

Report On

ACI Motors contributes to sustainable agriculture in Bangladesh

By

Mominul Islam Rahul
18304011

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

BRAC Business School
BRAC University
October, 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:

Mominul Islam Rahul
18304011

Supervisor's Full Name & Signature:

Shamim Ehsanul Haque
Assistant Professor
BRAC Business School

Letter of Transmittal

Shamim Ehsanul Haque
Assistant Professor
BBS, BRAC University.
66 Mohakhali, Dhaka-1212.

Subject: Submission of internship report on “ACI Motors contributes to sustainable agriculture in Bangladesh.”

Dear Sir,

I am submitting my internship report, “ACI Motors contributes to sustainable agriculture in Bangladesh.” As an essential part of my BBA curriculum, I have given my best output for making this report. The internship program has given me a chance to experience real-life jobs and work experience in the marketing and sales department of ACI Motors Limited. I have found this experience interesting, challenging, and beneficial.

Lastly, I am submitting my internship report. I hope this internship report will fulfill all the purposes of the internship program.

Sincerely yours,

Mominul Islam Rahul
ID: 18304011
BRAC Business School
BRAC University
Date: 20th October, 2022

Non-Disclosure Agreement

This agreement is made between ACI Motors Limited and the BRAC University student, Mominul Islam Rahul, who is signing below. By my declaration, I am Mominul Islam Rahul, hereby state that ACI Motors Limited won't be harmed by the disclosure of any confidential information or other significant facts in this report. This report will be created with the assistance of the office manager and also based on my regular procedures. As a result, my report won't be posted online; instead, it will be documented at BRAC University as part of the application process for my internship program. Finally, I certify that this report won't be detrimental to the company and that the information sources are acknowledged in the reference.

Acknowledgement

First of all, I am thankful to Almighty that he has allowed me to experience such a wonderful job experience in a renowned company. As a mandatory and essential part of my BBA curriculum, I have done this report with my best effort.

I am very thankful to my internship program supervisor, Shamim Ehsanul Haque, Assistant Professor, BRAC Business School, BRAC University. Under his supervision, I learned a lot. His every suggestion from the very first day to the last day of my internship program his every instruction made this report more valuable.

Then I am thankful to Md Azam Ali, Director Sales, ACI Motors Limited. He is the first tutor of my corporate experience. He has taught me some real-life experiences I can apply to my job. He has allowed me to do something new, something to show, and this gives me more confidence to do better in the future. Furthermore, some other people help me to learn a lot. I would like to thank Omar Faruk, Data Scientist ACI Motors Limited. With their valuable advice, giving day-to-day work has allowed me to learn, making me more confident. Also, I would like to thank Fahim Shariar, Product Executive, ACI Motors Limited.

Lastly, I am very proud and happy to do my internship in a renowned company. I will always be thankful to those people. Without them making this report would not be easier for me. Also, I would like to thank BRAC University and ACI Motors Limited for connecting me to the journey of the corporate world.

Executive Summary

This report is based on the last three months experience in ACI Motors Limited. It is one of the leading agricultural machinery sector-based business organizations in Bangladesh. ACI Motors is Bangladesh's most comprehensive and technologically advanced agricultural modernization machinery distributor. Since then, they have included these products in their tractor and power tiller lines while ensuring product quality and availability of genuine spare parts. They also stress the necessity of after-sales service. They are involved in improving Bangladesh's Agriculture sector. From their Power tiller, a farmer can quickly cultivate his land within one day. Previously it needed much workforce and took up to 5-6 days. For the first ever in Bangladesh, ACI Motors Limited launched Combine Harvester. From this, a farmer can save cost and time in harvesting his land, making life easier for Bangladesh's farmers to be more profitable. From this, the farmers can benefit from the best land use. I manage the whole connection software, which the field force uses to submit their daily actions. To do my everyday duties, I needed to understand Microsoft Excel professionally. I have also learned how to use Geographic Information Systems work. Besides these hard skills, I have developed non-cognitive skills like time management, punctuality, teamwork, critical thinking, and analytical ability. Several obstacles taught me how to prioritize my job and manage my time better. I have also learned to balance my personal and professional lives, which has been great. Internships help students to apply classroom knowledge in the real world, develop leadership skills, and acquire a competitive advantage in the job market. To do well enough that the organization considers me for a long-term position.

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Chapter 1 Internship Overview

1.1.1 Student Information

Name: Mominul Islam Rahul

ID: 18304011

Major: Marketing

Period: 3 Months

(12 June, 2022 to 12 September, 2022)

1.1.2 Internship Company Information

ACI Motors Limited.

Department: Sales

Address: Head Office ACI Centre, Tejgaon Industrial Area, Dhaka-1208, Bangladesh.

Email: info@acimotors-bd.com

Website: www.acimotors-bd.com

1.1.3 Internship Company Supervisor's Information:

Name: Md. Azam Ali

Director, Sales

ACI Motors Limited

1.2 Job Scope

As an intern in the Sales department of ACI Motors Limited, I have focused on Sales related tasks since joining the company. Thanks to this internship, I have gained valuable experience in my field in just three months. I learned a lot about the ins and outs of office life and corporate etiquette from my friendly and supportive supervisor and the senior employees. They welcomed me with open arms on the first day of my internship.

1.3 Job Activities

1 st Week	I started my internship on the 11th of June, 2022. Within the first week, HR briefed me on the intern guidelines and policies. Moreover, please introduce me to some of the other seasoned employees here.
2 nd Week	At the beginning of my second week, my supervisor thoroughly introduced ACI Motors Limited's contributions. He instructed me on the fundamentals of product and service.
3 rd Week	Within my first three weeks on the job, my supervisor gave me the task of creating a list of ACI Motors Dealers and where we need more dealers.
4 th Week	As I entered my fourth week, my supervisor assigned me to work on Geographic Information System. Told everything about GIS and taught me how to work.
5 th Week	At that time, there was Budget Meeting. So, I am involved in that program like managing also, cooperate and helping everyone
6 th Week	At that time, there was Budget Meeting. So, I was involved in that program like managing also, cooperating, and helping everyone
7 th Week	My seventh week was spent doing Excel-related work. A Look at the Sales Team's Data and Some Suggestions
8 th Week	In my eighth week, my responsibility was to check in with the sales team to see if they had run into any problems.
9 th Week	Communicate with Marketing Officers, Territory Manager, Area Recovery Officer, and Regional Territory Manager for Sales Information.
10 th Week	Updated the Demarcation File of ACI Motors Sales Force
11 th Week	Project Report Writing for Internship.
12 th Week	Project Report Writing for Internship.

