

Report On
How Digital Marketing impacts motorcycle industry in Bangladesh

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor's in Business Administration (BBA)

Brac Business School
Brac University
June 2022

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:

Ahmed Alvee Ibdita

17104031

Supervisor's Full Name & Signature:

Mahreen Mamoon

Assistant Professor, BRAC Business School

BRAC University

Letter of Transmittal

Mahreen Mamoon

Assistant Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “How Digital Marketing impacts motorcycle industry in Bangladesh”

Dear Madam,

I'd like to say thanks for your help. I'm very excited to present my internship report on "How Digital Marketing affects the motorcycle industry in Bangladesh." This is a requirement for my BUS400 course. During my internship, I work with Runner Motorcycles' marketing team. I also have to keep an eye on what my audience does, which helps me understand how customers act and make decisions as digital marketing grows. I also helped plan the content that gets posted on the company's Facebook page.

I worked hard on this research study and tried to make it as accurate as I could. But if you need more information, I'd be happy to answer.

Sincerely yours,

Ahmed Alvee Ibdita

17104031

BRAC Business School

BRAC University

Date: 13th June, 2022

Non-Disclosure Agreement

Runner Automobiles and Ahmed Alvee Ibdita came into and signed this agreement. Ahmed Alvee Ibdita, an employee of Mindshare Bangladesh who is pursuing experience and training, may encounter sensitive material as a result of his efforts (as defined below). The objective of the agreement is to prohibit the unauthorized disclosure of Confidential Information.

1. Private Information and Data

Confidential Information refers to non-public information about the Company's business, such as financial and accounting records, intellectual property, proprietary data, security measures, new products or services, projections, or any other confidential business information that, if disclosed, would jeopardize the Company's business.

2. Non-Disclosure Agreement

Intern shall not: a) disclose Confidential Information to a third party without the Company's prior written consent; b) create or cause to be created copies or other reproductions of Confidential Information; or c) make any commercial use of Confidential Information without the Company's prior written consent.

3. Confidential Materials Return

The Intern shall quickly return any Company-supplied originals, copies, notes, or other documents containing Confidential Information that are in his or her possession.

4. Terms

The responsibility of this Agreement and Interns to keep secret material confidential shall continue in force until either a) the Company terminates this Agreement in writing; or b) the confidential information given in line with this Agreement is no longer confidential.

Acknowledgement

To begin, I'd want to convey my thankfulness to Allah.

Then, I'd want to express my appreciation to Ms Mahreen Mamoon, Assistant Professor at Brac University's Brac Business School, for her essential support, direction, and good advice in drafting my internship report. I got the support of a few individuals to assist me with the preparation of my report, and they played a critical role in its completion. With due respect and deference, I'd want to convey my appreciation to those folks.

I'm also grateful to my mentors and coworkers at Runner Automobiles Ltd., who have been exceedingly generous with their time and knowledge for me to complete my report.

My supervisor, Farzana Ahmed Nikita, Senior Executive, Marketing Division of Runner Automobiles Ltd., was particularly helpful in assisting me in grabbing knowledge of the motorcycle industry for marketing and the adverse results of branding & promotion along with customer engagement with motorcycles. Also, Al Walid Mitul, Senior Executive, Marketing (2W), Runner Automobiles Ltd, Mr Giash Uddin Miron, Head of Supply Chain, Runner Motors Ltd, Khandokar Mahfuz uz Zaman, Head of Marketing (2W), Runner Automobiles, Abdullah Al Ehsan, Head of Services helped me a lot while preparing this report.

I'd want to convey my thanks to my parents for their unwavering support during this degree's completion. Additionally, I would want to express my gratitude to Md. Shabir Hossain, Saima Salam, Sadab Rahman Ridom,

Finally, the new abilities I gained during my internship will enable me to progress in my current position.

Executive Summary

In this internship report, which focuses primarily on the motorcycle industry in Bangladesh, the primary topic of discussion is the impact that digital marketing is having on the motorcycle industry as a whole. My participation in the internship necessitated that I write the report in order to fulfill its requirements. When I was in the stage of my career where I was doing an internship, I paid close attention to the industry and how the company developed its sales and branding strategies in order to stay ahead of the competition in this industry, which included companies such as Bajaj, Hero, TVS, and Honda, amongst others. I did this because I wanted to make sure that the company I worked for was able to maintain its position at the forefront of the industry. I did this because I wanted to guarantee that the company I worked for would be able to keep its leading position in the industry, so I took the initiative to do what I could. In addition to this, I paid a lot of attention to the way the company positioned itself in relation to the industry as a whole. In addition to this, there is an investigation that is currently being carried out to determine whether or not customers are benefiting from digital marketing and whether or not it is assisting them in making decisions regarding the goods and services that they purchase in their capacity as consumers. The obligations and responsibilities toward the company that have been placed on my shoulders are broken down and described in considerable detail in the first chapter of this book, which is one of the chapters in this book. After that, in the chapter that comes after that, a condensed description of the company is presented, beginning with the company's history, mission statement, product and brand line-up, human resources (HR), how HR operates, compensation policy, salary and increment system, training system, and also leadership style. This chapter comes after the chapter that comes after that. This chapter is the one that follows the chapter that follows the chapter that follows that. The subsequent step is marketing, which calls for a discussion regarding the company's fundamental marketing strategy, branding strategy, digital marketing, distribution channel, new product development strategy, and difficulties. Following that is the section on accounting, in which the entirety of the accounting system of a corporation is dissected and explained, as well as the chapter on finances, in which a variety of financial analyses are presented. Following that is the section on finance, in which the entirety of the accounting system of a corporation is dissected and explained. Following that is the conclusion, which is a restatement of everything that has been discussed up until this point. The next part of the chapter is all about accounting, and it comes right after that one. The next step in this process involves conducting an investigation into the information technology and supply chain operations of the company. During the

course of the review of the company's information technology, both the cloud infrastructure and the digital infrastructure of the company are examined. On the other hand, the primary concentration of the review of the supply chain is on the manner in which the business creates and implements its production plans. The final step is to carry out a competitive analysis of the industry, which requires making a number of different kinds of research in order to compare the current standing of the company to that of its rivals. The procedure comes to its conclusion with this step.

Keywords: Automobile industry, motorcycle, advertisement, sales, customer, digital marketing.

