

Report On
ACI Motors Ltd. Foton Commercial Vehicle Sales and Marketing

By
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**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
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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:

AHNAF RAHMAN
18104012

Supervisor's Full Name & Signature:

Mr. Riyashad Ahmed
Assistant Professor, BRAC Business School
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Letter of Transcript

7 September, 2022

To,

Mr. Riyashad Ahmed
Internship Supervisor
Assistant Professor
BRAC Business School
BRAC University

Subject:- Submission of the internship report on ACI Motors Ltd. Foton Commercial Vehicle Sales and Marketing

Dear Sir,

I am submitting my internship report on "Foton ACI Ltd. Commercial Vehicle Sales and Marketing". As an undergraduate student of BRAC University, I have completed my BUS 400 internship course. ACI Motors Ltd. Foton commercial vehicle gave me the chance to complete my 3 months internship program with their team. ACI Motor Ltd. Foton assigned Md. Ibnul Arabi Sr. Network Development Manager as my on-site supervisor.

I have collected all the information from ACI Motors Ltd. during my internship program. The ACI Motor Ltd. team and my on-site supervisor helped me on every step. I have completed successfully all the tasks that were assigned by my supervisor.

Hope that this information and experience will help me in my future life. Thank you sir.

Regards,

AHNAF RAHMAN

ID:- 18104012

BBA Spring' 18

BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between ACI Motors Ltd. Foton Portfolio and the undersigned student at BRAC University

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ACKNOWLEDGEMENT

Firstly I want to thank Allah for giving me the confidence to complete the 3 months internship program successfully and gain a healthy experience.

Secondly, I want to thank ACI Motors Ltd. for giving me the chance to complete my internship program in their industry. Also helped me to gain experience about corporate life and business insider activities. And I am also thankful for my on-site supervisor for his guidance and friendly behavior.

To complete the internship report my Supervisor Mr. Riyashad Ahmed helped me a lot, sir guided me in every step and corrected my mistakes to upgrade my report.

I want to thank ACI Motors Ltd. Foton Team, my on-site supervisor and my university supervisor for helping me to complete my internship report and complete my Undergraduate Degree

Executive Summary

Foton is one of the most renowned commercial vehicle brands all over the world. This renowned commercial vehicle brand started their journey on August 28, 1996. Foton headquarters is located in Beijing, China. This renowned commercial vehicle brand has covered all the business scope by manufacturing all the series of commercial vehicles. The series includes medium and heavy-duty trucks, light-duty trucks, mini trucks, vans, pickup, bus, ambulance and construction machinery vehicles. Foton Mission and vision is to build a future full of harmony of human, auto and nature. The brand has covered 110+ countries and has 1,00,00,000+ accumulative sales all over the world. Foton commercial vehicles started their journey in Bangladesh with ACI Motors Ltd. in 2019. ACI Motors Ltd is working as the main authorized distributor for Foton in Bangladesh. ACI Ltd. imports the Foton vehicle directly from China and sells directly to the consumer or supplies the vehicles to the local distributors, who are authorized by the ACI Motors Ltd. ACI Motors Ltd. Foton Bangladesh headquarter is located at Tejgaon, Dhaka in ACI Center main office. ACI Motors provides all kinds of services for the Foton brand vehicle all over Bangladesh. At this moment they have 28+ Foton dealers all around Bangladesh, these dealers provide all kinds of services related to Foton vehicles. ACI Motors Ltd. imports many different commercial and agricultural machinery besides Foton like Sonalika Tractor, Yamaha Motorcycle, Yanmar Harvester, ACI Diesel Engine, ACI Power Tiller. ACI Motors Ltd. is one of the most leading and fast growing brands in Bangladesh.

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List of Acronyms

HCV- Heavy Commercial Vehicle

SCV- Small Commercial Vehicle

LCV- Light Commercial Vehicle

SUV- Sport Utility Vehicle

TM- Territory Manager

AM- Area Manager

BM- Brand Manager

GM- General Manager

Chapter- 1

1.1 Student Information

My name is AHNAF RAHMAN and I joined BRAC University in the 2018 Spring session, 18104012 is my student ID number. In my admission form my first choice was Bachelor of Business Administration and I was selected to study BBA. I have completed all the BRAC University BBA Program requirements courses. In my BBA Program I took a Major subject in Finance and a Minor in Accounting. In my last semester summer 2022 I took the mandatory BUS 400 (internship Course) and completed my 3 months internship period. I am specialized in making annual reports and analyzing performance growth by the help of BBA courses. It helped me in my internship program.

1.2 Internship Information

1.2.1. Internship Process

BUS 400 course is a 3 months Internship period program. My internship posting was selected by ACI Motors Ltd. through an interview process. ACI Motors Ltd. appointed me as an intern in their Foton Commercial Vehicle Portfolio Foton Bangladesh head office is located at Tower 117 in Tejgaon I/A. I joined for my internship period from 15 June 2022 till 15 September 2022.