Table 1: Job Activities

1.4 Internship Outcomes:

1.4.1 Student's contribution to the company

As an intern in marketing and sales, I have helped in several company areas. As an intern, I have done my best to contribute to ACI Motors Limited's success.

Helps in day-to-day office tasks: During my time as an intern, my supervisor and the other senior members were helpful and provided me with many opportunities to learn new skills. As a result, I am in a position to assist my superiors and coworkers. Examples include compensation calculations, categorizing Excel data files, and organizing sales files.

Communication: I am responsible for keeping in touch with the area head and marketing officers, conducting market research on raw materials, and obtaining pricing quotes.

1.4.2 Benefits to the student

Real-life job experience: After completing all required coursework, this internship provides the practical experience to help me put my classroom knowledge into context. Moreover, I am learning a lot about proper business conduct in the workplace.

Monthly remuneration and other benefits: Often, interns are not paid for the time and work they put in as part of their internship. However, interns' efforts are greatly valued at ACI Limited. As a result, ACI Limited provides its interns with a monthly stipend in addition to free food and beverages.

1.4.3 Problems/Difficulties (During Internship)

Communication Problem: I was in Head Office. That is why it was hard for me to identify the seniors and managers of ACI Motors.

Transportation: As an intern, I was not allowed to take their transportation, so I had to use local transportation. Sometimes there were many movements on the road, so it was hard for me to come office on time.

Lack of Supervision by the employees: Because everyone was so occupied with their regular tasks, nobody could spare much time to discuss with me.

1.4.5 Recommendation

Transportation: To help interns go to the office without a hassle, as I have mentioned in the part of the problem, ACI Motors should set up transportation service.

Identity Card: ACI Motors should give ID cards to interns so we can quickly identify who is a

permanent employee or intern. Chapter 2 Organization Part

2.1 ACI Limited

In 1968, Imperial Chemical Industries established ACI as a wholly-owned subsidiary (ICI). Following Bangladesh's independence on January 24, 1973, the company registered as ICI Bangladesh Producers Limited, operating concurrently as an Independent Company. The company now comprises four distinct divisions.

One of Bangladesh's most successful businesses, Advanced Chemical Industries (ACI) Limited, deals in chemical products. Nineteen thousand six hundred fifty-three people own shares in ACI, making it a public limited corporation. They are made up of three far-away shareholders and fifty local organization members. The company is divided into three distinct divisions. In addition, the company has a sizable network of global partners, accreditors, and accomplices with whom it has entered into various currency trading and business partnerships.

2.1.1 History:

Name	Advanced Chemical Industries Ltd. (ACI)
Company type	Public Limited
Address :	245, Tejgaon Industrial Area Dhaka 1208, Bangladesh
Incorporation Date :	24 January 1973
Number of employees:	9,147
No of Shares :	5, 73,72,9557.
Registration No :	C-3885
Face Value :	10
Authorized capital :	1,500,000,000
Issued and paid capital :	49, 88, 95,270
Year End :	30 June

Table 2: History of ACI Limited

2.1.2 Mission

The Mission of ACI's work is to better people's lives by consciously applying knowledge, creativity, and expertise. The primary mission of ACI is to give. The highest possible customer satisfaction step is providing world-class products, creative formats, and passionate staff.

2.1.3 Vision

- Deliver high-quality products and services consistently, giving our customers excellent value for their money
- Focus on being the industry leader in every sector where we operate.
- One way we plan to nurture talent is by encouraging and promoting originality in the workplace. Develop a setting that encourages growth and learning for yourself and others.
- Use our resources wisely and adopt cutting-edge methods to maximize productivity.
- Promote comprehensive development by educating and supporting our distributors and suppliers to raise productivity.

2.1.4 Values:

In order to fulfill its mission, ACI is committed to providing the highest possible the quality of the goods and services provided to their clients. Six core values of ACI are as follows:

Quality	Customer Focus	Innovation	Fairness	Transparency	Continuous Improvement
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Table 3: Values

Quality: In order to guarantee that the company's goods and services are of the highest possible quality and to consistently satisfy the requirements that its clients have set forth, the company has developed this goal., ACI employs a quality management system by international standards. ACI's goal is to meet and exceed the quality standards of its clients so that the company can achieve overall business excellence. One of ACI's core beliefs is the importance of preserving product quality.

Customer Focus: Customers are always at the top of ACI's consideration. They always give priority to their customer. They always try to provide customers with high-quality products at an affordable range. Also, they want customers to get the products available near them.

Innovation: ACI always wants to innovate something new by considering the customer's needs and wants. The continuous research to develop their innovations.

Fairness: ACI is always concerned that everyone inside the organization is treated the same. This also morally boosts the employees to work better and together, which remains an ethical working environment in the organization.

Transparency: The priority of this value is on employees, but it can also be used for external stakeholders like clients and customers. To its clients, ACI has always been, and will always be, a fresh and honest company in its product descriptions and standards.

Continuous Improvement: At the same time, ACI is focused on satisfying consumer needs, which is why the company is committed to regularly developing and releasing new and improved goods. They would instead not settle on a single solution, and they consider that the only way to ensure long-term success to keep innovating in response to market demands.

2.2 ACI Motors Limited

2.2.1 Introduction

In 2007, ACI Motors was founded to increase mechanization in agriculture to bring about a massive evolution in the agricultural industry. To provide farmers with a "Complete Farm Mechanization Solution," ACI Motors offers a wide variety of farming equipment such as diesel engines, tractors, power tillers, reapers, mini combine harvesters, rice transplanters, and more. Included are all stages, from planting the seed to storing the harvest. Its 6-hour service for After-Sale-Service calls across Bangladesh is unmatched. They have a sizable network set up, with eight sales and service centers and hundreds of Authorized Parts Dealers dispersed across the country. ACI Motors has been essential in promoting farm mechanization in Bangladesh because of its responsive financing options for farmers to purchase high-quality agricultural machinery. In 2014, ACI Motors introduced CASE Construction Equipment to the Bangladeshi market. As of 2016, ACI is the pioneering business in Bangladesh to join the prestigious United Nations Global Compact. It is the only Bangladeshi firm to have its COP (Communication on Progress) officially acknowledged by the UNGC (United Nations Global Compact). Regarding international business associations, the World Economic Forum is by far the most well-known, and it has officially inducted ACI as one of the first companies to join the network of Global Growth Companies.