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List of Acronyms

CP	Customer Promotion campaign
TNA	Training Need Assessment
EV	Electric Vehicle
RAL	Runner Automobiles Ltd
RML	Runner Motors Ltd
QC	Quality Check
ABS	Anti-Lock Braking System
CBS	Combi-Braking System
ATL	Above The Line
BTL	Below The Line
SKD	Semi Knock Down
CKD	Complete Knock Down
CBU	Complete Build Unit
TG	Target Group

Chapter 1

[Overview of Internship]

1.1 Student Information

Name	Ahmed Alvee Ibdita
ID	17104031
Program	Brac Business School
Major	Marketing and E-Business

1.2 Internship information

1.2.1 Internship Information

Period	February 1,2022- April 30, 2022
Company	Runner Automobiles Ltd.
Department	Marketing
Address	138/1 Tejgaon I/A, Dhaka-1208

1.2.2 Internship Company Supervisor's Information

Company Supervisor's Name	Farzana Ahmed Nikita
Designation	Sr. Executive
Division	Marketing

1.2.3 Job Scope

- Grabbing an amazing opportunity for supporting and assisting the marketing and branding team in the automobile sector especially in the motorcycle industry by collecting data and information based on customer's pain points and preferences. Besides, I have analyzed the competitors of the motorcycle industry under different CC segments of the motorcycle which helps the company insights for implementing better marketing strategies and product pricing strategies

- Participated in idea generation for different social media campaigns
- Query management of customers regarding motorcycle purchase, EMI facility and providing showroom and dealer information to the customer.
- Market analysis and product research of different cc motorcycles.
- Keeping an eye on the activities of the competitors in digital media.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company:

- During the time of internship my important task is to follow the Facebook page of Runner Motorcycles where I need to look up for any sort of customer query like the price of motorcycles, EMI system, diverting customer towards e-commerce websites
- Generating leads for Runner Motorcycles and categorizing the leads and then forwarding it to sales department.
- Idea Generation participation from the interns for planning any online campaign, designing any online campaigns like caption and body.
- Tracking competitors' motorcycles based on CC segmentation and keeping an eye on the promotional campaigns and offers helps to forecast and formulate strategies accordingly
- Assisted in launching Facebook campaigns: On February 10 Runner Motorcycle launched a CP for 1 month where the company offered price discounts on all the motorcycle. For the Facebook campaign I assisted in giving a beautiful caption for the campaign.
- Assisted in launching SMS marketing campaign: For Runner Motorcycles I assisted the marketing team for launching SMS campaign throughout Bangladesh where I compiled the text body of the SMS for the campaign.
- Made phone call for women's day campaign: The company organized a rally event for women along with free service of Skooty. So, for that invited I called around 30+ women for conveying invitation for the event.
- Keeping an eye on competitor's digital campaign. I was assigned to observe the competitor brand's Facebook campaign, what type of post they are giving, how they

are doing customer engagement. I need to update it in a Google Sheets which is shared with my supervisors.

- Prepared brand persona: I need to prepare a brand persona for all the motorcycles under Runner Motorcycles.
- Prepared a comprehensive report about different motorcycles existing in the market offered by the competitors under the category of CC, price and specification-wise which helped me to know properly about different motorcycle's price offerings & specifications.
- Prepared a price comparison report of 100 and 110 CC motorcycle of different competitors in an excel file which the company will use and analysis it for its upcoming product or existing product development.
- Prepared a price comparison report for 125, 150 and 160 CC motorcycle of different competitors in an excel file which the company will use and analysis it for its upcoming product or existing product development.
- Prepared a PowerPoint slide on bank loan guidelines for Sales Department.

1.3.2 Benefits to the students:

- Providing a birds-eye view of the automobile industry specifically in the motorcycle market.
- Direct participation in 360 marketing activities and BTL
- Industry development process along with the trends of different motorcycles.
- Received a moderate training on MS Excel.

1.3.3 Problems/Difficulties faced during the internship period

- The challenges faced during the internship period is that marketing methods like ATL and BTL along with 360-degree marketing was very new to me which resulted in difficulties in working. But due to immense support from the department, I overcome the difficulty smoothly.

1.3.4 Recommendations (to the company on future internships)

- During my internship, I learned very efficiently about different marketing strategies along with the knowledge of the automobile industry, especially the motorcycle market and its branding, I would suggest doing an internship at Runner Automobiles.
- While doing internship I learned how exactly an industry works specially the automobile sector specially the motorcycle industry, starting from planning of product development to market launching everything is done in a nice way.
- If any person wants to truly learn about automobile industry then Runner is one of the recommended company because of the work environment and colleagues.

Chapter 2

Organization Part

2.1: Introduction:



Runner Automobiles Limited, the pioneer of "Motorcycle Manufacturer and Exporter" in Bangladesh, began operations in 2000. For two decades, Runner Motorcycles has been steadily developing its business throughout the country, becoming the market leader in the under 100cc class and the first firm to export motorcycles abroad successfully. We are prepared to succeed in the worldwide two-wheeler market by displaying the "Made in Bangladesh" emblem. Runner Group's Chairman Hafizur Rahman Khan started his epic journey into business in 2000, when he decided to take a chance in entrepreneurship's exciting and perilous world. To meet the needs of the domestic motorcycle market, the firm-built facilities for the assembly of motorbikes. It imported Dayang motorbikes from China, totally disassembled and assembled them in the United States. Runner afterwards turned to making two-wheeler parts. Runner Motorcycles quickly became a household name in the motorcycle market. An official motorcycle manufacturing company was established in 2011 in Bhaluka with an annual capacity of 100,000 bikes with the support of more than 300 agile factory workers. Runner Motorcycles sells more than 30,000 units per year from this plant. the press shop, the weld and paint shops; the conveyors for assembling engines and vehicles; the quality control sections for components and vehicles; the storage and research and development sections; as well as the centralized quality control section; and so on. An innovative component testing facility has been installed in the plant. Brands can maintain their emphasis on high-quality items and growth because of this strategy. To encourage the establishment of manufacturing facilities, the government introduced tariffs and tax breaks on the importation of bicycle components. As a result, Bangladesh's motorcycle industry is booming. Especially in the past several years, thanks to the excellent government policy assistance and the increasing and steady financial stability of residents. Figures for FY'21 show an increase of 5% compared to FY'20. It implies that each day, roughly 1,500 motorbikes are being sold. It is Runner Motorcycles, Bangladesh's entry-level motorcycle brand, that empowers the masses to travel quicker and more efficiently. Providing customers

with the cheapest retail finance so that they may buy a motorbike without a hitch is the most crucial thing.

