

Report On
Branding and Marketing in Automobile Industry of Bangladesh:
Focusing on Ford and Jeep- Brands Distributed by Anwar Group
Automobile Division

By

Zayed Ashraf
10204108

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:



10/01/21

Zayed Ashraf

10204108

Supervisor's Full Name & Signature:

Ummul Wara Adrita

Lecturer, Brac Business School

Brac University

Letter of Transmittal

Ummul Wara Adrita

Lecturer

Brac Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

I am excited to present a marketing internship report by the Anwar Group (AG) Automobiles. My BBA internship is a result of this post. I am very excited to finish my internship successfully and to present this study report. I am appreciative of the challenge that you have given me to prove my potentials. It helped me to complete a real mission that enhanced my experience.

It would be very helpful for you to check my article and give me additional advice.

Sincerely yours,



10/01/21

Zayed Ashraf

10204108

BRAC Business School

BRAC University

Date: January 11, 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between AG Automobiles and the undersigned student at BRAC University ...Zayed Ashraf.....

Acknowledgement

Each glory goes to the most merciful, compassionate, and benevolent God who is the root of all the intellect and wisdom of humankind. Both the priests helped us meet our destinations, our goals, and blessed us in the presence of the Almighty Allah. This work was incomplete without the help of a few people who supported and guided me. I would like to start by thanking my intern and associate professor, who helped me compose a paper with suggestions, encouragement, and input.

I would also like to thank Anwar group, and my mentors who are steadfast in my internship. I have enriched my practical expertise in the marketing department over the past three months and have acquired critical knowledge in the automobile industry. I would also like to thank those who have supported me during my Anwar group internship

Finally, I would like to thank my family and especially my better half and life partner, Orin, for their continuous and persistent support. I would not have been able to finish my internship successfully without their support.

Executive Summary

The report consists of data that I learned at Anwar Group of Industries during my internship period. Anwar Group of industries is one of the biggest conglomerates in Bangladesh. It has invested its efforts and monetary fund in business sectors right from steel, pipe manufacturing to garments to real estate. AG Automobiles Limited and Toledo Motors Limited are subsidiaries of Anwar Group of Industries and its automobile division who are the distributors of world-renowned American automobiles brands – Ford and Jeep.

I have served at Anwar Group automobile division as a marketing intern and got directly involved in marketing and brand the iconic vehicles. My task was mainly to look for opportunities to exploit branding to create brand awareness. Plan and execute marketing campaigns and events to generate inquiries and boost up sales. Also, I was directly involved in all sort of social media communication. I also gathered knowledge in handling marketing agencies and doing proper vendor management.

From the internship experience, I was also fortunate enough to learn more about the brands from the principal. I got to communicate with foreign management and get trained by them. I have closely worked with the top management of the company from whom I got to know more about the how operations management of a large organization works and how to coordinate with all the other departs to establish and achieve a single goal.

Ford and Jeep brands are global brands and as I did my major in marketing and e-business, these brands helped me understand how to precisely make marketing strategies and campaigns to increase brand awareness and ultimately boost up sales.

The internship report also covers an analysis how people (target audience) perceive these brands in Bangladesh and how the brand-new vehicle market is growing and shaping up. Problems have also been identified why Ford and Jeep sales are not as much as desired and probable solution to the identified problems are also provided for it which can be achieved though changes in operations and marketing strategies.

Keywords: marketing; branding; foreign management; training; distributors.

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List of Acronyms

AG	Anwar Group
SBU	Strategic Business Unit
FCA	Fiat Chrysler Automobiles
C1	Total number of Cold inquiries generated
C2	Total Number of Warm prospects generated
C3	Total Number Hot Prospects Generated
C4	Total Number of Bookings Taken
C5	Total Number of vehicles sold/delivered
ATL	Above the Line Activities
BTL	Below the Line Activities
PR	Public Relation
TTL	Through the Line Activities
GDN	Google Display Network
EDM	Electronic Direct Emailers
SUV	Sport Utility Vehicle

Chapter 1

Overview of Internship

1.1 Student Information

Name: Zayed Ashraf

ID: 10204108

Program: Bachelor of Business Administration

Major/Specialization: Marketing

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

Period:

Company Name: Anwar Group Automobiles Limited

Department/Division: Marketing

Address: Plot-01, West Abdullahpur, Dhaka-1230, Bangladesh

1.2.2 Internship Company Supervisor's Information

Name: Yousuf Aman

Position: Director Operations

1.2.3 Job Scope- Job Description/Duties/Responsibilities:

During the process of my internship, I was asked to provide help for organizing and carrying out the marketing campaigns; compose copies of social media postings, deeply work with marketing agencies, promotional e-mails, and other commercial collaterals; assist in producing blogging, visual, and imaging material on marketing platforms.

The additional responsibilities in the period have been:

- Developing a year-round campaign strategy

- Study and execute enticing strategies to leverage brand image and revenue from time to time.
- Look for means of branding
- Develop creative ideas to improve customer attractiveness and brand communication
- Liable for awareness strategy marketing
- Case planning and delivery
- Interactive engagement planning and development of related channels
- Public Relations
- All ad campaigns and activities schedule and current budget
- Investment Return Calculation
- Continue esthetics of showrooms
- Management of the Vendor
- Bills disbursement liaison with the Finance Department
- Documentation
- Sales department coordination
- Upper management coordination for presentation of the strategy and budget support
- Understand and grow idea on after-sales knowledge to provide a better marketing strategy

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

I have served as an intern and currently working at AG Automobiles Limited and Toledo Motors Limited – strategic business units (SBUs) of Anwar Group of Industries. Since my tenure was added, I have been closely engaged in naming the iconic American Ford vehicles. We are going to launch Jeep in Bangladesh too. The memorable moment of my career is that I have been closely associated in the launching one the world's iconic and legendary sports coupe – Ford Mustang. To optimize inquiries per destination, I have tried to plan, construct and run efficiently. Any marketing strategy measured the total number of answers I generate queries. From the planned campaigns we sold about 50+ cars. The Ford Motor Company, and Fiat Chrysler Automobiles (FCA) for Jeep, were my primary touch. I identified ways in we could

minimize marketing costs to a certain extent without having a big impact in overall branding during this pandemic situation.

1.3.2 Benefits to the student

I was presented with the internship and the study:

- Had the world of business practice
- In comparison with the lessons learned at the University of BRAC
- To have intense practical programming work experience.
- Present them with hypothetical potential working conditions
- To satisfy the BBA Software criteria

I have technical and personal advantages from my tenure. I discovered how to be more disciplined in organizing marketing efforts. I have also learned how to properly prepare budgets and measure outcomes for each marketing activity.

I must perform and go through the following procedures to complete every task:

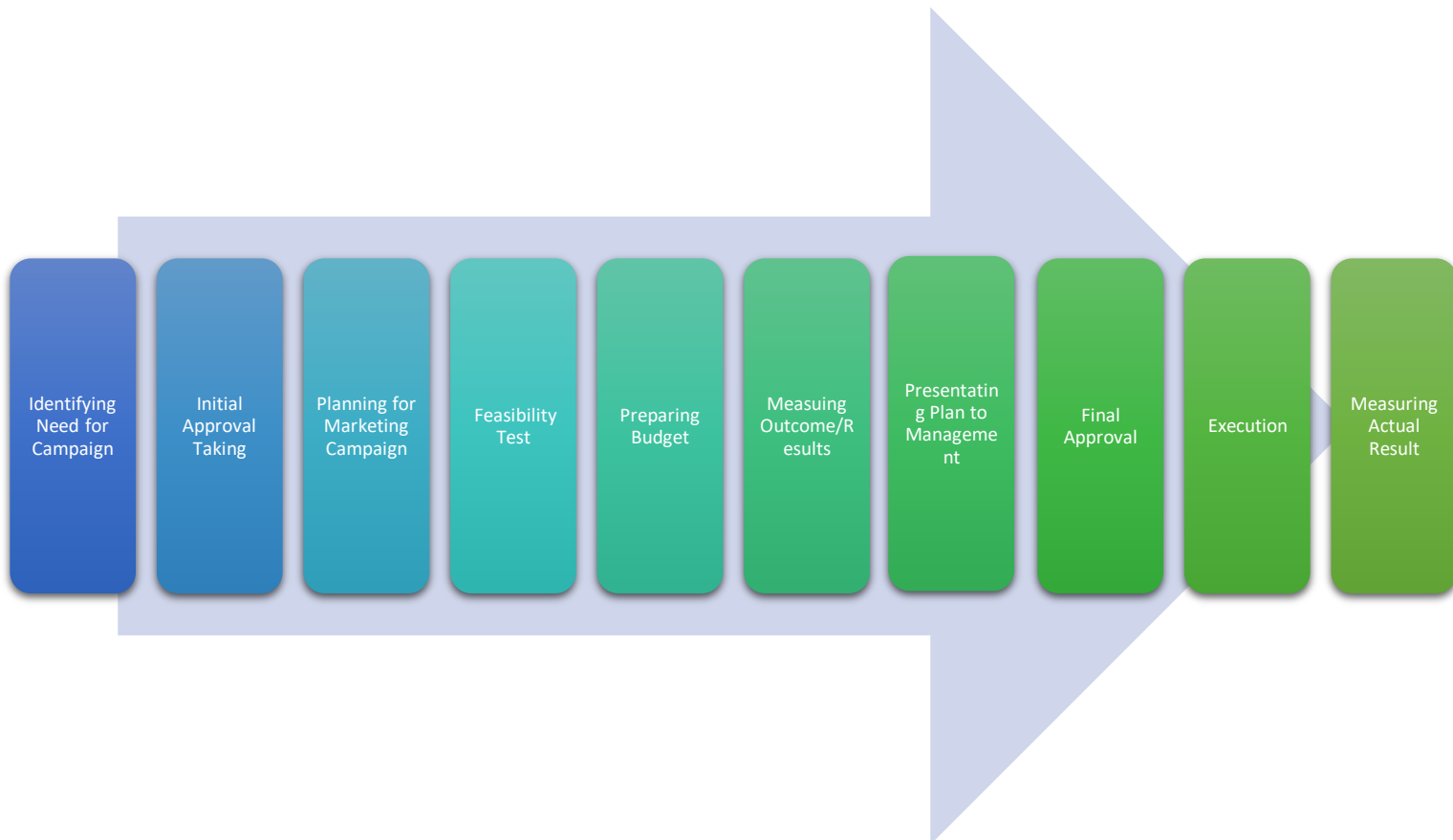


Figure 1: Processes to conduct any marketing task

1) Identifying Need for Campaign:

I have to identify opportunities where I can start a promotion or conduct a marketing campaign.

There may be many occasions to conduct a marketing campaign which are as follows:

- a. Special Occasions – such as Eid and Pooja
- b. Year End Marketing campaign to boost up sales
- c. Brand Launch
- d. Product Launch
- e. Ad-hoc / Need based Campaigns when sales are in a slump

2) Initial Approval Taking

After identifying the need for campaign, I was responsible for seeking the initial approval from my superior to conduct the campaign for each suitable time.

