

REPORT ON:

**Measuring the impact of ACI Motors' digital marketing strategies on brand perception in
the Generator industry**

Prepared By

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ID: 18104005

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

March, 2023

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Declaration

I hereby declare that:

1. The internship report I have submitted is an original work of mine completed during my time at BRAC University.
2. The report does not include any content that has been previously published or written by a third party, unless appropriately cited through accurate referencing.
3. The report does not include any material that has been accepted or submitted for any other degree or diploma at a university or other institution.
4. I have properly acknowledged all primary sources of assistance.

Student's Full Name & Signature:

A.K.M. Akibuzzaman Bhuiyan

18104005

Supervisor's Full Name & Signature:

Ms. Takmilla Tabassum

Lecturer, BRAC Business School,
BRAC University

Letter of Transmittal

Ms. Takmilla Tabassum
Lecturer at BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of my internship report on Measuring the impact of ACI Motors' digital marketing on brand perception in the Generator industry

Dear Ma'am,

I am delighted to submit my assigned internship report, which fulfills the requirements for completing my Bachelor of Business Administration degree from BRAC Business School, BRAC University.

While preparing the report, I made sure to incorporate my academic studies and practical experience gained during the internship. Your support and guidance played a crucial role in shaping the report, and I am grateful to have you as my supervisor.

To ensure that the report is comprehensive, concise, and relevant, I have included all pertinent information and suggested recommendations to the best of my abilities. I am confident that the report will meet expectations.

Thank you for your valuable time and support.

Sincerely,

A.K.M. Akibuzzaman Bhuiyan
18104005
BRAC Business School
BRAC University
Date: March 30, 2023

Non-disclosure agreement

This agreement is made between ACI Motors Ltd and the designated student A.K.M. Akibuzzaman Bhuiyan from BRAC University.

Student's Full Name & Signature:

A.K.M. Akibuzzaman Bhuiyan

18104005

Supervisor's Full Name & Signature:

Md Nurul Muntazir

Assistant Marketing Manager

ACI Motors Ltd

Acknowledgment

I would like to extend my gratitude to ACI Motors Ltd for providing me with the opportunity to intern with them.

I am also grateful to all those who worked with me at the company for their kindness and patience, which helped to create a pleasant work environment.

I express my sincere appreciation to these individuals and do so with immense pleasure and gratitude.

I am particularly thankful to the assistant manager, Mr. Nurul Muntazir, for providing me with necessary resources and helpful feedback during my internship.

I would also like to thank Ms. Takmilla Tabassum and Ms. Raisa Tasneem Zaman, Internship Coordinators, and OCSAR for their assistance and guidance in securing and completing my internship with the aforementioned company.

Finally, I extend my heartfelt gratitude to my friends and the department personnel who supported me in successfully completing this internship.

Executive Summary

This internship report is based on the three-month internship program I successfully completed. As part of the program, I had the opportunity to work with ACI Motors Ltd.

During my internship, from 07.12.2022 to 06.03.2023, I worked with the Marketing department and gained valuable practical knowledge about sales and marketing. My supervisor and boss taught me the inner workings of modern trade at an intermediate level, which I have attempted to convey in this report.

The report demonstrates my hard work in adapting to a foreign work environment and overcoming challenges to understand how marketing and sales operate in the generator industry.

It also serves as a guide for those interested in pursuing a career in sales and marketing and includes information about the impact of ACI Motors' digital marketing efforts on brand perception in the generator industry.

I learned a lot from working with ACI Motors, which has an excellent reputation in Bangladesh and a well-organized workforce.

Keywords

“Internship”, “Experience” “ACI Motors”, “Sales”, “Marketing”, “Digital Marketing”, “Brand Perception”

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List of Acronyms

ACI	Advanced Chemical Industries
RFID	Radio Frequency Identification
Ltd	Limited
ID	Identification
KVA	Kilovolt-ampere
ROI	Return on Investment
IFRS	International Financial Reporting Standard
IASB	International Accounting Standards Board
ERP	Enterprise Resource Planning
CRM	Customer Relationship Management

Chapter 1: Internship Overview

1.1 Student's Information

Name: A.K.M. Akibuzzaman Bhuiyan

ID: 18104005

Program: BBA

Major: Marketing

Minor: Operations Management

1.2 Internship - Information:

1.2.1

Period: 3 Months.

Company Name: ACI Motors

Department: Marketing and Sales

Address: Tejgaaon I/A, Love Road, Tower 117.

1.2.2 Company Supervisor's Information:

Name: MD. Nurul Muntazir

Position: Assistant Marketing Manager

1.2.3 Job Scope - Job Description

In my 3 months period of internship I was assigned multiple responsibilities that was directly involved with the marketing operation framework that ACI Motors had. Those responsibilities are described sequentially in the following:

Customer Query Management

I was given the responsibility of answering any sort of query that came from customers from the company's Facebook page. These generally related to the availability of products, price and product information. Moreover, I had to answer to their queries and alongside ask for their number or provide one of our sales engineer's number for direct communication with them. If the customers were willing to provide their number the number would then be inputted in to a dedicated Google sheets file with the customer's name, address and the specific query he messaged for.

Calling the customers

The next task was calling all the numbers that were collected from the Facebook page. If the potential customer picked up the phone then I would firstly introduce myself to them, secondly ask them if they wanted to buy a generator from us. Furthermore, some customers were actually not to educated about power measurements, which then I would ask about their needs, what appliances they would be powering. After knowing their requirements, I would then suggest them the generator models that were available and the best one that would server their purpose.

Producing Requisition forms

The digital posts that went from the official Facebook page of the company used be made by creative agencies that were hired by the company. In order to pay the creative agencies a payment requisition form is needed, which I had the responsibility to handle. This form would consist the amount that had to be paid to them, against which services, the name of the Facebook page, and when the payment would be issued.

Writing product description

I also took on the task of writing the product description of all the generators that were in their arsenal. These product descriptions would be SEO optimized for increasing the probability of coming up in a search result.

Uploading Products on E-commers sites

Another task I was given was to upload all the products on different e-commerce sites. They already have a mall in Daraz. However, I was also told to identify new trending e-commerce sites as well and produce a page at each site and once again upload all the products and their description on those sites.

Instructing the agencies to curate digital posts

Another responsibility I was given was to instruct the digital creator working for us to make posts according to themes and sometimes to make the post as how I wanted that would go with the company portfolio. Moreover, I was also monitoring campaigns and giving new campaign ideas to the agencies to do for us.

Giving orders to place banners on different store locations

Another one of my tasks was to instruct showroom executives to place X-stand banners inside the showrooms. The design of the banner was emailed by me to them, and was instructed to give me a follow up on those banners.

1.3 Internship Outcomes

1.3.1 Contribution of the Student

On 7th December, 2022 I joined ACI Motors Ltd as an intern in their marketing and sales department. Marketing and sales are the department that handles all the marketing activities and all the selling of their products.

I was under the assistant marketing manager of ACI Motors' generator business Md. Nurul Muntazir who assigned me under another sales engineer and work with him. In order to understand how their team works I got plenty of help from my supervisor and also all the colleagues. I was assigned to manage all the queries coming from the social media pages of the company, especially Facebook. I was given the responsibility to collect all the customers number who inquired in the social media pages and call them to customize their orders. I also wrote all the product description of the generator product they had in their list. Moreover, I uploaded them

on Daraz and other e-commerce sites as well. I was also given the responsibility of making payment requisition forms for all the payments that our digital marketing activities required.

1.3.2 Student benefits

Working under ACI Motors I was able to learn and achieve a lot. Those are:

1. **Practical experience:** Internships provide students with hands-on experience in the field, enabling students to utilize the knowledge acquired in the classroom in practical, real-life scenarios. By working with ACI Motors, I gained practical experience in the generator business, which can be invaluable when looking for a job after graduation.
2. **Skill development:** In addition to practical experience, internships also offer opportunities to develop new skills, such as formal documentation, negotiation skills and selling proposition skills. ACI Motors can provide me with training on various aspects of the generator business, such as sales, marketing, customer service, and technical support.
3. **Networking:** Internships can also help students build professional relationships and expand their network. By working with ACI Motors, I met and interacted with professionals in the generator business, which can lead to valuable connections and future job opportunities.
4. **Personal growth:** Internships can also help students develop personally by challenging them to step outside of their comfort zone, take on new responsibilities, and learn from their mistakes. ACI Motors can provided me with a supportive and nurturing environment in which I was able to grow and develop as a professional.

1.3.3 Problems/Difficulties

In my internship period I had to call the customers with my own phone number, which interfered with my personal means of communication. Moreover, the method of communicating with the customers were a hassle. Calling customers directly without notice agitates them, which in return would result in ineffective communication with them. Furthermore, I was not given an ID card with RFID tag. This ID card would authorize employees to enter the office by punching the card on a scanner at the door. This impeded my entrance to the office every day, even when I had to go out of the office. Lastly, I was not familiar with all the colleagues that were working under the organization and didn't have their numbers at the time. I had to collect them and call them without notice, which led to awkward confrontations.

1.3.4 Recommendations

I do have a few suggestions which may improve the experience of future interns at Reckitt in addressing the issues that I faced during my internship.

- To help interns feel like they're part of the team, it would be helpful for the company to provide them with an ID card.
- A proper orientation to the company's culture and beliefs is necessary for new employees to understand what the company represents and how it operates.
- In order to facilitate coordination among the entire team, it would be beneficial to provide interns with the contact details of all the personnel involved in each department.

Chapter 2

The organization

2.1 Introduction

ACI Motors, a major Bangladeshi company, operates in medicines, farmland, consumer goods, and retail. The company's generator business arm supplies stable, efficient, and high-performance generators to various sectors.

For crucial power uses, ACI Motors generators are durable and fuel efficient. Innovation and sustainable solutions have kept the firm ahead of the competition and met consumer needs. ACI Motors, a trusted generator name in Bangladesh, is committed to quality and client satisfaction.