1.2.2 On-site Supervisor

ACI Motors Ltd. assigned Md.Ibnul Arabi as my on-site supervisor. He is the Senior Network Development Manager of ACI Motors Ltd. Foton Portfolio. Md. Ibnul Arabi is working with ACI Motors Ltd. Foton Commercial Vehicle from the beginning of the Foton journey since 2019.

1.2.3 Internship Job Duties and Responsibilities

As an intern there were some responsibilities and duties that I had to complete in my 3 months period. In this 3 month period my on-site supervisor gave me a lot of projects to complete and I did it very well and submitted them on time. I got the chance to create annual sales performance reports and analyze dealers' sales performance. My supervisor gave me all the data from the organization's database and I analyzed the data to create a final report. There were some responsibilities that my supervisor gave me, he told me to collect all the information of the dealers and check the tasks that were completed by the dealers and Area Manager. If any tasks are incomplete or have gaps to complete the task, must inform the supervisor.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

Through this internship program I was lucky to contribute some of my skills to the ACI Motors Ltd. Foton Bangladesh. My first contribution was involving myself in the DHAKA Motor Show, where ACI launched a new Foton 1.2 TON Truck for the first time in Bangladesh. In this program I was incharge of gift items Inventory and distribution management. Second contribution was i created the FOTON Bangladesh TikTok entertaining platform for their advertisement media. My most recognised contribution to ACI Motors Ltd. Foton portfolio was Dealers auto data collection system. I created a Google form for the Foton Bangladesh where they collect data from dealers and it creates a google sheet automatically. This Google form collects some important data from dealers example:- Trade license certificate picture, Passport number, Date of Birth etc. and creates a googles sheet automatically. It helps the Foton team save time and collect valuable data in a single datasheet. This data is used for updating the dealer deeds and keeping record of dealer's personal and professional life.

1.3.2 Benefits to the Student

Through this internship program I was able to know how a business works and how the organization keeps the work flow on in different kinds of situations. In these 3 months I was able to know what KPI means, how to calculate KPI, how to increase sales, what are the things that help a dealer to motivate to achieve target sales. How to maintain inventory. When a student joins an internship he or she gets the chance to see the real life corporate experience, this experience helps the student to prepare himself for the job market.

1.3.3 Problems/Difficulties (faced during the internship period)

In this 3 months internship period I faced many problems. In my first few weeks I was not able to sort data according to my given project, for being new in the organization, lack of communication was a barrier for finding the main data for the specific report. My Major is Finance and Minor in Accounting, but I was appointed to the sales and marketing department. So it was kind of difficult, but on the other hand it helped me to improve myself beyond my study program.

1.3.4 Recommendations

I recommend and encourage students to join Foton for their internship and learn new things. ACI Motors Ltd. helps new students to involve themselves in the revolution besides they also encourage the intern to share their new fresh ideas. So I would like to call all the new students to try for ACI Motors Ltd. and be a part of the Foton portfolio team.

Chapter 2:- Introduction

2.1.1 Company Background History

Imperial Chemical Industries (ICI) opened a branch in East Pakistan in 1968, now that company is known as ACI. In 1971 when Bangladesh got independent the company was named ICI Bangladesh Manufacturers Limited and on January 24, 1973 the company turned into Public Limited Company. On December 26, 1976 ICI Bangladesh Manufacturers Limited was listed in Dhaka Stock Exchange and their first share was traded on March 9, 1994. When ICI gave local management 70% of the shares, the name of the company was turned to Advanced Chemical Industries Limited. On October 22, 1995 ACI was listed on the Chittagong Stock Exchange.

2.1.2 Company Profile

ACI Ltd. is one of the most biggest renowned public limited companies in Bangladesh and has a high reputation in the international market. ACI Ltd. holds 52.7% Shares of ACI Motors. ACI Motors Ltd. is one of the subsidiary companies of ACI Ltd. ACI Motors Ltd. offers a wide range of Mechanariz, Agriculture equipment, Transport Vehicles and many more machinarise related items. ACI Motors Ltd. is the sole distributor of YAMAHA, Sonalika Tractor, Foton Commercial vehicle, Power Tiller and many more brands. ACI Motors only assembles YAMAHA Motorcycle in Bangladesh and all other products are imported from their product origin. Sonalika Tractor is an Indian tractor brand and Foton is a Chinese commercial vehicle manufacturing brand. ACI Motors import and sell those items through their distributors. ACI also imports salt, chemicals, sanitary items, and exports medicines.

2.1.3 Company Mission

ACI's main mission is to provide quality full products to the customers and help people to make their life easy. Their motive is to enrich the quality of life of people by involving knowledge, skills and technology. ACI is committed to pursue world class products, innovative processes and create for young people to provide great facilities to its customers.

2.1.4 Company Vision

ACI Visions are:-

- To be the leading brand in every sector they are involved.
- To provide high productivity by using effective and efficient resources.
- To encourage innovation to make life easy for consumers.
- To promote learning for their employees.
- To encourage career growth.
- To help dealers and distributors to improve their qualitative improvement of services.

