

Report On
“Change in the Market demand overtime of Rahimafrooz Solar
System and Battery”

By

Student Name: Md. Tanvir Hossain
Student ID: 17104012

An internship report submitted to Brac Business School in partial fulfillment of the requirements
for the degree of Bachelor of Business Administration

Brac Business School
Brac University
February, 2022

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Declaration

It is hereby declared that

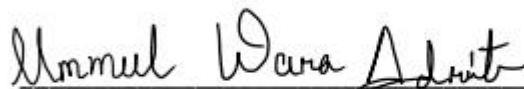
1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain 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:



Md. Tanvir Hossain
ID- 17104012
BBA, Brac University

Supervisor's Full Name & Signature:



Ummul Wara Adrita
Lecturer
BRAC Business School
BRAC University

Letter of Transmittal

Ms. Ummul Wara Adrita

Lecturer,

Brac Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

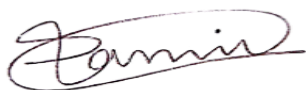
Dear Madam,

I am Md. Tanvir Hossain, ID- 17104012. I would like to draw your kind attention towards the submission of my internship report. The report title is “Change in the Market demand overtime of Rahimafrooz Solar Panel and Battery” which was approved by you on December 1, 2021 for the completion of my internship program.

I have tried my best to cover all the internal and external factors of Rahimafrooz Renewable Energy Ltd. and their solar panels through my research. I hope the report will help you to understand the overall situation of the company’s current market position and future goals.

I also tried to follow all your guidelines while preparing the report and hope that this will fulfill your requirements. I would also like to answer you any kind of query regarding the report. Thank you for all your kind guidance and hope my hard work satisfy you as your desires.

Sincerely yours,



Md. Tanvir Hossain

ID- 17104012

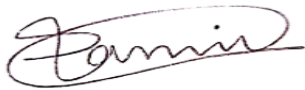
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Date: 6th February, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between Rahimafrooz Renewable Energy Ltd. and the undersigned student Brac Business School at BRAC University.



Md. Tanvir Hossain
ID- 17104012
BRAC Business School
BRAC University



Ahasan Mahmud
Sr. Officer, Trade Marketing
Rahimafrooz Renewable Energy Ltd.

Acknowledgement

The internship report that I have prepared would not be possible without the excellent guidelines coming from the supervisor Ummul Wara Adrita. The instructions coming her was very much helpful for me to maintain all the necessary elements included in my report.

Secondly, I would like to thanks my on-site supervisor Ahasan Mahmud, Sr. Officer Trade Marketing for his help and support in finding the resources regarding company's internal and external factors. And also helped me to analyze the company's marketing strategy in the current market. Without his support it was impossible to gather all the necessary information in making the report.

Finally, I would like to thank Monzir Ahmed, Key Account Officer. Who helped me in understanding the B2B business process and the relation between company's sales and marketing. And how the company apply their marketing strategy for increasing the sales.

Executive Summary

Bangladesh is lagging behind in providing electricity to all the areas due to several issues. According to a survey around 93.5% of its people are out of electricity coverage. For that government has introduced many schemes and one of them is to introduce Solar Home System (SHS) where electricity will be provided to remote areas by using solar system.

Bangladesh has one of the largest domestic Solar manufacturers in the country. So, this decision of government is a very positive sign for all the solar panel and battery manufacturer of the country. Rahimafrooz Ltd. is also a very old and well-known battery manufacturer in Bangladesh so it is a great opportunity of them to boost up their business with some major changes.

This initiative of the government will open many scopes for the business to expand in new dimensions. If the manufacturers can cope up with the government's decision in the next 5 years the whole scenario of their business will be completely changed. Government has recently approved 26 million new solar home project which is a huge market for the companies to capture new customers.

Rahimafrooz Renewable Energy Ltd. (RREL) has also changed their business model and introduced solar sector for the existing market demand and the company is also well equipped for fulfilling the target for their product demand. The solar industry has a complete view point and the marketing strategy is also different so to attract more new customers the company has come up with some new policies as well.

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Chapter 1: Overview of Internship

1.1 Student Information:

Name	Md. Tanvir Hossain
Student ID	17104012
Email	md.tanvir.hossain3@g.bracu.ac.bd
Major	Marketing, E-commerce
Program	BBA
Department	Brac Business School

1.2 Internship Information:

1.2.1 Campus Supervisor & Co-Supervisor Information:

Supervisor Name	Ms. Ummul Wara Adrita
Designation	Lecturer
Email	wara.adrita@bracu.ac.bd
Co-supervisor Name	Ms. Raisa Tasneem
Designation	Lecturer
Email	raisa.tasneem@bracu.ac.bd

1.2.2 Company Information:

Period	3 months
Company	Rahimafrooz Renewable Energy Ltd.
Department	Trade Marketing
Address	13 Mohakhali C/A, Bir Uttam Ak Khandokar Road, Arzed Chamber (4 th floor) Dhaka-1212, Bangladesh

1.2.3 Company Supervisor Information:

Name	Ahasan Mahmud
Position	Sr. Officer, Trade Marketing
Email	ahasan.mahmud@rahimafrooz.com

1.2.4 Job Scope:

The report was prepared mainly focused on the overall marketing practice of Rahimafrooz Renewable Energy Ltd. (RREL). Here we have analyzed about the different elements of marketing that is practiced currently by the company for their product and service. Also, what should be changed for improving their position. It also includes all the necessary information that was collected during the internship period.

- In geographical perspective, the research was completely limited under the boundary of Bangladesh and the dealers located in the local market of Bangladesh.
- In terms of product, the report was done mainly for the Solar panel, Battery and Motorcycle (MC) battery that is manufactured by Rahimafrooz Renewable Energy. Other than that, they also have TV, LED light, Stand Fan, etc. as their selling product.

1.2.5 Objectives

- Explaining the current state of Bangladesh's solar energy sector.
- Defining the Rahimafrooz ltd product categories.
- Explaining the Renewable Energy Industry's importance.
- Define Bangladesh's renewable energy usage trend.
- Specifying the customer's opinion to renewable energy.

1.3 Internship Outcomes:

1.3.1 Contribution to the company:

I was appointed as an assistant marketing officer at Rahimafrooz Renewable Energy Ltd. or Rahimafrooz Solar. I was assisted by the Sr. Officer Mr. Ahasan Mahmud throughout my internship period. My basic task was to maintain a good trade relation of the company with its corporate partners and with other clients for a proper distribution channel.

I have worked on the overall digital marketing sector of the company in this internship period. I have contributed on making the digital platform of the company more attractive and engaging with the customers. We have offered

special discounts for our clients through digital platform on special occasions. We have also created few posts for celebrating the 50th victory day of Bangladesh and informing our customers know about the contribution of Rahimafrooz in the last 50 years. This will help the company to hold trust in the market.

We have also analyzed about the current product pricing and packaging. From that we figured out what shall be changed to make the product more demanding in the market.

1.3.2 Benefits to the student:

Internship program is a very effective way to understand the corporate world practically and more accurately. We learn many things in our academic classes but when we start working the whole idea changes. So, it is very important to adjust with the system and that is done by internship.

I have personally learned about the corporate culture and behavior while working on the company. I have learned how to apply those marketing strategy in real life and how to deal with the clients in person.

It is a great opportunity for students to get themselves ready for their future job and help them to gather experience. Otherwise, it is very tough for a fresher to adopt the job culture suddenly.

1.3.3 Problems/Difficulties:

While writing the report I have faced many difficulties and limitations which is explained below:

- The 1st problem that I have faced is time limitations. It is because after doing office for whole day it is very difficult to gather all the information and complete the report on time.
- It was hard to get the internal data from the personnel due to the sensitivity of those information. The officers were also less responsive to provide the financial information of the organization.
- Due to the separate department issue it was tough to gather all practical information in other fields except marketing.

- There was no on-going project of the company during my internship period so it would be better to collect experience from practical visit.

1.3.4 Recommendations:

Rahimafrooz ltd. is a very renowned organization in Bangladesh and it is a great opportunity for the students to work here as an intern. The work environment is excellent for the freshers. But the company do not have any direct recruitment process from the universities. Because of that many students miss this opportunity to work with them.

So, my recommendation for the company will be to open intern recruitment process more largely and to take more students directly from universities. It will also create a new market for the company and more people will know about the organization.

Chapter 2: Organization Part

2.1 Introduction:

Electricity is a very important source of natural energy for every sectors. It's because electricity is so important to human development. The majority of daily tasks are impossible to complete without electricity. We can't imagine our everyday activities without electricity; from the moment we get up until we go to bed, we rely on a variety of electrical devices to make our lives easier. However, the amount of natural energy available is limited, and if we can't control the distribution process, we won't be able to deliver 100% electricity. For this, scientists have discovered an alternate and far more cost-effective method of generating electricity, known as renewable energy, which is derived from the solar power of sunlight. People are free to utilize as much electricity as they wish from the grid.

The future world is heavily focused on renewable energy because it is the future of global power and energy supplies. Bangladesh isn't far behind, and they've had a lot of success with off-grid rooftop and renewable energy power, which they call the Renewable Energy Home System. This helps to save a significant amount of electricity each year for future use. It also aids in the provision of electricity in areas where normal supply cannot be transferred, such as islands or areas separated from the mainland. Over the last few years, more than 4 million houses have been covered by renewable energy systems and connected to the power grid. Solar systems save a lot of natural energy, which can then be used in other places in the future.

Renewable sources should offer roughly 10% of total power generation capacity by 2021, according to the government's goal, which means 2400 MW of power should be provided by renewable sources. Because renewable energy systems are simple to construct and may be offered in any location, they are less expensive than high-power electrical plants. The lack of power in any location has an impact on its development. As a result, if solar systems can be placed in remote places, it will aid in people's growth.

Above and beyond these facts, there are a few reasons why Bangladesh's renewable energy sector is not performing as well as that of other countries. If we consider India as a competitor and neighboring country, there are many differences in the two countries' reliable sectors. To begin with, India has a large amount of available or vacant space, such

as deserts or other locations, where solar systems can be installed to generate electricity, but this is not possible in Bangladesh due to the restricted space and dense population. Another difference is that in India, the average time of sunshine is 5.5 to 6.5 hours, whereas in Bangladesh, it is roughly 4 to 4.5 hours, resulting in very low electricity output. Finally, the main difference between the two countries in terms of cost management is that India has a large supply of experienced people and trained employees, whereas Bangladesh needs to hire foreign engineers and experts for the development of renewable energy sectors, which is more expensive than others. If the government can reduce these constraints and provide more robust supplies to the sectors, it is still possible to overcome the problem and develop the renewable energy sectors by a significant margin.