To seek the initial approval, I would create certain formats:

- a. Approvals models or Note for Approval in complicated formats that do not miss any information.
- b. Make sure that all graphic assets are analyzed in the same place regardless of the form of content.
- c. Store it in one location, structured and searchable after properties have been accepted, so that users can access it and use it which are non-secretive.

3) Planning for marketing campaign

As the initial approval is taken, I start planning for the marketing campaign which model for defining market objectives, choosing promotional platforms, deciding message, and bid, outlining the principle of innovation which follows as:

- a. Determine the audience goal.
- b. Identify the Creative Idea Marketing Strategy.
- c. Choose the Media Campaign.

4) Feasibility test

I strive to develop a multifaceted, practical, and time-based report in order to make the marketing campaign and feasibility study successful. There are many ways I can meet the goals and priorities based on capital, and this is as follows:

- a. Review of SWOC,
- b. Intensive design of tactics and
- c. Detailed plans for action.
- d. Prepare a checklist.

5) Preparing budget

In order to construct the budget, the next step is to develop sales and benefit forecasts. I am asking about some details with the finance team.

The details I need here are:

- a. Average price per unit of campaign products/services which may-be souvenirs in some cases or many branding materials
- b. Total products cost per product/service unit.
- c. Overhead cost per unit.
- d. Incremental costs per device.
- e. Unit revenue forecast by commodity.

6) Measuring outcome/results

Every marketing campaign is conducted to have certain result which is measurable. This is the main aspect why I am working in the certain role I am occupying in the organization. With the budget proposed, I must show a tentative result which will be derived from the campaign. It must be in terms of how much impression is created from the campaign or how much people we have reached during the campaign to number of queries generated, bookings taken and finally number of vehicles delivered from the campaign.

7) Presenting plan to the management

Then, I present the proposal to the management after preparing all facets of the campaign plan. It is important to note that people think and learn in numerous ways. Some will be visual pupils;

others will be vocal and others will be tactical. Therefore, by launching my marketing strategies, I will cater to all these various actors:

- a. A read-only one.
- b. Slides and diagrams in graphic format
- c. By expressing simply orally the importance of graphs and charts

8) Final approval

I strive to clarify in depth all the specifics that senior management wants, including budget, priorities and returns, to obtain their final approval. Furthermore, I help the boss learn how both the business and its priorities will profit from any campaign or activity.

9) Execution

After the final approval for the campaign, I must prepare and start executing the plan. The execution needs be as per proposed and approved plan. A checklist needs to be prepared before execution and update on the list accordingly for the knowledge for myself, my superior and the whole team. For the execution I must give contacts to vendors, or it might be a marketing agency.

- For branding materials, we have to prepare budget, create samples and go for final production
- For online activations and print advertisements we need to design collateral, prepare mock-up, and then publish it
- For offline activations we need to prepare design, décor the venue and execute as per plan.

10) Measuring actual result

At the conclusion of the campaign era, it is a smart idea to report:

After every marketing campaign/task/event, both online and offline, an outcome needs to be generated. The outcome has to be measured in either one or all four following determinants:

- How much brand awareness is made – to how much people we have reached
- Number of queries generated – cold, warm and hot (c1, c2, c3)
- Total number of bookings taken –(c4)

- Finally, total numbers of vehicles sold from the campaign (c5)

We not only have to state how many queries, booking and deliveries are made but also provide a total report approved monetary budget vs actual spending occurred in order to complete the marketing campaign.

11) Preparing Final Report:

After completion of the marketing campaign, I have to prepare and submit a complete report to the management. The report contains data on

- a. List of approvals taken for the campaign
- b. Total spending relating with budget approval
- c. Total number of queries generated stating the type of query generated – cold, war, and hot
- d. Total Bookings
- e. Total Vehicle sold from the campaign

Vendor Management:

From my job tenure I have also learned how to diligently manage vendors from bills and learnt how to negotiate before proving a Work Order. I have learnt how to make a comparative statement (CS) before going in for final negotiation and Work Order issue. Documentation and billing is also a significant task for me. Approaching finance department continuously for bill disbursement is also an issue which I have learnt.

Make Connections:

From my workspace, I have come across many people who are important in all course or work and life. Maintaining a good connection with the people who are influential can help a person in many ways.

1.3.3 Problems/Difficulties during the internship period

Time distribution was a challenge for me because it is not appropriate in a professional workspace and so it was impossible for me to handle time. Also appears to be a struggle to balance work, academia, and personal life. Allocating trivial jobs is one of the most popular problems facing many interns and I had to go through it. Although I anticipated becoming an

integral part of the organization, I always had only the senior people and the advisors to support me.

1.3.4 Recommendations

Engage interns with a systematic transition plan and consistent learning results to excel. Encourage interns to inquire what they really want to understand and to provide interesting work for them. Invite all of them to gatherings, sporting activities and parties of workers. Enable them to acclimate by entertaining, transport and weekend sports to their new home.

Chapter 2

Organization Part: Overview, Operations and a Strategic Audit

2.1 Overview of the Company

2.1.1 Introduction

Bangladesh today is one of the world's fastest-growing economies and is set to become the 30th biggest by the year 2030, and the Anwar Group of Industries is still one of the industry's leaders for decades. In a view to establishing dealerships of world-famous car brands and, finally, manufacturing of parts and vehicles in Bangladesh, the company took note of the opportunity in the auto sector and incorporated AG Automobiles (AG Auto) in August 2004. The Golden Shovel of the US #1 automobile brand – Ford Motor Company was awarded during 2008 to AG Auto. AG Auto was quickly one of Asia-fastest Pacific's rising Ford dealers, and the firm has been given the freedom of Peugeot to satisfy the specifications of all consumer segments. The dedication and commitment of our staff to build great customer experience and satisfaction at any point of contact with the national network of workshops, emergency roadside services and distribution centers are a big strength of our automobile division – supplying consumers with genuine comfort.

With the collaboration between Anwar Group and the world-renowned brands and their heritage can be certainly determined that the automotive industry of Bangladesh can proudly witness many new inventions and measurements.

Ford Motor Company: To rejuvenate the country's transport industry, AG Automobiles Ltd. (AG Auto) was founded in August 2004. AG Auto has undertaken project recognition among commercial vehicle owners of the healthier climate. Long-term bond funding has been paired with car owners to ensure a compressed natural gas conversion from petrol to environmentally sustainable (CNG)

Commitment and success have contributed to the interest of other globally known car brands that aim to enter Bangladesh's car market. As a result, AG Auto has been awarded "Ford Motor Company" dealer rights to Global Automotive Symbol. Ford is the second most powerful American car producer (preceded by General Motors) and the 5th largest car manufacturer in the world based on sales in 2010. Ford was the fifth largest car producer in Europe at the end of 2010. Ford is the world's eighth biggest American firm in Fortune 500's 2010 ranking of

firms, with \$118.3 billion in worldwide sales in 2009. In 2008, in about 90 plants and plants worldwide, Ford manufactured around 5 532 million cars employing around 213,000 employees.

By adopting the company name of Ford, AG Auto has developed a state-of-the-art Sales and Service Center, which aims to meet full customer loyalty levels.

2.1.1.1 Vision

Continuing the heritage of being the pioneer in industries and leaders in development.

2.1.1.2 Mission

- To remain as the most diversified group in Bangladesh, to be able to respond to customer need
- Continuously presenting the country with new products, services, and export markets
- Be environment friendly and meet social responsibilities
- Remaining as the quality leaders in every industry it takes interest in
- Continuously investing in HR, processes, and technology
- Developing people
- Providing the work force a professional & enabling work environment

2.1.1.3 Values

- Faith in Allah
- Respect for Parents, elders & people
- Honesty, Integrity & Hard work
- High ethics and morals
- Trust in employees
- Family values and value family

2.1.2 History of Ford

In a garage behind his home in Detroit in 1896, Henry Ford designed his first experimental automobile. At the factory in Mack Avenue in July 1903 the first Ford car had to be assembled. In 1908, Model T was launched with high performance. The first new models A was produced in 1927, then the first Ford V-8 was produced in 1932. The first Mercury, a medium price vehicle, was launched by Ford in 1938. Jaguar, a British luxury car maker, was bought by Ford

in 1989–90. In the 1950s and 60s, Ford Motor Company began its small diversification, but in the 1990s it concentrated its attention on its automobile industry and financial services again. He continued to lead the company as Chief Operating Officer (1945–70), and Chief Executive Officer (1960–80). Passenger vehicles, trucks and tractors are manufactured by the firm. Dearborn, Michigan is the headquarters. With more than 500 000 Ts on the roads around the world by the middle of 1914, the Ford had become the best-known vehicle making in the world. Among these successes was the failure to implement the Edsel (model years 1958-60).

The Lincoln Motor Company (founded in 1917) was purchased by Ford in 1922 and was to manufacture the luxurious Forestry Lincolns and Continentals. Ford started to market these brands at the turn of the 21st century. In 2005, Hertz was sold by Ford and 2007 by Aston Martin. Jaguar and Land Rover were sold in 2008 to Tata Motors Ltd., India. In 2008 Ford began the sale of its Mazda shares, and in 2015 it fully split. Due to the "cash-for-clunkers" initiative of the federal government in which buyers offered up to \$4,500 to traders for old vehicles for new fuel-efficient ones, Ford had improved revenue and market shares in 2009. In 2010 Volvo has been sold to Swedish car producer Volvo by the automaker. In 2010, Ford sold Volvo to Zhejiang Geely Holding, a Chinese firm. 2016 saw the development of Ford Smart Mobility for car-sharing and self-conveying cars. In 2018, Ford announced that all of its passenger cars will be phased out.

2.1.3 Distribution of Peugeot

The sales rights for the majestic French car brand Peugeot were given during 2017 to the AG Auto Division. AG Motors Limited is designated the Strategic Business Unit (SBU). As an industry maker in 1810, PEUGEOT started its life – a steel foundry that manufactured products such as tape sciaves, umbrella systems and coffee grinder. In 1889, the first automobile to bear the name of PEUGEOT became the world's second oldest automaker and the oldest continuous automobile company.

The Lion emblem has been portrayed in PEUGEOT since 1850. The Lions originally appeared on the saw blades of the business and symbolized, like a bounding lion, the power of the steel and the speed of the cut, the resilience of the teeth of the saws, the flexibility of the blade like the lions' spine. The PEUGEOT father, the maker of the PEUGEOT, Jean-Pierre PEUGEOT was born in 1734. During his life, he made many incursions into the industry, first with a weaving company, a painting mill, an oil factory, and a grain factory. In 1810, PEUGEOT Frères was created by the two sons of Jean-Pierre II and Jean-Frédéric. Their dad's old grain

mill was converted into a steel foundry and their methods were developed into a large range of steel products, from coffee grinder and springs to saws, umbrella frameworks and motorcycles. In 1847 the PEUGEOT family produced steel products for the first time. The picture of the lion reflected the power and sharpness of the goods, symbolized by the harsh teeth of the lion. The PEUGEOT trademark logo was recorded in 1858. In the same year, the 203 model was presented to the market, the famous logo started appearing on the cap of Peugeot cars from 1948.