2.1.5 Company Values

- Quality
- Fairness
- Transparency
- Continuous Improvement
- Innovation

2.2 Overview of the Company

2.2.1 Company Business Category

Agribusiness

- Crop Care Public Health
- Livestock & Fisheries
- Fertilizer
- Cropex
- Seeds
- Motors

Subsidiaries



Figure 1.1:- ACI Ltd Subsidiary Companies

Joint Ventures

- ACI Godrej Agrovet Private Limited
- Tetley ACI (Bangladesh) Limited
- Asian Consumer Care (Pvt) Limited

Strategic Business Units: (SBU)

- Pharmaceuticals.
- Consumer Brands.
- Agro Business.
- Crop Care Public Health.
- Animal Health.

2.2.2. Company Products and Services

ACI Ltd. imports many items in Bangladesh and exports few items in some selected countries. ACI Ltd. imports different kinds of products and has authorized distribution authority for many renowned brands like YAMAHA, CASE Construction, LOVOL, Panasonic, Savlon and they also have a large retail store named Shopno. Shopno is one of the largest retail stores in Bangladesh, it has different kinds of brands, consumer products and provides the best experience to the customers.

Agriculture Machineries :- ACI Motors Ltd. Imports 8 kinds of agriculture machineries and sells them through distributors. Some famous agricultural machinery brands are:- Sonalika Tractor, Power Tiller, Diesel Engine, ACI Water Pump, Yanmer Riceplanter, Yanmer Combine Harvester, Sicma Rotavator, Rice and Wheat Reaper. Customers can choose based on their choice and use. Sonalika 60 Max Tiger is one of the machines that ACI Motors Imports.



Figure 1.2:- ACI Motors Ltd. Commercial Vehicle Market Products

2.2.3 Foton Products

Foton is a Chinese commercial vehicle transport manufacturing company, ACI Motors Ltd. is the sole authorized dealership holder of Foton in Bangladesh. Foton has many different models based on customers' choice. ACI Motors Ltd. imports 8 different types of commercial vehicle models based on Bangladesh consumer market perspective. Foton 1 TON TM is most famous and most sold among other Foton models because of its cargo space and aesthetic looks.



FOTON 1 Ton TM PICKUP



FOTON 1.2 Ton TM PICKUP



FOTON 1.5 Ton TM PICKUP



FOTON 3.5 Ton TM PICKUP



DRUM TRUCK 16 CBM



DRUM TRUCK 3.8 CBM

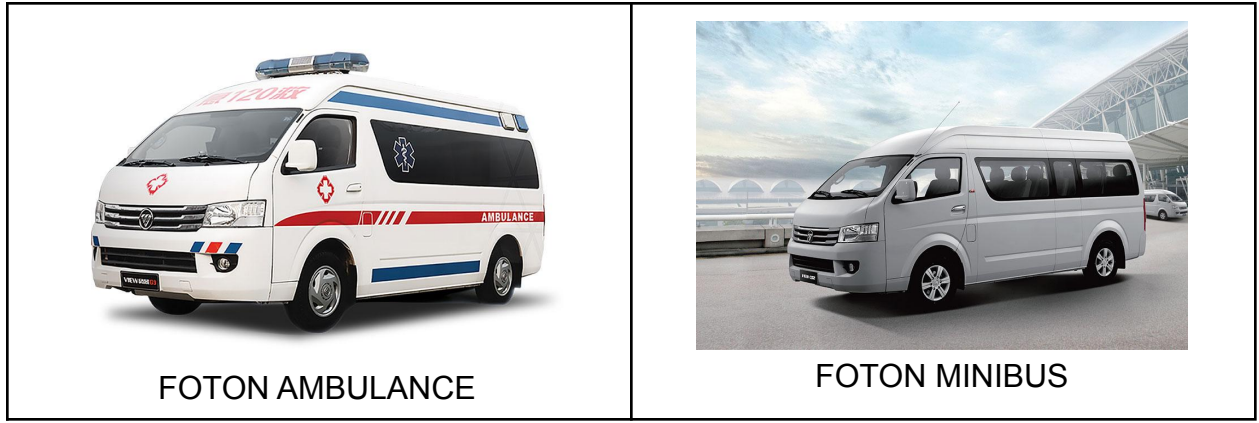


Figure 1.3:- FOTON Commercial Vehicle Market Products

2.3 Management Practices

ACI Motors Ltd. applies participative organization leadership skills for their employees. Every employee is assigned for their own duty and they directly notify the updates to BM and GM. BM is Brand Manager who is the Head of ACI Motors, BM monitors all the activities of ACI Motors Ltd. Foton Bangladesh started their journey in 2019 with ACI Motors. At this moment Foton does not have a separate management panel, Foton team follows the same pattern of Sonalika Tractor Management Team. Some Foton management is handled by Sonalika Tractor Members.