As a result of the conversation, it is evident that Bangladesh is at the beginning of its renewable energy producing journey. However, if the sector receives sufficient government and experienced personnel support, it can grow to a significant level, contributing to the country's overall development. As a result, it is time to place a greater emphasis on the renewable energy sector in order to reduce our electricity costs and increase our supply.

2.2 Overview of the Company:

Rahimafrooz is currently one of Bangladesh's oldest family business organizations. It began operations in 15 April 1954 under the leadership of Abdur Rahim. Due to the great quality of its products and services, the company attracted a large number of customers in a short period of time, resulting in a significant increase in annual sales. The company planned to develop additional SBUs to extend their business in more than one sector after receiving such positive feedback from all sides.

Rahimafrooz Ltd. has added a few well-known and powerful brands to its portfolio, including Dunlop and Kendal. The business also has several exclusive franchises with Castrol, a world-leading lubricant that Rahimafrooz introduced to Bangladesh. They also have their own IPS ups and voltage stabilizer that they make. The company has opened the first retail chain store in Bangladesh, called agora. For a long time, the company has also supplied electrical products and accessories to the market. Rahimafrooz is also well-known for their solar system services. The company manufactures solar panels and

batteries with the help of skilled personnel, ensuring high-quality products. Recently the company has also received Bangabandhu Sheikh Mujib industrial award 2020 for their contribution to the country.

2.2.1 A detail information about the SBU's of Rahimafrooz Ltd. is given below:



The above SBUs contribute to group sales not only in Bangladesh, but also in India and across the globe.

2.3 Management Practices:



Rahimafrooz Renewable Energy Ltd. (RREL) employs two types of management systems for managing their organization. The first is the Quality Management System (QMS), and the second is the Environment, Health, and Safety Management System (EHS).

2.3.1 Quality Management System (QMS):

Quality management is an ISO certified management system.



Fig-2.3.1: Quality Management System

2.3.2 Environment, Health, and Safety Management System (EHS):

The whole EHS process is described in the given picture.

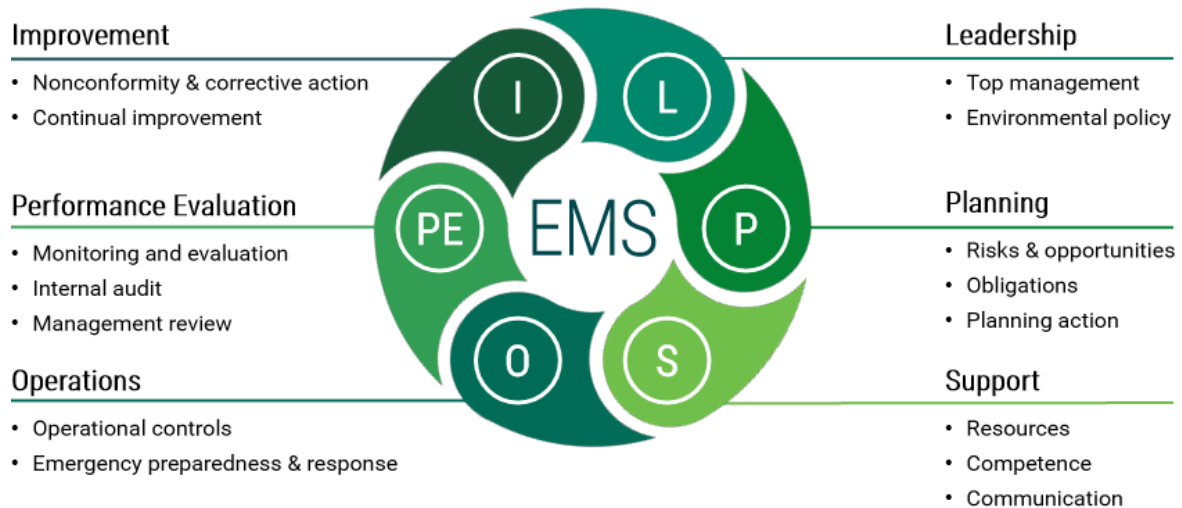


fig-2.3.2: Environment, Health, and Safety Management System

2.3.3 Leadership Style:

Apart from this management system, the company employs the Democratic leadership style in the management of their organization. Before making any decisions, leaders solicit input from employees in their respective fields. Furthermore, employees have complete freedom to express their opinions on any subject.

2.3.4: Recruitment and Selection process:

The recruitment process of the company is very similar to the other organizations but they mainly focus on two types of recruitments.

- **Internal Recruitment:** The most recruitment is done through internal process that means by the existing employees.
- **External Recruitment:** When the vacancy number is more than it is done by giving circular in the external sites.

The selection process of Rahimafrooz ltd. is little different from others,

- To maintain harmony throughout the Rahimafrooz Group, Group HR is responsible for recruiting Grade-10S and above. Divisional HR will oversee the entire recruitment process for Grade 10 and below for their respective divisions and SBU/Businesses. SBUs/businesses that are not part of a

divisional structure will be in charge of the entire recruitment process for G-7S and below.

- All original documents up to Grade-10 must be kept by the respective Division, with copies sent to Group HR, and all original documents for Grade-10S and above must be kept by Group HR, with copies sent to Division HR.
- Original documents for candidates in Grades 8 and above will be kept at Rahimafrooz Corporation (RACO), with copies going to respective SBU HR, and all original documents for candidates in Grades 7S and below will be kept at respective SBUs, with copies going to RACO.

2.4 Marketing Practices:

Rahimafrooz is a large and well-known organization in both the Bangladeshi and international markets. But they do not have a very aggressive channel for marketing their brand. The company has a separate team for each of their SBUs and all are well organized. As I was appointed in the solar sector which is Rahimafrooz Renewable Energy Limited, they are lagging behind in their marketing field. There is a huge scope in the market but due to poor financial condition the marketing team does not have any opportunity to perform.

2.4.1 Marketing strategy: I was assigned to Rahimafrooz Solar's marketing team, and to be honest, there is very little marketing scope in this sector. Still, we have conducted extensive market research on the product and competitors in order to determine the company's future objectives. The company mainly follows Above-the-Line (ATL), Below-The-Line (BTL) and Digital Media marketing process.

ATL Marketing: Rahimafrooz has a very large and untargeted group of audience. For this they use ATL mode of marketing.

BTL Marketing: This is little costly way of marketing strategy. So, in Rahimafrooz Solar it is not done in a big margin.

Digital Media: We have mostly used the Online and Digital media of marketing because it is less costly than the offline marketing. We have posted several promotional posts on Facebook about the product.

2.4.2 Target customers, targeting and positioning strategy: For Rahimafrooz Solar the targeted customers are:

- Current Traders of Solar battery
- End level users

From users the company mainly focus on the rural area people and the remote areas where normal electricity connection is not possible. Rahimafrooz solar is very much dedicated in enlighten Bangladesh and giving light to people's home. They are working hard to fulfill 100% coverage in Bangladesh and to ensure that all people get electricity.

Recently another group of people is added to the target group which is new constructions in city areas. It was mainly possible because of the new rule given by the government and that is to apply for prepaid meter everyone should have solar system in their home and offices.

2.4.3 Marketing channels: Marketing channel are the methods which the company use for reaching their customer and inform them about their product or service. Our company mainly use the online platform to promote their product. We have used Facebook post and E-mail marketing for the promotional campaign. It is the most effective and less costly method to reach customers.

Another method used in the company is offline which is done through the distribution channel and the distributors. Different type of gift items is given to the resellers like- Mugs, Bags, T-shirts etc. with company branding. It helps to motivate the seller to sell Rahimafrooz product more than others.

2.4.4 Branding activities:



Branding is very important for every company for making future plans of their organization. Rahimafrooz Renewable Energy Ltd. has also done some branding activities before marketing their product.

As a member of the marketing team, one of my responsibilities was to conduct research on similar products on the market and to analyze competitors' prices for the same product. It aids in the pricing of the product, also known as the manufacturer's recommended retail price (MRP).

We also have an internal branding strategy in place to motivate the organization's employees to continue improving sales. Because it is impossible to persuade others to buy our products if our employees are dissatisfied. Another term for this is external motivation, which is used for distributors and resellers. The company provides all types of support to its distributors in order for them to achieve the company's vision and mission. It is required to meet the organization's annual goal.

2.4.5 Advertising and promotion strategies: For advertising and marketing of our product, we used a Facebook post on RRE's official page, as well as post boosting, to reach the widest possible audience. We've also created an OVC for the social media and web platform promotional campaign. On occasion, several types of deals were offered to keep our target clients connected with the brand.

To keep the public informed about the brand value of the Rahimafrooz company, we created a series of Facebook posts on the occasion 50 years of Bangladesh and boosted them to inform our customers about the company's business areas and achievements over the last 67 years since it was founded. The post that was done is given below:



This was a great strategy to make the customers and clients believe in the company and to increase trust for the brand. This also proved about the existing of the brand for such a long time in the local and international market.

2.4.6 Critical Marketing issues and gaps: One of the main critical issues in marketing of Rahimafrooz Solar is they do not have any fixed monthly budget for marketing. For which they often need to face several problems while approving any project for branding or promotion.

Another major is gap of the company's marketing strategy is they do not have any regular interaction with the customers. The post offers very rare which create gap with the organization.

2.5 Financial Performance and Accounting Practices:

It is a very confidential part of every organization. The companies do not want to share their financial condition in public. But as an intern in the organization, I came to know few information about its current status.

Due to the covid effect the organization is still suffering from its impact. The selling of the company is not up to the mark and the team is suffering to convince the customers to buy their product. The demand and supplies of the organization have decrease in last few years in a significant margin. So, the organization is also suffering to meet all its debt to the employees and outside clients.