The lion's emblem has grown over the years. In 1998 the lion emblem got a patch to display the company's strength and balance; before, the badge was just the head of a lion. Furthermore, the logo was seen to symbolize the forward-looking essence of the company with its blue backdrop colour. Armand PEUGEOT, Jean-grandson Pierre's, and a mechanical fan, led the firm to manufacture its first motor car. He succeeded in 1889 by cooperation with steam expert Léon Serpollet. The car was the three-wheeler Serpollet-PEUGEOT. Armand had given up steam in favor of oil by the year following and designed the first four-wheeled petrol-powered PEUGEOT vehicular, the Daimler engine Type 2 Quadricycle.

PEUGEOT has continued to create relationships with others in the industry over years which has contributed to the production of several unique engines with the likes of Ford and BMW. In 1929, the first mass-produced PEUGEOT car was introduced – 201. This was the first PEUGEOT to use the now famous three-digit numbering scheme, with zero in its centre, which marked the transition from a small enterprise to a mass manufacturer for PEUGEOT. Nowadays, PSA Group is one of the world's top ten automakers based on unit sales.

The 201 was a big success and was the catalytic for the first PEUGEOT series, introduced in 1932, 401 and 601, in 1934. The 201 was a tremendous success. The collection of modern PEUGEOTs and some descendants of 201 - 208, 308 and 508 - continues today with this numbering tradition. PEUGEOT has been designing cycles of elegance and versatility since the development of the first PEUGEOT bicycle, the penny-farthing in Grand Bi, in 1882. In 1953, with the creation of the first PEUGEOT scooter, the S55, the two-wheel theme was developed further.

Over the decades, it was the first plastics car body scooter of 1982, the pioneer electric scooter, Scoot'Elec of 1995 and the first ABS braking scooter, the Élystar, amongst other inventions. It was responsible for the new technologies, such as 80cc SC/SX.

PEUGEOT Scooters is the oldest motor vehicle maker in the world and is still strong. Although motorbikes such as the electrically assembled e-bike and the latest urban Allure may be inspired by the past, PEUGEOT still places bicycles at the heart of its environmental ambitions, they surely represent the future.

PEUGEOT began the now omnipresent 205 in 1983 and its iconic 205 GTi in 1984. The arrival of 205 marked the beginning of the success story of PEUGEOT in the compact car market, and the rally edition 205 Turbo 16 took two titles in the 1985 and 1986 World Rally Championships. The PEUGEOT 206 smashed this record of more than 6.5 million models and was produced before being overthrown in 1998. The PEUGEOT 207 started in 2006 and became Europe's best-selling vehicle. Following the introduction in 2012 of the 208 was one of the best-selling PEUGEOT models at the time. The classic PEUGEOT lion updated to represent a new age in 2010 to celebrate the bicentenary of the PEUGEOT brand. A more simple, dynamic logo with modern mindset and a new sense of versatility was developed by the PEUGEOT designers.

Even PEUGEOT had a range of futuristic deliveries. Next, the EX1 was introduced and several world records for acceleration from standstill were already set to crack down for acceleration. Then came the high-level RCZ Coupé, revealed with its rare double bubble-roof as a style symbol. And lastly, the PEUGEOT iOn, the 100% electric vehicle, came into the area. We have sold more than 40 units of vehicles in retail since the start-up of AG Motors Limited for over 2 years. The showroom has the highest quality in sales and after-sales services and has been built on Gulshan-Tejgaon Link Route. AG Motors Limited is year by year increasingly vulnerable to the purchasing of brand-new cars.

2.1.4 Distributorship Rights of the Iconic Automobile Brand “Jeep”

During 2019, Toledo Motors Limited another SBU of Anwar Group automobile division was awarded the Jeep right dealer by Fiat Chrysler Automobiles (FCA). It is a big revolution in Bangladesh's automotive history, since Jeep is the only car brand that provides real off-road experience for 4x4 (4 Wheel Drive). SUVs such as Jeep Wrangler, Jeep Grand Cherokee and Jeep Compass are available in many price levels, all in luxury but true to the off-road DNA. Jeep is scheduled to launch in Bangladesh during February 2021.

The World of Jeep: During World War II in 1941 the iconic American brand was born. The U.S. military was seeking to achieve an advantage when the war saw its horizon by a quarter

ton of lightweight 4x4 truck, which was also known as SUVs. Just three companies (Willys, Bantam, Ford) were willing to propose a joint design out of a total of 135 auto-manufacturers. Willys-Overland and Ford became the right auto manufacturers to assemble the car more widely. Willys has built a spectacular prototype called "Quad" that is in keeping with its strength in its 4 wheels (4x4 System). The Willys-Overland MB was the car that actually saw the war and was the most powerful car ever experienced by the military. The Modernizing Warfare is due to the MB, inspiring General Dwight Eisenhower in concluding, "America couldn't have fought World War II without it, so it could go almost everywhere.

The transformation was a logical step since the jeep already achieved fame for war hero. After the war, Willys-Overland applied for the jeep name and worked to recast the MB. The transition was a logical step. The CJ-1 and CJ-2 research vehicles developed into the production model CJ-2A that started in 1945 on the civil market in agriculture. The CJ3A, which is considered the first off-road leisure vehicle of Canada, was launched three years later by Willys-Overland. A one-piece windshield and improved transmission, transmission cases and a rear axle were used in CJ-3A developments. Five years back, the CJ-3B managed to output 25% more than its ancestor, with a greater engine. For 15 years, the CJ-3B was still in production.

The Jeep Life: Jeep lovers make up their own whole world. Jeep Life comprises all facets of jeep, jeep and jeep, making it a fascinating lifestyle. Jeep is the connection which links the associated culture with it: driving, construction, camping, off-road, cruising, moving and worshipping Jeeps. The Jeep Wave is one spectacular way to communicate themselves with other Jeep proprietors who wave over.

The brand Jeep® is proud to collaborate with a team expressing their passion for victory. The Bianconeri's black and white strips are truly a sign of elegance and courage for over a century. The famous seven-slot grille all Jeep brands wear with pride can be told a similar tale. It is still important to uphold values and reputations.

Breaking limits: Jeep is World Surf League's proud sponsor

Surfing and adventure still went together. Ever since GI's returned from the second World War and acquired the Willys MBs military surplus, Jeep® 4x4 have been looking to find the right wave. They have become their own beach buggys. It is not easy to access best surf spots. They need a car which can take them over cliffs, waters, and sand dunes, because the more challenging the wave can hit, the more unique it is.

Jeep in Bangladesh: The Proud and Exclusive Jeep Dealer in Bangladesh is Toledo Motors Limited. Toledo Motors Limited is a subsidiary of the ANWAR GROUP of Industries that since 1834 has had an unparalleled heritage. It has a diversified market role as one of the largest conglomerates in the world.

The Jeep Line-up: Jeep Wrangler is one of the company's most popular models since it was formed in 1986. The wrangler has various engines in its different models in its fourth generation.

Jeep Renegade—the response of the manufacturer to their subcompact SUV crossover segment has been particularly considered in American and European markets. This model was first unveiled in Geneva in 2014. The production of this model began in 2014. Jeep Compass the 4-door SUV was originally launched in 2007 and is now in the second generation. The only option available. This model has been designed especially for the Grand Cherokee.

Production of Grand Cherokee started in 1992 in the SUV division of full size, then the Grand Cherokee was introduced in the crossover section of mid-size in 1999. The front engine of the car is rear- and 4-wheel drive.

2.2 Management Practices

2.2.1 The organogram of AG automobiles

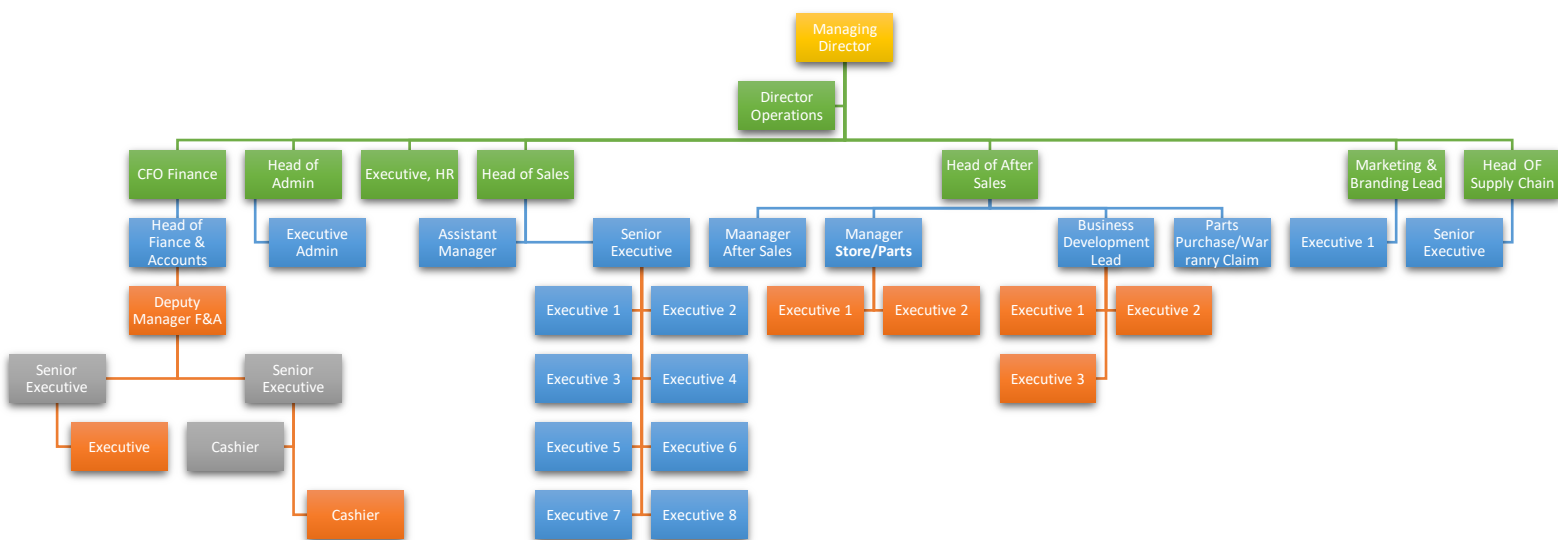


Figure 2: Organogram of AG Automobiles Limited

The management of AG Automobile Division balances off in an efficient recruitment technique. Every department and function reports to the Director Operations of the Division and the Director Operations reports to the Managing Director. Every department has individual work delegated and to individual personnel holding a certain position. The work is measured through Key Performance Indicators (KPI).