2.2 Overview of the company:

2.2.1 History:

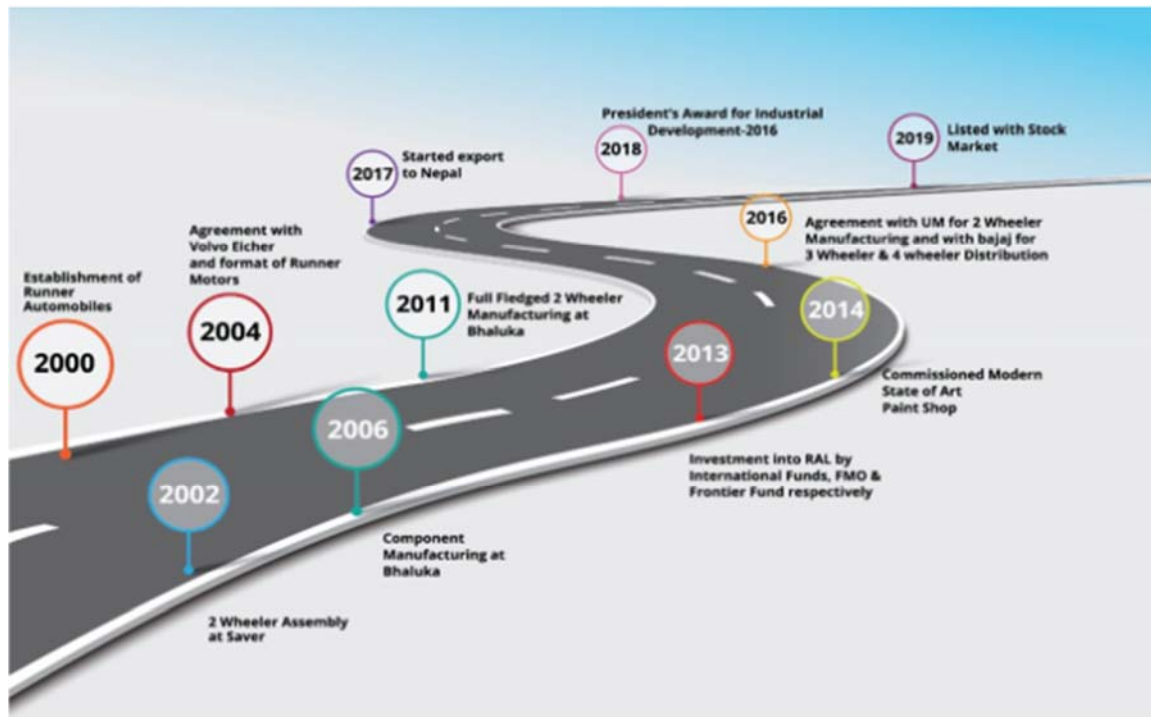


Fig2.1-RAL Work framework

2.2.2: Mission: "Runner" will create the company as a reputable brand by meeting client demands via the provision of desired products and services at an accessible price.

2.2.3: Vision: Runner Automobile's mission is to develop our brand image by addressing consumer requirements with environmentally friendly technologies while also considering our stakeholders' return on investment.

- We will accomplish our purpose via effective and efficient human resource management and lean operations. manufacturing methods that are extremely productive.
- We will outperform our consumers' perceptions of the value of our products and contribute to enhancing the quality of life for everybody.

2.2.4: Values: The company defines its values with respect to each alphabet of the company's name. That is