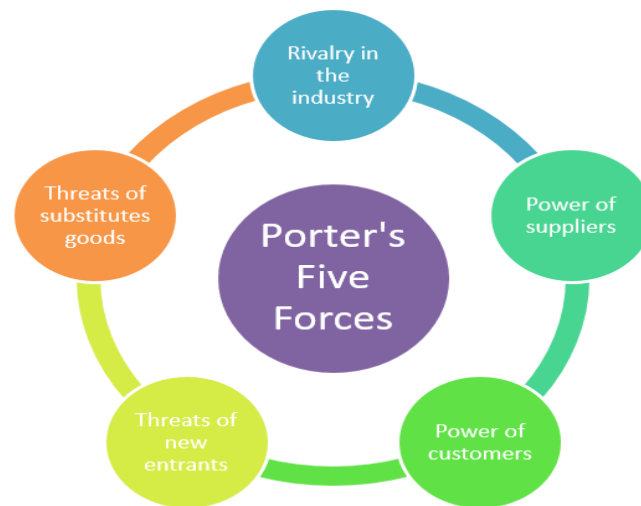
2.6 Operations Management and Information System Practices:

Operation management follows few methods for solving business problem. Like,

- **Designing:** Product design should be updated with time and it should maintain all requirements from the users.
- **Planning:** Supply line up should be maintained properly according to the demand otherwise the business will fail in its operations.
- **Controlling:** Everything should be controlled in strong hand so that no error occurs in the system.

The information system of the company needs to be well equipped because it will maintain the digital support to the company's annual performance.

2.7 Industry and Competitive Analysis:



Porters Five Forces are very essential analysis to know about the company's competitiveness and current position. Rahimafrooz Limited as a 67 years old company has a very strong market position but still, they have to face some difficulties with its competitors.

- **Rivalry in the industry:** It is a very common element in every business. As a old company Rahimafrooz is manufacturing their product for a long time. But due to the low price in market of the same product and competition in the market it creates rivalry in the industry. Rahimafrooz is facing trouble in maintaining their quality and price with other companies low priced product.
- **Power of Supplier:** For maintaining low cost Rahimafrooz is buying few items from their supplier to keep their manufacturing cost. But as the suppliers are also doing business in the market so they have the advantage to sell their product much cheaper than ours.
- **Power of Customers:** Customers are the main focus point for every company and they have full power to negotiate for lower price of the products. And if low cost of same products is available in the market, then there is no point of buying product with more money. So, company should do their pricing keeping customer in mind.
- **Threat of new entrants:** Many new companies are entering the market every day and bringing new change and policies in their business. Which is attracting the customers. though Rahimafrooz is doing business for more than 60 years but still

it becomes difficult sometimes to stay on track with new models. The company needs to be very aware about this in future.

- **Threat of substitute goods:** Substitute goods can hamper company's all strategy because it brings completely new product with same benefit. Like- Rahimafrooz solar is very known brand for solar system manufacturing and their main targeted customers are rural area people who does not get proper electricity. But sudden another brand introduced new product which is Battery Bulb that can give backup when electricity problem. So, because of very low cost and same purpose people are shift to that product from solar system as it is more costly.

Therefore, it creates problem in the solar market and hampering the sales in spite of having all type of resources.

Another very important process is SWOT analysis to figure out company's Strength, weakness, Opportunities and Threat which brings out the overall competitiveness of the company. It is also necessary for achieving organizational goals. In this analysis Strength and weakness are the internal factors and it can be changed anytime. On the other hand, Opportunities and Threats are the external factors which can not be changed easily.



- **Strength:** The success of the organization's strength is dependent on it. It is the most important aspect of SWOT analysis, and strength describes any organization's positive environment. Positive organizational strength leads to good will and reputation in the market. Rahimafrooz ltd as a very old organization has several elements inside the organization which includes in the overall strength like- Goodwill, Skilled and loyal Employees, Quality products, etc.
- **Weakness:** The only weakness that I found in the organization currently is in marketing actives. They are not so active in terms of promotional part which is

affecting in their business very much. Without regular marketing people starts to forget about the brand by time.

- **Opportunities:** Currently there is a huge scope of solar system in the market because of the government new policy and increasing price of electricity. The company need to capture those opportunities on time to supply their product according to the demand.
- **Threats:** This is an element which is externally control and it can create huge risk or damage for the company. The 1st threat for the company is increasing number of competitors. Many local and Chinese brands are bringing their low-cost products in the market so it is getting tough for the company to sustain.

Another major threat for the company is decrease load shedding in the country. Though is a positive side for the people but it will affect the company's annual sale in a significant number.

2.8 Conclusions:

From the above discussion we have found out that Rahimafrooz Renewable Energy limited mainly follows QMS and EHS system for the management process. Other than that, they also reserve the leadership style of the employees and the decision-making ability of them.

The recruitment process of the organization is very similar to other companies. They have two methods of recruitment internal and external. In internal recruitment the recruiter appoints remove from existing employees. Indian external process give circular for vacancy on external sites.

For the marketing practice the company follows ATL and BTL marketing process that they also digital media marketing their product and services. For executing the marketing method there first pics that targeted audience and marketing channel through which they will execute the plan. As the company operates both B2B and B2C business it is very challenging task to advertise and promote the product to both sectors. And it is a very important part of marketing practice.

Lastly, we have the strength and weakness of the organization in planes very common for every company and it is from the discussion that and a 70 years old company the strength part of the organization is stronger than the weakness it is a positive sign for the Rahimafrooz Solar.

2.9 Recommendations:

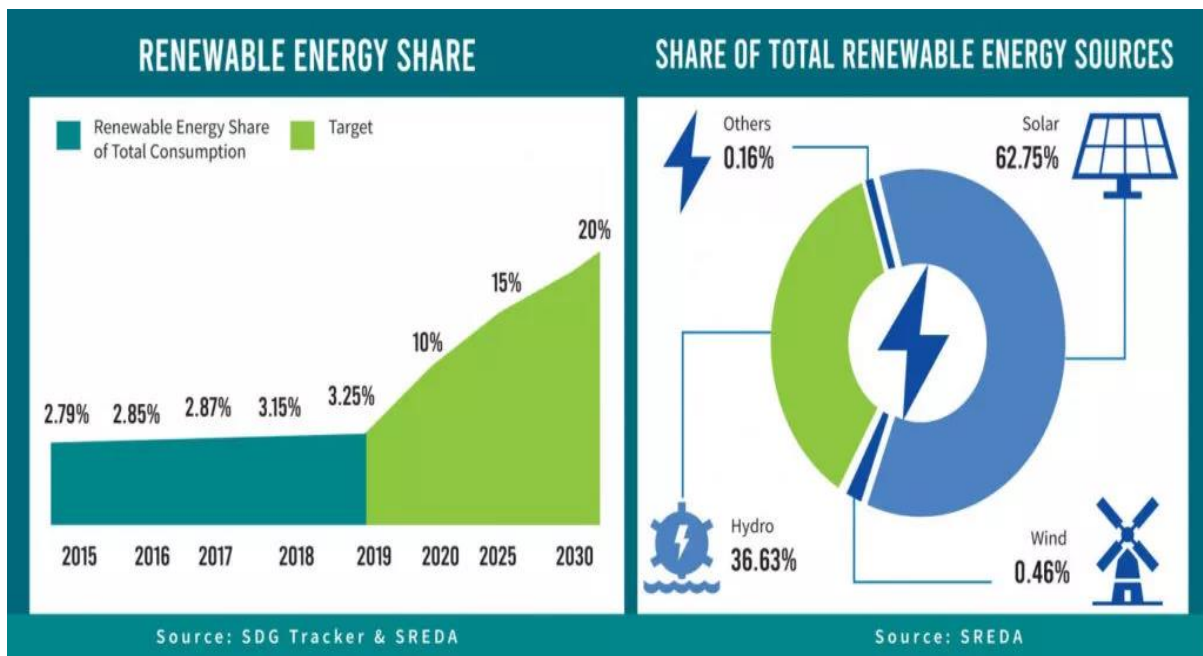
The very first point that I have observed and would like to recommend for the company is then it to make their branding stronger. It is a very old and renowned company but due to lack of proper branding people are forgetting about the products existing in the organization. People know the name of Rahimafrooz but while buying any product they could not recall it because of less publication. The companies should focus on their marketing strategies and make their products separated all over the target audience mind. For doing that the company need to keep their customers updated about new offers and products. they should also make regular post on social media which is a very easy and less costly e method of reaching customers. The customers desire changes with time so the company also need to update their products with the feedback of the customers.

Chapter 3: Project Part

3.1 Introduction:

Bangladesh has recently become a middle-income country, with several development projects underway. In addition, the country intends to become a developed nation by 2041. Because of this, a large amount of electricity is required to continue your construction work and the country's development. In these times, Renewable Energy has helped Bangladesh's economic growth and mitigated all barriers by providing uninterrupted electricity support.

Although the country's recent success in improving power producing capacity, around 40 million people are without power. While energy demand grows every day as a result of rapid urbanization, automation, and industrialization, supply remains mostly reliant on indigenous reserves and imports. Due to an overreliance and inefficient use of conventional fossil fuels, the country's urban and rural areas are becoming increasingly exposed to rising air, water, and soil pollution.



The above graph is a survey report from the research done on the growth of future demand in the renewable energy in Bangladesh. It clearly shows that there is a great possibility of high demand for renewable energy as the electricity provided by the government is not enough for all.

3.1.1 Background: Renewable energy and the alternative source of generating electricity. There are several types of renewable energy available in Bangladesh like biomass, hydro power, solar and wind. According to a survey report there are an estimation of 93.5 percent people who are out of reach of electricity for the government has introduced a new scheme "Solar Home System" (SHS) in which government is providing electricity to household that has no access to grid. From the publication of this new system the government is able to provide electricity for 50,000 homes per month which was 3 million in total till 2014. The scheme was also recognized by world Bank and their stated is as the fastest-growing Solar home system program in the world.

The government is working very hard and recently they announced \$26 million project for providing free solar home system to around 40000 houses in three districts of Bangladesh with uncertain environment and bring them under electricity grid by 2045. In the second phase of the project ECNEC has confirmed another program for free solar houses among communities of Chittagong Hill tracts areas. In the last phase of the program the government has approved 2500 unit of 320 WP community solar system that will be installment at different organizations like hospital, orphanage, community center, hospitals, etc. will get 40000 home panel and in addition of the program 42500 people will be trained in maintaining the system.

Literature Review: The goal of this article is to determine how improved energy availability through Solar Home System helps to rural development in Bangladesh. Recent published literatures on Solar Home System in Bangladesh were examined in order to gain insight into technical, financial, and operational concerns, as well as economic and social issues. Since the inception of the Rural Electrification and Renewable Energy Development Project (REREDP) in 2003, solar home system (SHS)-based rural electrification has seen a significant increase in Bangladesh.

