select any of the company given?

17 responses

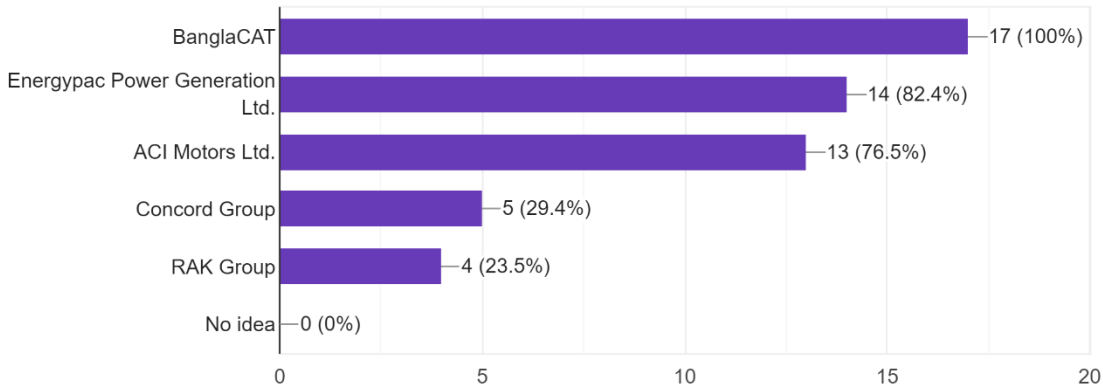


Figure 5: The figure represent brand presence in different media.

In the first figure it is ensured that the respondent are well aware about the power generation and construction equipment industry. Even though in the second figure maximum of them are well aware of three of the giant companies in this industry some but a good portion even considered two other companies of different industries as the same of construction and equipment industry. This is an evident that the brand names are popular but in some cases the operation is not.

6.Are you aware about BanglaCAT?

17 responses

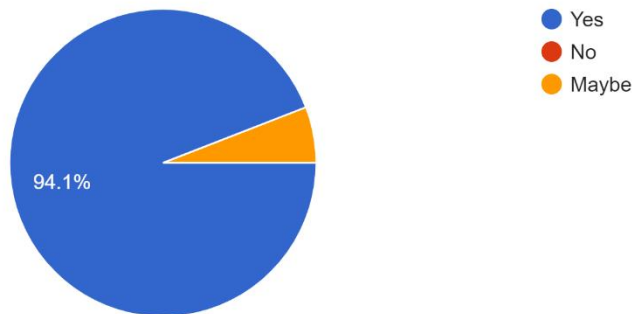


Figure 6: The figure represent the awareness of BangalCAT.



7.What do you think about BanglaCAT?

17 responses

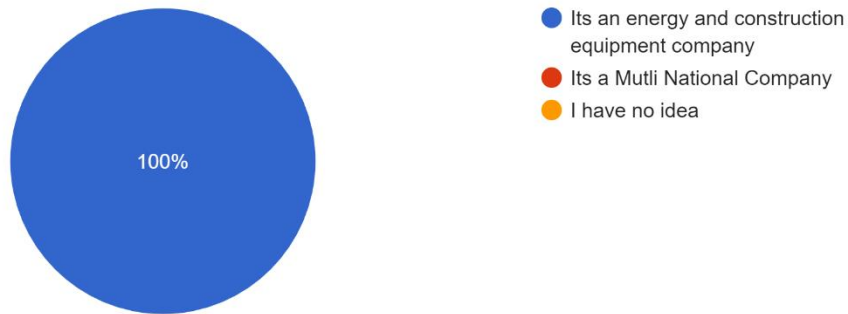


Figure 7: The figure indicates the Brand Operations of BanglaCAT.

From both the figure maximum respondent alongside everyone form fig 7 are very well aware about BanglaCAT and its business.

8.Where did you know about BanglaCAT?