ACI Motors provides a variety of generator maintenance services. Installation, upkeep, and repair are performed by a team of skilled technicians and engineers who prioritize client care.

ACI Motors, a morally responsible firm, strives to improve its communities. The firm supports local community growth and sustainability through social and environmental initiatives.

ACI Motors, a Bangladeshi generator manufacturer, is innovative, quality, and sustainable. Businesses and people who need reliable power solutions trust it because of its dedication to excellence and client happiness.

2.2 Company overview

Bangladesh's biggest company ACI Limited owns ACI Motors Ltd. ACI Motors (2023), founded in 2007, has quickly become one of Bangladesh's top farm machinery and building equipment firms. The firm sells tractors, power tillers, harvesters, pumps, engines, building equipment, generators and farm tools. ACI Motors gives extra parts, after-sales support, and funding.

ACI Motors delivers high-quality goods and services to improve Bangladesh's farming and building sectors. The firm works with Yanmar, Daedong, Yorpower, Himoina, and Kymco to offer clients high-quality equipment.

ACI Motors' website says it has "more than 120 dealers and 10 service centers across the country." (ACI Motors, 2023). A research and development center helps the firm better its products and introduce new ones. ACI Motors wants to rule Bangladesh's farming and building machinery market and boost the economy.

2.2.1 Mission:

The primary objective of ACI Motors (2023) is to enhance the standard of living of individuals by utilizing knowledge, technology, and expertise in a responsible manner. ACI is dedicated to achieving excellence by means of exceptional products, inventive procedures, and empowered personnel, with the aim of delivering utmost contentment to our clientele.

2.2.2 Vision:

According to ACI Motors (2023), the company's vision is to improve the quality of life of its clients by providing dependable and efficient products and services. ACI Motors's mission is to generate long-term value for all of its stakeholders, including its clients, employees, investors, and society. Integrity, customer focus, innovation, collaboration, and excellence are the company's fundamental values that inspire the vision.

2.2.3 Values:

Integrity is a core value for ACI Motors, according to ACI Motors (2023), and the business works with the greatest ethical standards, openness, and responsibility. Customer focus is another essential value that the business tries to uphold by providing outstanding service and solutions that are tailored to its clients' needs. ACI Motors places innovation at the core of its business practices and is always looking for new, more effective methods to satisfy consumers

and benefit all of its stakeholders. Teamwork promotes an atmosphere of cooperation, respect, and equality and is crucial for the business. The pursuit of excellence is a core value at ACI Motors, and the business constantly looks for ways to enhance its operations, offerings, and worth to stakeholders and consumers.

Overall, ACI Motors' purpose, vision, and values show its dedication to providing high-quality goods and services, using cutting-edge technologies, and conducting business ethically and openly. These values serve as the company's operating and decision-making frameworks, assuring its ongoing success and expansion in the markets it serves.

2.3 Management practices:

2.3.1 Leadership Style:

ACI Motors Generator's success is due to its efficient guidance. Innovation, growth, and client happiness drive the company's participative, joint leadership style.

Participative leaders inspire their teams to reach shared aims. ACI Motors' leadership has driven growth and change. They back and urge their employees to be creative and look outside the box. This has helped the firm create new goods and technologies and adapt to market and consumer needs.

ACI Motors' leadership emphasizes collaboration. The firm values teamwork, cross-functional cooperation, and trust. The executive team promotes inclusion, openness, and employee input. This joint strategy has helped the company succeed in the highly competitive generator business and build a strong sense of community.

2.3.2 Human resource planning process:

The Human resource department of ACI Motors also have a structural management process. Starting from the recruitment process to compensation, training and incentive methods are described below.

Recruitment Process: ACI motors focuses on prospective candidates from external links as well as internal links. They consider to hire people who are highly skilled and knows their craft. Especially people who are more acquainted with real life business scenarios. They evaluate all of these aspects and make the candidates go through a multi-step assessment process before recruiting them.

System of pay: The goal of the pay scheme is to inspire, engage, and keep workers. The organization offers a good-looking pay to its employees, which would be considered the ideal industry standard pay. Moreover, the organization increases their employee's salary on a yearly basis, and the increment is 70% on their basic salary.

Training and Development: ACI Motors basically focuses on training method that is on the job or on-site training. They provide a time period for the new employees to get to know the organization, its culture, beliefs and values and then after 3 months give them the honor as a permanent employee.

Appraisal method: ACI Motors mainly rely on target completion as a metric to measure performance. Based on that employees get the desired incentive on per unit sold and also the high 70% increment on basic salary on a monthly basis.

2.4 Marketing Practices:

ACI Motors, a prominent name in the generator industry, has developed a potent marketing approach to effectively reach and entice its intended clientele. The corporation has effectively established its reputation as a dependable and inventive entity, providing high-caliber commodities and amenities to cater to the varied demands of its clientele.

Marketing Strategy: ACI Motors employs a combination of online and offline marketing tactics in its overall marketing strategy. The corporation prioritizes the establishment of enduring connections with its clientele through the development of engaging material on social media channels, providing sponsorship for events, and involving in trade exhibitions. ACI Motors uses

email marketing campaigns and targeted advertising as a strategy to expand its reach to a broader demographic.

Targeting and Positioning Strategy: ACI Motors' targeting and positioning strategy is focused on catering to the needs of businesses and individuals who need a reliable and continuous power supply. The organization uses a customer-centric approach by developing and providing tailored products and services that cater to distinct requirements, exemplified by the provision of generators in varying dimensions and power capabilities. ACI Motors presents itself as a luxury brand that sells goods that are excellent in every way and have a long shelf life.

Marketing channels: ACI Motors distributes its goods and services through a number of marketing channels, including its own sales staff, internet shops, and dealerships. In addition, the business provides installation and upkeep assistance as post-sale services.

Competitive strategies and new product development: ACI Motors is a well-known producer and supplier of power generation equipment in Bangladesh. The company's generator division provides a decent selection of high-quality generators with a variety of capacities and features to meet the requirements of clients. For both domestic and business use, their product range offers diesel- and gas-powered generators. Gas generators come in a range of 30KVA to 500KVA, while diesel generators are offered in a range of 5KVA to 625KVA. Additionally, the business sells a variety of small generators ideal for hiking, outdoor gatherings, and emergency backup power. Additionally, the business sells goods from globally recognized manufacturers like Perkins, Cummins, SDEC, SENCI, and Yamaha. (ACI Motors, 2023). For clients with particular needs, the generator division of ACI Motors also offers tailored options. They provide specially designed products for sectors like textiles, medicines, healthcare, data centers, and telecommunications. To guarantee the efficient functioning of their generators, the business also offers installation, maintenance, and after-sales services.



ACI Motors constantly develops new goods that meet client needs. They recently introduced a line of gas-powered generators that are cheaper and more environmentally friendly than diesel generators. Hybrid generators that use sun and wind power with gas engines lower fuel usage and carbon pollution.



Branding activities: ACI Motors focuses on branding to grow its generator business in Bangladesh. Branding actions aim to strengthen the company's image and raise consumer knowledge.

ACI Motors' advertising efforts work well for identity. The firm highly advertises its names and goods in paper, television, and social media. ACI Motors supports sports contests and events to raise brand exposure among its target group.

ACI Motors uses digital marketing to promote its names and goods. They have a strong web presence and use SEO, social media, and email marketing to engage with consumers and build brand loyalty.



ACI Motors prioritizes creating lifelong relationships with customers in addition to ads and internet marketing to enhance its brand image. The business has a well-established customer support system that is committed to offering top-notch services and speedy problem-solving for customers. For ACI Motors to maintain a positive company image over time, ensuring client confidence and loyalty is crucial. In general, ACI Motors' branding initiatives are essential for solidifying the company's place as a leading force in Bangladesh's generator market. Some of the key elements that have contributed to building a positive brand image and raising brand recognition among customers are the company's powerful brand portfolio, successful advertising campaigns, online marketing strategies, and outstanding customer service.

Advertising and promotion strategies: ACI Motors employs a diverse range of branding and promotional tactics, covering conventional advertising methods such as print media and billboards, alongside contemporary digital marketing endeavors. In addition, the organization employs influencer branding as a means of expanding the reach of its products to a broader demographic. It is noteworthy to mention that ACI Motors is presently prioritizing internet marketing as a means of increasing brand outreach and expand its audience. Digital advertising activities are primarily carried out by creative agencies, which are responsible for designing static and looping posts that are published on their Facebook page. In addition, these agencies oversee the media procurement procedures required for Facebook pages to effectively reach a specific and expansive viewership.



Critical marketing issues and gaps: ACI Motors is confronted with various marketing challenges, such as intensifying market competition, evolving consumer preferences, and the imperative to remain abreast of the latest marketing trends and technologies. In order to maintain a competitive edge, it is imperative for the company to remain innovative and adaptable.

ACI Motors prioritizes the establishment of a robust and identifiable brand alongside the provision of superior products and services to its clientele as the core of its marketing strategies.

2.5 Financial Performance:

ACI Motors is a prominent conglomerate in Bangladesh that engages in a variety of industries, including agriculture, construction, and power. The enterprise has demonstrated noteworthy progress throughout the years, augmenting its commercial activities and elevating its corporate reputation. Furthermore, the organization has demonstrated a sustained robustness in its financial outcomes, alongside its notable expansion in business activities. The objective of this section is to evaluate the fiscal performance of ACI Motors utilizing financial statements from the past three years.

The financial health of a corporation is indicative of its capacity to produce earnings, handle assets and liabilities, regulate cash flows, and establish value for its stockholders. Hence, it is imperative to assess the fiscal well-being of an organization in order to ascertain its forthcoming potential and pinpoint avenues for enhancement. The financial evaluation of ACI Motors will encompass a range of dimensions, including liquidity, profitability, solvency, and efficiency ratios, which are fundamental metrics of the firm's financial well-being.

The next part written below will give an in depth analysis of the financial performance of the organization by evaluating the last three years financial statements.