In an optimal recruiting strategy, the administration of AG Auto Division balances. Reports to the Section Chief of Operations/Director of Operations are provided by each department. Each department has assigned individual positions and has a certain role with individual employees. The job is assessed by core metrics of success (KPI). It is especially necessary for a company of many car dealerships to be presented and operate similarly as a single business entity. The divisional managers of the company who assume transaction roles are responsible for this. The aim of completely exploiting business opportunity in any position of the Company must, on the other hand, be organizational obligation. The site administration maintains that the agencies involved are reconciled.

Head of the Intercompany Division and the Group's independent operational location constitute the General Manager and central divisions. The administration consists of the management and the management of the companies. A member of the executive committee is included. The core branches consist of the operations department of, e.g., payroll, human resources, data collection and control, marketing, and customer communication.

Manager of the branch Community administrators ensure the inter-company reconciliation of both locations and transactional roles (i.e., uniform rules, standards, processes, etc.). They are responsible for the planning, monitoring, management and general budgeting of the organization and its specialty employees. Their field of responsibility requires optimum outcomes from the market point of view in one sector and disputes within the group are required to be overcome. The new car brands are in the market category, and even businesses like big accounts, used cars, and after-sales across both brands.

The organizational responsibility of the local managers of the company shall be assumed, in order to make best use of the business capacity of each group site. These individuals are disciplinary superior personnel at the site and the reconciliation of the divisions on the site is the responsibility. Managers in departments and places are mutually supportive. The workers with whom they are accountable communicate sensitive concerns together. In dispute cases,

the following maxim needs to be followed: the interests of the group dominate over market segments and the interests of the activities.

2.2.2 Flow of Job

AG Automobiles Limited's management is incremental. The workers can carry out their work under supervision. As long as the job with the anticipated outcome is finished, the management is in good shape. The Anwar Group's Automotive Division is managed carefully by the Managing Director and Director, keeping a narrow line of hierarchy that means work is more straightforward, transparent and easier to connect with and to information.

2.2.3 Training

As AG Automobile Division deals with international automobile brands. Training is a very integral part of operations. The employees need to be trained properly in order to serve in a correct way. Every department needs training, and the management is eager to send employees abroad to training programs or get trained online. Every year, before COVID-19 hit, employees of all departments got invited by the Principal/Parent company to get trained to learn more about the products which is vehicles in our case.

2.2.4 HR Benefits

An HRIS is a record-keeping device that records employee-related changes. When it comes to personal records, this can be used as the only basis of reality. Not only gains accuracy but also saves time with all this information in one place. The HRIS allows data to be monitored in order to advance human resources and business strategies. A final advantage is that staff and administrators can provide self-service HRs. HRIS will have a good employee experience if performed correctly.

2.3 Marketing Practices

2.3.1 Introduction

Marketing and branding is one of AG Automobiles' most significant elements. Marketing engages actively in the management's business decision which helps meet the revenue target. For two purposes specifically, promotion and branding are done:

1. Brand recognition improvement: Brand recognition is crucial as it allows people to grasp, remember and create a delight amongst audiences. By building brand recognition, we can create a large network of potential customers through the audience. Taking advantage of all the interesting recognition opportunities that can be obtained now and in the future in the modern world. It is no secret that people spend a lot of their time online now, and if they're searching for brand recognition, the Internet is not a place to miss.

2. Gain volume of sales: To raise sales volume, know the main attributes and differentiators. Identify forms in which they can illustrate the benefits to consumers. Check the opportunities carefully to ensure that we market to the right buyers. If the sales volume decreases or seems soft, it may be a good sign that they we critical facets of the sales process to refresh. Check this article on high quality sales issues to make the market to the wrong customers. They ought to realize what the customer's dilemma is in order to excel. Be sure that they share them with the marketing staff if they have clear sales volume targets. The marketing staff knows which goods they want to promote and why they should produce content to help the objectives.

2.3.2 Why marketing and when it is done

In this era, when competition is the fierce, marketing and branding is one of the most important tools to differentiate our brand from others. Obviously, the automobile brands Ford and Jeep has a vast history of themselves, we have to let people know locally through marketing. We have to tell the story of Ford and Jeep to the proper audience.

Marketing is a vast agenda, and it is not only done to make the brand different from others but for a lot of things. It is also done to make people aware about the brand. We can increase brand awareness through:

- 1) **ATL (Above the Line Activities)**: Above the line activities can be in form of press advertisements, magazine advertisements and featured articles in our case mostly. We do ATL activity specially when we have a brand launch, product launch of any special occasion. We require press release publish whenever we have brand or a product launch as a form of PR (public relations). Obviously, a budget has to be created before executing the ATL activity stating an assumption in the outcome. Here some is an example of ATL Activity we have done with picture.



Figure 3: Front Cover Jeep Brand Advertisement placed in Turbine Magazine

BTL (Below the Line Activity): BTL activity mostly comprises of events, setting up billboards, setting up branding material in targeted places where our target clientele regularly visits, sponsoring events like Golf Tournaments, Auto shows etc. We need to do timely BTL activities to keep our brand image and positioning at top of the mind and from the activities we have the core intention to generate more and more hot prospects and deliver vehicles finally. Here are some examples of BTL activities that we have done:



Figure 4: Jeep Brand LED Advertisements (Digital Bill-board Advertisements placed in Basshundhara City and Gulshan 2 Circle



Figure 5: Ford Mustang Launch in Bangladesh



Figure 6: Ford Mustang Showcase in American Alumni Association Awards Event

However, in this era, we do not only conduct stand-alone ATL or BTL activity, we integrate both forms and go out in 360 Degree integrated approach where in a campaign we have mix of both ATL and BTL activities which is also known as TTL (Through the Line) Activity.

Social Media: Social media communication is a vital form of communication platform for us. As most people, including our target audience, are mostly online and on the go. Placing advertisements in social media has become very fruitful for us. During this pandemic as well, social media has been the heart of all our communication method. We mostly publish of our social media communication in Facebook. As mentioned, Facebook is such platform where we can precisely reach our communication in a more targeted way to the audience. It is a platform where can also directly communicate with prospects and measure outcome of ant campaign. All our marketing activity integrated with social media communication and has separate budget for it. Below are pictures of Jeep Bangladesh and Ford Bangladesh Facebook page. Not only Facebook, but we also focus on other social media platforms such as Instagram, LinkedIn, and YouTube.

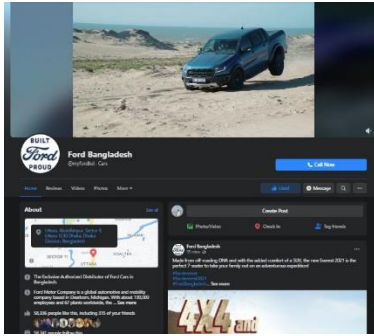


Figure 7: Jeep Bangladesh Facebook page;
www.facebook.com/JeepBangladesh



Figure 8: Ford Bangladesh Facebook Page;
www.facebook.com/myfordbd

Other Forms of Digital Ad Placements: The section may have a heading “other forms of Digital ad placements” however now, during this pandemic, these are the most important methods of advertising. Going digital is next form of ad placements in the world. We, from, AG Automobile Division have also exploited the digital ad placements in many avenues and time demanded it. With the advertisement placed we went closer to the target audience and generated more inquiries. We have explored the avenue of online news portal ad placements. Now, people are more interested in reading newspaper and gather knowledge. Hence, we took the opportunity in our hands and placed our advertisement in the 2nd highest circulated online news platform the Business Standard.



Figure 9: Online News Portal Ad placed in TBS for Ford in The Business Standard

Not only online news portals we have explored the horizon of GDN (Google Display Network). GDN is basically placing advertisements with the help of google. Google has a set of analytics and with we can publish advertisement to people resembling our target audience. The magic of GDN is wherever the target audience will visit on the internet/websites our advertisement will pop-up increasing brand awareness and contributing vastly to lead generation. Obviously, cost and budget are associated with each GDN campaign.

We have also explored EDM (Electronic Direct Mails), to send emails to target audience with a more template way. Clicking the images in the email will land the audience in a desired platform which be the social media page or website.



Figure 10: Jeep Bangladesh EDM

We also send bull mobile sms. Yet, we have taken communication way ahead of time. Now we have not only used conventional sms, but we have also explored messaging in WhatsApp and Viber application where the message contains graphical images. These options are more attractive and helps generating more inquires and one-one communication with the audience who might turn into a prospect.

2.3.3 Procedure to complete any task

Market research is a key component of the market strategy growth. It offers the consumers an insight into how they think, how they shop and when. Identify the single sales plan and pick avenues of commercialization. An emotionally well-expressed brand relates to and conveys who you are to the potential consumers. Specific, achievable, attainable, relevant, and time-based, the objectives should be wise. It is necessary to recognize and transmit what you do to potential customers in a different way. The USP is the only reason that you and the rivals buy

from you - it separates the organization from the crowd. It may provide or provide an outstanding service with a new or special offer. A company is not just a mark, paint or drawing. It transmits what you are for and what you are willing to offer. When choosing which to use for your ads, pick your target audience. This can include corporate pages, social media, blogs, brochures and posters, networking activities, print publicity, mouth-writing.

They usually invest 3-5% of the real or planned annual revenue on marketing. As a rule of thumb. It is necessary to periodically track and review the marketing efforts to assess if they are achieving the desired result, such as improved revenue. Track and review free statistical resources to assess the success of the social media or website campaigns.

2.3.4 Vendor Management

The marketing department has to purchase souvenirs or brand somewhere in order to carry out any marketing operation. The communications teams deal with ad/marketing companies much of the time. The method is style and size fixed and 3 quotations from three separate organizations then obtained. A comparative declaration is rendered with the quotations. After negotiations, the right agency is chosen to ensure the same level of work and comply with the best price.

The job is supervised closely by the marketing department during implementation. The bill is then returned to the publicity department until the job is finished. After doing all the documentation work and permissions the marketing department submits the bill to finance department from where the bill gets disbursed.

2.3.5 Principal Communication

Let us assess first, who is a "principal". The parent organization, where the local distribution rights are taken from, is the automotive sector's "principal." Ford Motor Corporation USA is the largest company of AG Vehicles, and Fiat Chrysler Automobiles (FCA) is the leading company for Toledo Motors. In ongoing consultations with the Principal, the communications department handles much of the activities. The principal wants clearance as all standards and naming elements are cross-checked. The key needs to have approval for local marketing. The principal also offers many forms of online and offline assets to use locally (mostly on social media) periodically.

2.3.6 Social media marketing

International:

Ford shares on all social networks on a daily basis - about 2 content bits a day. Find the days when your brand gets as much commitment as possible and make sure you post on those days. It is a smart thing to have exclusive pages for multiple geographies or brand variations. It enhances usability and organization of information. The parent page of the Ford Motor Company had well-deployed material. It is neither overloaded nor uncommon. This continuous activity keeps you on top of your fan base without annoying you. They posted if they were okay, but did they post interesting things that would be of interest to an average viewer? Yeah, they do. Ford is what you would call a consistent social media organization. In 2015, 1.082 times a year, Ford tweeted. On average, seven imaginative people leave their desks every day. They posted on Mondays when the brand also posted most often. The car brand publishes good content based on an understanding of the best interests of your audience. When you know what types of content and categories do best, take advantage of them.