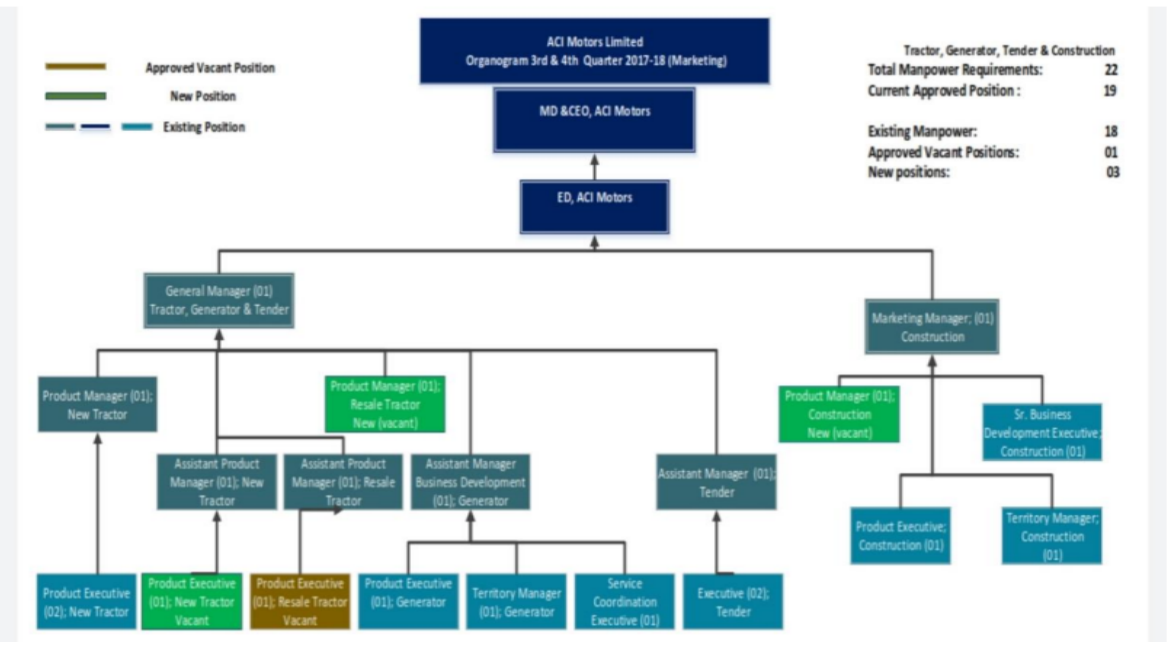


Figure 1.4:- ACI Motors Ltd. Management Practice Structure

2.3.1. Appoint Dealer

ACI Motors Ltd. appoints dealers all over Bangladesh to provide their services. Every year dealers are increasing and ACI Motors provides 3 types of dealers. The 3 types of dealers are 1S, 2S, 3S and all the dealers sell more than 1 kind of product, like dealers who sell motorcycles they also sell Mobil and other related items that only ACI Motors imports. At this moment ACI Motors have more than 60+ dealers all over Bangladesh. In the previous financial year Foton Bangladesh had 28 dealer points all over Bangladesh, every year they are adding more dealers to provide best services for people. To be a dealer of Foton Bangladesh there are some rules and policies that a dealer needs to follow. If the dealer is unable to follow the rules then ACI Motors discloses the agreement with the dealer.

2.3.2. Monitor TM & AM

ACI Motors Ltd. Monitors their Territory Manager and Area Manager performance. Every territory and area have their managers and every TM and AM can have multiple territories and areas under them. Based on their performance they can be prompted to higher positions. Their duties are to monitor dealers, agents and field marketing members and achieve the target given by ACI Motors. TM and AM are field monitoring leaders who update all the information to the head office and help dealers to achieve goals.

2.3.3. Appoint Field Marketing Team

Field Marketing teams are appointed to work on the field to market the items and attract customers. They work under the TM and AM, every field marketing member works hard and connects new customers with Foton dealers. Working as field Team members they get a chance to be AM and TM in the future based on their performance.

2.3.4. Head Office Management

Foton Head Office is located in Tower-117 Tejgaon I/A 6th floor. There are many separate teams for individual duties, every team is assigned different duties. There are Network marketing Team, Recovery Team, Service Team, Product Management Team, Vehicle Tracking Team, Sales Team. Mr Tarek is Senior sales Representative and MD. Sami is a Jr. sales Representative, they both handle all the sales of Headoffice, They work on field and collect new customers.

2.4 Marketing Practices

ACI Motors Foton uses many different platforms and media to market their products. Marketing helps them to attract new customers and inform updates to the existing customers.

2.4.1. Market Position Strategy

To compete in the market with JAC, TATA, AKIJ, T-KING and other commercial brands in the market Foton launched a new model in the market 1.2 Ton Pickup Truck. It is a small size segment pickup, Foton had 1 Ton and 1.5 Ton so there was a gap market of 1.2 ton and all other competitors were running their business in this gap. To compete in the market Foton introduced 1.2 Ton Pickup in 2022 Dhaka Motor Show. Small size pickups have high demand in the market and they are used to deliver parcels, being a small size it is fuel efficient and able to take heavy loads.