2.5.1 Ratio Analysis

Liquidity Ratio:

<i>In Taka</i>	30 June 2021	30 June 2020
Inventories	3,382,229,246	1,543,208,905
Trade receivables	5,428,439,222	4,388,327,072
Other receivables	37,880,808	61,129,918
Inter-company receivables	2,252,704,788	4,925,011,607
Advances, deposits and prepayments	588,853,979	191,376,745
Cash and cash equivalents	1,384,445,595	254,158,771
Current assets	13,074,553,638	11,363,213,018
Bank overdraft	15,321,978	177,994,399
Loans and borrowings	5,872,212,390	6,163,344,800
Lease liability-current portion	17,393,537	16,987,644
Trade payables	150,594,534	64,119,081
Other payables	2,320,995,236	1,199,614,007
Current tax liability	114,433,692	143,710,164
Current liabilities	8,490,951,367	7,765,770,095

The liquidity ratio is a significant liquidity metric that gauges an organizations capacity to pay its short-term debts by utilizing the current assets. ACI Motors, a prominent organization in the automotive and industrial sector that disclosed a current ratio of 1.46 in 2020, which tells that the organization had ample current assets to settle its short-term liabilities. Even though the liquidity ratio falls below the industry benchmark of 2:1, the assets outweigh the liabilities, which is deemed acceptable but not recommended in financial terms. This measurement is an essential metric for people who wants to invest and creditors since it enables them to judge a company's finances and the ability to fulfill its financial responsibilities in short term. ACI Motors' current ratio of 1.46 implies that the company had efficiently managed its current assets and liabilities, and is well-positioned to fulfill its financial commitments in the short term.

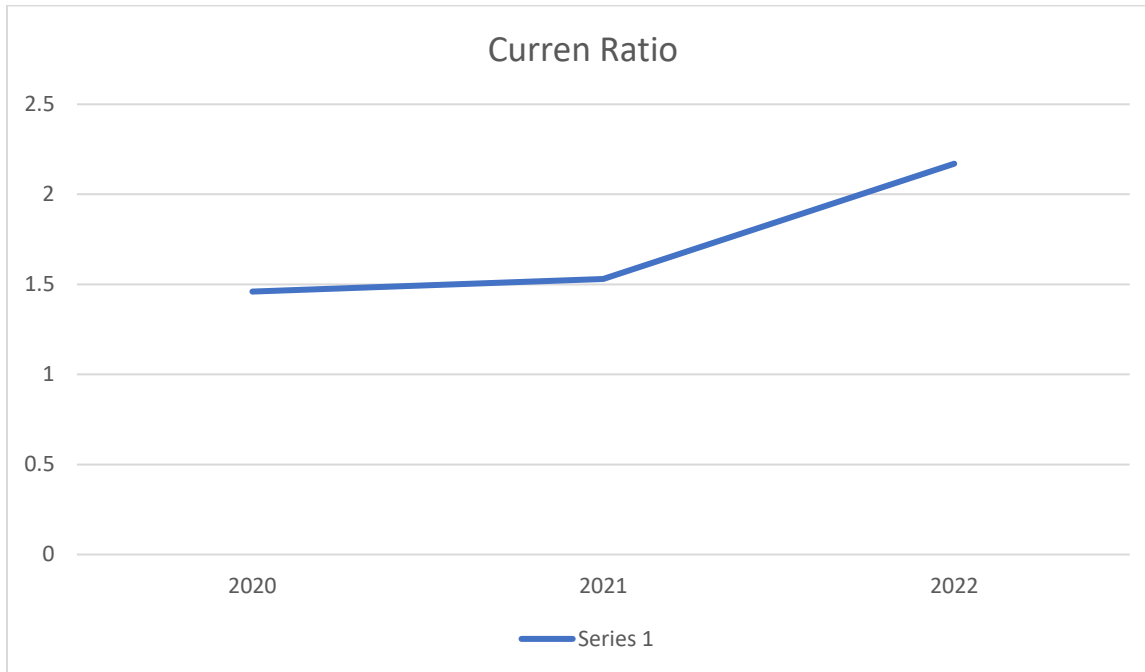
In 2021, ACI Motors reported a liquidity ratio of 1.53, indicating that the organization had enough short-term assets to pay for its short-term liabilities. This means that the organization had TK1.53 current assets for every TK1 current liabilities. Although a more higher current ratio is

generally preferred as it tells that the company can pay off its short-term debts, an excessively high current ratio could suggest inefficient use of current assets, such as having excessive inventory or uncollected receivables.

<i>In Taka</i>	30 June 2022
Inventories	3,389,416,900
Trade receivables	6,354,682,753
Other receivables	54,346,886
Inter-company receivables	934,628,194
Advances, deposits and prepayments	598,156,163
Cash and cash equivalents	1,292,888,104
Current assets	12,624,119,000
Bank overdraft	64,636,163
Loans and borrowings	2,634,359,506
Lease liability - current portion	28,850,778
Trade payables	112,570,956
Other payables	2,808,921,706
Current tax liability	149,128,889
Current liabilities	5,798,467,998

The current ratio of ACI Motors in 2022 is 2.17, which shows that the company has the capacity to meet its short-term obligations. This means, for every 1 taka of current liabilities, the organization has 2.17 taka of current assets to cover those obligations. The ratio is a good indicator of an organization's liquidity and finances. Although, a high current ratio may also suggest that the organization is not using its assets productively and may have excess inventory or uninvested cash. To get a comprehensive view of the organization's financial performance, it is important to take in consideration of other financial ratios and metrics.

Current ratio trend analysis



In 2020, ACI Motors exhibited a liquidity ratio of 1.46, indicating that the organization possessed ample current assets to fulfill its immediate financial responsibilities. The aforementioned ratio exhibited a marginal deviation from the industry mean, indicating that ACI Motors has room for improvement in terms of its liquidity position.

In 2021, ACI Motors' current ratio exhibited an increase to 1.53, indicating a favorable development in the company's present standing relative to the previous year. This phenomenon can be attributed to proficient working capital management and the sustenance of a sound cash flow.

In 2022, ACI Motors exhibited a current ratio of 2.17, signifying a noteworthy enhancement in the firm's liquidity status as compared to the previous two years. The advancement can be attributed to the organization's focus on maintaining a sound financial position and improving its management of operational funds.

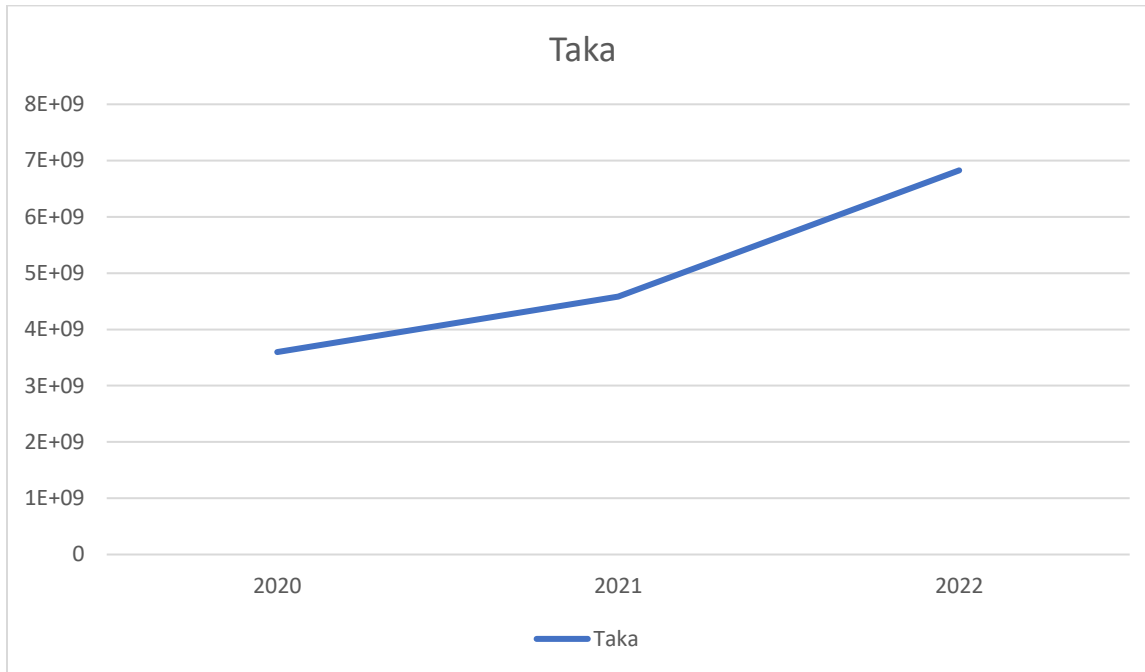
Based on the analysis of the trend, it can be inferred that ACI Motors has demonstrated noteworthy enhancements in its liquidity status in recent years. The observed trend in the current ratio suggests that the organization has been proficiently handling its immediate financial commitments and sustaining a sound liquidity position.

Working Capital

In 2020, ACI Motors reported a positive working capital of TK3597442923, which is an important financial metric that reflects an organizations ability to meet the short-term financial debts. A positive working capital tells that an organization has more current assets than current liabilities, which suggests that it has sufficient liquidity to cover its short-term obligations. This is generally considered a good sign for investors and creditors, as it tells that the organization has a healthy cash flow, and is in a good position to meet its financial commitments in the short term. Furthermore, in 2021, ACI Motors were able to generate a working capital of Tk 3597442923. This ratio analysis depicts that the organization had enough current assets to pay for its short-term liabilities. This says that ACI Motors is in a good financial position and is in no worry to pay for its debts to run operations smoothly.