Mission and Vision of ACI Motors Limited:

2.2.2 Mission:

Improving Quality of Life through Speed and Mobility

2.2.3 Vision:

Providing an integrated mechanization solution for Agriculture, Transportation and Infrastructure

2.2.4 Types of Products under ACI MOTORS



Figure 1: Products under ACI Motors

ACI Motors started its journey in 2007 by introducing the famous Sonalika Tractor to the market. It also sells agricultural machinery such as Power Tiller, Diesel Engines, Combine Harvester, ACI Water Pump, and Reaper introduced in 2007, 2008, 2009, 2010, 2011, 2013 and consecutively.

Features and benefits of ACI Motors Products

Sonalika Tractor



Figure 2: Sonalika Tractor

Features:

- It is a complete and balanced tractor with an ample wheelbase. The SONALIKA Tractor is manufactured in Japan using the country's cutting-edge technology.
- Because it has the highest possible ground clearance, the Sonalika Tractor can: plug and weeding not damage the standing crop, and it easily oversteps farm bunds and uneven terrain.
- Proper use and renting will yield a return on investment within two years.

Benefit of Farmers:

- It has a hydraulic suspension so that it can be run anywhere. If the land is too wet, another tractor fails to run but Sonalika works on everywhere.
- It has high mileage so it can run for a long time with low fuel.
- The size of this tractor is significant so that farmers can carry many crops from one area to another.

ACI Power Tiller



Figure 3:ACI Power Tiller

Features:

- The use of power tillers has contributed to reducing seasonal fallows and enhancing cropping intensity.
- Small farmers hire out-power tillers to generate cash. This machine allows rural self-employment.
- The power tiller is one of the most portable and efficient forms of farm power because of its two wheels and simple design. The fact that it is one of the most efficient energy sources for farming is not enough to change this.
- Keeping a power tiller in good working order is simple.
- Do not need a license to operate a power tiller; it is far easier to learn than driving a tractor.

Benefit of Farmers:

- The price is low compared to other power tillers in the market
- The function of this power tiller is easy so that Anyone can operate this
- If laborers want to harvest the land, it takes 1day, but with from power tiller, it can be done only in 1hour
- Saves the cost of labor because if any farmer wants to harvest his whole land, he needs ten people, but ACI tractor can do it with only one operator
- It can run on any land if it is wet or dry.

Combine Harvester

এ সি আই
কম্বাইন হারভেস্টার
4LBZ-120 Plus



এ সি আই মটরস্

Figure 4: Combine Harvester

Features:

- This machine can perform four activities at once. This machine can harvest, weed, and sack paddy all at once.
- It saves paddy and wheat from natural disasters.
- It works on dry and moist terrain.
- This combination harvester cuts, harvests, weeds, and packs 1 acre in 1 hour.
- This technique reduces production costs, saving farmers money and time.

Benefit of Farmers:

- Any farmer can operate this.
- It can carry up to 600kg crops so that if any farmer has so much land, he can harvest every land in one day.
- Sometimes the land becomes weak because of harvesting using hand, but it has robust technology so that it does not hamper the land.
- The cost of harvesting one bigha land labor takes 500-800 from this harvester. It only needs 200tk fuel. So that a farmer can save his cost.
- Properly harvesting one bigha of land takes 1day, but if a farmer uses this harvester, it takes only one hour. So that a farmer can save time.

Rice Transplanter



Figure 5: Rice Transplanter

Features:

- Because of this mechanism, rice plants are protected against any form of natural disaster, particularly from frost damage. It is possible to create a tray seed bed at home using the conditions that farmers have control over.
- This method saves time because it only takes about a week for the seed to germinate in a seed bed and then be planted in the ground. A similar job would take 35–40 days to complete using traditional methods.
- Farmers can save anywhere from 18 to 20 days when adopting this technology.
- Walking transplanters can plant an acre in 1.25 hours while riding transplanters can plant an acre in just one hour.

Benefit of Farmers:

- It can transplant more than 1000 paddy per day.
- For one bigha of land, the transplant paddy needs more than five laborers; from this, only one person is enough to operate.
- To transplant 100 paddy labor needs a whole day, but a transplanter can do it in less than one hour
- The militance cost is also low
- By transplanting with labor most of the time hampers the land, but by using a transplanter, farmers can get the result early
- Transplanting by hand hampers the crop as well, but using it is automated so that no crop will be wasted

ACI Reaper



Figure 6:ACI Reaper

Features:

- Serves as an ideal replacement for manual labor during harvesting seasons for rice.
- This rice cutter machine works well on fields of all sizes.
- 95% of rice that is ripe can be chopped down easily using this machine.
- The price of this machine is reasonable enough for an individual farmer to be able to purchase it.
- The unit weighs 8 kilograms, making it simple to use; • The engine runs on gasoline.
- It has a revolving door. It uses only half a milliliter of fuel every hour.
- This machine will cut labor costs and time by eighty percent.

Benefit of Farmers:

- From this, a farmer can easily cut his whole crops in just one day.
- To cut one bigha land crops, it needs more than 5/6 labor but using this, it only needs one person.
- It also saves time because cutting one bigha land takes one day but using it takes only 30-40 minute.
- The service cost is meager.
- Sometimes cutting crops by hand also has a harmful effect on the body but using the reaper is done harm.