One of the most critical barriers for economic progress in Bangladesh is the severe demand-supply imbalance in electricity. They have no alternative but to schedule load-shedding of electricity supply during peak times because the capacity of power supply facilities is just around 4,000 MW compared to the peak electricity demand of 6,100 MW. (Shiblee, N.H. 2011)

As observed in the solar electricity arriving to Dhaka, a total of 3,00,000 solar panels have been erected in more than 40,000 villages throughout 456 upazillas

across all districts of Bangladesh, producing on average 44 MW of electricity every day. (Karmaker 2009)

When compared to manufacturing companies, service marketers confront a number of distinct challenges in positioning and marketing their products. Furthermore, evaluating the quality of services is more challenging for consumers than evaluating the quality of items. (Kotler and Armstrong, 2008)

3.1.2 Objectives: The main objective of my report is to understand the current market situation of Rahimafrooz solar and to identify the solutions of problems that are occurring. The report also covers the present scenario of the Solar market in Bangladesh and identify the solar system consumer and traders of solar battery in the country. Some important objectives are:

- **Analyzing the market:** Understanding the targeted customers and their buying behavior is very important for the company.
- **Competitor's product analysis:** What are the differences between our product and others also important to find out the decreasing sales.

3.1.3 Significance:

This report includes several data and information regarding the marketing condition of the company which will help to understand the problems and focus more on solving them. This will also improve promotion of the company.

Another major part of this report is the findings and analysis that was done from the customers and traders' feedback. The information provided here will help to understand the overall condition of the company's demand and sale. And also help the company to prepare their future business plans based on the report to increase the business.

3.2 Methodology:

The purpose of the report is to figure out the reason of decreasing sales. So, we have used few methods to select our suitable respondents, these are:

- **Targeted People:**
 - **Current Traders of Solar Battery:** The distributors and reseller are the main part of business. We should find why the product is not pushing towards the customers.
 - **End-Level Users of Solar Battery:** People who are already using the system. We need to take feedback from them and identify the problem.
- **Respondents Selection Process:** For selecting our suitable respondents we have used Snowball method and target our audience.
- **Research Approach:**
 - **Qualitative Method:** It is a method mainly based on the market survey and one-to-one conversation with the clients. Some of the elements of this methodology are discussed below:
 - ❖ **Market Observation:** The flow of products and demand are regularly observed by every company. It is the immediate process of knowing the market situation.
 - ❖ **Focus Group:** The company target a specific group and deeply review them to know the behavior and pattern of the group.
 - ❖ **One-to-one conversation:** It is very important to know the actual feelings and thought of the clients.
 - **Quantitative Method:** It is a process where decision is taken based on the survey reports and the data collected from the market. It also has few parts.
 - ❖ **Market Research:** We made questionnaire research and took response from our customers and targeted group of people.
 - ❖ **Survey report:** Several types of methods are used to collect report from the market.
 - **Literature Review & Documentation Method**

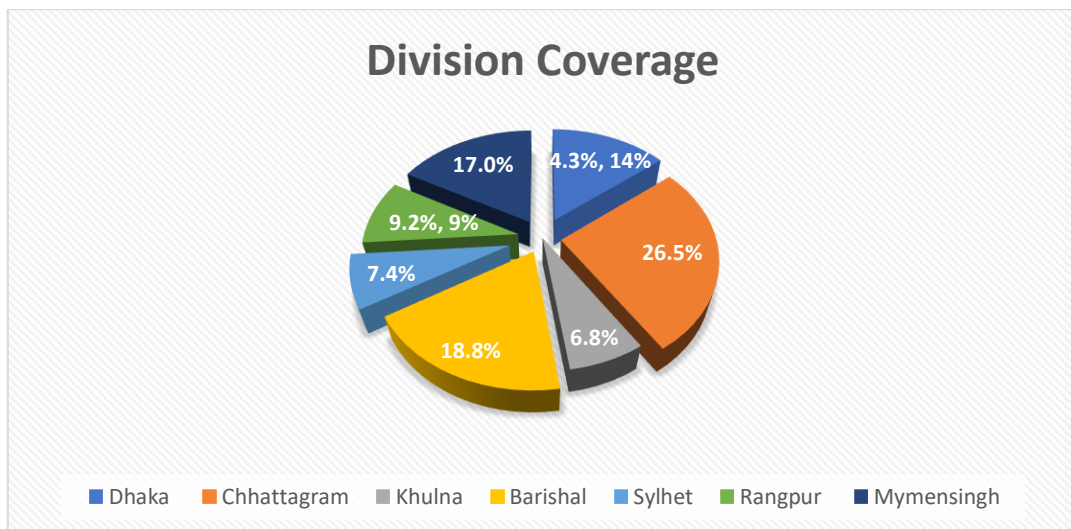
- **Quality Control Mechanism:**
 - Collecting Respondents' Written Consent
 - Collecting Solar Battery & Outlet Photo
 - Over phone backcheck
 - Sharing dashboard with the clients

3.3 Findings and Analysis:

It is the main parts of our report. We have done a survey from the organization to figure out the current market condition of solar battery. The research was done on the users and traders of solar battery. Many types of methods are used to finding out the data that are mentioned below:

- **Geographical Coverage:**

The conducted study can be considered as nationally representative research. We have covered seven divisions except Rajshahi. The divisions, districts even Upazila had been selected based on the recommendation & suggestions of the client.

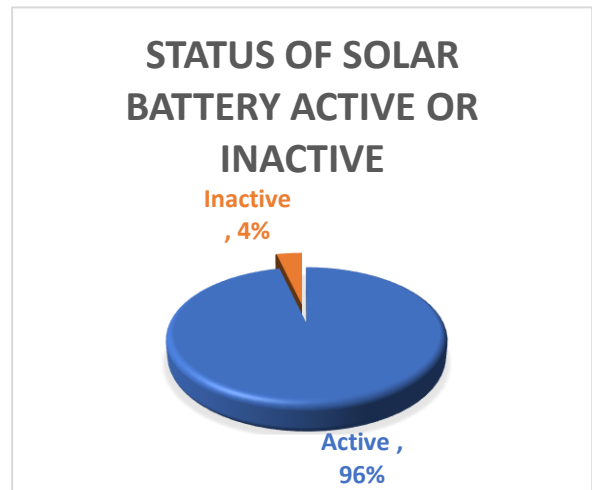


- **Locations Coverage:**

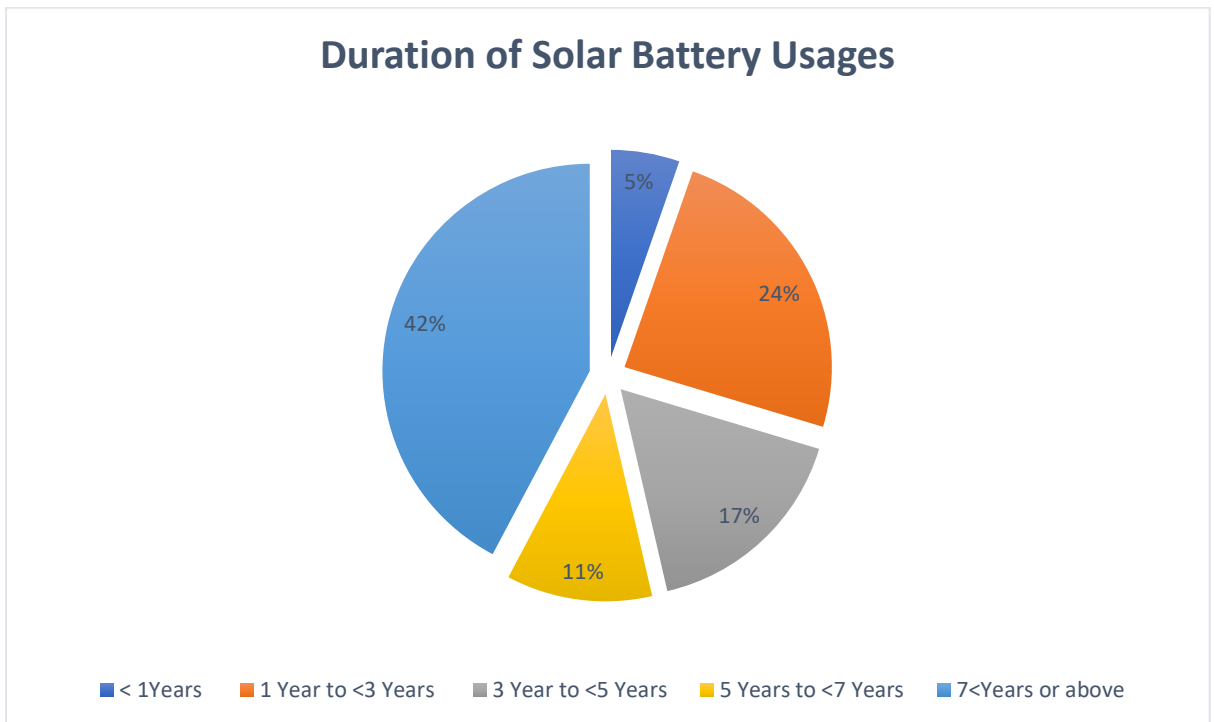
Sl. No.	Division	Districts	Upazila/sub-Division	Sl. No.	Division	Districts	Upazila/sub-Division	Geography	Number
1	Dhaka	Kishanganj	Bhairab	4	Sylhet	Sunamganj	Tahirpur	Division Coverage	7
			Bajitpur				Sunamganj Sadar		
			Kotiyadi				Diray		
			Pakundia				Jagannathpur		
2	Chattagram	Chandpur	Naria	5	Mymensingh	Molvibazar	Srimangal	District Coverage	16
			Uttar Motlab				Mohonganj		
		South Motlob	Netrokona Sadar						
		Hatia	Netrokona			Barhatta			
		Noakhali	Sandip	Jamalpur	Bakshiganj				
			Shitakunda	Islampur	Dewanganj				
		Bandarban	Lama	Mymensingh	Mymensingh Sadar				
			Alikadam	Sherpur	Sherpur Sadar				
		Cox's-Bazar	Chakaria	6	Rangpur	Kurigram	Raumari		
			Pekua				Rajibpur		
			Mahekhali				Koira		
			Kutubdia				Khulna Sadar		
3	Barishal	Patuakhali	Rangabali	7	Khulna	Satkhira	Shyamnagar	Upazila Coverage	17
			Golachipa				Char Fasson		
		Bhola	Mehendiganj						
		Barishal							

- **Continuous user of Solar:** Around 97% people are using solar battery in a regular basis. And rest of the 4% people are inactive users.