Lastly, in the year 2022, ACI Motors were able to generate a working capital of Tk 6825651002. This improvement in the working capital has enabled the company to effectively manage its short-term financial obligations and allocate resources towards its operational activities. This is in contrast to the preceding two years where the company's working capital was comparatively lower. The enhanced liquidity status can be ascribed to multiple factors, including proficient cash management techniques, streamlined inventory levels, effective account receivables retrieval, or augmented sales revenue. ACI Motors can leverage a strong working capital position to capitalize on potential growth prospects, optimize its operational efficiency, and ensure its financial sustainability over the long term. A favorable working capital ratio is perceived as a constructive indication to stakeholders, including investors, creditors, and suppliers, as it suggests that the enterprise can fulfill its immediate financial commitments in a prompt and dependable manner, thereby mitigating the likelihood of non-payment or disturbances in the provision of goods and services.

Working Capital Trend Analysis



ACI Motors' working capital exhibited an upward trend from 2020 to 2022. Specifically, the company's working capital was recorded at TK 3597442923 in 2020, which subsequently increased to TK 4583602271 in 2021, and further rose to TK 6825651002 in 2022. The observation mentioned above indicates that ACI Motors has demonstrated an enhancement in its ability to finance its immediate obligations and allocate resources towards its business operations over the course of three years.

The observed rise in working capital between 2020 and 2021 indicates that ACI Motors was able to enhance its financial standing and liquidity during that period, potentially as a result of proficient cost control, revenue expansion, or improved inventory management. The observed rise in working capital for the year 2022 suggests that the organization made progress in enhancing its financial standing.

The trend analysis indicates that ACI Motors has been successful in maintaining a satisfactory level of working capital during the three-year period. This is a significant indicator of the company's financial well-being and capacity to continue its business activities.

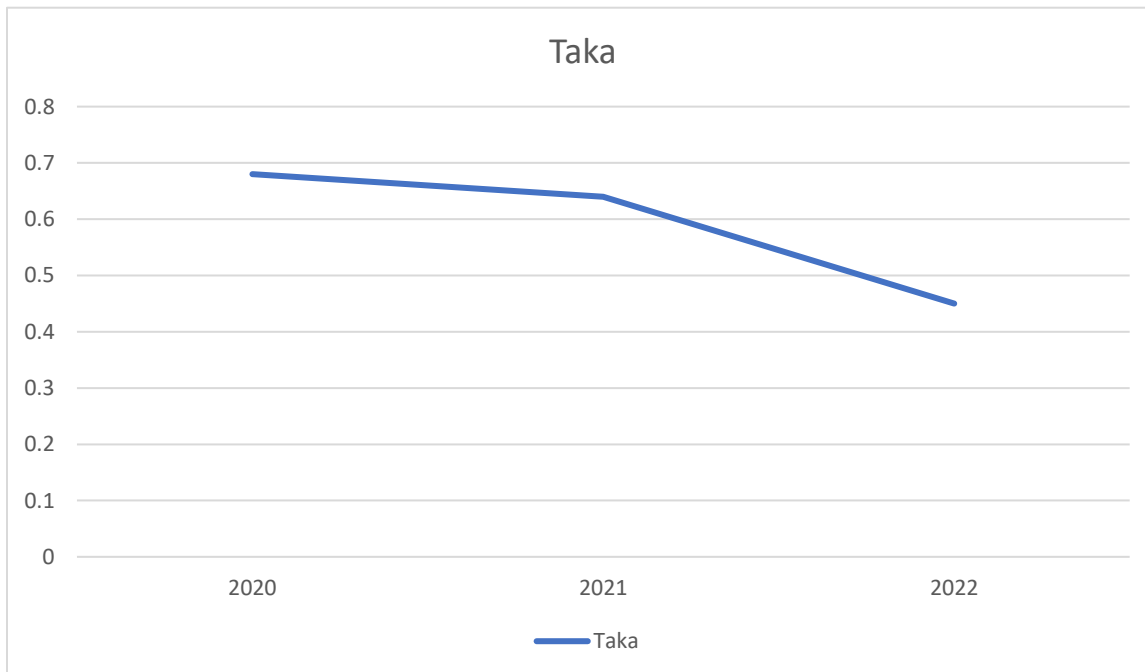
Debt to asset ratio

ACI Motors' 2020 debt-to-asset ratio was 0.68. 68% of the company's assets were debt. ACI Motors' debt to asset ratio of 0.68 implies modest leverage, with a larger percentage of its assets funded by debt than equity. To maintain financial security, the company's loan to asset ratio should be watched over time.

ACI Motors' debt-to-asset ratio was 0.64 in 2021, meaning 64% of its assets were obtained through debt. The organization's debt control improved slightly from last year's 0.68 debt-to-asset ratio. The company's financial risk and ability to clear loans decrease with a lower debt to asset ratio. However, the optimum debt-to-asset ratio can vary by sector and firm, so ACI Motors' activities and financial aims should be considered.

As per the financial data of 2022, ACI Motors exhibited a debt to asset ratio of 0.45, suggesting that the company is predominantly utilizing equity to fund its operations, rather than being heavily reliant on debt. This implies that the entity exhibits reduced financial risk and enhanced stability due to its limited debt obligations. It is crucial to take into account that a reduced ratio of debt to asset could lead to a decreased return on investment for shareholders, given that the company might be relinquishing prospective profits by not leveraging debt. The assessment of the ideal debt to asset ratio is a crucial aspect that necessitates consideration of the industry and the financial goals of the organization.

Debt to asset ratio trend analysis



ACI Motors' debt to asset ratio in 2020 was 0.68, signifying that a majority of its assets, specifically 68%, were financed through debt. The year 2021 saw a reduction in the ratio to 0.64, suggesting a decreased dependence of the organization on debt financing for asset payment. In 2022, a noteworthy reduction in the company's reliance on debt financing was observed as evidenced by the decreased debt to asset ratio of 0.45.

The data indicates that ACI Motors has exhibited a progressive decrease in its dependence on debt financing in recent years, indicating positive indications for the company's financial well-being and steadfastness. A lower debt-to-asset ratio indicates that the entity bears less financial risk and possesses greater capacity to fulfill its financial commitments.

The trend analysis above depicts that ACI Motors has been relying less on financing their assets through debts. This shows that the organizations business is running well, and that the its financial position is also in a healthy state.

2.5.2 Horizontal Analysis

Gross Profit Margin

In 2020, ACI Motors had a gross profit margin of 0.26. This means that for every Taka of sales the organization earned TK 0.26 as profit. This tells that the organization was earning a good amount of profit from their sales and was in a good profitable zone.

Moving on to 2021, the organization made Tk 0.22 for every Tk 1 sales. Here, the gross profit margin decreased slightly but the organization was still able to generate profit from its sales and wasn't in a loss.

Lastly, in 2022, the organization's gross profit margin increased from previous year to Tk 0.24 for every Tk 1 sales. This says that ACI Motors did business better than the previous year and is

in a better profitable state. Although, the gross profit margin is still lower than what it was in 2020, its still a slight improvement and describes that the business is still in a position in profit.

Operating Profit Margin

According to the financial statement of ACI Motors for the year 2020, the company's operating profit margin was 0.13, indicating that it earned an operating profit equivalent to 13% of its revenue. The metric in question holds considerable importance in assessing a company's profitability, as it takes into account not only the cost of goods sold but also operating expenses, including salaries, rent, and utilities. A high operating profit margin indicates that the company is adept at managing its operating expenses, resulting in improved profitability.

In 2021, ACI Motors achieved an operating profit margin of 0.11, denoting that the organization garnered 11% of operating profit for every unit of sales revenue generated throughout the year. ACI Motors demonstrated efficient management of its operating expenses in proportion to its sales revenue. The reduction in the operating profit margin compared to the previous year may indicate that the organization encountered difficulties in effectively managing its expenses, augmenting its sales revenue, or both.

ACI Motors' operating profit margin for the year 2022 was 0.12, denoting that the organization generated an operating profit of 12% for every unit of revenue earned. In contrast to the margin of 0.11 observed in the previous year, the current figure indicates a betterment in the organization's ability to produce operating profit.

ROA

ACI Motors achieved a return on assets (ROA) of 0.06 in 2020. This suggests that the organization was capable of generating profits of 6 paisa for every taka of assets it possessed during the year. Investors and stakeholders typically consider a higher ROA as a positive indication, as it implies that the company is utilizing its assets more effectively to generate profits.

Moving on to 2021, ACI Motors' ROA was 0.07 which is higher than the ROA of previous year. It is a 17% increase than last year, which means that the trend is going upward in a positive direction, implying it is positive for the company as well as for investors to invest in the company and current investors.

Finally, in 2022, the organization's ROA was 0.12, which is a massive increase from previous years. This increase in ROA depicts a 71% increase from the previous year, which makes the trend go skyrocketing in the charts. This is an absolute positive indication for the company using its assets efficiently and effectively. This increase would appeal to future investors as well as current ones.

Accounting Practices

ACI Motors follows International Financial Reporting Standards (IFRS) as a standard for its accounting practices. This allows the company to prepare their financial statements in line with global accounting standards. This enables the company to provide reliable and comparable financial information to its stakeholders, including investors, lenders, and regulators, thus enhancing transparency in its operations. Additionally, the adherence to IFRS highlights ACI Motors' dedication to maintaining high standards of financial reporting and transparency. ACI Motors adheres to the International Financial Reporting Standards (IFRS) by utilizing the accrual basis of accounting. This method mandates that revenue and expenses be recorded as they are earned or incurred, rather than when cash is received or paid. The aforementioned approach offers a more accurate depiction of the financial performance and status of the organization by encompassing all transactions, irrespective of their cash flow. Moreover, the adoption of accrual accounting facilitates enhanced surveillance of both accounts payable and accounts receivable, thereby furnishing the management with a more all-encompassing perspective of the financial position of the enterprise. ACI Motors exhibits its dedication towards transparent financial reporting and elevated accounting standards by complying with these regulations.

ACI Motors prioritizes the implementation of sustainable business practices in conjunction with the delivery of superior products and services to its clientele. The implementation of operations

management and information system practices is deemed essential to the business operations of ACI Motors.