2.3 Management practices

2.3.1 Organization Organogram

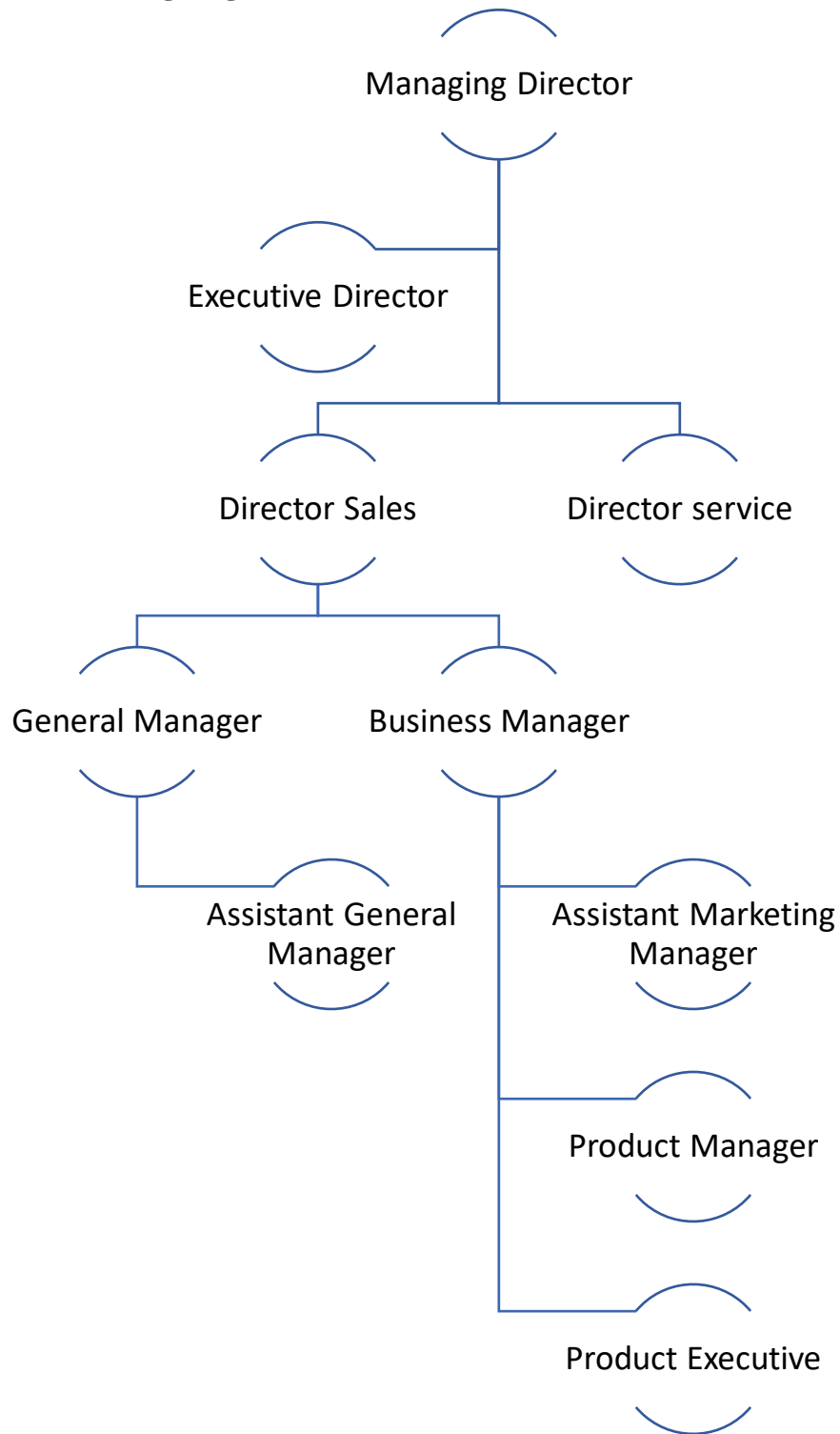


Figure 7: Organization Organogram

2.3.2 Departmental Activities

The Administration department: The administrative department is in charge of maintaining a positive work environment by keeping an eye on all company regulations.

The Finance department at ACI Ltd. acts as the company's essential finance system. Its primary focus is on the following areas:

- Treasury
- Protection decision making and financial safety nets.
- Costing
- Budgeting for Credit
- Finances payable management
- Accounting in General
- Taxation

Commercial Department: The commercial division of ACI Motors serves as the company's primary functional and operational segment. Specifically, this location is in charge of all supply chain transactions and activities. Employees in this unit are hard-working and devoted to fostering positive relationships with current and potential new clients globally. They are bargaining for the lowest feasible product prices and estimating how much money their workers will save due to their bargaining position. It makes it easier to disseminate professionalism and knowledge in business.

MIS department: The MIS department handles IT related issues. It handles problems with software and hardware, as well as the internet and local area network.

Distribution department: In order to make the most out of the available sales prospects, ACI Motors has a deliberate placement strategy to establish possible sales centers in twenty distinct locations all across the country. Over 200 highly skilled and well-trained individuals have been working. Ensure that all orders and deliveries are completed on time is the responsibility of this department.

Training department: The training sessions are held at the beginning of each month at ACI Motors in order to promote a culture of high production from employers. By participating in training programs, employers can gain the knowledge and skills they need to conduct more effective and innovative strikes in the future.

2.4 Marketing Practices

ACI Motors has many marketing activities throughout the year, including social activities. The company arranges many rural farmers programs, like "Prity Football Match" at Mohadevpur. In January 2022, they arranged an Agricultural fair at Bangladesh Agricultural University to create awareness and inspiration among farmers and young generation. In March 2022, they arranged an Agriculture fair at ACI Centre. In these programs and fairs, they always invited all famous agricultural specialists and local Farmers. The company provides various inspirational offers to farmers as well as distributors. They provide economic privilege to the poor farmers in the local area. Best quality service and loyalty is their leading brand to promote with the machines. They often sit together with farmers and suppliers to have feedback to change the product as the requirement of the farmers.

To promote the marketing, they use word of mouth promotion from the customers. But with the traditional trend they use

- Social Media
- TVC
- Leaflet
- Festoon

Corporate Social Responsibilities

ACI Motors is always beside the farmers in any natural disaster or financial problem. The company managed free cultivation or harvesting for the farmers with their modern equipment. The company also provides EID gifts to many farmers with packaging EID clothes and ACI Consumer products. There is a helpline for the farmers to inform about their problems and feedback about the products and service. A "responsible corporate citizen" is key to ACI's business practices. As a result, ACI employees place a premium on Social Responsibility. Since adopting the Global Compact principles, we have increased the clarity of our efforts to fulfill our social duties. Programs that provide children with an education and those that further medical professionals' education has been proven to impact society's progress positively. The Medical Services Department (MSD) of ACI is comprised of a hardworking group of medical school graduates that organize and execute continuing medical education (CME) programs throughout Bangladesh under the banner of "Clinical Meetings." These are informal gatherings of medical professionals for training and information exchange, usually guided by those with extensive experience in the field.