- We had selected the existing solar panel & battery using customers to conduct the interview.
- Main reason of selecting existing users was to understand the current scenario of solar battery market as well as the scope & opportunities of new business in the retail market.
- The sample had been selected following snowball method.
- Both male & female were considered as respondents.



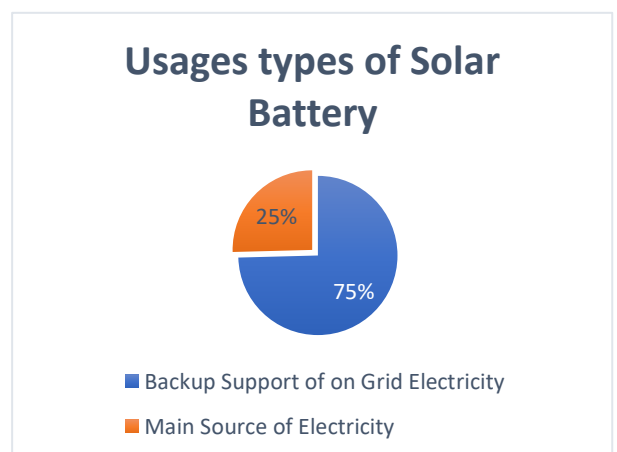
- **Existing users:** 42% of the existing users using their product without any issue so it also a major reason for the decreasing demand of product and sale.



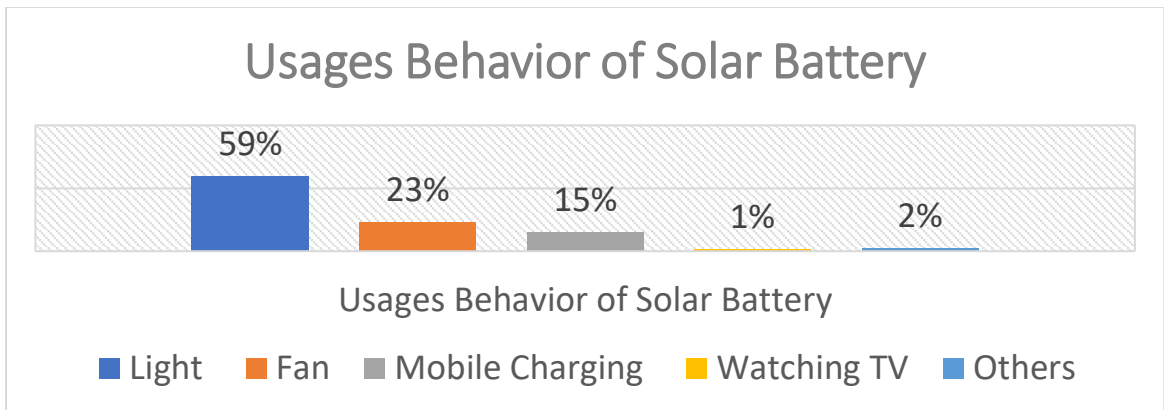
- Maximum Solar Battery Users are using the current Battery since last 5-7 years or above.
- The Solar Battery lifetime is about 7 years & maximum users are being potential customers.
- Among the all-solar battery users, a number of users do not agree to continue their solar panel & battery due to cover the national grid electricity.

- **Types of electricity users in Bangladesh:** About 75% Users are using as Backup Support of On Grid Electricity Where as 25% are using as Main Source of Electricity.

- Maximum rural & peripheral areas are covered by National Grid Electricity since last 3-5 years
- The Backup support users may continue the existing panel & battery till service in active.

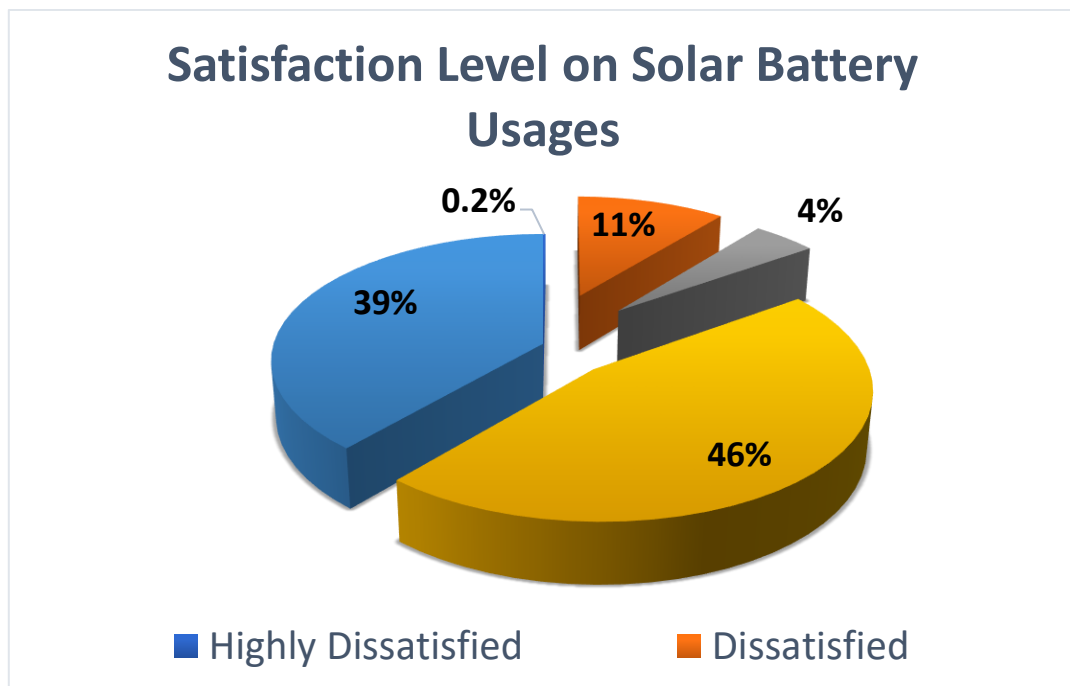


- Purpose of using solar system:** Solar energy is used for various purpose but around 59% people are using Solar Battery for Lighting Purpose. Solar battery also used for using Fans in summer season, mobile charging & watching TV.



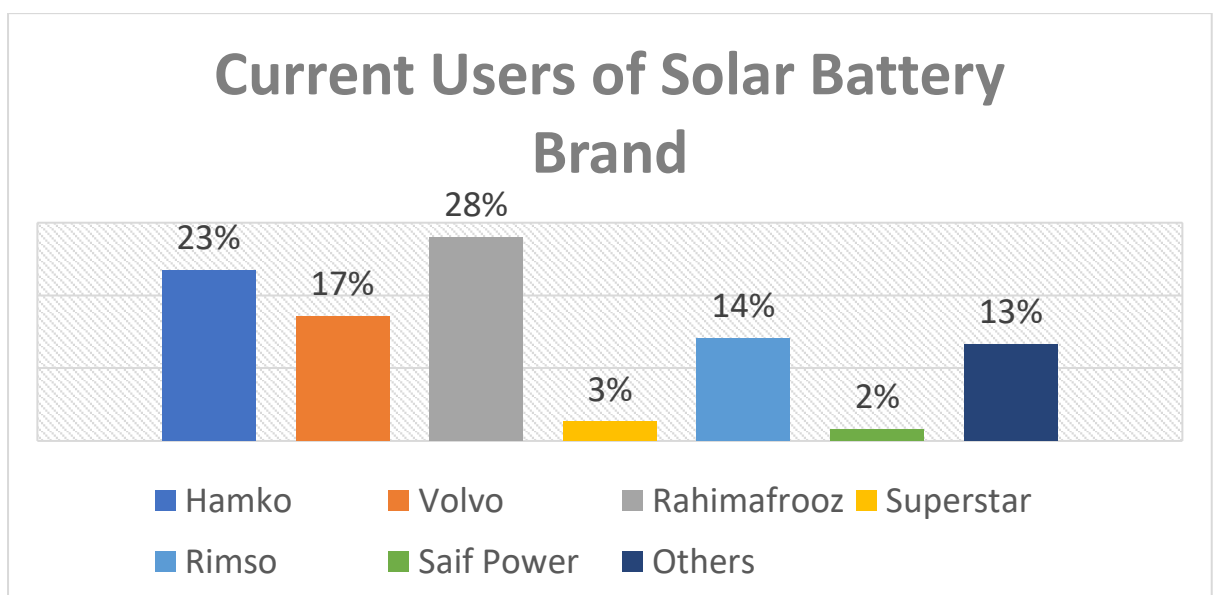
- The existing solar battery users who are covered under national grid electricity, they are using the solar battery as just backup.
- Many users already stopped the solar panel & battery after cover the on-grid electricity.

- Satisfaction level of users:** A survey was done to identify the satisfaction level of the users. From that we found about 46% Users are Satisfied & 39% are highly Satisfied on their current Solar Battery.



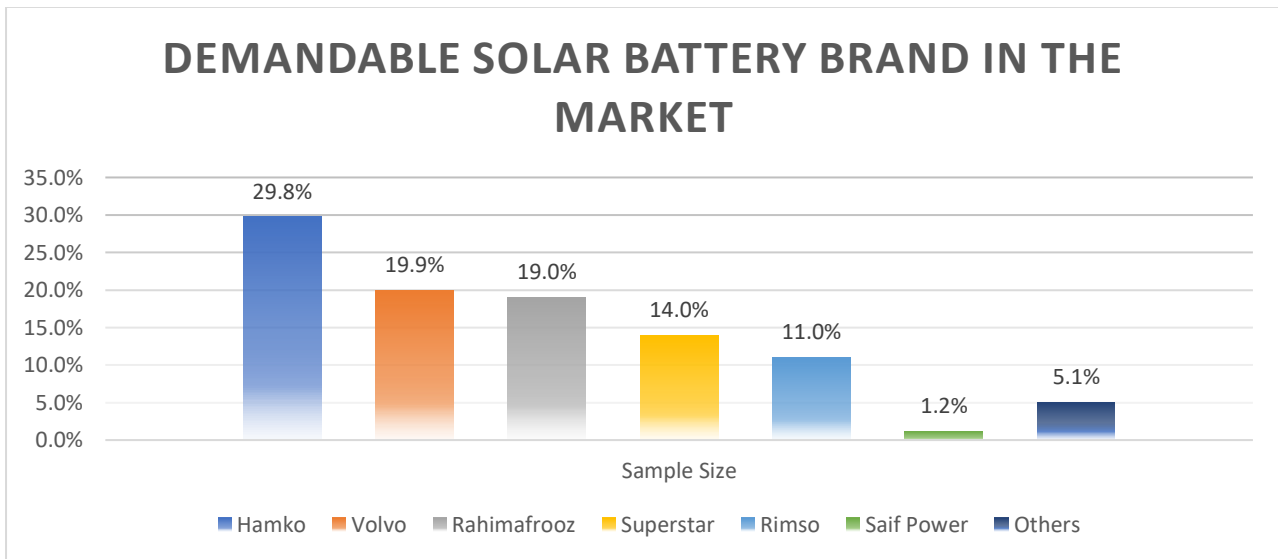
- Maximum users are satisfied on their current solar battery by using for long.
- Here, 46% of total users are satisfied, 39% are Highly Satisfied, 4% are Natural, 11% are Dissatisfied & only 0.2% [1 customer] are Highly Dissatisfaction.
- According to the user's feedback, they are satisfied on the solar battery because they didn't need to face any challenge or problem during using but they enjoyed better service from their batteries.
- On the other hand, few users have dissatisfactions on their solar battery due to face problem in service like low voltage, having no after sales service & difficult to maintenance.