R= Respect customer needs and experience

U= Unite together as a team to celebrate success

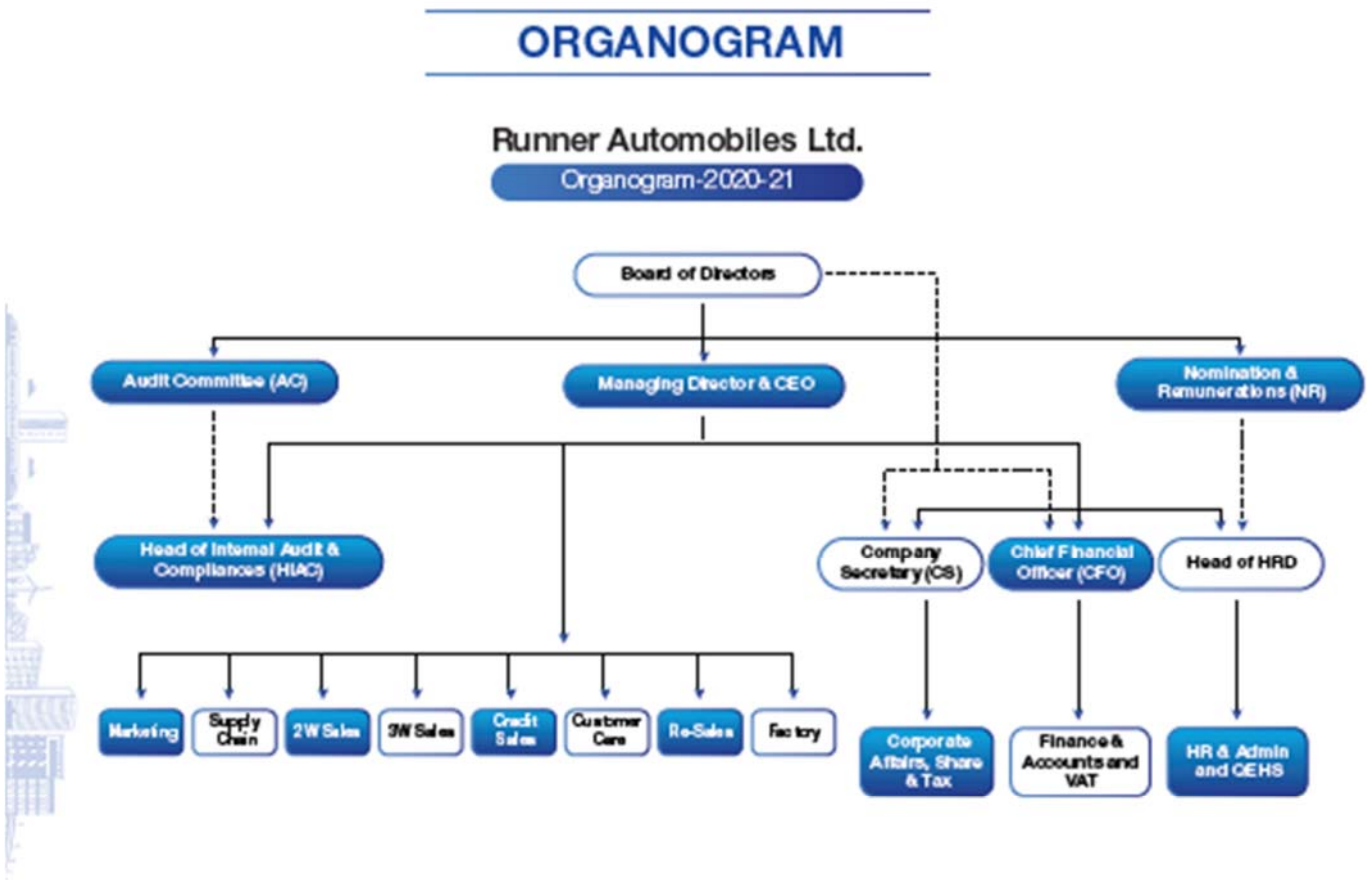
N= No wastage is permissible

N= Never be complacent

E= Enjoy responsibility by taking ownership

R= Recognize social and environmental factors that influence the business

2.2.5: Organogram:



2.2.6: Business Framework: There are 3 sections of Runner Automobiles- Manufacturing, Sales and Corporate. The company follows a framework which makes their work very easy.

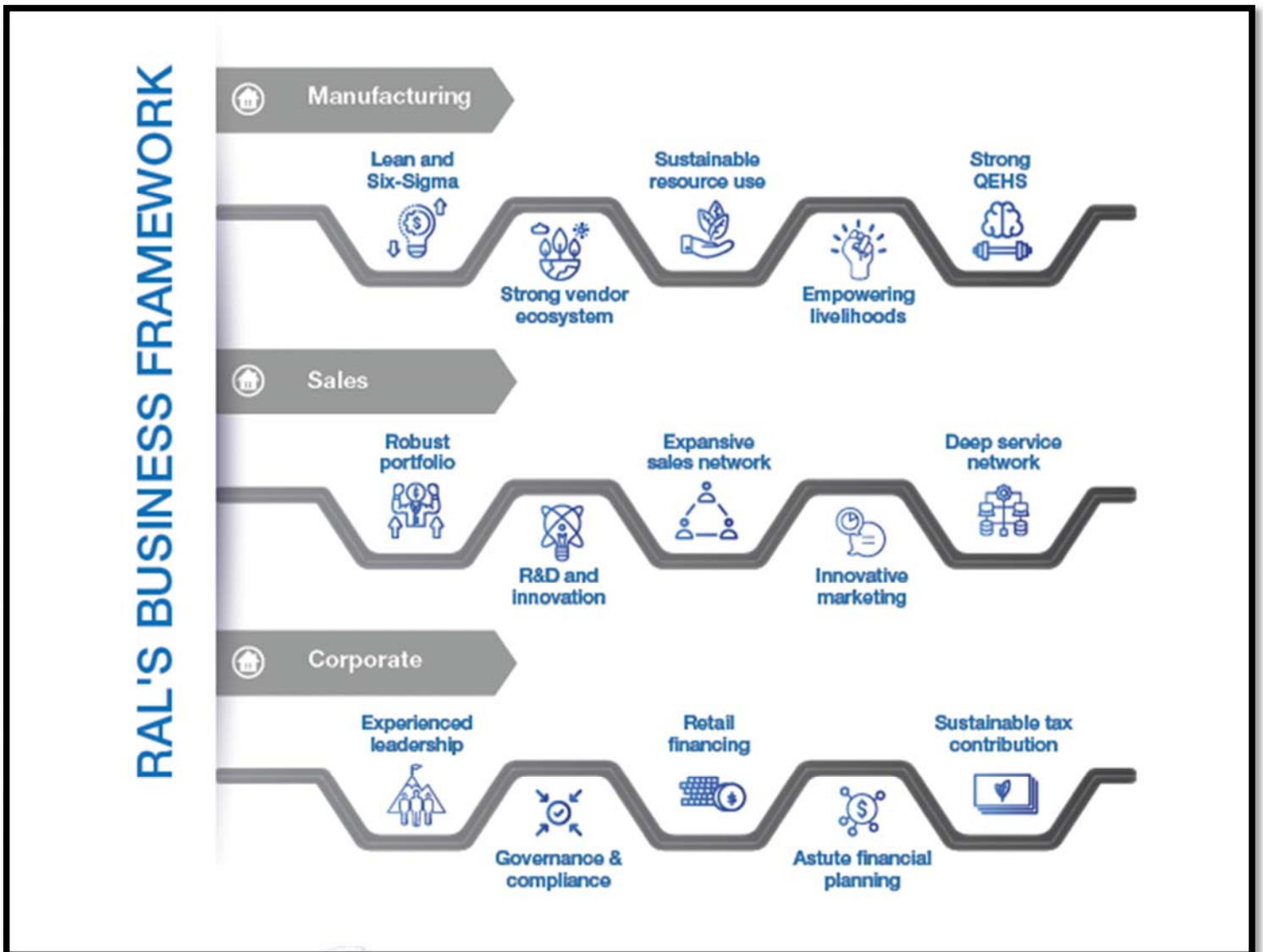


Fig-RAL Work framework

2.2.7: Products:

The products that are offered by the company are mainly motorcycles and scooters under the 2W section. The company has 4 brands of motorcycles. These are:

- Runner Motorcycles
- Aprilia
- Vespa
- KTM
- E Wave

Under the brands, there are different types of products are offered based on CC and segmentation. The details are shown below

Runner Motorcycles:

- Entry Segment: BIKE RT (80 CC), AD80 Alloy (80 CC)



Fig2.2.7-Brands of Runner Automobiles



Fig 2.2.7- Entry Segment Motorcycle of Runner Automobiles

- Basic Segment: AD80 Deluxe (80 CC), F-100 (100 CC), Cheeta (100 CC)