Figure 1.5:- ACI Motors Foton Ltd Marketing Advertisement Practice

2.4.2. Participate Moto Show

ACI Motors Ltd. Participate in the Moto Shows when they have any new product to introduce in the market. In 2021 Bashundhara Convention Hall Motor show was held and YAMAHA introduced their latest bike YAMAHA R15 V3. Foton also joined Moto Show in 2022 when they introduced Foton 1.2 TON Truck to the Bangladesh Market, luckily I was also present in the show and got the opportunity to be a part of the moment. This Dhaka Moto Show is organized every year and ACI Motors Ltd. Involves themselves in the show to introduce new products in the market. All the other competitors also joined the Motor Show.



Figure 1.6:- ACI Motors Foton 1.2 Ton TM Launching Program at DHAKA Motor Show 22

2.4.3. Area Based Road Show

ACI Motors Ltd. Foton Organize many different road shows based on areas. Every year YAMAHA Motorcycle, Foton, Sonalika Tractor organizes a Road Show based on the areas. In this program they display their items and arrange multiple kinds of activities. They organize service camps, rallies, and different kinds of games to entertain the audience.

2.4.4. Advertise Through Local Media Coverage

Whenever ACI Motors Ltd. Foton opens a showroom in any new area they invite local media coverage to advertise their activities. This helps the area people to know about the opening ceremony and what kind of services are available in the dealer point.



Figure 1.7:- Foton SUMONA Motors Showroom opening Coverage

2.4.5. Promote Through Online Platform

ACI Motors Ltd. Foton is present in every online platform like Facebook page, they have their own YouTube channel, TikTok ID, Instagram account, ACI Motors Website. In these platforms ACI Motors Foton always update their new information, upcoming events and encourage young influences to be a part of them.

2.4.6. Facebook Post

Foton Bangladesh's most used advertising platform is Facebook. Nowadays facebook is the most used platform. Foton Marketing team regularly update their posts on facebook. They boost their post to reach maximum customers possible. Many kinds of quiz contests, cashback offers and service campaign type offers are posted on facebook. This post affects a lot, people comment on those posts. And Foton Bangladesh representatives communicate with those persons and inform them about their vehicles.

2.5 Financial Performance and Accounting Practices

Foton Bangladesh is a part of ACI Motors Ltd. and ACI Motors Ltd. 52.7% shares are bought by ACI Ltd. (aci-annual-report-2019-2020.pdf). So ACI Motors is known as the subsider company of ACI Ltd.

Table 1:- ACI Motors Financial Performance

	2021	2020	2019
Total assets	12,187,543,246	12,187,543,246	10,497,348,402
Total equity and liabilities	14,051,260,152	12,187,543,246	10,497,348,402
Gross profit	3,734,347,973	3,463,258,995	3,077,001,268
Profit after tax	1,069,246,517	813,015,626	787,051,703
Earnings per share	94.11	81.30	
Cash and cash equivalents at reporting date	1,369,123,616	76,164,373	70,127,903

(aci-annual-report-2019-2020.pdf)

2.6 Operations Management and Information System Practices

Every year ACI Motors Ltd Foton operates multiple operations all over Bangladesh and analyzes previous financial year positions to forecast the future performance. Based on the performance, future budgets are made and different kinds of operations are held to achieve the target.

2.6.1. Inventory Management

Foton Bangladesh stores all their inventory in Chittagong warehouse. Some inventories are kept in the Dealers Showroom. Foton Bangladesh have 28+ dealers in 58 District, in those showroom dealers have display sections allocated for specific model pickup. The Foton management team distributes the items according to their policies. Whenever any dealer lacks inventory, the dealer informs the Foton Bangladesh head office. The Foton team helps them to collect items from the warehouse.

2.6.2. Foton Bangladesh App

ACI Motors Ltd. uses a Foton Bangladesh app that helps them to collect data and analyze them. I was lucky to use that app, other interns are not allowed to use that app. I prepared all the weekly, monthly and annual data from that app. This app tracks all the records of sales, inventory, installment collection etc. Applying the id and password Foton team uses that app. We can collect any customer data through that app.

2.7 Industry and Competitive Analysis

In this commercial vehicle market there are a lot of competitors and every year new competitors are entering this market. Foton is also a brand that is competing with other brands and maintaining a growth in the market. ACI Motors Ltd. always targets to increase their growth every year. Being only 4 years Foton have achieved greater success among their competitors and always maintain a growth. In 2020 Foton have a market share of 5% .Other brands involve themselves in all the segments of the commercial vehicle. Foton has some extra models that make them unique, they have Foton MiniBus and Foton Ambulance. In Bangladesh ACI Motors Ltd. FOTON is the fast brand that imports Brand New CBU MiniBus and Ambulance.