17 responses

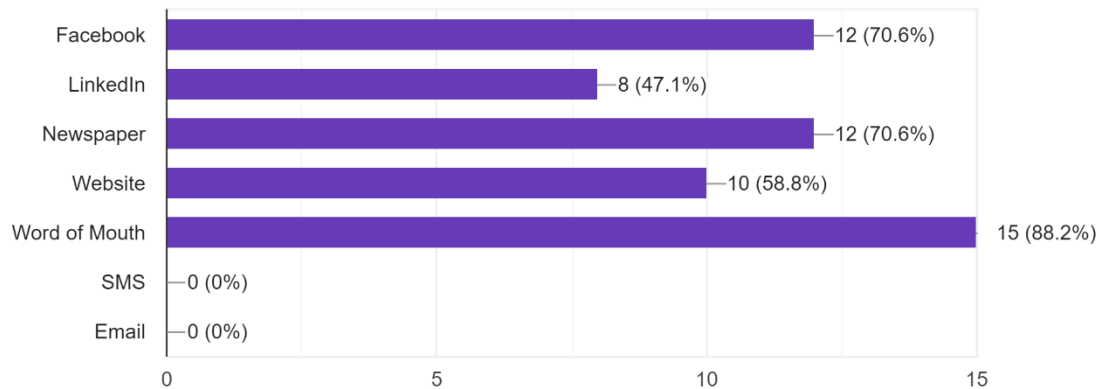


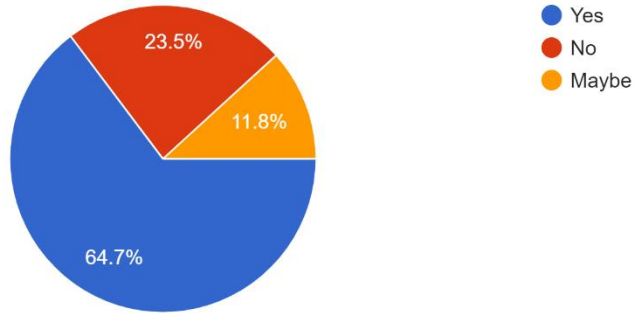
Figure 8: Communication of BanglaCAT

This shows the impact of its better service and excellent products that word of mouth has scored the highest. Being a market in the Business to Business (B2B) platform, a good presence of its two social media accounts are very significant as well. Moreover, the affiliation with various

newspapers has definitely played a huge role in raising brand awareness in the market. Lastly, website visits seems to be very high as well and satisfactory in terms of the industry and most importantly website quality perspective.

9. Have you ever experience any digital presence of BanglaCAT?

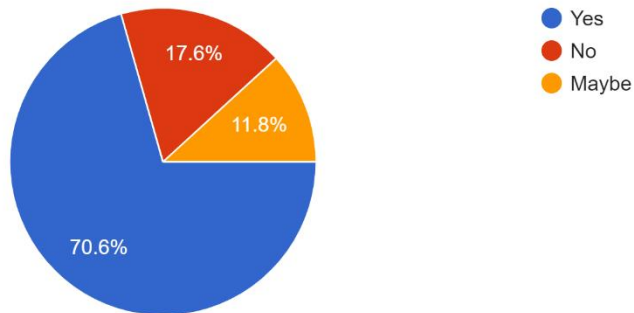
17 responses



*Figure 9: Digital Presence of BanglaCAT.*

10. Have you ever seen any advertisement of BanglaCAT in your social media account?

17 responses



*Figure 10: Social Media Presence of BanglaCAT.*

11.If Yes, How much will you rate?

14 responses

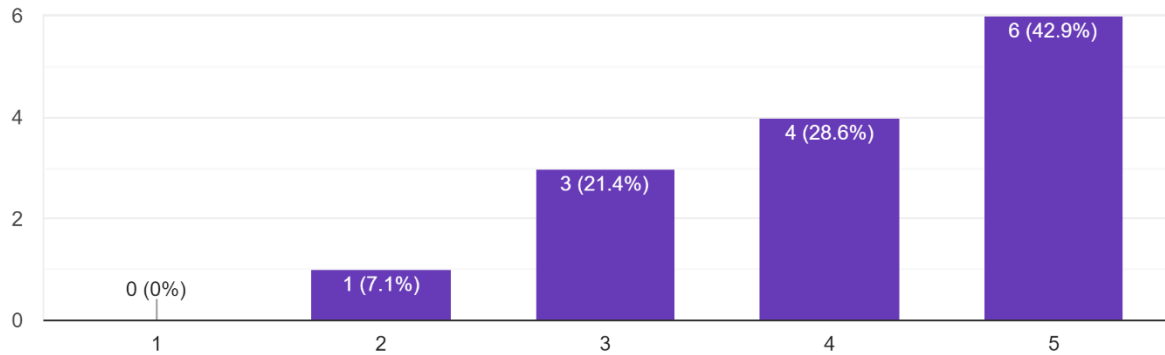


Figure 11: The figure indicate the rating of BanglaCAT's promotional.