2.5 Operations Management and Information System Practices

Operations Management

ACI Motors Ltd. is currently working to provide complete farm mechanization solutions to farmers. They are targeting the whole rural places of Bangladesh and providing the best support for each place. They also provide Power Tillers, Diesel Engines, Tractors, Water Pumps, and Foton Mini Pickup Trucks. All these are different products with different marketplaces, and serving all sectors in the rural and urban is pretty tough. They work in a large team and maintain the operations of all departments individually.

I have identified some of the significant operational challenges, which are-

- Maintaining hassle-free distribution.

- The rural places have a vast market where it is tough to cover all different markets.
- Satisfying farmers is different from the urban people.
- Not all places have a hassle-free transportation route to deliver the products.
- Online promotions and activities are significantly less effective for this industry.
- Very few employees were working on customer care services.
- ACI Motors Ltd. is currently doing their business based on dealer shops, and they should try to make the deliveries even smoother in all places.
- Credit-based businesses are more eligible for the rural people of Bangladesh.
- ACI has recently launched and started distributing Foton Mini Pickup trucks, which can easily travel even on the country's rural roads. Using their product for the deliveries can also improve their services in both time saving and money saving.
- ACI Motors Ltd. should focus on offline campaigns and rural market activities to attract the following customers.

2.6 Industry and Competitive Analysis

2.6.1 SWOT Analysis

An organization would be well served to carry out a SWOT analysis, which looks not only at its strong aspects but also at its weak areas, opportunities, and threats. The company will find it much simpler to improve its performance in the future in comparison to the performance of its competitors as a result of this development. The S. W. O. T. study is an additional tool that a company can utilize to investigate its current position. In light of all of these factors, it is generally accepted that doing a SWOT analysis is an essential step to take before making any modifications to the strategic management of a firm.

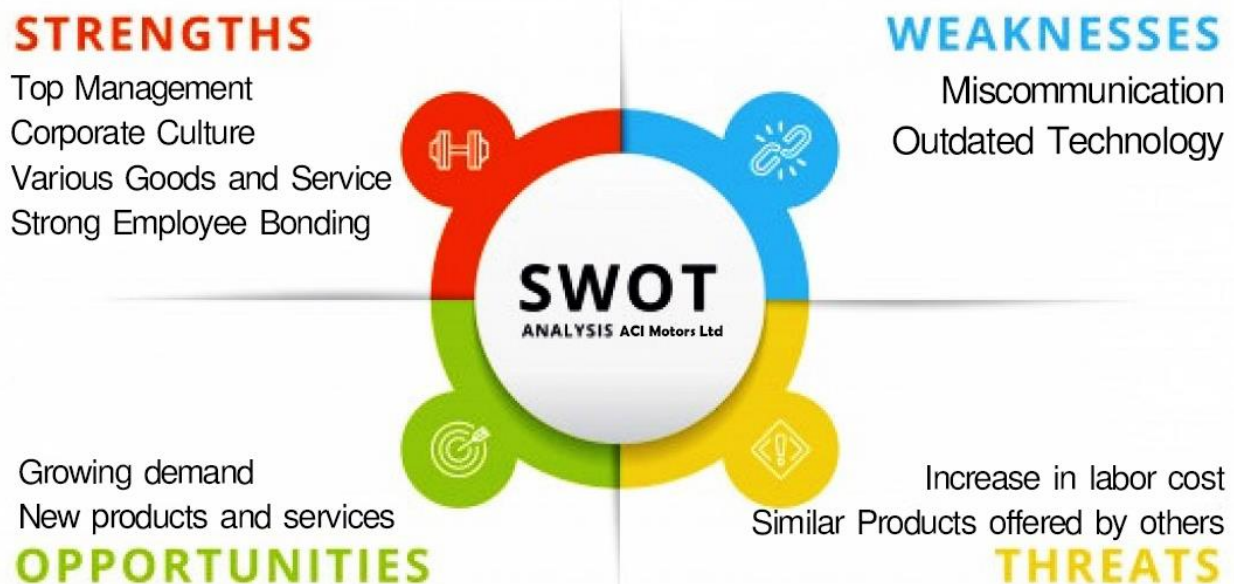


Figure 8: SWOT Analysis

Strength

Top Management: The management team at ACI motors operates in a highly effective manner. Every official, notably those in senior management positions, has experience working for reputable companies in Bangladesh. The growth of the company over the long run will be directly attributable to its abilities, experiences, and goals. Therefore, the company's upper management is the most crucial factor contributing to ACI motors' success.

Corporate Culture: The company culture of ACI encourages interaction. The welcoming atmosphere they provide might instill in an employee a sense of confidence and devotion toward the firm. When goals are met, ACI Motors provides employees with attractive rewards. There are no obstacles to the employees' ability to communicate with higher levels of management down to lower levels. This is the primary aspect that keeps the staff members working each day.

Various Goods and Services: Customers can choose from a wide variety of products and services that ACI has to offer. So that consumers may make informed decisions about which items will best meet their requirements.

Strong employee bonding: The companies have a significant advantage in the form of their devoted personnel. An organization's strong sense of devotion gives it an advantage over other organizations. The robust culture of the organization is the primary factor contributing to its success.

Weakness

Miscommunication: Sometimes there are miscommunications among the employees. Like they did not understand the context and made a report by themselves. That is why sometimes there is much misleading information appears in their report. As reasonably as sometimes they did not talk to authority, just assume something and take decisions by own self without informing others.

Outdated technology: It is one of the largest conglomerates in Bangladesh. That is why many people visit their websites and use their applications every day. Most of the websites and Applications were outsourced from foreign countries. So, if there is any problem, it requires a significant amount of time to solve. Also, when the traffic spikes, it becomes slow. As well as on their website, there is not too much information.