The content of Ford on Twitter and Instagram in 2015 was higher than the average in the industry. Commitment is a reflection of the interest you have to express to your audience. Ford uses the same format and tone of voice for naming a campaign with a standard theme. Ford uses Twitter hashtags sumptuously – ideal for the social network structure. On YouTube, the average length of your videos is 77 seconds, which hit the candy with short attention spans. Their Instagram triggers a hiking pleasure with wonderful images and short pictures. Photos and videos are best displayed on Facebook and links to Twitter are notable. Ford has big social networking fanbases. Although a good chance exists, an overlap occurs. The same users consume content on and network differently between fans on different networks. Ford appears to have a unique Facebook set which is more attractive for the newsfeed that plays content with auto.

In Bangladesh

Locally, both Ford and Jeep Bangladesh are highly active in social media communication. Both the brands have social media accounts which is interactive in almost all most of the platforms – Facebook, Instagram, LinkedIN and YouTube.

The high area of focus is on the Facebook accounts where we publish most of the communication. The posts which are published can be of the following types:

- 1) Static
- 2) Carousel
- 3) Video
- 4) Slides
- 5) Canvas Ads (mini website)
- 6) GIF

The creatives that we publish are highly attractive it is because attractive creatives get the most attention making it reach to more target audience. We also boost (media buy) creatives with Facebook pay. When we media buy creatives from Facebook, the target audience can be selected as per need which helps to gain more results. We adapt all of campaigns that we carry out for social media and especially for Facebook and from this platform I have to say that we have generated great quality leads along with offline lead generation.

2.4 Financial Performance Accounting Practices

International:

The total debt ratio of FORD engines between 2016 and 2019 is 87%. Over the four years, their ratios overlap with the recommended ratio indicating that their operations are financed by total liabilities. A high debt level of at least 50% suggests a high-risk association which is primarily backed by obligations rather than cash, suggesting future high returns. A low debt level of up to 50% should imply low leverage and maximizing of money, which is reflective of low yields and is financed primarily by its overall assets.

Over the past four years, the Ford engines display a good indicator of liquidity as its fast ratios are all across a suitable range. This indicates that there has been a reduction in the ratio over the years, which implies that the downturn has either funded their liabilities rather than their tendency or reduced their liability financing. The current ratio then fell by 0.04 over the four-year period, suggesting a rise in the current liability against existing assets or a reduction in the current liability of the short-term assets. The rapid ratio of Ford excludes the Current Ratio inventory, but it measures the ability of a company to cover its current assets in short notice, while not selling its inventory. All in all, the leverage ratio proposed depends on the amount of cash required for the company in each sector. The ratio tests the willingness of an organization

to pay their debts. In the first three years, Ford Motor ratios indicate a fall in the average of a fourth-year ratio of 2.7. Any ratio above one signal a good indication of the paying power of the interest and/or other debts. A lower ratio suggests insolvency and bankruptcy. Ford's ratio in 2016 suggests that their EBIT is 28.21 times higher than their obligations, 22.46 times higher in 2017, 19.6 times in 2018, & 20.22 times in 2019. The inclines could be a result of a decrease in the obligation's costs or an increased EBIT, but the declines are caused by either an increase in the obligations or a decreased EBIT. The debt measures of the company show how financially strong they are and make them attractive from the viewpoint of investors.

Local

Locally, AG Automobiles, has been doing a good business in Bangladesh. Sales is comprised of retail, institutional and sales made from Bangladesh government tenders. Most of the profits are generated from institutional and tender sales with the products like Ford Ranger. When it comes to retail, profits are generated from high end premium vehicles such as Ford Endeavour and Ford Mustang. In 2019, AG Automobiles have made unprecedented margin and gradual increase in turnover. 2020 was year when sales dropped significantly for Covid-19 and slowly picking in 2021. All the expenditures are made from revenue generated. At times, AG Automobiles is also funded by its parent organization, Anwar Group of Industries.

2.5 Operations Management and Information System Practices

International

1. Goods and facilities production. The aim of Ford is to achieve global consistency in this strategic business decision field. The One Ford challenge demands that goods and services be reliable. This state allows Ford to gain financial performance and consumer loyalty efficiency.
2. Regulation of consistency. Satisfaction of quality standards is the core concern of this strategic decision area. The Ford Motor Corporation uses best procedures to guarantee consistency. In order to ensure consistency, the organization also performs random lot checks on its goods. To define consumers' Service requirements, Ford also includes data obtained by market analysis.
3. Capacity Architecture and Operation. This strategic business strategy policy area advances production targets. The assembly line approach pioneered by Ford, optimizing manufacturing

power. Moreover, by building new facilities for its manufacturing and supply chain, Ford continues to enhance its capability.

4. Strategy for Venue. In this strategic decision area, the goal of the Ford Motor Company is to provide its locations with strategic benefits. Regional services, such as the Ford plants in Germany are part of the company's policy. The dealer's pages, on the other hand, are market-based.

5. Project and regulation style. The goal is to optimize the productivity of workflows and services in this strategic decision area of operations management. Ford addressed this goal by automating industrial processes, for example by incorporating robots in production facilities.

6. Design of work and services for human resources. Ford's purpose in this strategic decision-making area is to improve the productivity and quality of human capital. Ford provides a range of HR capabilities and employee retention services. In its plans the organization continuously strengthens and grows its employees.

7. Control of the supply chain. The primary focus in this strategic decision field is streamlining and cost savings in the supply chain. The supply chain of Ford is multinational which contains manufacturing facilities operated by corporations and third parties. Ford's retroactive incorporation techniques are the product of the company's facilities like those at the Ford River Rouge Complex in Michigan. This technique allows Ford to monitor the availability of some products needed to manufacture its cars.

8. Control of inventory. Inventory control by Ford advocates just-in-time processing approaches that require constant tracking to change the inventory and minimize the costs. However, the real Ford asset management success often refers to market-based inventory choices in this competitive decision area of business management. A few markets poses various problems, including as in various markets Ford has diverse inventory control practices.

9. Timetable. The short and intermediate schedules of procedures and services are considered in this strategic decision field for organizational administration. This problem is dealt with by Ford by automated scheduling and semi-automated scheduling at its manufacturing facilities such as company offices and regional offices.

10. Engineering. The aim is to sustain appropriate market processes in this strategic decision-making field to meet demand. Ford addresses this aim with a mixture of HR, IT, development, and other techniques and facilities and other asset management teams.

Local:

As mentioned in the earlier stages of the report, AG Automobiles is a company which believes in empowering employee with proper monitoring by the top management to identify any wrong/error being done in the process. The Managing Director and Director Operations closely monitors all the operation of the company and all the department heads report to superior in the hierarchy.

All the operations are carried out in systemic approach by the organization.

- Manpower is handled by HR department.
- Administration looks after the discipline and office aesthetic
- Supply Chain Department take cares of all the costs especially while importing vehicles and parts
- Marketing does the job of increasing brand awareness and generate inquires through marketing activities
- Sales Department takes care of sell of vehicles in retail, institutions, and Government firms
- After Sales Department sees the warranty of vehicles, spare parts, and servicing.

2.6 Industry and Competitive analysis

Industry Analysis:

If we think about the automotive industry of Bangladesh, it is a very competitive market. Now, in the new and enhanced automotive era, Bangladesh automobile industry is achieving new heights. All the popular brands across the globe are operating here. The automobile industry (passenger vehicle) in Bangladesh is divided into two markets.

- 1) Re-Conditioned vehicle market
- 2) Brand New Vehicle market

Reconditioned Vehicle Market: The reconditioned vehicle market is operating Bangladesh since the 1980s. This particular industry has grown exponentially mainly because of the price-point. Reconditioned car market is basically importing home-model preowned cars from other countries, refurbish, them and resell them in Bangladesh. The imports are mostly Toyota vehicles from Japan. The prices are comparatively and less than brand new vehicles. Spare parts are widely available in Bangladesh and in a cheaper price hence the industry has become very popular. As both vehicles and spare parts are widely available, automatically the resale value of reconditioned vehicle is higher. However, there are few drawbacks of re-conditioned vehicles where brand new vehicles have gained competitive advantage. Trust and reliability are major factors playing while buying a reconditioned vehicle. The vehicles might not of good quality also the at times the importer might provide misleading information to the buyer regarding the vehicle. The option for authentic after sales service and warranty is also not available for re-conditioned car buyers. Another piece of insight is that after 5 years, Bangladesh Government might put a ban in reconditioned vehicle imports opening a newer horizon for the brand-new market. One of the main reasons for this is congestion made in Chittagong and Mongla port with massive vehicle import and imported not releasing the vehicles from port because of import taxes and duty.

Brand-New Vehicle Market: The main focus of the report is the brand-new vehicle industry as AG Automobiles plays in the brand-new segment with iconic brands like Ford Motor Company and Fiat Chrysler Automobile's Jeep. The market operates in all the segments from end luxury vehicles to budget friendly cars. The key players or we can say movers and shakers

in the brand-new market along with Ford and Jeep are Mercedes Benz, BMW, Audi, Mitsubishi, Honda, Toyota, Nissan, Hyundai and many more. The main advantage of buying a brand-new vehicle is, the vehicles are directly imported from the manufacturer. The units are absolutely brand new and distributors in Bangladesh provides official after sales service and warranty for the vehicles. Buying a brand-new vehicle provides a different experience because the showrooms and other aesthetics are official. Trust and reliability are at the peak when buying a brand-new vehicle. Now, the industry is moving with massive pace and there are many variations in model/variants etc. making competition fierce. Bangladesh Government also supports Brand New vehicle purchase as renewing fitness for five years is not mandatory. Even many brands of vehicles are now getting assembled in Bangladesh creating more jobs and space for innovations for engineers which is positive sign for progress.