ACI Motors uses the straight-line method of depreciation with a varying rate of 2.5% to 20%. To be in compliance with accounting standards, ACI Motors uses the straight-line method for depreciation, which allocates the cost of a fixed asset over its useful life in a systematic manner instead of recording the entire cost as an expense in the year of acquisition. The rate of depreciation depends on the useful life of the asset, and ranges from 2.5% to 20%.

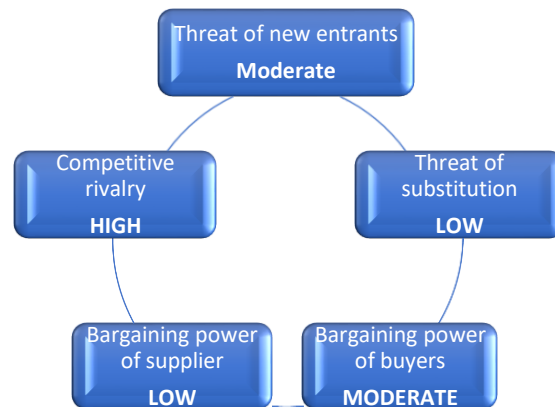
It's important to note that ACI Motors does not apply any depreciation charge to capital work in progress. This is because depreciation is only charged on assets that are being used in the production of goods or services, and capital work in progress is not yet being used for such purposes.

2.6 Management Information Systems and Operations

ACI Motors has incorporated diverse information system practices to facilitate its business operations, in addition to its operations management practices. ACI Motors has implemented various information system practices in its business operations, such as the utilization of Enterprise Resource Planning (ERP) software and Customer Relationship Management (CRM) system. The Enterprise Resource Planning (ERP) software amalgamates various business functions, such as finance, procurement, and inventory management, into a unified system, thereby facilitating operational efficiency, minimizing redundancy, and augmenting productivity. Furthermore, the employment of a CRM system allows ACI Motors to effectively handle their customer interactions and enhance overall customer contentment. The aforementioned practices exemplify the organization's dedication to utilizing technology in enhancing its operational procedures and ultimately providing superior products and services to its clientele.

2.7 Industry - Competitive Analysis

2.7.1 Porters Five Forces analysis



1. **Threat of new entrants:** The generator business in Bangladesh is relatively competitive, with several domestic and international players. The threat of new entrants is moderate, as barriers to entry are relatively high due to factors such as brand reputation, distribution networks, and economies of scale.
2. **Bargaining power of suppliers:** ACI Motors has a strong bargaining position with its suppliers, as it is one of the largest players in the generator market in Bangladesh.
3. **Bargaining power of buyers:** The bargaining power of buyers in the generator market is moderate as they are exposed to a wide range of suppliers in which quality varies highly.
4. **Threat of substitutes:** The threat of substitutes in the generator market is still low. Since, new technology related to power solution has not yet been established or marketed as much it is low in Bangladesh and people still rely on generators for uninterrupted power supply.
5. **Competitive rivalry:** Competitive rivalry is high in the generator industry as there are other companies who also provide high tech and high quality generators.

2.7.2 SWOT Analysis

Strengths:

- Strong brand reputation in Bangladesh
- Wide range of generator products and services
- Experienced and skilled workforce

- Established distribution network across the country
- Strong focus on customer satisfaction

Weaknesses:

- Dependence on suppliers for key components
- Limited international presence
- High competition in the domestic market
- Limited investment in research and development

Opportunities:

- Expansion into international markets
- Development of new generator technologies
- Growing demand for backup power solutions
- Government initiatives to improve power infrastructure in Bangladesh

Threats:

- Economic instability in Bangladesh
- Increasing competition from domestic and international players
- Fluctuations in the prices of raw materials
- Changing government regulations and policies

2.8 Summary and Conclusions

The human resource management practices of ACI Motors are distinguished by a dedication to fostering employee growth, involvement, and contentment, through a variety of measures aimed at advancing health, safety, and equilibrium between work and personal life.

ACI Motors has demonstrated favorable trends in its liquidity, efficiency, profitability, and leverage, as shown by the financial performance analysis conducted. ACI Motors showed a persistent capability to fulfill its immediate liabilities, as indicated by its current ratio sustaining a value greater than 1. The organization showed adeptness in inventory and asset management, leading to an increased revenue generation rate. The financial stability of the company has been maintained through consistent profitability and a decreased dependence on debt financing for its operations.

The previously mentioned results indicate that ACI Motors is a proficiently administered entity that prioritizes strategic planning, efficient communication, and employees advancement. By

implementing these best methodologies, the organization is strategically situated to achieve its desired outcomes and goals, while upholding a favorable edge in the industry.

The significance of ACI Motors' management practices cannot be overestimated as they are integral to the organization's triumph and have a pivotal influence on its strategic position, organizational structure, and human resource management policies. In summary, they are crucial to the organization's overall success. ACI Motors can sustain its growth and prosperity in the future by continuously concentrating on these domains and adopting the optimum methodologies in these areas.

2.9 Recommendations

ACI Motors is a top company in the agribusiness industry that offers agricultural equipment to improve and speed up agricultural processes. Simply to point out that ACI Motors is a pretty competitive company not only in agribusiness but also in power solution business.

After analyzing the data, I suggest that ACI Motors invest in expanding its product range and offerings to appeal to a wider range of customers. I think the company should concentrate on creating and promoting generators that are more environmentally friendly and use less energy to keep up with the increasing need for sustainable power options. This can assist ACI Motors in distinguishing itself from rivals and obtaining a competitive advantage in the market.

ACI Motors needs to work on creating a brand identity that represents its values and strengths and communicate them well to customers.

ACI Motors needs to work on creating a brand identity that is consistent and effectively communicates its values and strengths to customers. Some suggestion that ACI Motors can look at and implement are given below:

Regular market research is important for staying competitive in the generator market in Bangladesh. It is recommended that the company conducts periodic research to understand customer preferences, needs, and emerging trends in the industry.

ACI Motors should focus on developing strong and lasting relationships with dealers and distributors to ensure efficient distribution of its products throughout the country.

The company can up engagement and build better relationships with its target audience by using these channels to interact with customers, promote its offerings, and provide updates on its activities.

Chapter 3

3.1 Introduction

The generator industry in Bangladesh has grown a lot due to the rising demand for electricity in urban and rural areas. The growth is due to the need for power in industries, businesses, and households, and to fix the power cuts in the country. Uh, so like, Bangladesh might have power shortages in the summer because of stuff like not enough rain for hydroelectric power and less natural gas. So, like, power outages and higher electricity costs might be a thing for businesses and households. The economy might be affected negatively due to the situation, especially the textile industry that depends on electricity. The governmental authorities have implemented certain measures to tackle the aforementioned matter, such as the procurement of liquefied natural gas and augmenting the importation of power from India. Nonetheless, there is a call for the private sector to implement measures aimed at curbing energy consumption and enhancing efficiency, as a means of alleviating the effects of the power deficit. The private power industry holds considerable importance in the power generation of Bangladesh, contributing approximately 50% to the overall electricity production of the nation. The escalating fuel prices have significantly impacted private power producers, as these expenses constitute more than 80% of their overall operating expenditures. As per the report presented by the Bangladesh Power Development Board, the nation's maximum requirement for electrical power has exhibited a consistent increase of 8% annually since the year 2010. The escalation in demand has resulted in a proliferation of contenders in the generator sector, encompassing domestic and foreign labels vying for a portion of the marketplace.

ACI Motors is a competitive player in the generator industry in Bangladesh. The company started in 2007 and is now a trusted brand in the market. ACI Motors has many generator products such as standby generators, industrial generators, and portable generators. The company has invested a lot in marketing to stay ahead of its competitors and keep its market share. ACI Motors used digital marketing to expand their reach and increase brand recognition. I'm not sure if ACI Motors' digital marketing has had a clear impact on how target customers perceive the brand.

The objective of this study is to evaluate the impact of ACI Motors' digital marketing strategies on brand preception within the generator sector. This research aims to examine the

diverse elements that influence brand perception and evaluate the efficacy of ACI Motors' digital marketing tactics in shaping such perception. The forthcoming research outcomes will provide significant perspectives on the impact of digital marketing on brand image, and the outcomes can be utilized to enhance marketing tactics in the power generation sector in Bangladesh.

3.1.1 Literature Review

ACI Motors is one of the leading brands in the generator industry also known as the power solution industry. They have been geared towards increasing brand image and perception in the industry using many marketing tactics recently, especially digital marketing using social media channels. This literature review is based on the task to test ACI Motors' digital marketing strategies on brand perception in the generator industry.

As told by Kotler and Armstrong (2017), digital marketing is the set of activities that involve using electronic or digital channels to carry promotional activities. These channels include social media, online advertisement, search engine optimization. Digital marketing has been on the rise for different organizations to leverage. It is a fantastic tool to optimize and increase brand reach and brand perception of an organization's brand name.

According to the findings of the research that was carried out by Suh and Kim (2014), digital marketing has a positive influence on brand perception since it enables firms to build direct connection with customers and foster relationships that are more solid. According to the findings of Schivinski and Dabrowski's (2016) study, digital marketing has the potential to increase brand awareness easily while also building a good brand image among customers.

On the other hand, the findings of a study that was carried out by Kim and Ko (2012) reveal that the impacts of digital marketing on brand perception are not necessarily positive all of the time. There are several circumstances in which digital marketing strategies might be interpreted as being invasive, which would result in an adverse view of the company.

According to Sharma and Mittal (2013), the quality of the product, customer service, and brand reputation drive generator industry brand perception. Brand reputation and product quality drive generator industry brand perception, according to Jha and Gupta (2014).

To summarize, digital marketing represents a crucial instrument for enterprises seeking to enhance brand recognition and expand their target market. Numerous scholarly investigations have demonstrated that digital marketing has the potential to enhance brand perception. However, the efficacy of digital marketing initiatives may be contingent upon the particular industry and intended audience. The perception of a brand in the generator industry is shaped by various factors, including but not limited to the quality of the product, the level of customer service provided, and the reputation of the brand. Hence, it is crucial for ACI Motors to assess the influence of its digital marketing endeavors on brand perception to recognize scopes for refinement and augment its competitive stance in the market.