- **Brand positioning:** For the End-Level Users, Rahimafrooz held to be the Top position among all Solar Battery Brands. At the consumer end, about 28% are using Rahimafrooz Solar Battery while 23% are using Hamko and 17% are using Volvo solar battery.

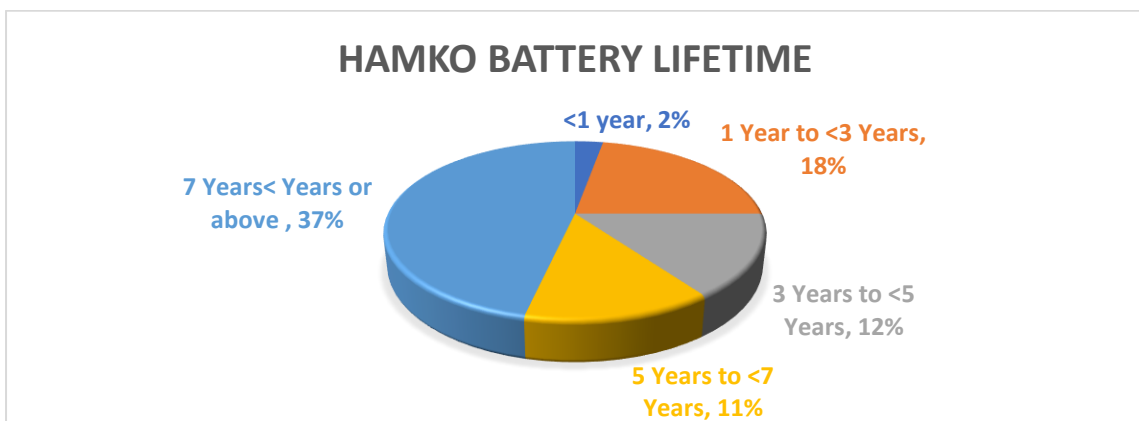
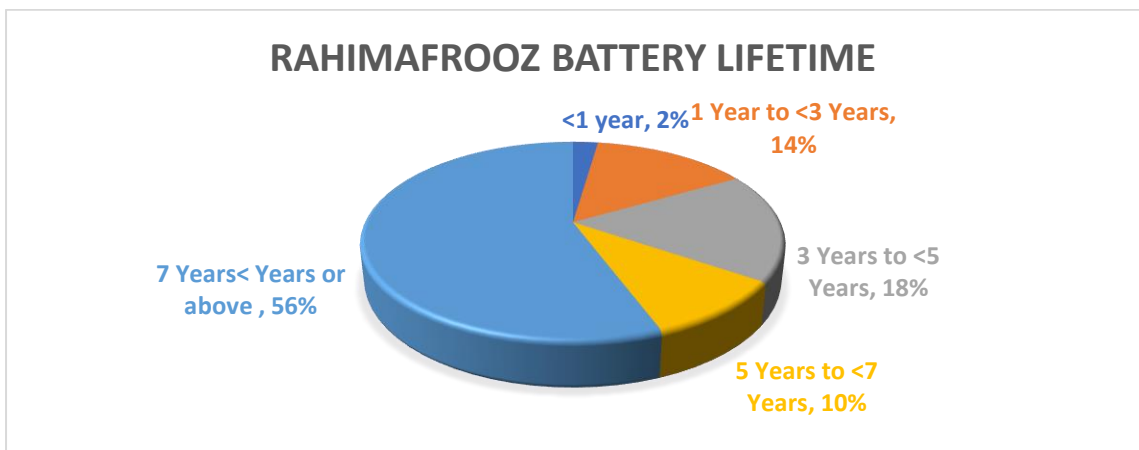


Rahimafrooz had sold 5% more than Hamko before 7-8 years ago.

- Preferable Brand of the users:** Hamko is the demandable solar battery in the market following by Volvo & Rahimafrooz. About 19.0% traders' opinion that Rahimafrooz is the most demandable solar battery in the market.



- Solar Battery Lifetime:** About 56% Rahimafrooz & 37% Hamko solar battery users are using their current since more than 7 years.



- Back to 7-8 years ago, Rahimafrooz solar was the market leader & would sell about 50% more than contemporary competitors.
- Average lifetime of solar battery is about 6-7.5 years

- **Most Demandable season:** Summer Season is the high demandable period for solar battery [March to September]. Reasons of High Demand in Summer season:

- **High Load Shedding**
- **Excessive usage of Battery**
- **Using additional Fans**
- **Setting New Solar at the Boat**

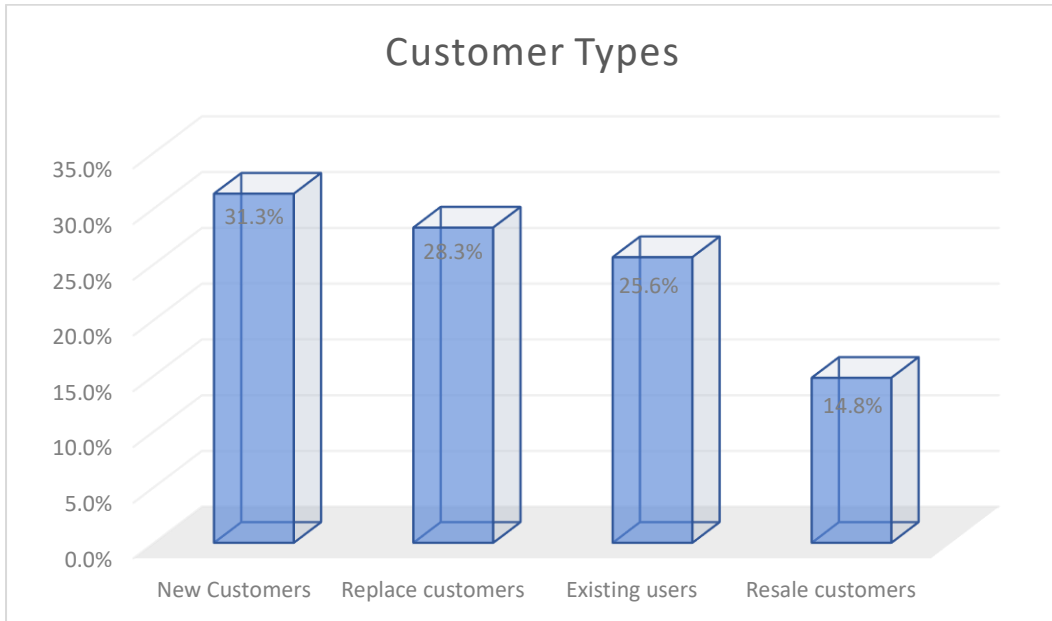


- **Less Demandable Season:** Winter Season is the less demandable period for solar battery [October to February]. Reasons of Less Demand in winter season:

- **Less Load Shedding**
- **Less usage of Battery**
- **No Usages of Fans**



- **Customer visit to market:** Customer types who visit the at the market regularly is presenting the following chart.

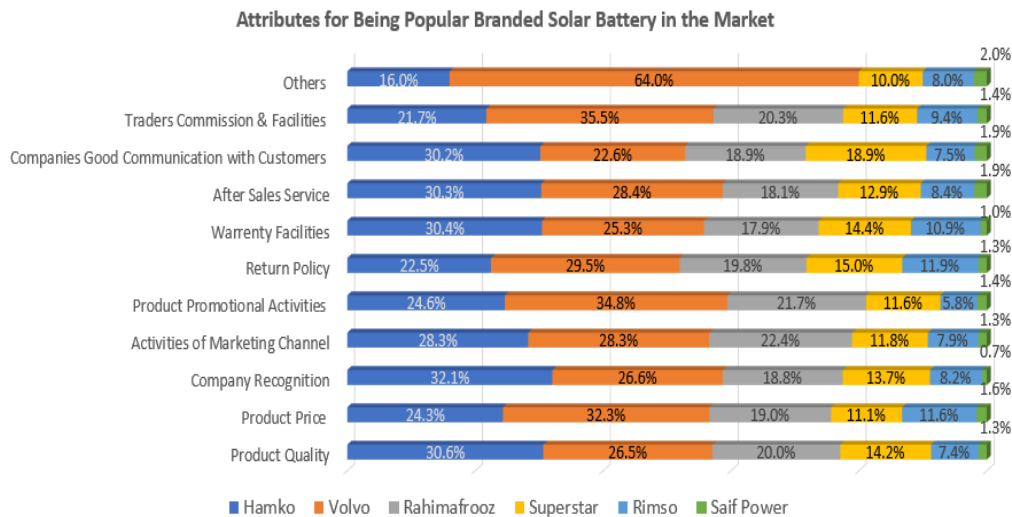


About 28.3% replace customers visit the market to buy the battery

- **Sellers Demand:** Traders’ Business Demand to Solar Battery Company are affected by few elements.

Demanding Factors:

- Low Price
- Good Quality
- Long time warranty
- Exchange Facilities



- **Demanded Facilities from Traders:** It is found that maximum solar battery companies do not offer any trade facilities to the retailers directly because of the distribution channel & model. Maximum companies operate their business by setting dealers to capture the market. That's way all facilities go to the dealer directly.