Fig 2.2.7-Basic Segment Motorcycle of Runner Automobiles

- Mass Segment: Bullet V2 (100 CC), Royal+ V2 (110 CC), Turbo V2 (125 CC)



Fig 2.2.7- Mass Segment Motorcycle of Runner Automobiles

Premium Segment: Knight Rider (150 CC), Knight Rider V2 (150 CC), Bolt (165 CC)



Fig 2.2.7-Premium Segment Motorcycle of Runner Automobiles

- Scooter: Skooty 110 (104 CC), Kite+ (110 CC)



Fig 2.2.7- Scooters of Runner Automobiles

Aprilia:

- 125 CC: FX-125
- 150 CC: Terra 150, GPR-150, FX-150, CAFE-150
- Scooter: SR 125 (125 CC), SR-150 RACE (150 CC)



Fig 2.2.7- Aprilia scooters

Vespa:

- 125 CC: Notte 125, LX 125, VXL 125
- 150 CC: VXL 150, SXL 150



Fig 2.2.7-Vespa Scooters

KTM:

- RC 125
- Duke 125



Fig 2.2.7- KTM Duke 125 and

E-Wave:

- Eco
- Voltage
- Electrica



Fig 2.2.7- E Wave bikes

2.3 Management practices

Runner Automobiles Ltd is a motorcycle manufacturing company which is a sister concern of Runner Group of Company. The company has a vitreous management team along with the board of directors and leadership team who have vast expertise and experience in the automobile industry.

2.3.1 Leadership Style: The first and foremost factor in any organization and its management is the leadership style. Through a proper leadership style, the employees will be highly motivated to work and will give their best effort to accomplish any organizational goal. With that in view, the company follows a “Democratic” leadership style in the company. Democratic leadership, sometimes referred to as participatory or shared leadership, is a form of leadership in which members of the group participate in the decision-making process.



Fig2.3.1-Board of Director

Fig 2.3.1-RAL Leadership

2.3.2 Human Resource Planning: HR Planning is a systematic planning process on a continuous basis which helps any organization to achieve optimum use of organization's most valuable resources and that is quality employees. It ensures best manpower placement according to job need and thus it is possible to avoid employee shortage. Runner Group does a similar approach for HR planning. There are few steps of HR planning. These are:

At first in HR planning comes Job analysis. It means that studying and analyzing a job for determining activities and responsibilities including importance, qualifications, and work environment conditions. Under job analysis there are two branches- Job Description and Job Specifications. Job description is a written statement of a specific job which is based on job analysis where duties, responsibilities, scope and working environment along with reporting boss are all described in detail. On the other hand, job specifications is also a written statement similar to job description where the statement contains detailed information about educational qualification, experience, technical and communication skills, leadership skills etc. are found in job specification. Through job analysis the department gets the picture of total man-power requirement for the whole company.

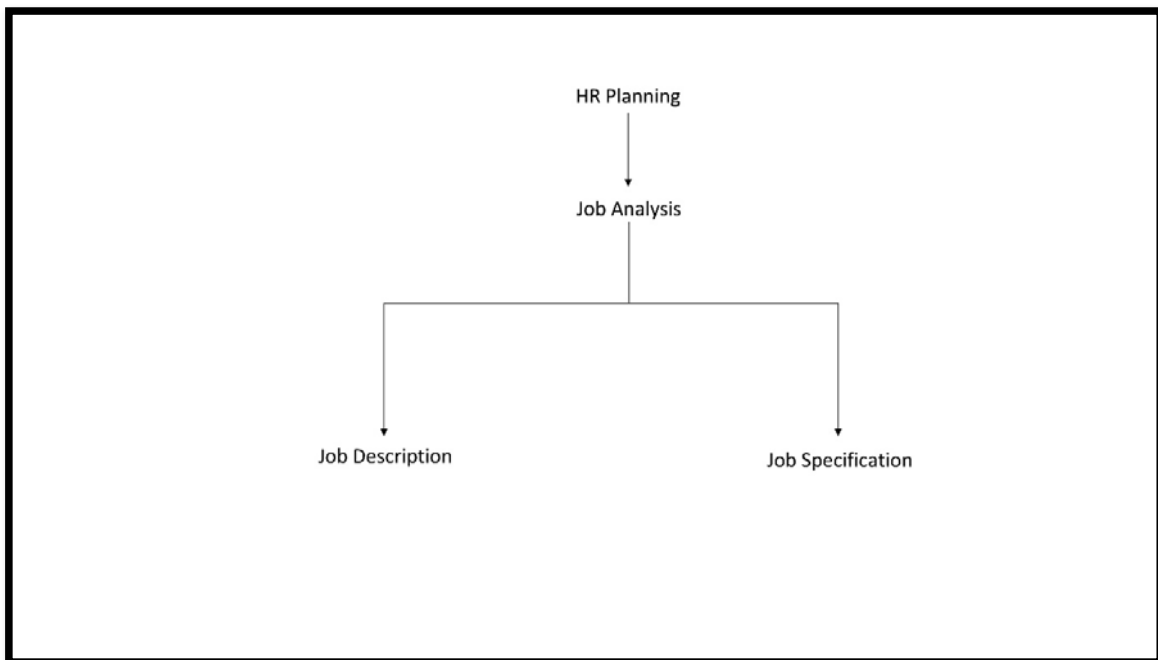


Fig2.3.2-Runner Group HR Planning

2.3.3 Recruitment and Selection There are two types of recruitment processes that the Runner Group of Companies follows. These are:

- **Internal recruitment:** It entails identifying and recruiting people from inside the organization, which implies via relationships and alumni networks. However, there is no other option for the applicants except to go through the extensive selection procedure.
- **External recruitment:** A vast selection process. It has a multiple-step selection process that the department follows for ensuring quality and the best persons are being selected in the organization. At first, the HR department receives a requisition for manpower from any department whether it is from marketing, accounts, service, or any other department where the department provides detailed information about qualifications, experience, expertise even whether they want fresh graduates or not. After getting the required information from the manpower requisition, then the department issues a circular based on the requirements. After the circular issue then comes the most challenging part for the department is CV sorting which takes almost 10-15 days of time because thousands of candidates apply, and it is a bit challenging to find out the best fit. After CV sorting the department starts the selection process within 5 days. The first step of the selection process is a written test then comes the initial interview where an Assistant Manager and above ranked officer of a specific department and HR managers remain on board. Afterwards, a computer test takes place where they evaluate the computer literacy of the candidates. After sorting from the initial interview there is a final interview where the department head and head of HR takes the interview and from the final interview, the candidates are being recruited in the company.