3.1.2 Research objectives:

Broad Objective:

The primary objective of this research is to assess the influence of ACI Motors' digital marketing initiatives on the brand perception of its intended audience within the generator industry. The study aims to offer significant insights and suggestions for enhancing the organization's digital marketing strategy.

Specific Objective:

- The objective is to assess the present perception of ACI Motors' brand within its intended customer base in the generator industry.
- To ascertain the primary digital marketing channels employed by ACI Motors to effectively reach its target audience within the generator industry.
- To measure the effectiveness of ACI Motors' digital marketing campaigns in terms of reach and engagement with its target customers in the generator industry.
- To evaluate the influence of ACI Motors' digital marketing strategies on the brand perception of its intended audience within the generator industry.

3.1.3 Significance:

The objective of this study is to evaluate the impact of ACI Motors' digital marketing initiatives on brand perception in the generator sector. The findings derived from the study can prove

advantageous in discerning the brand's domains of proficiency and deficiencies, and formulating tactics to augment its reputation. ACI Motors can enhance its marketing strategies by gaining an understanding of the perspectives and convictions of its intended audience, thereby enabling the company to more effectively meet the needs and preferences of its clientele. This may lead to increased levels of customer satisfaction, loyalty, and brand advocacy. The research findings may offer valuable insights into the wider competitive environment of the generator industry in Bangladesh, thereby aiding ACI Motors in its market positioning efforts. The research holds importance in its capacity to aid ACI Motors in augmenting its brand image and advancing its market standing, thereby facilitating its sustained prosperity and expansion.

3.2 Methodology

Research Design: The proposed research design for this study is quantitative in nature, with the objective of assessing the influence of ACI Motors' digital marketing initiatives on brand perception within the generator industry.

Sampling: The sample will comprise of individuals who possess knowledge of the generator industry and have prior experience of purchasing or utilizing a generator and customers who would consider to buy a generator. The utilization of random sampling will be employed to guarantee that the selected sample is a true reflection of the population.

Number of participants who responded: The research will be executed with a sample size of 32 participants who were chosen via random sampling. The determination of the sample size is contingent upon the temporal and material resources at hand for the execution of the survey. The participants will be chosen from a range of age cohorts, educational histories, and professional pursuits to guarantee a heterogeneous representation. The survey will be administered via an electronic questionnaire disseminated through social media channels. The results of the present investigation will rely on the data collected from a total of 32 participants. Given the restricted size of the sample, the outcomes will be cautiously interpreted. The outcomes of the study are expected to yield significant insights into the brand perception of ACI Motors. These insights can serve as a foundation for future research endeavors in this domain.

Data Collection: The data will be collected through means of an online survey. I will publish the survey on various generator groups in Facebook, and also send the survey to contacts of the customers gained while working at the organization.

Data Analysis: The collected survey data will undergo processing and analysis to ascertain the influence of ACI Motors' digital marketing endeavors on brand perception within the generator industry. The survey responses will be subjected to pattern and trend identification analysis.

The open-ended responses will be subjected to thematic grouping and analysis to determine the most prevalent themes. The study will utilize themes to gain a deeper understanding of customers' perceptions and attitudes towards ACI Motors' digital marketing endeavors.

The closed-ended questions' responses will undergo analysis through the computation of the proportion of participants who chose each alternative answer. The tabulated and graphical representations of the outcomes derived from the closed-ended inquiries will be utilized to enhance their comprehensibility and emphasize the principal discoveries.

The results will be utilized to assess the efficacy of ACI Motors' digital marketing endeavors on brand recognition within the generator sector. The survey findings will be utilized to provide suggestions for enhancing ACI Motors' digital marketing approaches in the future.

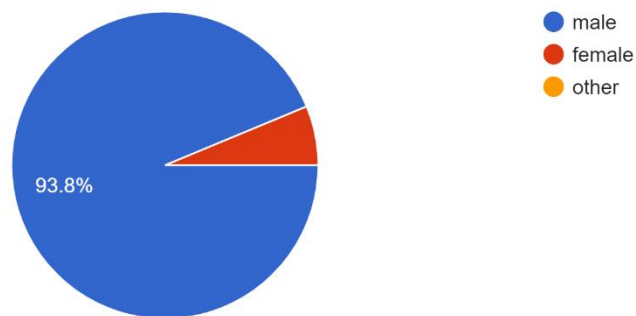
Ethical Considerations: I will ensure that the survey is designed in an unbiased manner and that the privacy of the participants is protected. Will obtain informed consent from the participants and inform them of their right to drop from the study at any time. I will also make sure that the data collected is kept in privacy and used only for the purposes of the research.

Limitations: This research may be limited by the size of its sample and its representativeness of the entire population. Selection and non-response biases in our sample will be considered and mitigated.

3.3 Findings and Analysis

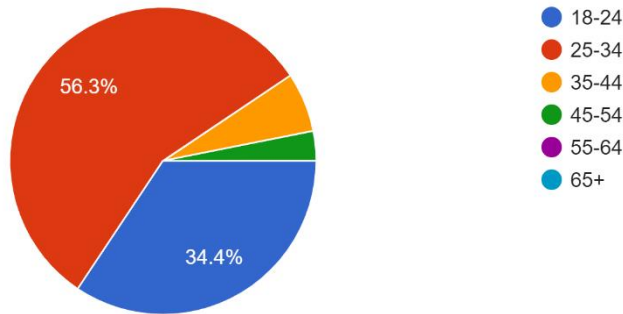
What is your Gender?

32 responses



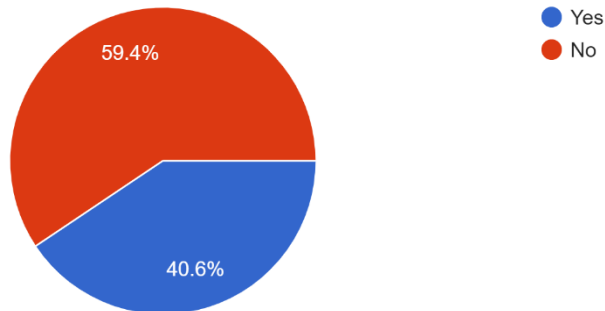
The findings of the survey reveal that among the total of 32 participants, 30 were identified as male while the remaining 2 were identified as female. The sample exhibits a significant gender imbalance, with male respondents accounting for 93.8% of the sample and female respondents comprising only 6.3%. There is a higher probability of male involvement or interest in the generator industry, which may result in a greater likelihood of male respondents to the survey. One possible explanation is that the survey was disseminated through a network or platform that predominantly caters to males, leading to an imbalanced representation of male respondents.

Your Age?
32 responses



In this part I asked the respondents their age. The results tell that most of the respondents, 56.3% to be exact, were in the age between 25-34. 34.4% of the respondents are from the age group of 18-24, and the rest were from 35-44 and 45-54. This tells us that people in the age group of 25-34 are more interested in generators or are more likely to buy generators.

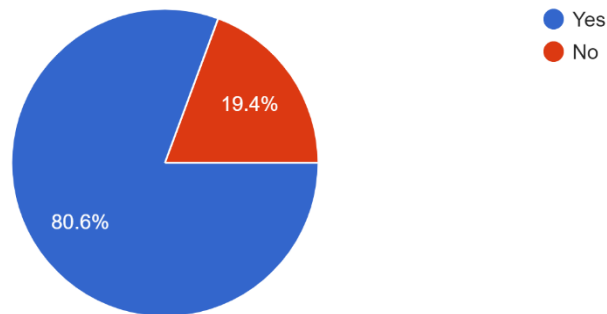
Have you ever purchased or used a generator before?
32 responses



The findings of the survey reveal that among the 32 participants, 19 individuals (59.38%) affirmed that they have no prior experience of procuring or utilizing a generator. On the other hand, 13 respondents (40.62%) acknowledged that they have acquired or operated a generator in the past. It is noteworthy that the sample has been restricted to encompass solely participants who possess the likelihood of becoming genuine customers, given that individuals who have

Have you heard of ACI Motors before taking this survey?

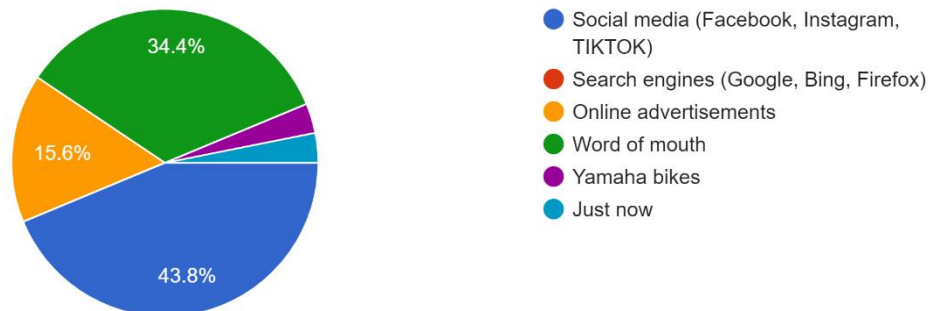
31 responses



In this section of the survey, participants were asked whether they were familiar with the term "ACI Motor" before beginning the study. Out of a total of 32 respondents, 26 (or 80.6%) said they were familiar with ACI Motor before filling out the poll, while 6 (or 19.4%) said they weren't. It seems that most survey takers were already aware with the ACI Motor brand before completing the poll.

Where did you first come across of ACI Motors?