Opportunities

Growing demand: The need for pick-up trucks and covered vans is growing daily. Moreover, ACI motors make the most of this occasion by introducing a brand-new product to their clientele. They have to look for further opportunities similar to this one so that they can create a profit that is evident in the not-too-distant future.

New products and services: Discovering new markets or areas of application is always a solid indicator of future success. Because this industry has been there for some time in this country, ACI

Motors is progressively introducing new flavors and characteristics that are sure to pique the interest of its clientele. They already have a contract to launch a Newly Ambulance in Bangladesh and ENI lubricants.

Threats

Increase in labor costs: Because it is an assembly company, the organization is exceptionally vulnerable to rising labor costs. The labor costs at ACI were far higher than the costs of their compactors.

Similar products are offered by others: ACI Motors has made trucks under a new brand name available in the neighborhood. In some instances, they can be matched with other competing products. Therefore, ACI motors need to be more inventive in introducing new products, and they should have a few different options for each of their offerings.

2.6.2 Porter's five forces

Porter's Five Forces Framework is a technique for examining the operating environment in which a company's competitors operate. In this study, industrial organization economics is utilized to derive five factors that influence the competitive intensity and, as a result, the profitability of a particular industry within a specific sector. These factors are:

The five forces affecting the tractor industry are as follows:

- Suppliers' Bargaining Power: Because this is an import-oriented market, suppliers' bargaining power in terms of price and quality is extreme.
- Bargaining power of buyer: consumer base is highly dispersed throughout the country, and there is a lack of awareness of pricing and offerings
- Because the tractor industry is based on a rental economy, their secondary customer base ultimately determines the actual demand for their product.
- Threat of substitute product: A power tiller or animal-powered cultivation could be used in place of tractors. Both are inefficient in terms of time, money, and energy consumption.
- Within the tractor industry's current market conditions, every company operates in the "Red Ocean."

2.6.3 Ge Matrix

General Electric (USA) and McKinsey collaborated to develop a matrix for portfolio analysis. This matrix comprises two primary variables, represented by plots on the matrix's X- and Y-axes.

"Market Attractiveness" and "Business Strength" refer to these characteristics. After assigning a value to each product based on its market attractiveness and the strength of its business unit, the products are plotted in the appropriate positions on the graph. Once a space has been designated for the product, management can decide on the product's overall strategy.

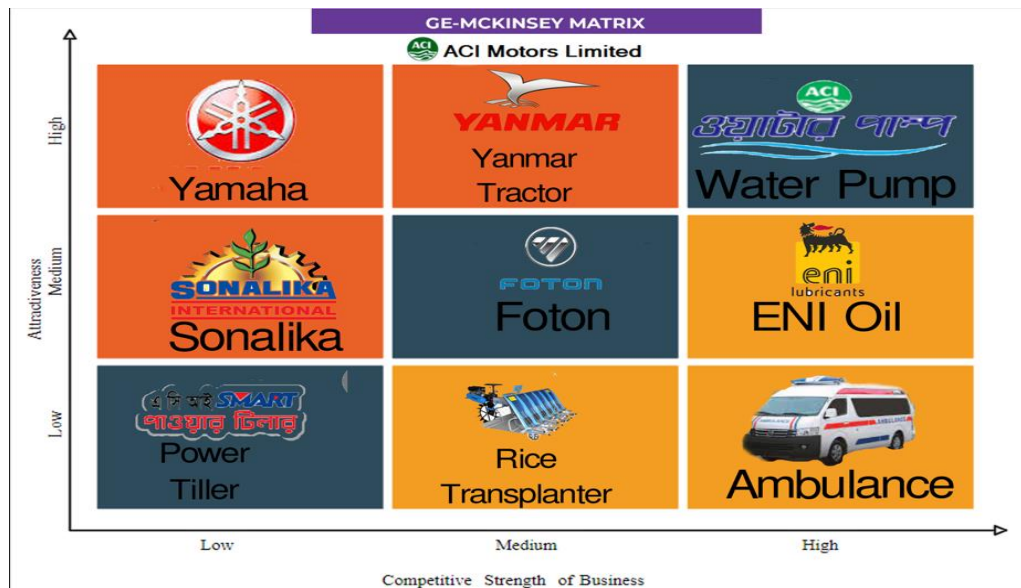


Figure 9: Ge Matrix

Growth/Invest for ACI Motors

This is the most advantageous position for a corporation or business unit. Suppose a firm is functioning in an industry that is moderate to highly attractive and has a position within that market that is moderate to highly competitive. In that case, the company has the potential to attain this scenario. In the circumstances like these, there is vast room for development and expansion. A corporation does, however, require resources such as assets and capital in order to be able to expand its operations. The growth/investment part of the GE matrix consists of protecting position, investing in a building, and building selectively.

ACI Motors is the only company that is authorized to distribute Yamaha Motorcycles. ACI Motors has brought the very best that Yamaha has to offer to the people of Bangladesh to satisfy their demands. Yamaha is the country's most popular brand of motorcycle. Every day, more than 150 items are sold in our nation.

YANMAR Tractor is also very famous in our country, and it is cost-effective and is also used in most of the villages in our country. To do better plowing, tilling, disking, harrowing, planting, and similar tasks. In the Tractor industry in Bangladesh, 25% of these are Yanmar.

To achieve the highest possible crop output while minimizing any crop losses and decline in crop quality. Manual labor is an option for harvesting. Sonalika Combine Harvester is world class famous and is also popular in Bangladesh. In our country, 40% of villages use Sonalika Combine

Harvester.

Selectively Earn for ACI Motors

This division's three components are building selectively, merging for earnings, and protecting and refocusing. These companies either have a low to moderate competitive position in a desirable industry or an exceptionally highly competitive position in a less desirable industry. Either way, the industry in which they operate is desirable. The predicted prognosis of either an improvement in competitive position or the ability to shift to more intriguing markets is a significant factor that plays a significant role in determining whether or not to invest.

In this case, the ACI Water Pump is trendy because it is used everywhere, not only in villages but also in cities also, but there are many water pumps, which is why Its share is only 15%.

Foton is also famous in our country, but there are many other pickup brands like TATA, Mahindra, and ISUZU. The Market share of Foton is only 10%, so ACI Motors need to invest more.