2.3.4 Compensation system: Runner Group of Companies is very much an employee-centric company. The company is always keeping an eye on the employees so that they can enjoy the working environment and remains motivated. So, the company offers the following benefits for the employees. These are

- Salary
- Variable pay which is based on KPI
- Provident Fund

- Leave and encashment
- Bonus provided on Eid-UI-Fitr and Eid-UI-Adha and on Pahela Boishakh

Now comes the compensation system. The main criteria for compensation are the length of service. If any employee serves the company for 5 years, then that employee will enjoy some additional benefits like

- Mobile allowance
- Car allowance
- Transportation facility
- Food (subsidized)

2.3.5 Training and Development: For training and development, the company follows a 4-step procedure for providing appropriate training for their employees. These steps are

Step-1: Preparing of TNA. Through this assessment, it is possible to detect if any employee lacks any sort of skills that he/she must know.

Step-2: After getting details from TNA the HR team prepares a calendar for scheduling training throughout the year.

Step-3: After scheduling the training sessions, the training is provided to the employee. The method for providing training is classroom training. For departmental training on-the-job training is preferred.

Step-4: After providing the training, then evolution assessments are conducted to determine whether the training session was impactful for the employee. If there is any sort of lacking is found in any of the employees, then that lacking is covered in the next training session.

2.3.6 Performance Appraisal System: The Runner Group's performance evaluation approach is based on key performance indicators (KPIs). That is, performance evaluations are carried out in accordance with KPIs. This occurrence occurs once a year, and it is based on the results of this performance assessment system that an employee's promotion and increment are determined, as well as the employee's compensation. A collaborative approach to management that includes creating goals for the organization, its many divisions, and each individual member is known as management by objectives (MBO). Employees are evaluated on a yearly basis based on their progress in achieving the objectives mentioned in the goals.

Individual contributors, supervisors, project leaders, and other non-regular employees are especially well-suited to the MBO style of management. Via the use of this performance review methodology, employees' goals are matched with wider corporate objectives. This technique verifies objectives using the SMART method, which ensures that they are clear, measurable, and achievable, as well as practical and time constrained.

2.4 Marketing Practices

a. **Marketing strategy:** Runner Automobiles Ltd is catering to both B2C and B2B companies having a reputation of maintaining a good relationship along with product development. The primary strategy of the company is to sell motorcycles at a significantly lower price with excellent product quality, customer service, and great brand value. Being a local company instead of being sales-oriented the company is also focused on brand building.

b. **Target customers, targeting and segmentation:**

- Students
 - Govt Job employees
 - Businessman
 - Farmers
 - Rural people
 - Delivery business
 - E-commerce
- **Targeting:** Runner motorcycle follows the **differentiated targeting approach**. Differentiated targeting means A differentiated marketing strategy is one in which the business decides to offer distinct products and services to each of the market segments it targets. Additionally, it is referred to as multi-segment marketing. Each sector is addressed differently since the organization offers distinct benefits to each area.
- **Positioning:** Runner Motorcycle focuses on patriotism through a punch line called **জন্ম থেকেই বাংলাদেশি** and focuses on better quality and lowest price.

c. **Marketing Channels:** Runner Automobiles has a reputation for maintaining well-furnished distribution channels of motorcycles. Under the brand “Runner Motorcycles” the distribution system is shown in the following diagram. If any defect in any of the motorcycles is found, then it is reported to the service and field team and instant action is taken for that defective motorcycle.

Distribution of Runner Automobiles Ltd.

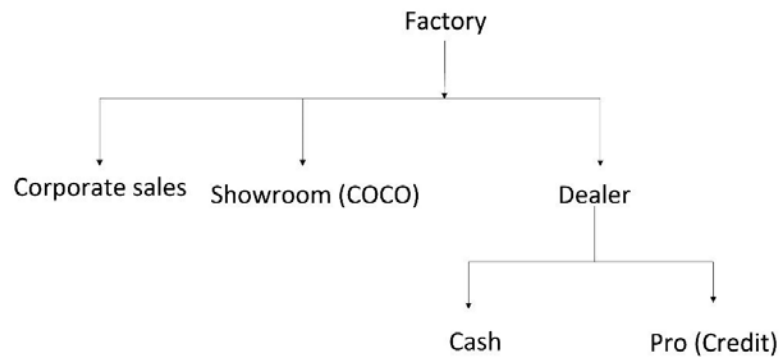


Fig 2.4- Distribution of Runner Automobiles

- d. **Product/ New Product development and competitive practices:** Runner Automobiles Ltd has a state of the earth manufacturing facility, which is located at Bhaluka, Mymensingh which has an annual production capacity of 100,000 motorcycles. The factory is equipped with cutting-edge research and development facilities that provide efficient QA/QC (quality assurance/quality control), hence boosting the customer ownership experience via peace of mind. So, for that reason, the company's product portfolio is loaded with various unique motorcycles based on different features and considerations of safety factors, ride comfort with a great price so that everyone can afford the products of Runner Motorcycles. Besides the company also keeps eye on the competitor's activities. The competitors of Runner Motorcycles are Hero, Honda, TVS, Bajaj, Suzuki, and Yamaha. Starting from promotion campaigns and marketing campaigns
- e. **Branding activities:** Runner Automobiles does some innovative branding activities which is very much useful for branding Runner Automobiles to the customers and these activities work as a customer acquisition method. The branding activities that are done in Runner Automobiles are
- Umbrella campaign
 - Wall branding
 - Sponsorship activities in different sports events
 - Distributing leaflets of different campaigns.
 - Caravan campaign which travels throughout Bangladesh
 - Posting TVC and OVC on digital platforms (Facebook, YouTube)



Fig 2.4 (e) -Online branding

f. **Advertising and Promotion strategy:** Due to the adverse effects of pandemics and the rise of digital marketing, Runner Automobiles formulates its promotion and advertising strategy through ATL, BTL, and digital marketing campaigns. Some of the mentionable advertising and promotional strategies are mentioned below

- Facebook Ad Campaign
- Promoting on Google Display Network
- SMS Marketing based on zones and thanas



Fig 2.4-Digital marketing Campaigns

g. Critical marketing issues and gaps: The vital issue which is considered for marketing is for SMS marketing. For SMS marketing some people get SMS who are not even eligible for purchasing motorcycle. As a result, it is creating a wastage of money and not getting effective response expected from the SMS marketing campaign. I think this is the critical marketing issue from the company to be found which I think should be addressed properly.