2.6.1 SWOC analysis of FORD Motor Company

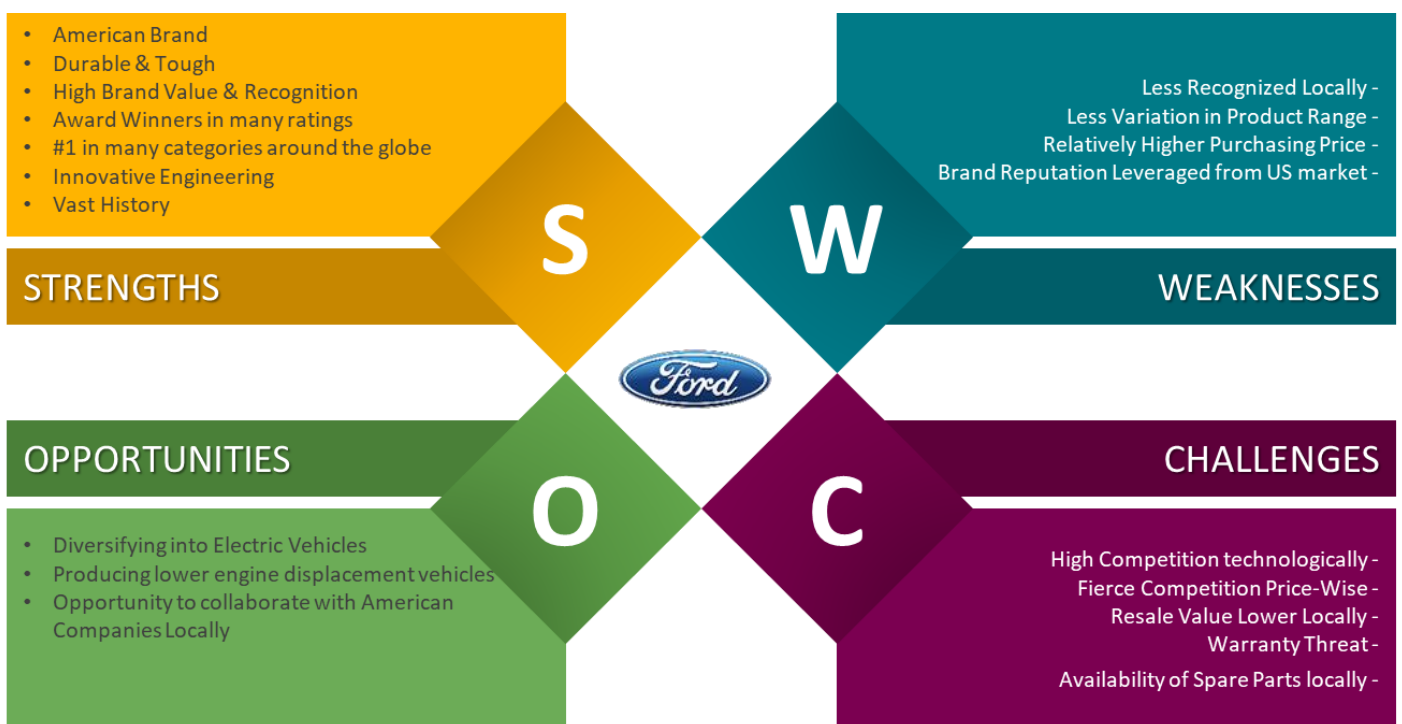


Figure 11: SWOC analysis of Ford Vehicles in the perspective of Bangladesh

Strength: With its name, global operations, research and growth, the strengths of Ford are linked. The organization, i.e., internal strategic variables, which promote market performance are presented in this section of the SWOC review. The key strengths of Ford Motor Corporation are:

- Good picture of brand
- Worldwide supply chain
- Effective methods in invention

Ford is one of the world's biggest players, and a solid brand value adds to the appeal of the products and the satisfaction of its consumers.

In Bangladesh, the brand Ford is leveraged with its vast international and American history. People can easily associate themselves with the Ford and its products when it comes the iconic sports coupe Ford Mustang and Ford Ranger pick-up truck.

Ford vehicles are tough and durable from its build. Every year the brand is awarded with international awards. Ford Mustang is the world's highest sports coupe for straight eight years now.

Weakness: Ford's weaknesses are based on the company's limitations compared to competitors. This portion of the SWOC review reveals the operational weaknesses or deficiencies that restrict market potentials within the company. The main faults of Ford are as follows:

- Limited worldwide network scope
- Increased costs than competitors
- Slow processes for innovation

As mentioned in figure 10, in some cases the brand is less recognized locally when it comes to the whole product range of vehicles. Product variation and technicality is also a major weakness for the brand. Industry competitors are coming up with huge variations in product line-up and in each segment. Unfortunately, Ford lacks in this regard. Although Ford is making newer models of each vehicles which they already have yet they are not expanding the product-range

with variations especially when it comes to sedans, crossovers and compact SUVs which are trending in the market right now.

Since inception, America's iconic brand Ford has relatively higher prices of the products compared to its rivals from Europe, Japan, Korea, India and now China. The competitors are catering vehicles high innovation in technology with lower prices than Ford vehicles in the segment which ultimately have resulted a drop of revenue internationally and locally with AG Automobiles Limited.

Opportunities: The opportunities offered by Ford have to do with growth and growth. The emphasis in this segment of the SWOC review is the characteristics of the market or sector that promote business development. The following are Ford's main opportunities:

- Global growth by penetration of the market
- Growth through product development – to sustain in the current market scenario
- Reducing prices by control of the strategic supply chain – after effect of fierce competition

Ford Motor Company has the potential to evolve and increase through market growth (e.g., more dealerships and increased marketing) and product creation (e.g. creativity to launch new technologies to satisfy environmental concerns) (e.g. innovation to introduce new products to satisfy environmental concerns). Ford also has the opportunity to improve its financial standing by expanding its supply chain to achieve better economies of scale and reduce production costs. In this section of the SWOC review, Ford has prospects for development through institutional expansion and innovation.

Challenges: Competition and global energy rates are what underlie the risks against Ford. The external strategic factors in that part of the SWOC analysis could restrict or decrease market efficiency. The risks against Ford are as follows:

- Aggressive competitive competition
- High-tech corporations' new entrance
- Oil price variations

Ford is under pressure from rivals such as General Motors. In its attempts to make driverless vehicles that could compete with Ford's goods, technology giants like Google and Apple already have the hazard. Furthermore, the volatility of oil markets challenges Ford's sales

efficiency, with mainly internal combustion engines. This portion of the SWOC review thus reveals that Ford must evolve to retain its competitive edge.

2.6.2 SWOC analysis of JEEP

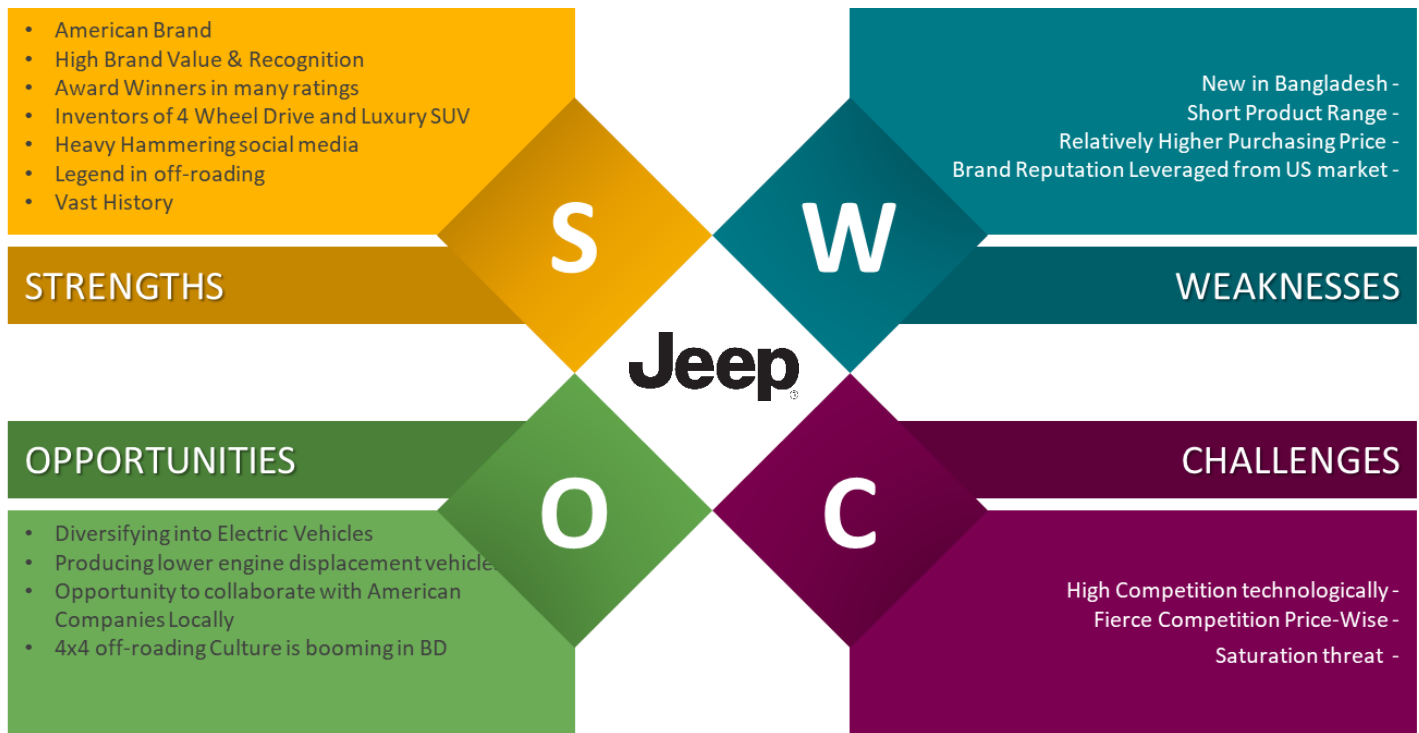


Figure 12: SWOC analysis of JEEP Vehicles in the perspective of Bangladesh

Strengths: Strong image and brand reputation – Jeep's reputation as a brand is very strong and well-established over the years in the minds of consumers. The brand is in favor of spreading positive words about the vehicles of the company. An iconic design linked to robustness and reliability - Jeep vehicle design is one of the iconic designs of the automotive sector. The vehicle design itself speaks volumes about the brand and requires no introduction. Excellent towing and off-road capacity – Jeep vehicles have been created for outstanding towing capabilities or strong vehicle segments. Ambitious brand name – the brand name is an adventurous one. This clearly shows the usefulness and segment of the car, which it aims to make marketing the products easier.

Weaknesses: High-priced SUVs – in comparison to competitors, Jeep SUVs are priced higher. People who love the Jeep brand are most likely to want to buy it as the targeting of more customers is limited. The same design over the years – Yes, Jeep's designs are recognized by people but long use the same design that can create a negative perspective on no innovation in

the minds of the people. Low global penetration – Global market penetration is low and may be due to a few reasons. This influences the brand image of Jeep as an international brand.

Opportunities: Addressing the growing markets – You can look for a few growing markets with a slightly lower cost to increase your scope and become a truly global brand. Millennium Generation Target - Jeep should expect to have a proper product portfolio mix that can be targeted for the generation of the thousandth. For a versatile brand like Jeep, this is very important not to miss this customer segment in coming years. Growing health-conscious population – Jeep also has the chance to explore this area since the current generation is aware of the health of those who like to travel, walk, and do other adventurous things. Jeep's now with a strong brand name, so it is not impossible for them to use this as an immense opportunity. Technical advancement – The Company relies primarily on its old style and market identity. They will search for such developments in technology, internally or through alliances, which can help them adapt to current consumer needs.