32 responses



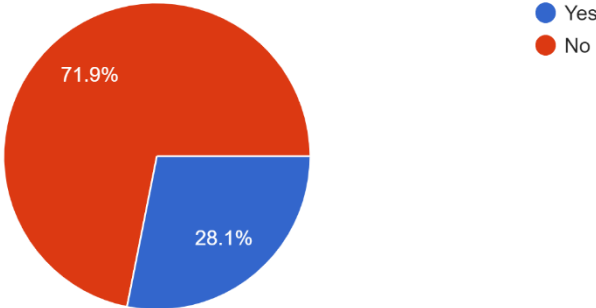
The poll found that 14 (43.8%) of 32 respondents first saw ACI Motors' brand on social media channels including Facebook, Instagram, and TikTok. 11 respondents (34.4%) learned about ACI Motors via word of mouth, 5 (15.6%) from web ads, and 2 from other sources.

ACI Motors' digital marketing approach may be affected by the majority of respondents discovering the brand on social media. Social media marketing initiatives have increased brand

exposure and reached prospective consumers. ACI Motor may benefit from investing in social media marketing and improving campaigns to reach more consumers.

It's also remarkable that many respondents learned about the brand via word of mouth. Positive customer experiences and recommendations may boost brand recognition and customer acquisition. ACI Motor may benefit from client referral programs or other incentivized word-of-mouth marketing.

Have you ever interacted with ACI Motor's digital marketing content related to their generator products?
32 responses



According to the survey findings, a majority of the participants, specifically 71.9% or 23 out of 32 respondents, indicated that they did not engage with ACI Motors' digital marketing materials pertaining to their generator products. Conversely, 28.1% or 9 respondents reported that they had interacted with said content.

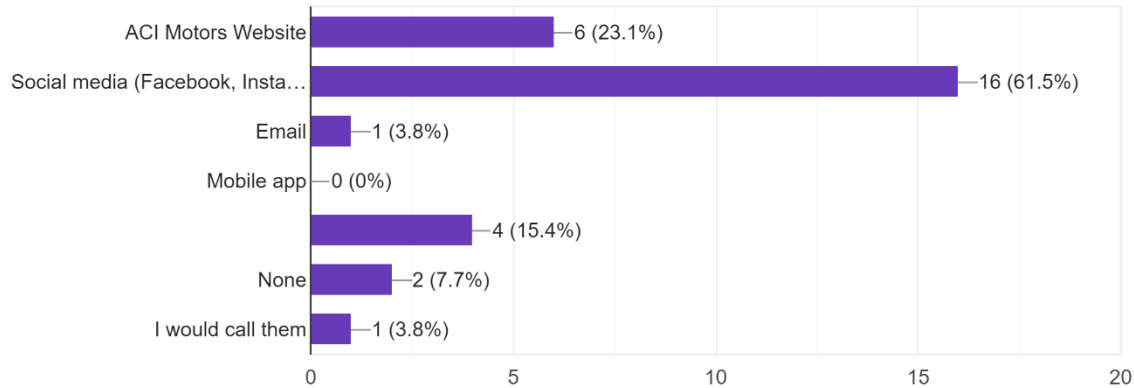
The aforementioned discovery implies that a noteworthy segment of the participants did not demonstrate active involvement with ACI Motors' digital marketing materials pertaining to their generator merchandise. There are several plausible reasons for this phenomenon, such as insufficient engagement with ACI Motors' merchandise, inadequate familiarity with the brand's promotional materials, or a predilection for alternative information channels during the consumer decision-making process.

The observation that a reduced percentage of participants have engaged with ACI Motors' digital marketing material pertaining to their generator merchandise underscores the significance of enhancing the organization's digital marketing initiatives to effectively target and captivate prospective clientele. The proposed strategy entails the creation of customized and captivating

content that effectively appeals to the intended demographic. Additionally, it involves the exploration of novel avenues and mediums to expand the outreach to prospective clients.

If you have interacted with ACI Motor's digital marketing content related to their generator products, which channels have you used? (Select all that apply)

26 responses

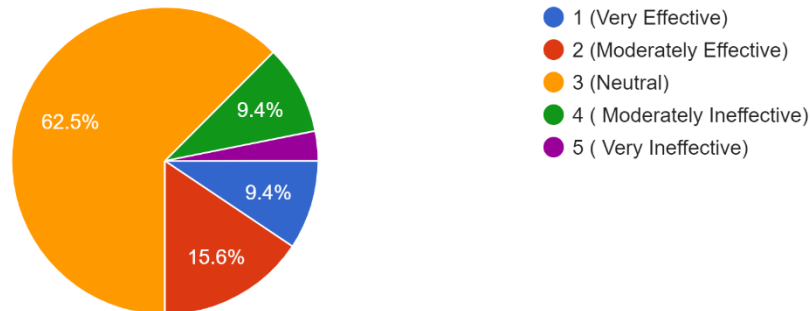


According to the survey findings, among the 9 participants who acknowledged engaging with ACI Motors' digital marketing content pertaining to their generator products, a majority of 16 respondents (57.14%) reported utilizing social media platforms such as Facebook, Instagram, and TikTok to interact with the content. Out of the total number of respondents, 6 individuals (constituting 21.43% of the sample) utilized ACI Motors' website to engage with the content, while only 1 respondent (equivalent to 3.57% of the sample) employed email as a means of interacting with the content. The remaining participants indicated utilizing alternative sources. The results indicate that social media platforms are the primary and efficacious means of accessing and involving prospective clients with ACI Motors' digital marketing material concerning their generator merchandise. The reason for this phenomenon could potentially be attributed to the extensive utilization and interaction on social media platforms, coupled with the capacity of social media channels to focus on particular audience segments through customized and captivating content.

The observation that a considerable percentage of participants utilized ACI Motors' website to engage with the content implies that the website serves as a crucial and efficient medium for fostering engagement with prospective clients.

On a scale of 1 to 5, how effective do you think ACI Motor's digital marketing efforts are in promoting its products and services?

32 responses



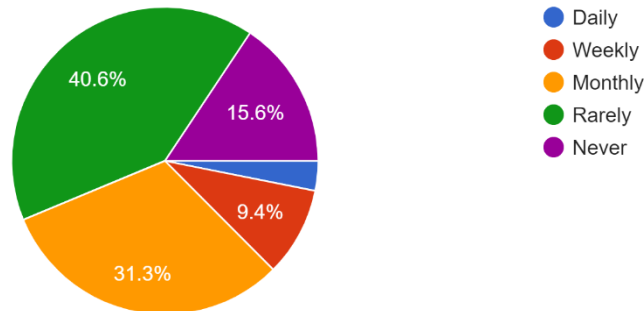
According to the survey findings, a majority of the participants (20 out of 32) said a neutral stance when evaluating the efficacy of ACI Motors' digital marketing endeavors in promoting its products and services. The aforementioned statement implies that the marketing tactics currently utilized by ACI Motor may not be yielding substantial customer involvement.

Nonetheless, a minor fraction of participants evaluated ACI Motors' digital marketing endeavors as efficacious. Specifically, 5 respondents (15.6%) appraised the efforts as moderately effective, 3 respondents (9.4%) deemed them as highly effective, and 3 respondents (9.4%) considered them as moderately ineffective. Merely a solitary participant, accounting for 3.13% of the sample, evaluated the endeavors as highly ineffective.

This suggests that ACI Motor has the opportunity to enhance its digital marketing strategies and tactics in order to effectively attract and convert prospective customers. ACI Motor can enhance its digital marketing campaigns by utilizing customer feedback and insights to identify potential areas for improvement.

How frequently do you come across ACI Motors digital marketing content related to their generator products?

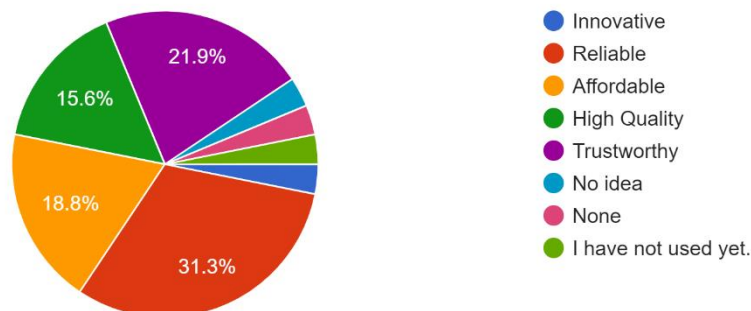
32 responses



From the survey conducted, it was found that the majority of respondents (13 out of 32) rarely comes across ACI Motors' digital marketing content related to their generator products. 10 respondents reported seeing such content on a monthly basis, while 3 respondents reported seeing it weekly and only 1 respondent reported seeing it on a daily basis. Surprisingly, 5 respondents reported never coming across any digital marketing content related to ACI Motors' generator products. These results suggest that ACI Motors may need to increase their digital marketing efforts in order to reach a wider audience and promote their generator products effectively.

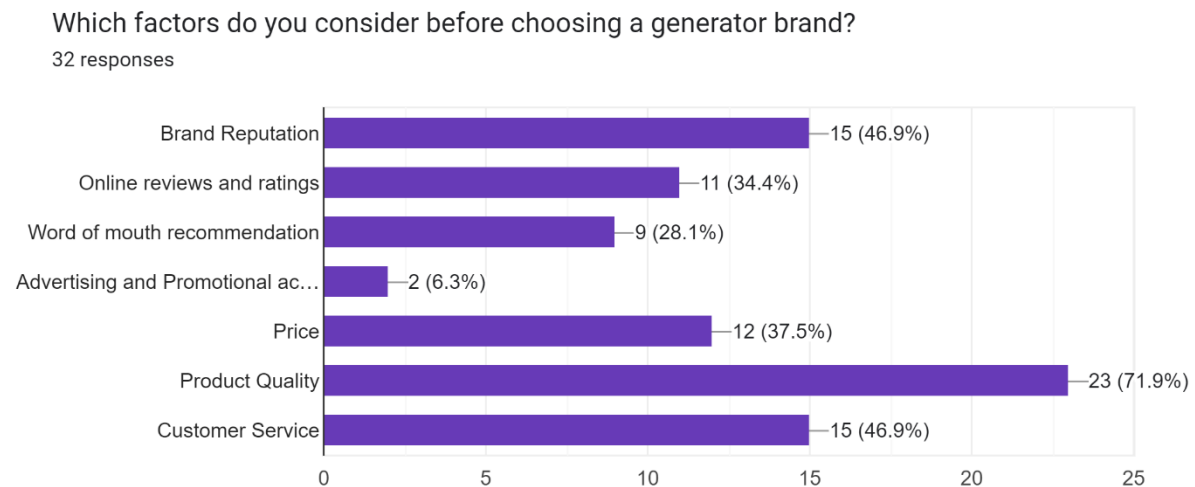
Which of the following words best describe your current perception of ACI Motor's brand?