2.5 Financial Performance and Accounting Practices:

2.5.1 Financial Performance:

- **LIQUIDITY RATIO:** Liquidity ratio are such type of financial ratios through which it is possible to the ability of the company to pay its short-term debts. It also determines how good a company is utilizing its current asset to cover the current liabilities. There are two types of ratio covered under this type of ratio. These are
- **Current ratio:** The current ratio assesses a company's capacity to satisfy its year-end short-term financial commitments. The weight of total current assets compared to total current liabilities is considered while calculating this ratio. Liquidity analysis shows how well a company's present assets will be able to pay off its debts and accrued liabilities in the event of an emergency. Using the following method, you may quickly assess a company's ability to pay its debts.

Formula-

Current ratio= Current asset/ current liabilities

- **Acid- Test Ratio:** It is such a liquidity ratio which is used to measure how effectively a company's short-term asset can cover the current liabilities.

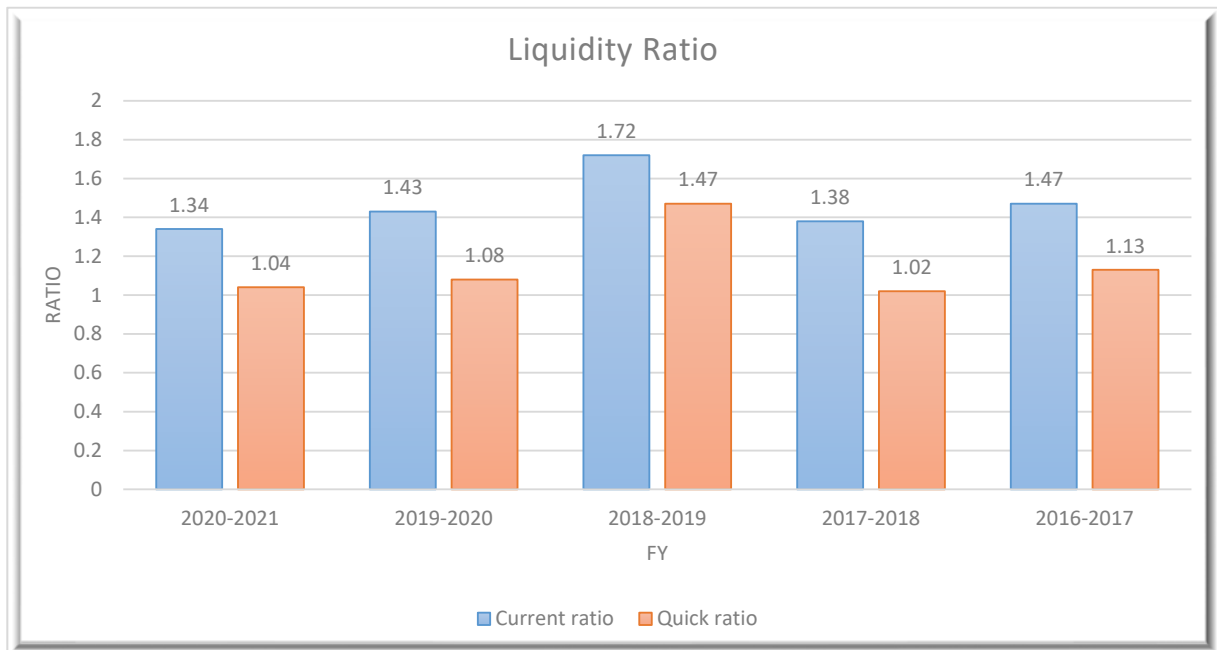
Formula:

Acid Test Ratio- (Current asset- inventory)/Current liabilities.

Runner Automobiles Ltd

Ratio Name	2020-2021	2019-2020	2018-2019	2017-2018	2016-2017
Current ratio	1.34	1.43	1.72	1.38	1.47
Quick ratio	1.04	1.08	1.47	1.02	1.13

Interpretation: From the above data it is clearly seen that both current and quick ratio decreased comparing with base year i.e. FY 2016-2017. During FY 2018-2019 there is an increase in both of the ratios but we can see a declining phase during FY 2019-2020 and 2020-2021.



➤ SOLVENCY RATIO

Using the solvency ratio, we may assess a company's financial stability. Furthermore, we can see whether the organization can pay its financial responsibilities over the long run.

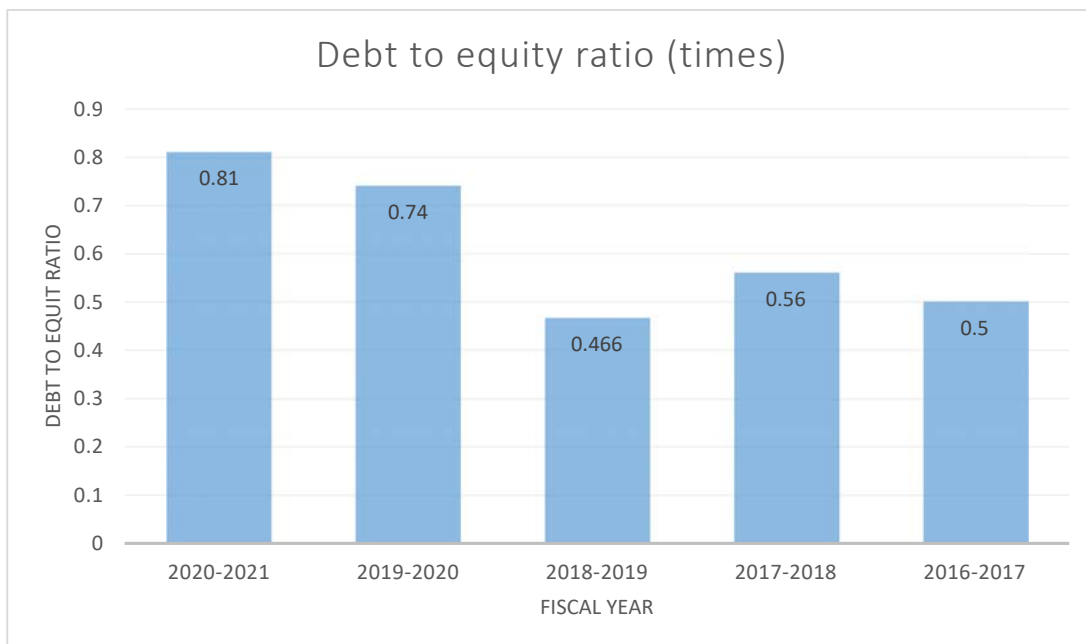
- **Debt-To-Equity Ratio:** It is such a ratio through which it computes the weight of total debt and financial liabilities against shareholder's equity