Table 2:- Foton Market Share and The Competitors Market Shares

Competitors	Market Share	Growth	Category
FOTON	5%	2%	HCV, SCV,LCV & MiniBus
Mahindra	26%	6%	HCV & SCV
Tata	26%	11%	HCV, SCV & LCV

Eicher	11%	105%	HCV, SCV & LCV
JAC	9%	(14%)	SCV & LCV
Ashok	7%	(38%)	HCV, SCV & LCV
Freedom	4%	180%	SCV
JMC	4%	(13%)	LCV, Pickup & SUV
Forland	3%	200%	SCV & LCV
Akij	2%	200%	HCV, SCV & LCV
Others	2%	12%	HCV, SCV & LCV

Foton MiniBus has 16 seat capacity, in this segment that biggest competitor of the vehicle is Toyota HIACE. But Toyota HIACE is only 12 seater and also comes in reconciliation format. Foton MiniBus is fully brand new and has 16 seats, being to load more people customers has a different attraction to the Foton MiniBus.



Figure 1.8:- Foton MiniBus Unique Features

In the ambulance segment Foton has some unique features like Foton Ambulance import fully Brand new condition and has a separate shield that helps to separate the driving section from the patients carrying section. All other competitor's ambulances are imported as Toyota HIACE reconditioned and modified to ambulance, those vehicles do not have the separate sections for the driver's safety.



Figure 1.9:- Foton Ambulance Unique Features

2.8 Summary and Conclusions

ACI Motors Ltd Foton Commercial Vehicle is one of the most renowned commercial vehicle brands in Bangladesh and day by day it is increasing their market share. They started their journey in 2019 and now they have more than 28+ dealers. Every year dealers are increasing and Foton is trying to increase their facilities for the customers. They are creating new service centers in different areas around Bangladesh.

2.9 Recommendations/Implications

Foton started the journey in Bangladesh with ACI Motors Ltd in 2019. They are expanding their business gradually. So issues are created in the market that are making barriers for Foton to grow faster. The Foton Bangladesh team must bring up some solutions for the problems. I think there are some lacking in Foton marketing strategy that ACI needs to improve. There is a lack of communication with the Photon field monitoring team. And Foton must use some advanced technology to analyze the data. There is a big issue with importing vehicles and selling them. Most of the time shipments get delayed, there is a high tax rate that Foton has to pay and vehicle parts are expensive. Foton must apply some innovative ideas to minimize the cost and use materials in an efficient way to produce more.

Chapter 3: Project Part

3.1 Introduction

My internship project is about ACI Motors Ltd. Foton Commercial Vehicle Sales and Marketing. ACI Motors Ltd Foton Commercial vehicle is importing commercial vehicles from China starting from 2019. Foton Commercial Started their journey with 10 Dealers in 2019, and sold 198 Units of items in total in the first year. In that year the highest selling model was FOTON 2 Ton TM 54 Units and second highest model was FOTON 1.5 TON TM 14 Units. And 3 most well performing dealers were Bushra Motors, M/S Ratul Motors and SM Motors. Below the given list Showing all the Dealers of FOTON Commercial Vehicle All around Bangladesh, who are running business successfully with ACI MOTORS LTD FOTON.

Table 3 :- Foton Dealer List

ACI Motors Ltd. Foton Dealer List					
SL.	Dealer Name	Area	SL.	Dealer Name	Area
1	SBS Enterprise		15	Tahil Enterprise	Satkhira
2	SALMA'S	Jashore	16	Genuine Motors	Brahmanbaria
3	Gazi Motors	Narayanganj	17	M/S Shamim Enterprise	Savar
4	China Motors	Jamalpur	18	M/S Raya Enterprise	Tangail
5	AutoCraft	Bogura	19	Rani Motors	Faridpur
6	M/S Royel Motors	Joshore	20	Guddu Motors	Thakurgaon
7	Sheikh Motors	Hobigonj	21	M/S Jannat Motors	Faridpur
8	F.R. Motors	Cumilla	22	M/S Ratul Auto	Barishal Sadar
9	Sumona Motors	Chandpur	23	M/S Nihan Enterprise	Rangpur
10	City Automobiles	Noyakhali	24	M/S Northern Motors	Rajshahi
11	Ishrak Motors	Khulna	25	M/S S.M. Motors	Gazipur
12	Monamina Vehicle Vally	Chapainawabgonj	26	M/S Joy Motors	

13	TP Motors	Norsingdi	27	M/S Sheiru Motors	Pahartoli
14	M/S Rabeya Enterprise	Munshigonj	28	M/S Unique Motors	Sirajgonj

3.1.1 Literature Review

In above writings you will know about ACI Motors Foton Commercial Vehicle overall portfolio. The business started recently in 2019 and captured great attention of customers. When they started the journey their market share was only 1%, in this short period of time their market growth rate increased. Every year their target of market growth was 1%, but they increased 2% every year. Foton used to have some market gaps; they are trying to fully fill those spaces. Like if we talk about the competitor of FOTON Vehicle TATA, MAHINDRA, AKIJ and many more commercial vehicle competitors they used to have 1.2 Ton pickup in their segment for a long time, 1.2 ton is a small size pickup easy to move and fuel efficient. So customers were attracted to this segment a lot. In 2022 Foton launched a 1.2 ton TM pickup and entered in this segment. They got great feedback form the segmented market customers.