In Bangladesh, currently there is a boom in off-roading culture amongst the elites. They are more into going in off-road trip with their SUVs during weekends. This has created a good opportunity for Jeep to tap in. Jeep has a heritage of producing off-road SUVs such as Jeep Wrangler and it is a good time to introduce the Wrangler in Bangladesh. Not only, the vehicles. Jeep has also opportunity to tap in the aftermarket vehicle modification business with its high-end authentic accessories for SUVs.

Challenges: Jeep has just now entered into the electric/hybrid in 2020-21. However, competitors have already introduced hybrid vehicles years back now buyers are more into greener environment and higher fuel efficiency.

Not only technologically, but Jeep also has a product range comprised only 7 models with some variants of each model. Moreover, all the models are SUVs and have no sedans in their range. Competitors have product range which are vast taps into every segment.

Price is a big factor which it comes to make a purchase decision by the consumer. The Jeep vehicles are rugged and made for off-road however they come in a price range both internationally and in Bangladesh which directly competes with many premium luxury brands such as Mercedes Benz, BMW, Audi, or Range Rover. Hence, the marketing must be on-point to leverage sales.

2.7 Summary and Conclusions

In terms of the study finding that the company has been carried out according to the needs of the situation regulation, stringent and confidential policies are enforced in some ways, while in some other situations not so formal policies are introduced at AG automobiles. In the coming years, the firm wants to continue its image and its effectiveness relies not just on efficient workers but also upon retaining and improving its expertise by training and growth. Anwar Group Automobiles aims at delivering efficient, stable, and cost-efficient customer support. Although it has also had some drawbacks, the enterprise is effectively functioning and this means that the method is reasonably efficient to sustain its performance, we can infer that Anwar Group Automobiles praxis is decent enough, albeit not flawless.

2.8 Recommendations

In this study Ford's and Jeep's core challenges are the pace and reach of progress and competitiveness with existing enterprises and new entrants. In order to tackle aggressive competition and the entrance of high technology corporations in the industry Ford and Jeep has to boost its research and development investments and accelerate its innovation rates. In order to make Ford's vehicle more appealing, Ford and Jeep must also extend its manufacturing network to improve economies of scale.

In Bangladesh, AG Automobiles needs to find and exploit proper marketing channels with which buyers would feel connected and associated with the brands which urge and lure people into buying these life-style vehicles and take a competitive edge over its rivals.

Chapter 3: Internship for AG Automobiles Limited and Toledo Motors Limited at the Anwar Group of Industries

3.1 Introduction: Origin of the report

In today's world, the challenge of a dynamic free market economy has changed quickly. Companies with new knowledge and modern theoretical and realistic knowledge of marketing are required to keep up with trend commercial automotive businesses. Provided that the realistic growth is an integral part of the BBA degree criteria, I have been put as an in-house resident in Anwar Group Automobiles for the actual existence of marketing operations. This thesis reflects a rigorous information and study prerequisite for the internship program at my university.

3.1.1 Objective of the report

Two forms are seen for the objective of the report:

- General objective
- Specific objective

General Objective:

The key purpose of this Internship Study is to complete the bachelor's degree in Business Administration (B.B.A).

Specific objective:

In particular, the following considerations come from this study:

- Concentrating and discussing the company's marketing and brands
- To give the business an outline.
- Company alliances and prospect networking through online networks, business networking and the establishment of partnerships through key marketing initiatives
- Concentrate on the different programs, the corporate climate and the organization infrastructure.
- Concentrating on the value of the company's marketing policies

3.1.2 Scope of the Report

The analysis reports on the company's marketing strategy and tell us about the perception of the brands. The report includes information on different units and branches in the Organization and provides an outline. The study of the marketing and sales campaigns is the primary emphasis. But the thesis applies only to the business's marketing activities, since I was able to only operate in this division.

3.2 Methodology

The internship was undertaken systematically from the selection of the subject to the preparation of the final study. This research would also clarify the overall protocol and technique phase adopted.

Topic selection: The subject of the study is the company's marketing and sales strategy. The study also focuses on the perception of the automobile brands Ford and Jeep in Bangladesh. The subject was explored extensively with my university bosses as well as with the organization in order to create a well-organized internship paper.

- i. Primary Sources: Primary evidence are extracted from my realistic role in my three-month internship program and hands-on experience that I have got. Even the data for the survey is collected from the people who I have met during the period and purchased Ford or other brands of Brand-new vehicle.
- ii. Secondary sources: Internal sources – my supervisor and other senior staff submitted different documentation, and my supervisor provided details. The sources also include from the documents and insights provided to us by the principal and knowledge gathered during the training sessions. External sources- Blogs, textbooks, documents, numerous other reports, etc.

3.2.1 Limitations

The study was generated from input and information given during the internship tenure by the Business Operations Division and by students. In terms of details, the Business Activity Division is quite trustworthy. The material is very sensitive and private. Just a few other departments and staff in the business itself will share their knowledge about this division. The knowledge cannot be transmitted to the outside world. While the study would be a considerable

benefit to the organization, it was confidential enough to convey the details to the outside world. Time limits were another concern. Although it was a curriculum for 3 months, the division's operations are so extensive that the three months' program is inadequate to provide complete visibility into all the division's activities. This period of time is not adequate for a full and consistent analysis. While there were several limits, I tried to provide the study with the best possible effort.

3.3 Findings and Analysis

The research is conducted to learn the individuals' perception about the brands Ford and Jeep in Bangladesh. It also determines why the vehicle buying pattern is shifting its paradigm towards brand new market and ways to strive to be a stronger player in the market when the competition is getting fierce day by day with aggressive pricing strategies and new entrants.

On the other hand, when it come to my work learning, the actions, mindset and dealings of staff, particularly senior managers, vary significantly from what we have learned specially when it comes to our local market. Acting around employees and administrators is not as comfortable as we learned in our books. Working alongside someone with patience, ability, leadership abilities and communication skills is a major difference in realistic practice. It is true that the philosophy, what we research at the BBA program at our institution, varies greatly from realistic and experiential life. Especially when the buyer is upset and when we have no choice but to stay quiet, it's difficult to cope with the present situation with various consumers. Some of the senior managers and some of the other employees respect me and have made me feel secure and I know that not everyone has the same mindset and there are still people who want me to excel.

The analysis shows that Jeep and Ford has a good reputation for image and company. In comparison with competitiveness and varying opinion between the respective people worldwide, Jeep is higher.

Top four (04) competitors for Jeep and Ford vehicles are Land Rover, Mitsubishi, Mercedes Benz and Suzuki.

The study also determines the strengths to resolve the shortcomings of an organization. The attributes of its name, operations, research, and development are aligned with it. In contrast to rivals, vulnerabilities are based in the business. In recent years Ford has shut down its

manufacturing plants in Europe, escalating this weakness further. The costs and prices of Ford are comparatively higher in contrast to rivals and its methods of innovation are relatively slower to respond to current or changing developments.

A set of questions were asked to 30 individuals who own brand new vehicles. It was because both Ford and Jeep are competing in the brand-new market in Bangladesh. Moreover, the sales are vastly affected by the re-conditioned vehicle market. A sample of questionnaire has been provided in the appendix part.

After conducting the survey with the respected individuals, the following results were derived.

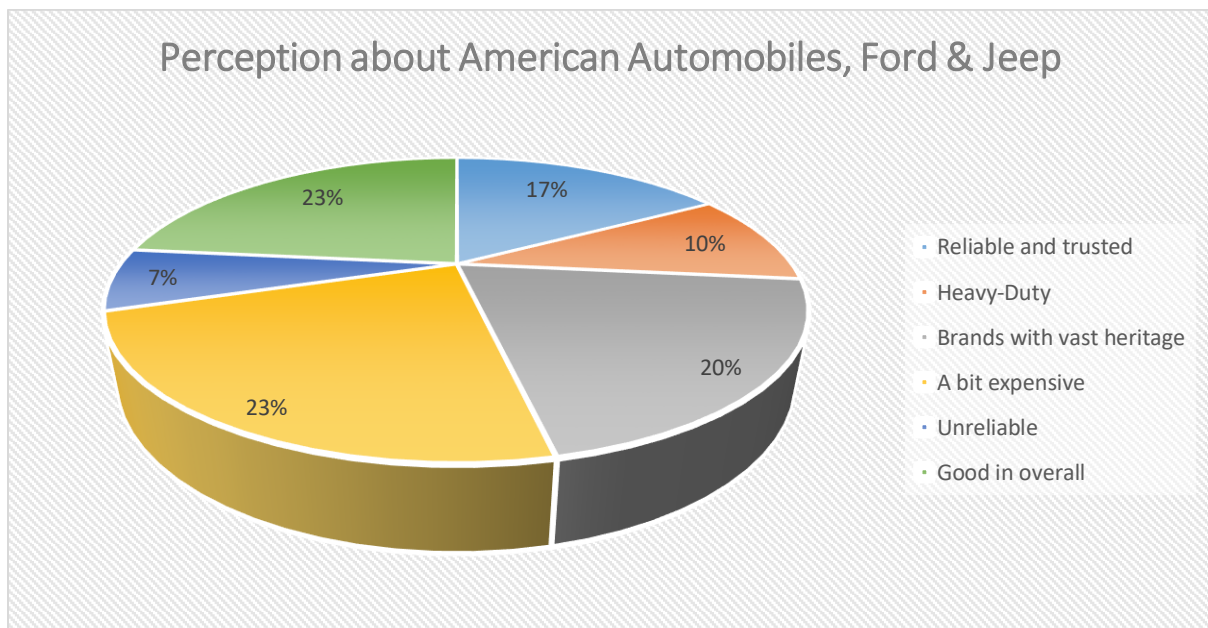


Figure 13: Perception about American Automobiles: Ford & Jeep

While writing my internship report, I conducted a survey among 30 people who came up with a few conclusions that the perception about American automobiles, Ford and Jeeps has changed over the time. The result shows that 17% think that the vehicles are reliable and trusted, 10% think that they are heavy duty, 20% think that the vehicles are brand with vast heritage, 23% has perception that the vehicles are a bit expensive, 7% says that the vehicles are unreliable and lastly, still 23% says that the vehicles are good in overall.

This indicates people on the target group think that Ford and Jeep vehicles are reliable and trusted. The vehicles offer proper utility; however, sales are affected mostly for higher prices of the vehicles. The solution to this could be reducing in profit margin and conducted marketing campaigns to make the audience understand why Ford and Jeep vehicles are expensive and make them more connected to the brand. We can also provide augmented services such as

extended warranty and after sales service, exclusive concierge services. More premium events can be planned and executed to give the brand a more premium aesthetic to justify the higher price. Providing lucrative promotional offers such as all-expenses paid foreign trips can also be another solution to boost up sales.