ACI Smart Power Tiller is called the Friends of Farmers because it helps a lot in farming, but in our country, many renowned power tillers are better. It has a market share of 10%, showing a decrease in market attractiveness and a competitive and leadership position.

Harvest/Divest for ACI Motors

This category consists of limited expansion or harvest, management for earnings, and divest. These companies or business units either have a low, competitive position, are active in an unattractive industry, or are a combination of the two. These companies have no promising outlooks and should not be invested in. ACI Motors' new product Eni Lubricants, is committed to providing a wide range of high-quality Automotive and Industrial Lubricants all over Bangladesh through a network of ACI Motors Limited. It is a new product in the Market with many mobiles and engine oil.

ACI Motors has introduced a brand-new ambulance from Bangladesh. The ambulance is imported with fully factory-fitted accessories. In our country, there are many renowned brands for this market share of 1%.

Although rice is grown in areas other than Asia, rice transplanters are used mainly in East, Southeast, and South Asia. This is the reason why ACI Rice Transplanter is not sold too much. Hence this segment shows a decrease in business strength as well as market attractiveness.

2.7 Recommendation:

- They should focus more on their spare parts product and begin operations everywhere, not

only in Dhaka, by establishing a sales and spare parts center:

- TAFE and Mahindra, both of which are ACI Motors' competitors, both have a sales and spare parts facility in Dhaka; however, ACI Motors does not have such a center in Dhaka. Customers who live in areas surrounding Dhaka, Dhamrai, for example, are put in an awkward position because they must travel to a Comilla shop in order to purchase replacement components.
- Need strong sells team because currently, ACI Motors are managing its sales throughout Bangladesh with the assistance of only nine territory managers across the country. These nine area managers are responsible for covering Bangladesh's 64 districts, and a single territory manager manages an excessive number of districts. For instance, the territorial managers of Jessore have to cover 12 districts, which makes it exceedingly difficult for them to properly concentrate on each area while also managing the other districts effectively.
- More promotional actives because ACI Motors, being a relatively new business, does not engage in nearly as many promotional activities as it ought to. They are not running any advertisements on radio or television, unlike their competitors, most notably TAFEE, who run advertisements for their tractors on television. Additionally, ACI Motors should raise the billboard advertising they do in various districts.

Chapter 3 Project Part

ACI Motors contributes to sustainable agriculture in Bangladesh

3.1.1 Introduction

The agricultural industry has been a significant change in the last 50 years. Due to technological advancements, farm machinery has grown in size, speed, and production. Many factors have contributed to increased yields, including better seed, irrigation, and fertilizer. Because of the potential for new technology to enhance outcomes and improve water and another input efficiency, agriculture is poised for yet another revolutionary change. The globe's population is anticipated to reach 9.1 billion by 2050. In order to ensure that everyone on the planet is nourished, food production would need to rise by 70 percent.

It has been said by the Food and Agriculture Organization of the United Nations that, Agricultural technology has evolved over the years. New harvesting equipment, irrigation systems, and air-seeding technology were all made possible by the invention of the tractor. (Safdar et al., 2021) State that increased yields and better quality in the crops farmed.

Sustainable agriculture is farming in such a way that it meets society's present-day food demands without compromising future generations' ability to satisfy their needs. Agriculture is the foundation of every economy's long-term viability, as (Verma and Agrawal, 2021) included. As a community grows, it must find a way to produce enough food to feed everyone while protecting the environment, which is why this endeavor is done. (Margaret, 2021) believes that agriculture must continue to utilize more sustainable farming practices to feed the world population. Farmers guarantee that their land can be utilized for the most extended period possible.

(Mahpara et al., 2021) researched the increasing need for safe and adequate food, and the continuous environmental degradation caused by conventional farming practices is a significant global challenge. Environmental preservation and social well-being are taken into account when discussing agricultural sustainability. It is possible that technological advancements in agriculture, food production, and distribution will have a positive impact on all three of these areas. On the other hand, global warming-induced climate changes have devastating effects on agriculture, resulting in shifting rainfall patterns, high temperatures, CO₂, drought, and other abiotic stress conditions for plants, resulting in crop failure (Verma and Shameem, 2021)

(John and Ikerd, 2020) Explained sustainability in the following manner: "The economic viability, social responsibility, and ecological soundness of sustainable agriculture must all be considered. Economic, social, and environmental factors are all intertwined and necessary for long-term success. It cannot go on like this. Farmers will be forced to leave the business if their industry is not viable. The public will abandon farming that does not suit society's needs for farmers and citizens. It cannot go on like this. Ecologically sound, economically feasible, and socially responsible sustainable agriculture must all be present. Moreover, all three must be in harmony with each other."

Lastly, ACI Motors contributes to sustainable agriculture in many ways. It provides farmers with complete and accurate farm mechanization solutions by offering a wide variety of agricultural machinery, including tractors, power tillers, reapers, harvesters, and rice transplants that cover the

entire agricultural process, from preparing the land to taking care of crops. Moreover, the farmers of Bangladesh are not privileged enough to purchase new Argo machinery, So, in this case, ACI Motors offer installment plans to farmers and loan to its dealers. In addition, they also give proper training to farmers on how to use their equipment correctly. ACI Motors regularly organizes customer engagement programs to serve its customer base better and encourages comments from farmers who have used their products and services. It often discusses customer comments, complaints, and suggestions with factories to improve products.

3.1.2 Objective

- To find out the impact of using farm machinery in areas served by ACI Motors Ltd

3.1.3 Research Questions:

- What sustainable agriculture impacts are visible in the areas where ACI Motors sells its farm machinery?
- What are the impacts in terms of environmental protection and firm yield owing to the use of farm machinery?

3.2 Methodology

In order to complete this report, I have gathered relevant qualitative and quantitative information. Only a small percentage of the information is derived from primary sources, and the rest comes from secondary sources. The corporate office of ACI Motors Ltd. provided the data for this report. Adding context is essential for the report's overall impact, and I have consulted online resources and related documentation.

Primary data

I have taken interviews and talked with ACI Motors executives, assistant product managers, and other relevant staff.

Secondary Data

For secondary data, I have seen the annual reports and websites of the companies, their Facebook pages, and other materials they have shared with the public also by doing a literature review.