3.1.2 Objective(s)

As the internship report is compulsory for every student to submit, the object of this report is to inform people about “ACI Motors Ltd, Foton Commercial Vehicle Sales and Marketing” and to Complete my BUS 400 Internship Course. Through this internship process I gained real life experience and learned about business inside activities. My on-site supervisor was Md. Ibnul Arabi Senior Manager of Network Development and my University Supervisor was Riyash Ahmed Senior Lecturer of BRAC University.

3.1.3 Significance

The report is significantly based on ACI Motors Ltd. Foton Sales and Marketing. In this report I have discussed Foton Sales and Marketing. Their overall performance in bangladesh. Their performance is compared with their competitors.

3.2 Methodology

To complete the report I collected the data from different places, most of the data are collected by myself from my work. ACI Motors Ltd. Foton Commercial vehicles started their journey in 2019 so they do not have much information in other sources. I was able to use many extra resources to collect data like the Foton Bangladesh app and all other databases. When I was completing my On-site supervisor given project I collected all the data from their database. Which were provided by my on-site supervisor. All of this primary and secondary data are used to prepare the report.

3.2.1. Primary Data

Most of the data in this report are collected from Primary resources. I collected all this data when I worked as an intern. My on-site supervisor and Foton Bangladesh team provided those data from their database. And luckily I was able to use the Foton Bangladesh app to collect data from the main server and utilize it to complete my report.

3.2.2. Secondary Data

Some Financial data are collected from secondary resources like the Financial Statement and some relevant data that are related to the report. It helped me to complete the report.

3.3 Findings and Analysis

Foton Bangladesh started its journey in 2019, in previous years there were not a lot of interns to involve in this portfolio so it was hard to find the data and analyze. Most of the data is collected directly by me when I complete my on-site projects. In these 3 Months I completed 20+ Projects for my on-site supervisor. In this time I get to know how to create annual sales reports, monthly sales reports, collect KPI, Distribute advertising Gifts and many more sales activities.

3.3.1. Sale Data

To collect the sales data I looked up all the data of sales starting from 2019 till now. This all data was provided by my onsite supervisor and I collected from the Foton Bangladesh app that is used only by the Foton team. Foton Bangladesh Sale their Product through offline. They have dealers in 63 District customers visit those dealers

and order their items. Customers can buy new pickups and resale pickups. Foton has these facilities for their customers.

3.3.2. Analyze the sales process

Foton Bangladesh has two types of selling process: buy Directly from head office and buy from retailers.

3.3.3. Foton Cash Sale

Foton has 3 types of purchase mood, 1) Full Cash Purchase, 2) Semi Cash / Hybride , 3) Installment With Interest. Foton Provides Vehicle tracking facilities for every customer based on customers will only at 500 Taka Monthly. This is not mandatory to put a tracking system for the full cash purchase buyers. Other customers are required to install the tracking service.

3.3.3.1. Full Cash Purchase

In full cash purchase customers buy the item in cash and ACI Motors helps them charge free Registration and insurance facilities. If any Customer buys a Foton Vehicle in full cash they get a special discount and sometimes Foton Bangladesh gives them gifts. Foton also helps them to register their vehicle and provide vehicle insurance facilities to the customers.

3.3.3.2. Semi Cash/ Hybride

In Semi cash customers give a minimum 2 Lakh Taka down payment based on Foton Model and enjoy 0% interest installment facility up to 18 Months. In this process customers also get harassment free registration facilities from Foton by providing a small amount of fees.

3.3.3.3. Installment With Interest

In installment facility Foton takes Minimum down payment on Foton Vehicle and provides installment facilities to the customer. Customers can choose 12 month, 24 months, 48 months installment facilities based on their choice. And installment interest starts from 12%.

3.3.3.4. Foton Warranty

Foton vehicles provide different kinds of warranty facilities based on the Foton model. Foton 1 ton, 1.2 ton and 1.5 ton pickups have a warranty on their engine of 80,000 Kilometer run or 2 years survive warranty which comes first. And for 3.5 CBM trucks

Foton has 1,00,000 KM or 3 years of engine service warranty. This service warranty facility is for everyone.

3.3.3.5. Foton Services

Foton provides 6 free services for every vehicle in their line up and these facilities are provided to everyone. After the 6 free services customers can get services paying some charges. If any parts are under warranty and did not function correctly, Foton Change the part totally free.

3.4 FOTON BUSINESS MODEL CANVAS

Below we have ACI Motors Ltd. FOTON Commercial Vehicle brand portfolio Business Model Canvas.