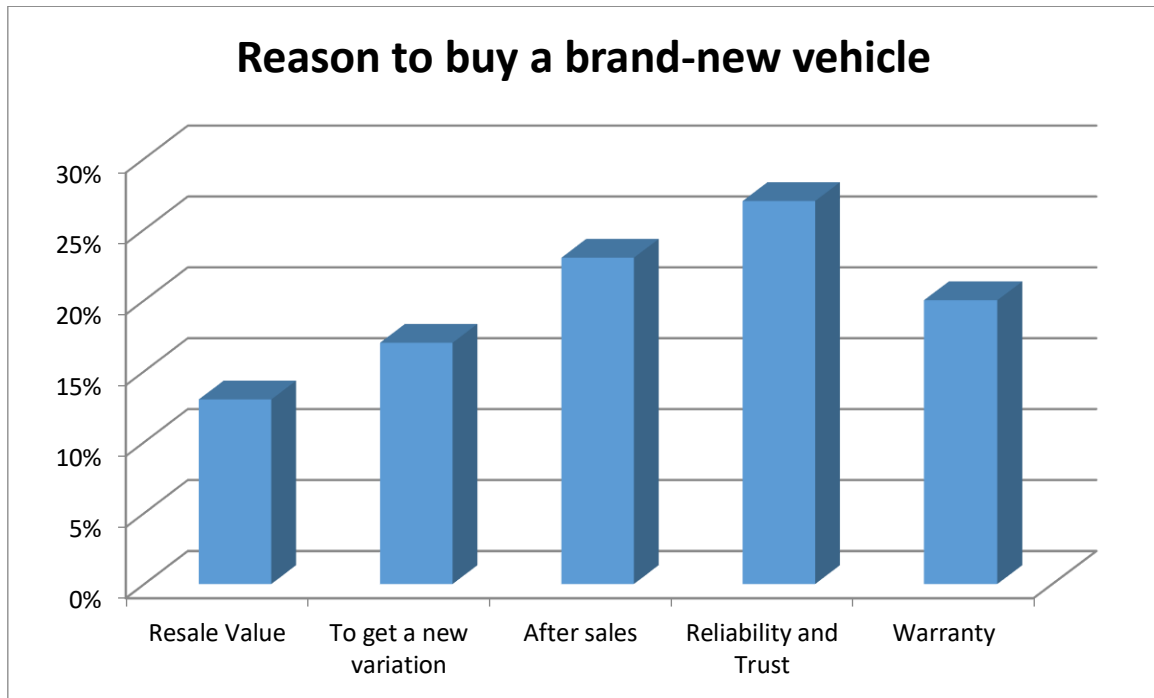


Figure 14: Reason to buy a brand-new vehicle

As the survey proceeded, I also got to know the reason why they buy brand new vehicle when the market is highly driven by the re-conditioned. 17% stated their reason as to get a new variation of vehicle. 27% buys the brand-new vehicle because they think these vehicles are reliable and trustworthy. The minority which is only 13% states that they buy these cars because of the resale value. 20% reasons their purchase as warranty and 23% say it is because of the after sales service.

This clearly states that reliability and trust is the key factor when considering to buy a vehicle. The people who have bought brand new vehicles had very important factors like reliability, warranty and after sales service in their mind.

So, Ford and Jeep Bangladesh (AG Automobiles Limited) can work more on gain trust of people when it comes to these factors. More marketing campaigns can be conducted to make people aware the reliability of these American brands. As mentioned earlier, promotional campaigns in form of augmented service can be conducted such as extended warranty

programme and after-sales services campaign and vehicle check from certified technicians from home and abroad.

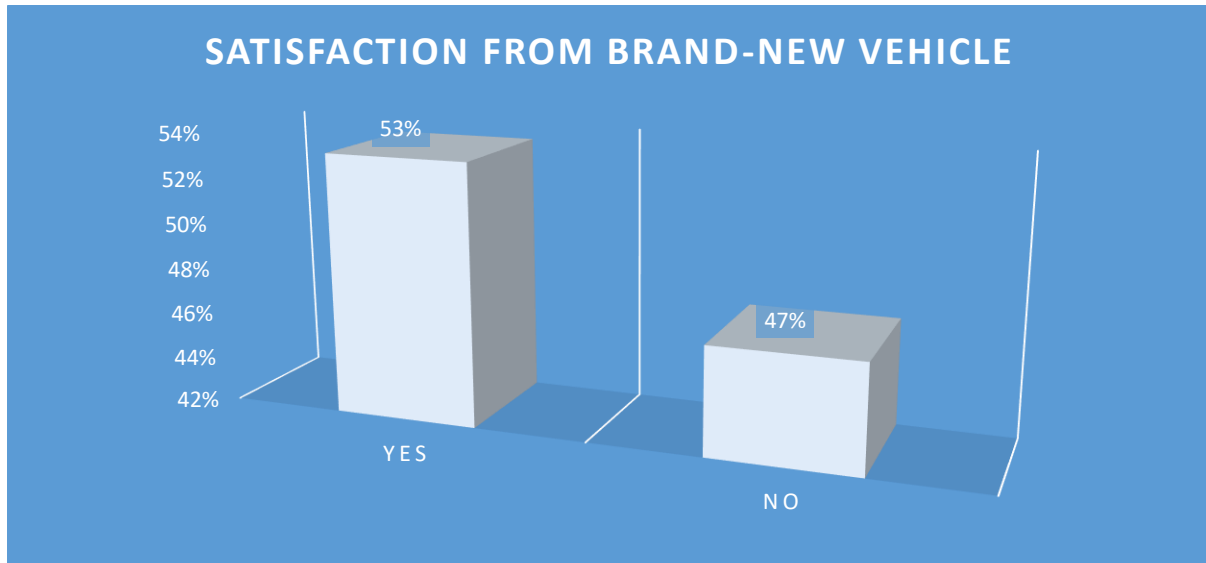


Figure 15: Satisfaction from brand-new vehicle

The survey also shows that 53% of the interviewees are satisfied with the brand-new vehicle in Bangladesh whereas the market is driven by reconditioned cars and 47% of the interviewees remained unsatisfied with the brand-new vehicle and this maybe for after sales service and spare parts availability. However, the result shows a so far so good impression on the brand-new vehicles in Bangladesh and has valid reasons to the choice.

From the other questions, I have also derived that people in Bangladesh take Ford and Jeep as top American brands however, they perceive these brands as a mid-tier in Bangladesh when compared with other brands such as Mercedes Benz, BMW, Audi, Toyota, Honda, etc.

Internationally, Ford and Jeep's prospects are related to development and growth. Operational expansions and creativity offer Ford and Jeep opportunities for growth. Ford faces fierce competition challenges globally. In order to retain competitive advantage, these brands must innovate. The organization is now able to boost its financial status by extending the supply chain to reach higher scale economies and lower manufacturing costs. It has the potential to grow through expansion of the industry and the production of new goods to fulfill environmental requirements.

3.4 Summary and Conclusions

I concluded that AG Automobiles is performing well in a certain niche. It is a well-known company that regulates human training with good strategies. AG Automobiles caters brands which are tough to sell in Bangladesh despite of having a great impact globally. Yet, there are ways to improve through right supply chain, operations management, and marketing efforts. The brands have an outstanding global influence here in Bangladesh the management is trying to cater the brands with the same consistency and standards. In AG Automobiles, the conditions are too professional to operate and the facilities rendered by the whole staff and management really meet the norms. The vehicles that AG Automobiles offer are genuinely one of the world's most prestigious vehicles and even in Bangladesh I observe that people are incredibly proud of the way they purchase and maintain the vehicles. It has been great to serve at Anwar Group of Industries which is Bangladesh's one of the top conglomerates and the automobile wing is the distributor of few of the best automobile brands in the globe.

3.5 Recommendations

- Should concentrate further on raising general awareness for new cars and models.
- Should work in catering the vehicles in best price as in the Bangladesh the competition is fierce.
- Try to give the brands a more premium outlook
- Vast marketing should be done to make people more connected and associated with the brands
- A lifestyle should be created revolving the brands which will eventually boost up sales
- Investments in innovative technologies such as expedited repair packages will also draw or maintain consumers, making operation smoother, simpler, more cost-effective, and flexible.
- Should increase the supply chain of spare parts all over Bangladesh and showrooms need to be opened in other capital cities as well such as Chattagram and Sylhet, as I see that consumers must come from way too far.
- Should increase commitment to the employee.
- Must enhance interdepartmental cooperation.
- Should make the customer aware of the credit facilities or in-house monthly installments that Toyota and Mitsubishi provide.

- Salaries should be competitive and adequate to meet the success of the workforce.

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Appendix A.

Reason to buy a brand-new vehicle		
To get a new variation	13%	4
Reliability and trust	17%	5
After Sales Service	23%	7
Warranty	20%	6
Resale Value	27%	8

Perception about American Automobiles, Ford & Jeep		
Reliable and trusted	17%	5
Heavy-Duty	10%	3
Brands with vast heritage	20%	6
A bit expensive	23%	7
Unreliable	7%	2
Good in overall	23%	7

Satisfaction from brand new vehicle		
Yes	53%	16
No	47%	14

Survey questionnaire

Name:

Vehicle you drive:

Email Address:

Questionnaire:

- 1) Depending on what reason did you buy a brand new vehicle? Kindly select the most relevant option.
 - a. To get a new variation
 - b. Reliability and trust
 - c. After Sales Service
 - d. Warranty
 - e. Resale Value

- 2) Are you satisfied after using a brand new vehicles in Bangladesh, especially when the market is highly driven by the re-conditioned?
 - a. Yes
 - b. No

- 3) What is your perception about American Automobile brands, Ford and Jeep.
 - a. Reliable and trusted
 - b. Heavy-Duty
 - c. Brands with vast heritage
 - d. A bit expensive
 - e. Unreliable
 - f. Good in overall

- 4) What do you think, what are the positive sides of Ford and Jeep vehicles? Kindly answer in 2 points.

Answer:

- 5) What do you think, what are the negative sides of Ford and Jeep vehicles? Kindly answer in 2 points.

Answer:

- 6) Kindly rank the following Automotive Brands in order of your preference. (Some of the Brand New automobile brands operating in Bangladesh) (Names randomly arranged)

- a. Land Rover
- b. Ford
- c. Peugeot
- d. Mercedes Benz
- e. BMW
- f. Toyota
- g. Jeep
- h. Mahindra
- i. Ssangyong
- j. Audi
- k. Mitsubishi
- l. Nissan
- m. Proton
- n. Volvo
- o. Honda
- p. Subaru

7) Kindly rank the Automobile Brands in order of your preference. (List of American automobile manufacturers) (Names randomly arranged)

- a. Buick
- b. Cadillac
- c. Chevrolet
- d. GMC
- e. Chrysler
- f. Dodge
- g. Jeep
- h. RAM
- i. Ford
- j. Lincoln

8) In your perception what are the ways how the brand image of Ford and Jeep in Bangladesh can be more improved? Kindly answer in 3 points

Answer

*Survey forms to be provided upon requirement