3.3 Findings and Analysis

Findings

Modern Agriculture Machinery is very important for sustainable agriculture. To make the best use of land, modern agricultural machinery has a significant impact on our country's agriculture sector. Our country is developing daily, which is why Digital Equipment is necessary for this present time. In terms of the agriculture sector in Bangladesh, ACI Motors has been a market leader for ages due to its high technological advancement. Not only farmers but the Employees of ACI Motors are satisfied with the digital application ACI Motors uses. Because of a more vital Information technology department, people working in ACI Motors get many advantages. ACI Motors is also using GIS (Geographic Information System) which can be used in ways to help the farmers rather than doing business only.

Contribution of ACI Motors:

Since the establishment of ACI Motors, it has contributed to sustainable agricultural development in two ways Directly and Indirectly.

Directly:

First, it was tough to buy agriculture machinery because Bangladeshi farmers are not rich enough to buy it. In this scenario, ACI Motors provides credit facilities to its dealers and installment facilities to farmers. Besides this, ACI Motors also provides training on the appropriate use of machinery so that farmers can get the best return from the machinery. The company also provides some unique services to its farmers.

Training

For Long-Term Success All over rural Bangladesh, ACI has launched massive education initiatives to teach farmers how to grow crops in a more environmentally friendly way. The education of farmers on methods that are less harmful to the environment is the primary focus of these programs:

- Demonstrations in the field of crop protection methods with minimal ecological impact.
- Education on advanced farming techniques for increased yields and novel plant types.
- Providing training to channel partners (such as retailers and agricultural employees), as well as training to third parties (e.g., NGO workers).
- ACI also offers teaching programs of a similar nature to producers of animals and poultry.
- Technical trainers on different aspects of farming and modern technologies will visit farms at no cost to the farmers.

Free service Camp:

ACI Motors offers a "Free service Camp" all over the district gradually and provides

- Discount on booking product
- Discount on purchasing spare parts
- Free health checks up
- Free servicing for all machinery
- Product Presentation

Customer Feedback Program:

ACI Motors often organizes the program for Customer engagement and they take farmers' feedback after using their products and services. Most of the time, Management takes all the feedback, complaints and suggestions for developing the product and discussing it with the manufacturers. Besides this, they also arrange a different religious get-together and the customer to celebrate. They recently launched a Hotline for getting customer feedback 24/7, and the hotline number is 16509.

Indirectly:

The agricultural industry is grooming day by day in Bangladesh. ACI Motors introduces various kinds of products to Bangladeshi farmers like Reaper and combine harvester. Besides this, the company has also ensured farmers' subsidies on specific products like Reaper. The company also works as a representative of farmers to the government and other NGOs like TMSS.

Contribution to farmer's production:

Before the Reaper was invented, harvesting 1 hectare (2.5 acres) of rice took an entire day and required the labor of eight persons. Using just one individual and one hour with Reaper is all required. As a result of having a significantly increased capacity to work, his labor costs were significantly decreased. If we see a few articles in the newspapers, we can see that the main problem is that the labor cost is increasing daily. The high labor cost is the main problem for the farmers to bear expenses to profit. With the current market scenario, they cannot afford high costs for cultivation, sowing, etc.

After-Sale Service Provided by ACI Motors:

In the Agriculture Machineries industry, after-sale Service is essential in determining a company's reputation in the market. The amount of expertise that farmers or other users of agricultural machinery have in our nation is meager. Door-to-Door Service this is an innovative method of providing Service offered by the after-sales service department of ACI Motor. Consumers can call their region's service engineer or service Coordination Executive to report an issue with this system. This is because of the nature of our country. Because this, ACI Motors has developed a reliable after-sales services and spare parts department, which is led by the service Manager, Service Engineer, Service Coordination Executive, and Senior and junior Mechanics, respectively. The satisfaction of existing customers should always

come first in this division's priorities.

3.4 Conclusion

Once upon a time, only a few Bangladesh corporations import agriculture machinery. At that time, the price of agricultural pieces of machinery was too high, so a farmer could not afford them. Nearly half of Bangladesh's workforce in the early 21st century was engaged in agriculture, demonstrating the country's continued reliance on this industry. Although rice is the most widely produced crop, jute and tea are equally significant because of their substantial foreign currency. Our country's population is increasing daily, so the demand for food is also growing. We all depend on farmers. Most of the time, there is a labor crisis because most villagers are coming to town, and many crops are damaged due to improper cultivation. As a result, the country's people have been threatened as well as the government. To reduce this and save the money and time of farmers, ACI is constantly bringing new digitalized farm machinery at a reasonable price so that cultivation and extra cost can be avoided and also do not need an additional workforce which saves time. The after-sell service is the best in the country because every product has more than two years of warranty and a 6hour guarantee servicing. So, ACI Motors agents will go to the farmer's home and give free service. In case of equipment breakdown or problem, the farmer does not have to wait or take the hassle and stop working. From this, the government is developing our country's agriculture system and becoming digitalized. ACI Motors has developed a strategy to deliver the products at a lower price with a long-term value than their competitors. They are also giving their users many benefits, improving their business. They are contributing to sustainable agriculture in Bangladesh and hoping to penetrate the overall market within December 2025.

3.5 Recommendations

Training and Development

The organization should give every employee more training and development initiatives. The

training department should be friendly so that every employee can share their issue. The management will be assisted in determining if employees require training by the system's ability to record records of the training that has been given to staff.

Name Plate

There should be a nameplate on every employee's desk so that anyone can recognize his name and doesn't need to ask daily. From there, anyone can also know his designation, which will help to identify seniors and juniors.

Performance Evaluation

Every employee system has a significant potential impact on performance evaluation. It will be straightforward to assess employee performance and compare the performance of each employee.

Benefits Management

To help the company make future investment decisions, there should be monthly meetings with all the company employees so that anyone can share their thoughts.

Health and Safety

There should be a doctor in an organization who gives free masks and medicine if anyone gets sick so that it can be solved immediately. There should be a fast aid box on every desk so they can easily take medicine if any injury happens.

Enhancing decision-making

Most of the time, they decide with seniors, but before deciding if they talk with everything, I think they can know right and wrong and get many innovative ideas.

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