In figure 9 maximum of the respondent has experienced the digital presence of BanglaCAT, therefore the verification mark in Facebook has truly paid off. Next, the figure 10, the advertisement campaign run over social media account has been fruitful as well, therefore it has been placed in the right place and time. Lastly, the overall promotional activities had gained proper responses as well.

12.If your organization ever required any generator or construction equipment which company you wil prefer?

17 responses

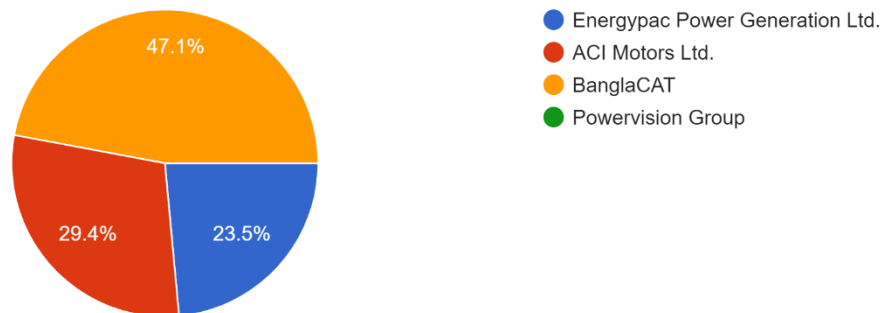


Figure 12: This represent the Brand Loyalty of BanglaCAT.

This last figure represent the brand loyalty of the following companies in the similar industry. Here, maximum responded to BanglaCAT, this ensures the Brand Equity, product and service quality of the company that has paid off in the industry of power generation and construction equipment solutiobn.

## **6.0 Activities Undertaken**

I did dual major in Marketing and Finance. In terms of selecting my major for the completion of my internship, I have selected Marketing for that. Eventually, working with data collected and the continuous analysis for a better understanding of the market and for developing better strategies has increased my interest on pursuing a career in marketing. In this 3 months period of my internship in Bangla Trac Limited (BanglaCAT), I have been offered full time employment in “BanglaCAT” and to seat for an interview in the sister concern “Ami Probashi” for the Marketing Departments. Even though I haven’t started my job as a full-time employee yet, still the experiences that I had will help me to shape my career in Marketing.

### **6.1. Digital Footprint Research:**

I had to thoroughly go through the websites and other social media platforms to collect data about others involvement in the digital media. Those information eventually help me to understand the Brand Position of every companies in the Power Generation and Construction Equipment Industry. Eventually, I had to put up a dashboard of intelligence within the first two months. Following this, strategies will be planned to put on operation as per the requirement in the near future.

### **6.2. Content Writing on Digital Platform for the Bangla Trac Limited Group:**

In the meanwhile I did some content writing including copy writing for various Facebook and LinkedIn posts. Moreover, one of my writing got published in The Business Standard for another sister concern of “BanglaCAT” that is “Thanex International”. This role of mine involved the regular content writing for the Group of Companies under Bangla Trac Limited being supervised regularly by the Assistant Senior Manager. The contents were generated on both Bangla and English language.

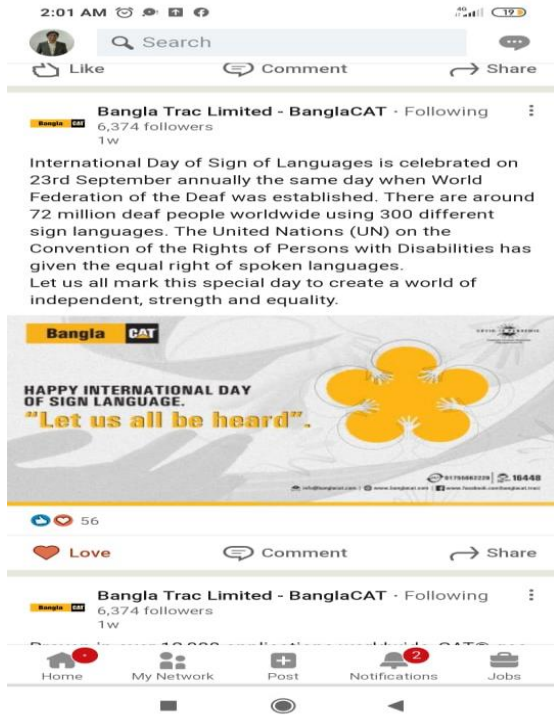


Figure 13: Digital Content in LinkedIn.