BUSINESS MODEL CANVAS

KEY PARTNERS <ul style="list-style-type: none"> Truck Corporations Courier Agencies Rent Agencies 	KEY ACTIVITIES <ul style="list-style-type: none"> Man Power Deliver Items on Time Provide Parts and Service on Time 	VALUE PROPOSITION <ul style="list-style-type: none"> Pick Up 1 Ton 1.2 Ton 1.5 ton Heavy Duty Trucks 3.8 CBM MinBus Ambulance 	CUSTOMER RELATIONSHIP <ul style="list-style-type: none"> Engine Warranty Free Services Vehicle Tracking Facilities Gift for Customers 	CUSTOMER SEGMENTS <ul style="list-style-type: none"> Hospital Courier Service Agencies Transport Agency Rent Car Agency
	KEY RESOURCES <ul style="list-style-type: none"> High Quality Product Parent's Company Brand Value 		CHANNELS <ul style="list-style-type: none"> Head Office 1S, 2S, 3S Dealers 	
COST STRUCTURE <ul style="list-style-type: none"> Advertising Cost Import Cost Credit-Note Vehicle Cost Gift Cost 			REVENUE STREAM(S) <ul style="list-style-type: none"> Product Selling Selling Parts Paid Service Paid Tracking System 	

Figure 1.10:- ACI Motors Ltd. FOTON Commercial Vehicle Business Model CANVAS

Foton Customer Segment:- Foton Customers are divided in different categories and ACI Motors Ltd. carefully imported all segment models to attract all the customers. Pickup trucks 1 ton, 1.2 ton, 1.5 ton are used to attract the small courier companies and the small transport agencies to carry items easily from one place to another. ACI also

imports MiniBus 16 seater passenger vehicles for the Rent Car Agencies. To attract the Hospital Transport department they import high quality ambulances, with two separate compartments for patient and the driver.

Customer Relationship:- Foton always thinks about their customer and this is why they provide free services in their vehicle and warranty on parts. And to build good relationships they provide gifts for customers sometimes.

Channels:- Foton uses their dealers and their head office to connect themselves to their customers. And Social media presences also help them to connect with customers.

Value Propositions:- Foton all models are quality full and attracted customers in different ways for more than 3 years. 1 Ton and 1.2 Ton are the most attractive models because of their fuel efficiency and small body with heavy duty quality.

Key Resources:- Foton key resource is their product quality, they maintain their international quality and import items directly from the Foton main manufacturing workshop. Another main resource is ACI Ltd. the parent company is renowned in Bangladesh for their quality and service, Foton uses this value to spread their market.

Key Activities:- some activities Foton need to develop because it will help them to increase market share. At this moment Foton has less manpower and less parts available. If Foton increases the manpower they can easily handle all the departments and deliver the items on time. And Foton must store parts in their warehouse so customers can get that easily.

Key Partners:- Truck Corporations and Rent car agencies can help Foton to increase their sales by advertising them in their meet up points.

Revenue Streams:- Foton gains their revenues by selling Foton Vehicles and Parts. Some extra revenue comes from the paid services.

Cost Structures:- Foton costs are made from advertisement, it is a new company so they need to advertise their presences. Other costs are the gift items they provide and credit note selling vehicle repairs cost.

3.5 FOTON SWOT Analysis

Below is the Foton SWOT Analysis:-

<p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none"> ➤ High Quality Products ➤ Brand value 	<p style="text-align: center;">WEAKNESS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Less Manpower <input type="checkbox"/> Lack Communication among Departments
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> ➤ Enter in gap segments ➤ Parent Company's connection 	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> <input type="checkbox"/> New Competitors Entry <input type="checkbox"/> Competitors Production Plant in BD

Figure 1.11:- ACI Motors Ltd. FOTON Commercial Vehicle SWOT Analysis

STRENGTHS:- ACI Motors Ltd. Foton Import high quality products from China to Bangladesh. Among all other competitors Foton quality is renowned worldwide. Foton has a renowned Bangladesh qualityful brand as their parent's company ACI. Foton Uses this Brand value to spread their business.

WEAKNESS:- Foton main Weakness is lack of manpower, for this reasons departments face lack communication problems. And many items have been delivered lately.

OPPORTUNITIES:- There are many grapes in the commercial vehicle market that Foton can use their model to fill up those gapes. And Foton can use Parent's Company ACI Connections to spread their business and create their demand in the market.

THREATS:- Every time new competitors are involving themselves in the market. And existing competitors are setting up plants to manufacture their vehicles in Bangladesh so the cost can be reduced. So Foton must try to set up a manufacturing plant to produce their vehicle at a low cost to compete in the market.

3.5 Summary and Conclusions

Foton Bangladesh started their business in 2019 and in that moment they had 10 Deals. In this short period of time Foton has 28 dealers all over Bangladesh and they have 1S, 2S and 3S services all over. In this year Foton Sold more than 1500+ units of models all over bangladesh. And it is increasing every year, Foton sold their products in 320 Upazilas and 63 Districts. Their growth of market share is 2% every year, at this moment their market share is 5% in the market. They recently introduced a new model in their small pickup segment it's FOTON 1.2 Ton TM Pickup.

3.6 Recommendations

I recommend everyone to be a part of the Foton team. People of Foton are friendly and the work environment is very good. Being a new commercial vehicle company in Bangladesh Foton has the capacity to work for the long run. People who are involved in transport Business i must say people must try Foton Commercial vehicles for their commercial use.

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