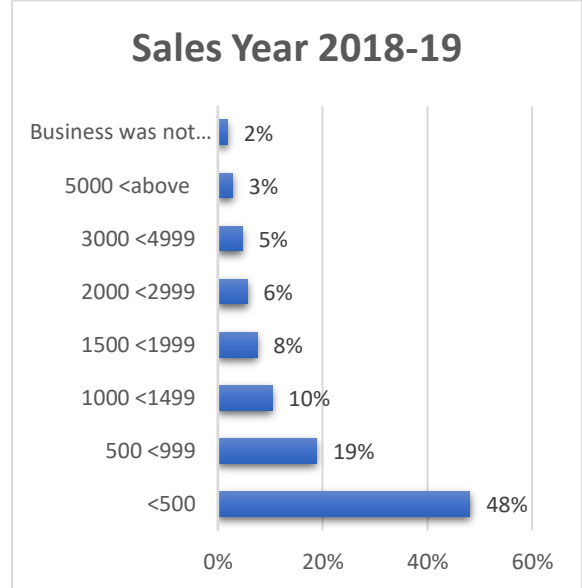
The retailers collect the products from the dealers & they get some commission but those are very minimum. They don't enjoy any other facilities from the company directly or from the dealers.

On the other hand, maximum dealers expect to get more facilities than existing offer to expand the current market. They expect the credit facilities also to create new scope in the competitive market.

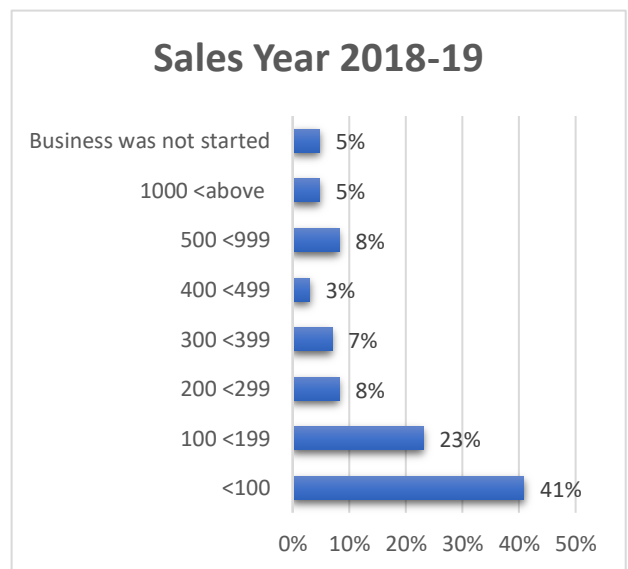
The facilities demanded from traders for more selling:

- Warranty for long time
- Should reduce the retail price
- Credit Facilities to the Traders
- More communication with traders & customers directly
- Attractive commission to the traders
- Replacement facilities
- Should have dedicated hotline number
- Should set up the strong Marketing Channel

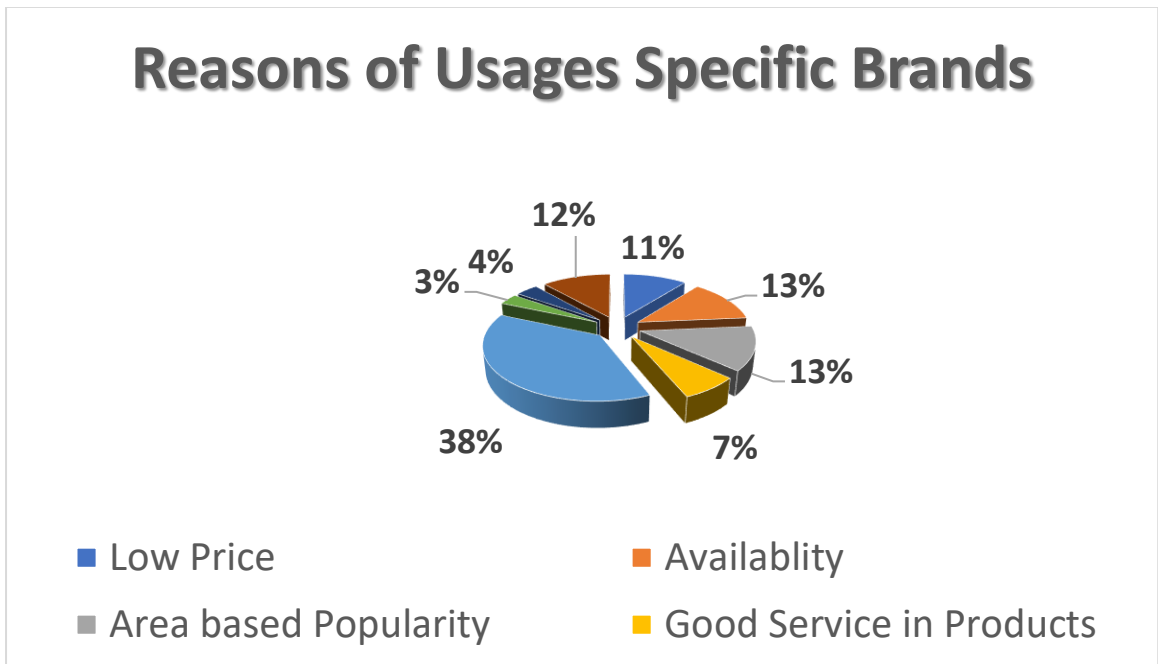
- Dealer Sales Record:** This part is a very secret information of the company but I have somehow managed to collect from the organization. Maximum dealer sold less than 1000-unit solar battery in last 2 years. Maximum dealer thinks that solar battery market being narrow and Some dealers didn't start their solar battery business during last two business year.



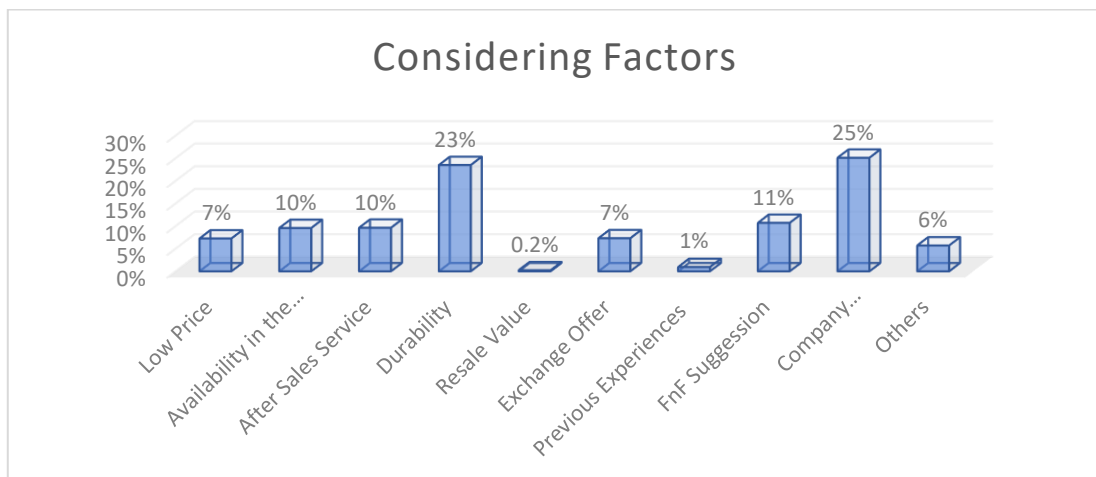
- Reseller Sales Record:** Maximum retailer sold less than 200-unit solar battery in last 2 years. A number of retailers are stopping their business operation in solar battery section.



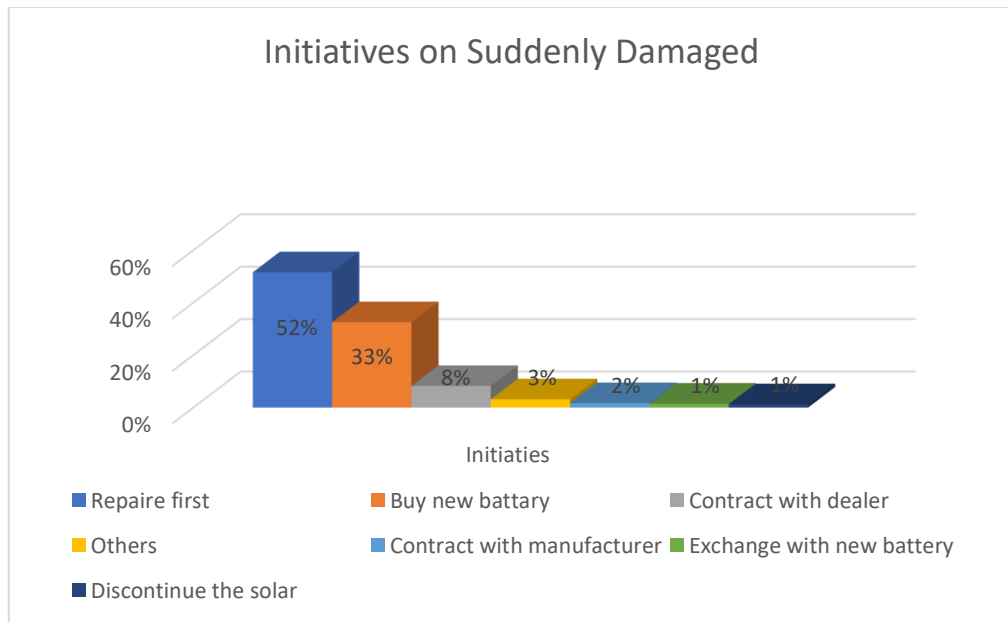
- Quality control:** Product's Quality is the key facture to the End level Customers and about 38% users consider the Products Quality during before selecting any branded solar battery.