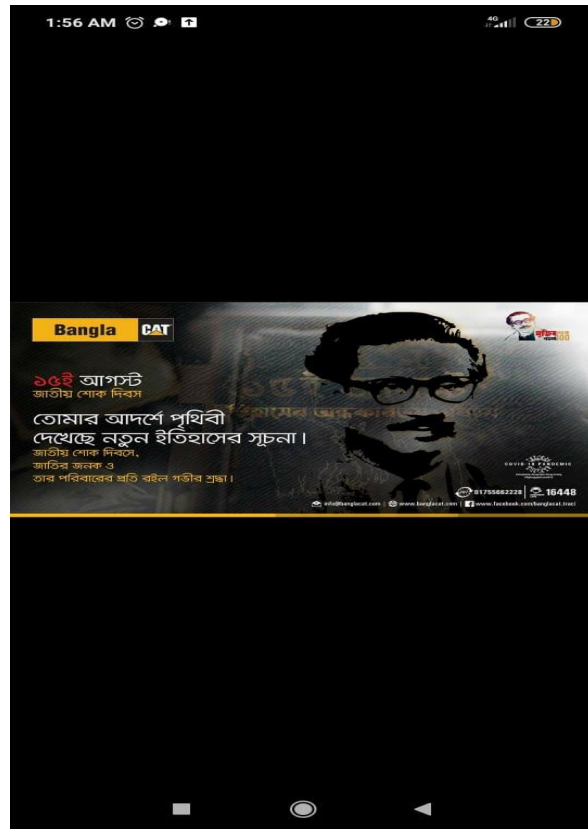


Figure 14: Digital Content in Facebook.



*Figure 15: Digital Content for the month of October.*



Figure 16: The PR content of The Business Standard.

### **6.3. Merchandise Production:**

In the campaign “Double Vaccinated” launched by BanglaCAT for being the first organization in the country to motivating its employees for getting double shots of vaccination. This process involved to provide a set of gift including a T-shirt with double vaccinated sign and the logo of BanglaCAT, similarly the design was maintained in the two face masks as well. I was appointed by the division head to announce this news to every division and collect the T-Shirts size of the entire company. Throughout this process, I was introduced with every division, my communication skill got more improved and developed my management skill as well.

Moreover, I even went to one of the workshop in Ashulia to distribute this token of gift to the employees who were double vaccinated and got to learn about proper brand marketing in merchandise products as well.

### **6.5. PEST Analysis:**

I was appointed by my division head to carry on PEST Analysis in some selected newspapers and to report him for a better view to understand the market share and condition of the country.

### **6.6. Campaign Launching:**

In this role I had to assist alongside my division head to run different Campaigns like, Double Vaccinated-BanglaCAT, Ami Probashi App and Japanese School by Thanex International.



*Figure 17: Campaign launch of Ami Probashi App.*





*Figure 18: Campaign launch of Double Vaccinated by BanglaCAT.*



Figure 19: The campaign of Japanese School for Japanese language, culture and Workplace in Japan by Thanex International.

## **7.0 Challenges and Recommendations**

1. BanglaCAT is already a market leader in the power generation and construction equipment industry. But, the company's social media presence is only in Facebook (Verified) and LinkedIn. It is very highly important to grow social media presence in Instagram and YouTube as well, because of the brand presence amongst the young consumer who puts interest in machine learning, engineering students and also for the future role they are going to play.

2. The website needs modification, more categories and bright background is to be provided for consumer engagement.
3. Even though the company is present in many great projects and events, the organization should also show its presence in sponsoring sport events like Cricket and Football. It will play a vital role in the Brand Visibility.
4. BanglaCAT is already an established brand but the company for its future growth in the market share it should ensure its Brand Presence or Visibility by investing more in Billboards and Digital Boards as well.
5. The company has already a decent presence in the social media but they should also provide more digital contents to increase customer engagement.