32 responses



The study revealed that a significant proportion of participants (31.25%) held the view that ACI Motors' brand was dependable, with 10 out of 32 respondents expressing this perception. Out of

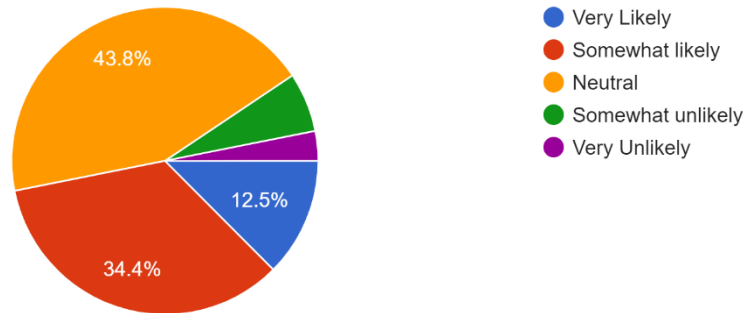
the total number of respondents, 7 individuals perceived the brand to possess trustworthiness, 6 individuals perceived it to be affordable, and 5 individuals perceived it to be of high quality. The findings indicate that ACI Motors possesses a robust standing in terms of dependability and credibility, albeit there exists potential for enhancing the promotion of cost-effectiveness and superior quality. In general, the aforementioned discoveries can be advantageous for ACI Motors in comprehending the perception of their brand among their intended audience and in guiding their branding and marketing approaches in the future.



Based on the survey conducted, it was found that product quality was the most important factor considered by respondents (23 out of 32) when choosing a generator brand, followed closely by brand reputation and customer service (both selected by 15 respondents). Price was also a significant factor for 12 respondents, while online reviews and ratings were considered by 11 respondents. Word of mouth recommendation was selected by 9 respondents, indicating the importance of personal recommendations in the decision-making process. Only 2 respondents considered advertising and promotional activities as a factor in their decision-making process. These results suggest that ACI Motors should prioritize product quality, brand reputation, and customer service in their marketing and branding efforts for their generator products. Additionally, they may want to consider competitive pricing and encouraging positive online reviews and word of mouth recommendations from satisfied customers. Understanding these factors can help ACI Motors better target and appeal to their target audience and stand out in a competitive market.

Based on your interaction with ACI Motor’s digital marketing content related to their generator products, how likely are you to consider purchasing their products?

32 responses

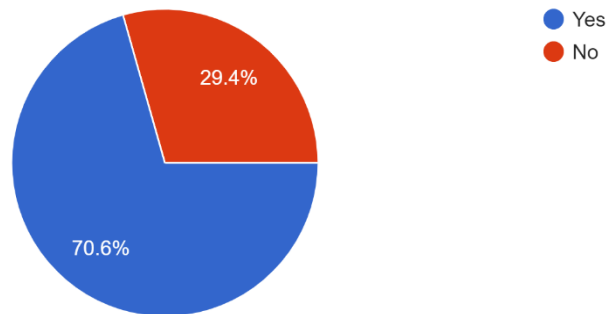


The survey says, it was found that the majority of respondents (43.8%) were neutral in terms of their likelihood to consider purchasing ACI Motors’ generator products based on their digital marketing content. Out of the total respondents, 11 showed a moderate inclination towards considering the purchase of ACI Motors’ products, while only 4 respondents expressed a strong inclination towards a purchase. Conversely, 2 respondents conveyed a moderate disinclination towards purchasing the products, and only 1 respondent expressed a strong disinclination towards considering ACI Motors’ generator products.

These results suggest that ACI Motors may need to improve their digital marketing content related to their generator products in order to better appeal to their target audience and increase their likelihood of making a purchase. However, it is positive to note that a significant portion of respondents expressed some level of likelihood to consider purchasing ACI Motors’ generator products based on their digital marketing content. Understanding these findings can help ACI Motors identify areas for improvement in their marketing strategies and increase their chances of converting potential customers.

If you have purchased a generator from ACI Motors were you satisfied?

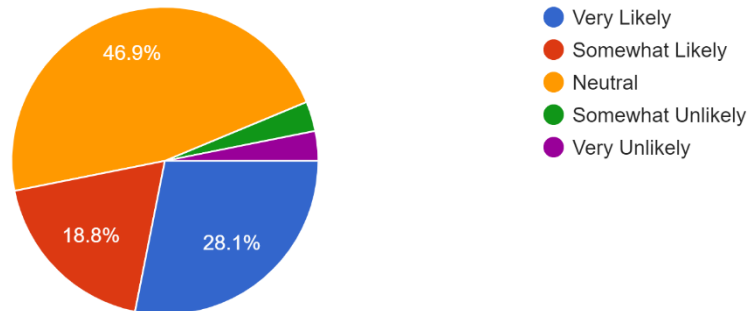
17 responses



The study conducted among consumers who have procured a generator from ACI Motors revealed that the majority of participants (12 out of 17) expressed contentment with their acquisition. Nonetheless, five participants expressed dissatisfaction with their acquisition. The findings indicate that ACI Motors possesses a considerable quantity of contented clientele, however, there is room for enhancement in guaranteeing customer contentment. ACI Motors should prioritize addressing the concerns and issues of dissatisfied customers and implementing measures to rectify the situation to mitigate the risk of negative word-of-mouth publicity. Furthermore, ACI Motors has the potential to utilize favorable feedback from contented customers as a means to enhance their brand image and foster customer allegiance. In general, the aforementioned results underscore the significance of delivering a product of superior quality and guaranteeing customer contentment as a means of achieving success in a fiercely contested marketplace.

How likely are you to recommend ACI Motor's generator products to someone else based on their digital marketing efforts?

32 responses



The results of the conducted survey indicate that a significant proportion of the participants (46.9%) expressed a neutral stance regarding their inclination to recommend ACI Motors' generator products to others, based on the company's digital marketing initiatives. Nine respondents indicated a high likelihood of recommending the products, whereas six respondents expressed a moderate likelihood of doing so. In contrast, a solitary participant expressed a moderate degree of reluctance to endorse ACI Motors' generator merchandise in light of their digital marketing endeavors, while another respondent conveyed an intense degree of disinclination to offer a recommendation.

The findings indicate that ACI Motors may benefit from enhancing their digital marketing strategies to effectively cater to their intended consumer base. However, a noteworthy proportion of participants demonstrated a degree of inclination to endorse the company's generator merchandise. This suggests that ACI Motors possesses the capability to utilize favorable verbal endorsements to expand their clientele and advance their enterprise. Comprehending these results may aid ACI Motors in formulating efficacious marketing tactics that could enhance their likelihood of converting prospective clients and retaining current ones.

3.4 Summary and Conclusion

The present study's analysis and results indicate that ACI Motors exhibits strengths and areas for improvement concerning their generator products and digital marketing endeavors. As such, it can be inferred that the company's performance in these areas is subject to further enhancement.

A considerable proportion of consumers exhibit contentment with their acquisition and demonstrate a degree of propensity to contemplate procuring and endorsing ACI Motors' generator commodities, predicated on their digital promotional material. However, there is also a noteworthy cohort of customers who evince neutrality or discontentment with their purchase and digital marketing endeavors.

The findings indicate that ACI Motors may benefit from enhancing their digital marketing content to effectively cater to their intended demographic and enhance their probability of converting prospective clientele. Furthermore, it is imperative for ACI Motors to acknowledge and tackle the apprehensions and challenges encountered by discontented customers and implement measures to resolve the predicament, thereby averting adverse publicity through word-of-mouth.

In summary, the aforementioned results underscore the significance of delivering a superior product, guaranteeing customer contentment, and formulating efficacious promotional tactics to thrive in a fiercely contested marketplace.

3.5 Recommendations

- Drawing from the findings of the survey, the following suggestions are proposed for ACI Motors to potentially enhance their favorable brand image:
- ACI Motors can utilize the feedback obtained from the survey to enhance their digital marketing content by identifying areas where they can further augment their efforts, such as website design, social media content, and email marketing campaigns. This approach can enhance their ability to effectively engage with their intended demographic and improve the probability of successfully converting prospective clients.
- The preponderance of participants expressed that they prioritize product quality as the foremost determinant in their selection of a generator brand. ACI Motors has the potential to capitalize on this opportunity by emphasizing the superior caliber of components and materials incorporated in their merchandise, and furnishing details regarding their production procedures and quality assurance protocols.
- According to a considerable number of participants, the quality of customer service plays a crucial role in the selection of a generator brand. ACI Motors has the potential to

enhance their customer service by investing in training programs for their team members, enabling them to deliver timely and efficient assistance to customers. Additionally, ACI Motors can offer various communication channels to customers for their convenience.

- **Leverage positive customer feedback:** The survey results indicate that a significant number of respondents were satisfied with their purchase from ACI Motors, and some expressed a likelihood to recommend their products. ACI Motors can leverage this positive feedback by showcasing customer testimonials and reviews on their website and social media pages.
- **Brand Positioning Techniques:** ACI Motors should focus on positioning their brand as authentic, premium quality and reliable at the best value as many of the respondents cared for the price of the product, quality and brand reputation. Brand positioning can help the company to increase brand reputation which can prove to be fruitful for the company.

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