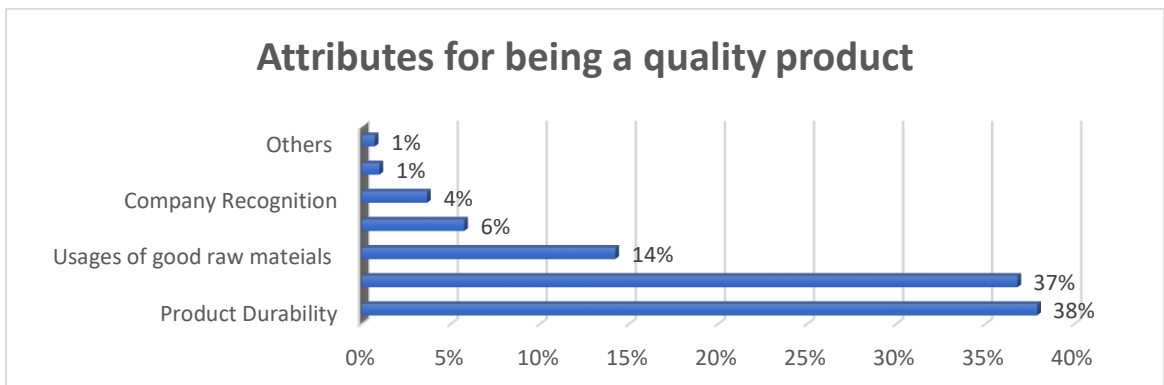
- Considering Factors of the company:** Company Recognition & Product Durability are the major key factors. The end-level customers consider the company face value & financial strength.



- **New customers:** About 33% current users have plan to buy new battery if they face any problem during usages. The main users of solar battery have plan to buy new battery if they face difficult suddenly.

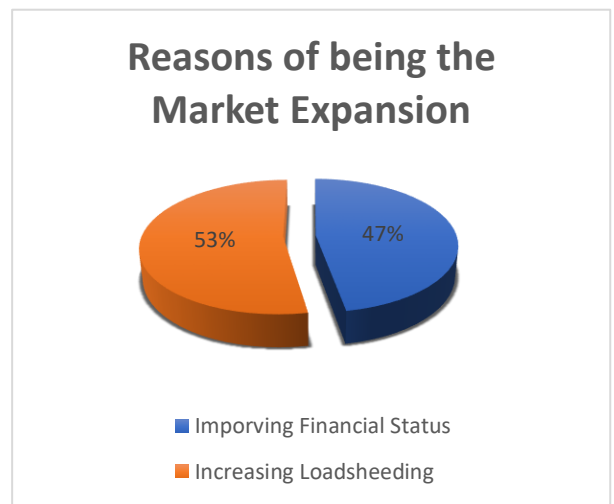
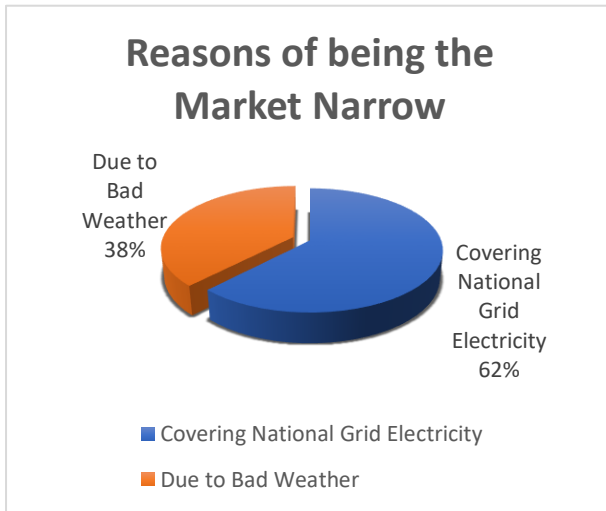


- **Durability and Materials used:** Durability & required voltage capacity are the basic attributes for being a quality product.

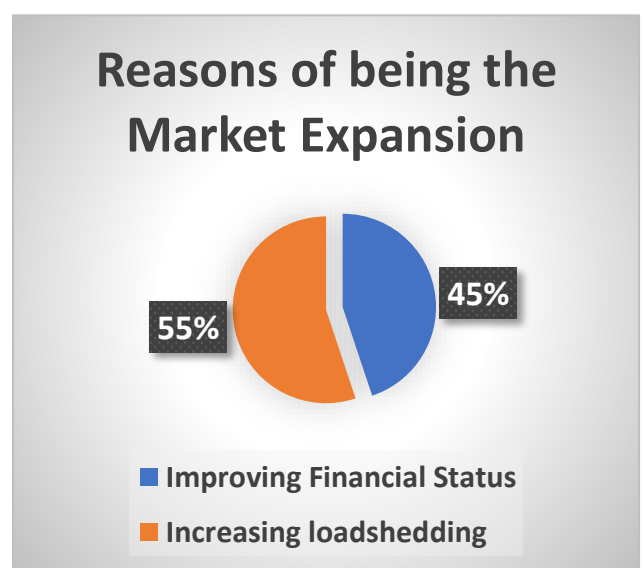
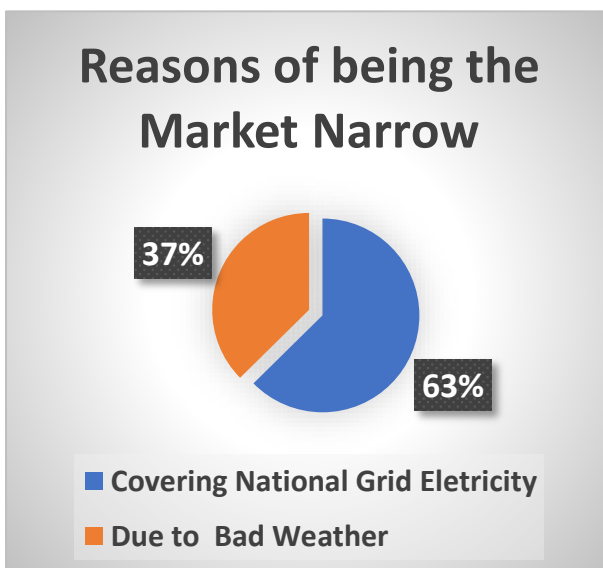


- The end-Level Users consider the battery durability & required voltage capacity as the main attributes of a good battery.
- The users evaluate the battery quality based on service & durability/long lifetime.

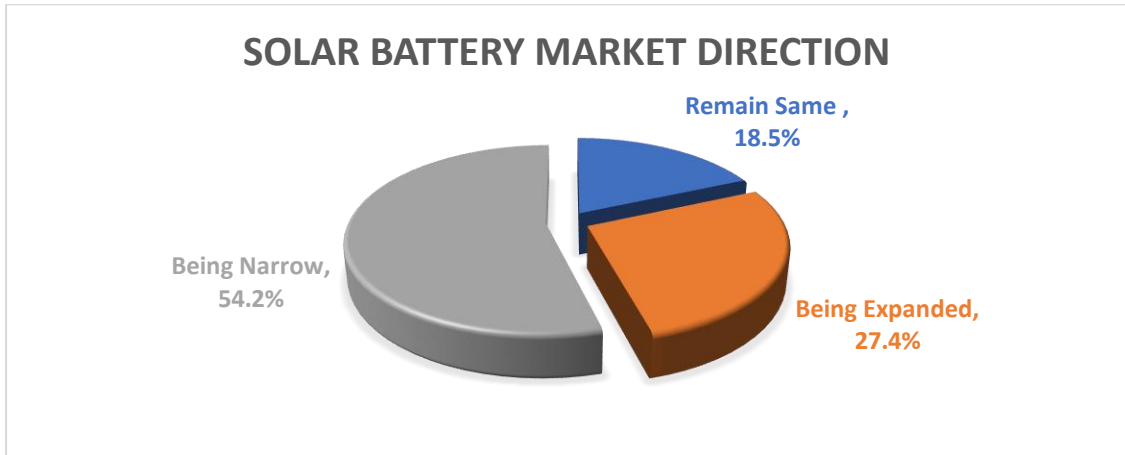
- Market Fluctuation [Dealer]:** Maximum traders expressed that last 2-3 years the solar battery is fluctuating & the market was unstable due to some reasons.
 - Maximum markets are being closed due to cover the national grid electricity.
 - Some islands & peripheral areas are also still potential due to increasing load-shedding & increasing solar back up customers.



- Market Fluctuation [Retailer]:**
 - A lot of retailers have closed their solar battery business due to be narrow the market
 - Few retailers think that the solar battery market may re-run within next 1-2 years



- Market Direction:** Maximum [54.2%] traders informed that the solar battery market for end-level customers is being narrow where only 27.4% told the market will be will be expand & 18.5% told remained same the market for next 3-5 years. According to Field data, the solar battery Market for end-level customers has been being Narrow gradually.



3.4 Summary and Conclusions:

Rahimafrooz Ltd. is a 68 years old company and the most experienced in its field but still due to some issues and strong competitors the company is facing various problems in the market. There are many low-quality products with less cost which is getting popular in the market. So, it is getting tough for the company to maintain their competition in the market.

Rahimafrooz is operating their business in both B2B and B2C method. Where B2B is cover a good market and traders are interested to buy their products. But in case of B2C the customers have less demand due to the high pricing. End customers want low price product whatever the brand or quality is that does not matter.

From the findings it is clear that summer is a good season for battery and solar. The demand of the product remains high in that time. But sometimes the

company face problem is supplying the product according to demand due to lack of prediction which often creates bad impression for the company.

3.5 Recommendations:

Rahimafrooz should reduce their costing of the products for competing in the market and to maintain their proper supply of the products. Because in terms of customers behavior brand value not always required when there are less costly products available in the market.

The marketing strategy of the company should be made stronger so that people can easily recall the brand while buying new products. And for that there should be continuous update about the product and services. Digital media promotion is the best way for doing that.

Last requirement for the company would be they need to analysis the market and prepare their product according to the need or the demand. Otherwise, they will fail to deliver the product.

Appendix:

1. Which geographical area has the bigger solar market?
2. Locations that we have covered through our distribution channel.
3. Do you use solar system on a regular basis?
4. How long you have been using solar system?
5. Which system of electricity do you use more?
6. For which purpose you are using solar battery?
7. Are you satisfied by your current solar system?
8. Which brand are you using for solar system?
9. Which brand will you prefer while buying new solar system?
10. How long is your battery providing service?
11. Which season you think is the most demandable for solar system?
12. Which season you think is the less demandable for solar system?
13. Which type of customers visit market normally?
14. Which brand the seller push for selling?
15. For what type of benefit the seller push that particular brand?
16. What is the sales record for current dealer?
17. What is the sales record for current reseller?
18. What is the reason for selecting particular brand?
19. What are the factors customers considering while buying new system?
20. What customers do when their system damage suddenly?
21. What are the attributes for being a quality product?
22. Why the dealer market fluctuates?
23. Why the retailer market fluctuates?
24. On which direction the solar market is going?

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