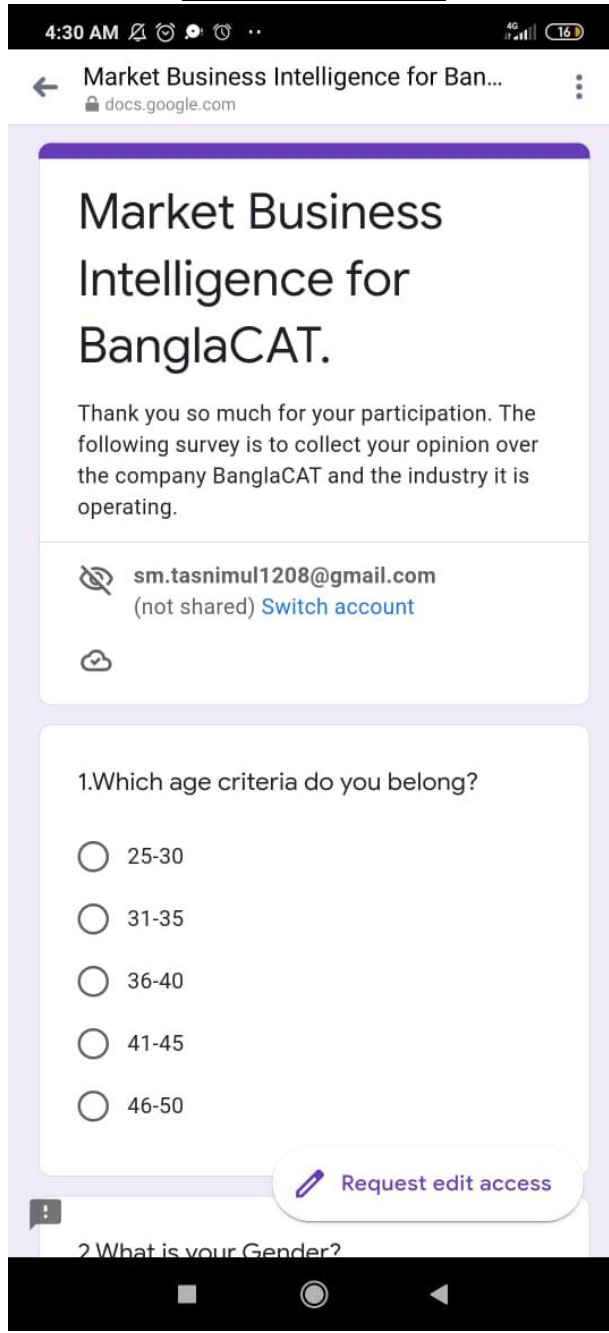
## **8.0 Conclusion**

BanglaCAT has started its adventure with the slogan “Your Industry/Our Energy”. The company’s aim is to provide solution in the power generator and construction equipment for the infrastructure development of the country. BanglaCAT is already the supplier of big industries of every category, government organization, govt. projects to many small and medium enterprises. This process has maintained a sustainable growth in economy for the both the country and the organization itself. Through this internship I came across some important responsibilities for the organization which has given me an excellent overview of the industry and its brand marketing operation. I, therefore, pray and hope this experience of mine will help me in the long run to grow my career in marketing.

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# 10.0 Appendix



2.What is your Gender?


- Female
- Male
- Others
- Prefer not to say

3.What is your Profession?

- Service
- Business
- Student
- Other

4.Are you familiar with any power generator and construction equipment company?

- Yes
- No

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4. Are you familiar with any power generator and construction equipment company?

- Yes
- No
- Maybe

5. If Yes, can you please select any of the company given?

- BanglaCAT
- Energypac Power Generation Ltd.
- ACI Motors Ltd.
- Concord Group
- RAK Group
- No idea

6.Are you aware about BanglaCAT?

- Yes
- No
- Maybe

7.What do you think about BanglaCAT?

- Its an energy and construction equipment company
- Its a Mutli National Company
- I have no idea



8. Where did you know about BanglaCAT?

- Facebook
- LinkedIn
- Newspaper
- Website
- Word of Mouth
- SMS
- Email

9. Have you ever experience any digital presence of BanglaCAT?

- Yes
- No
- Maybe



10. Have you ever seen any advertisement of BanglaCAT in your social media account?

- Yes
- No
- Maybe

11. If Yes, How much will you rate?

- 1      2      3      4      5
- Poor                  Excellent

12.If your organization ever required any generator or construction equipment which company you wil prefer?

- Energypac Power Generation Ltd.
- ACI Motors Ltd.
- BanglaCAT
- Powervision Group

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