Formula: ***Debt-To-Equity Ratio = Total debt/total equity***

Runner Automobiles

Ratio Name	2020-2021	2019-2020	2018-2019	2017-2018	2016-2017
Debt to equity ratio (times)	0.81	0.74	0.466	0.56	0.5

Interpretation: From the above data it is seen that in base year i.e. 2016-2017 the ratio was 0.5 defining company's capability to balance the weight of total debt and financial liabilities against shareholder's equity. There was a slight increase in the ratio i.e. 0.56 during FY 2017-2018. It further decreased in FY 2018-2019 i.e. 0.466. Afterwards during FY 2019-2020 and 2020-2021 it was 0.74 and 0.81 respectively.



- **EFFICIENCY RATIO:** It is such a metrics through a company's ability to effectively utilize its resources (capital and assets) for generating income is being analyzed. Under this ratio there are two types of ratios are covered. These are:
- Inventory turnover ratio: It is such a ratio through which we get the idea of efficiently managing the inventory of the company.

Formula:-

Inventory Turnover Ratio= COGS/Average Inventory

- Accounts Receivable Turnover Ratio: It is such a ratio through which how efficiently a company is collecting revenue and also effective use of assets.

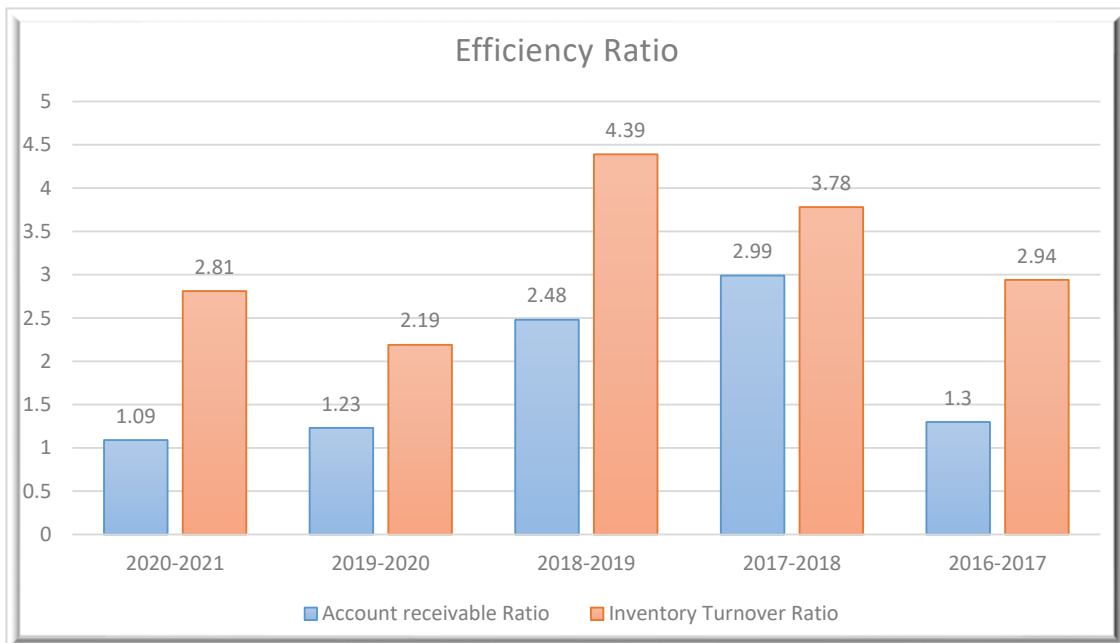
Formula:

Accounts Receivable Turnover Ratio= Net Credit Sales/ Average Accounts Receivable

Runner Automobiles Ltd.

Ratio Name	2020-2021	2019-2020	2018-2019	2017-2018	2016-2017
Account receivable Ratio	1.09	1.23	2.48	2.99	1.3
Inventory Turnover Ratio	2.81	2.19	4.39	3.78	2.94

Interpretation: For FY 2020-2021 the scenario of accounts receivable ratio is the lowest comparing with previous FYs. The reason for such lowest amount is due to customer's inability to pay and company's inability to create a good position for collecting



➤ **PROFITABILITY RATIO:** It is such a financial metrics through which a company's ability to generate revenue, relative to revenue, balance sheet assets, operating costs and shareholder's equity during specific period of time. This analysis is being used by analysts and investors.

- Gross Margin Ratio: It is such a financial metric that helps to compare gross margin of the company with its revenue

Formula:- **$Gross\ Margin\ Ratio = (Total\ Revenue - COGS) / Total\ Sales$**

- Operating Income Ratio: It is such a ratio which measures the revenues which are left after all the variable or operating costs have been paid. Also it shows the proportion of revenues which is available to cover non-operating expense (interest expense)

Formula:-

$Operating\ profit\ ratio = Operating\ Income / Net\ sales$

- Net Profit Ratio: It is such an important profitability ratio through which it reveals the remaining profit after all costs of production, administration and financing deducted from sales and income taxes recognized.

Formula:

$Net\ Profit\ Ratio = (Revenue - Cost) / Revenue$

- Return on asset: It is such a ratio which helps to determine the profitability of a business with respect to total assets. It also indicates how well a company is performing by comparing the net profit with respect to the capital invested in its assets.

Formula:

$ROA = Net\ Income / Average\ Asset$

- Return on equity: It is a measure of financial performance which is calculated by dividing the net income by shareholder's equity as it is equal to company's assets deducting from its debt.

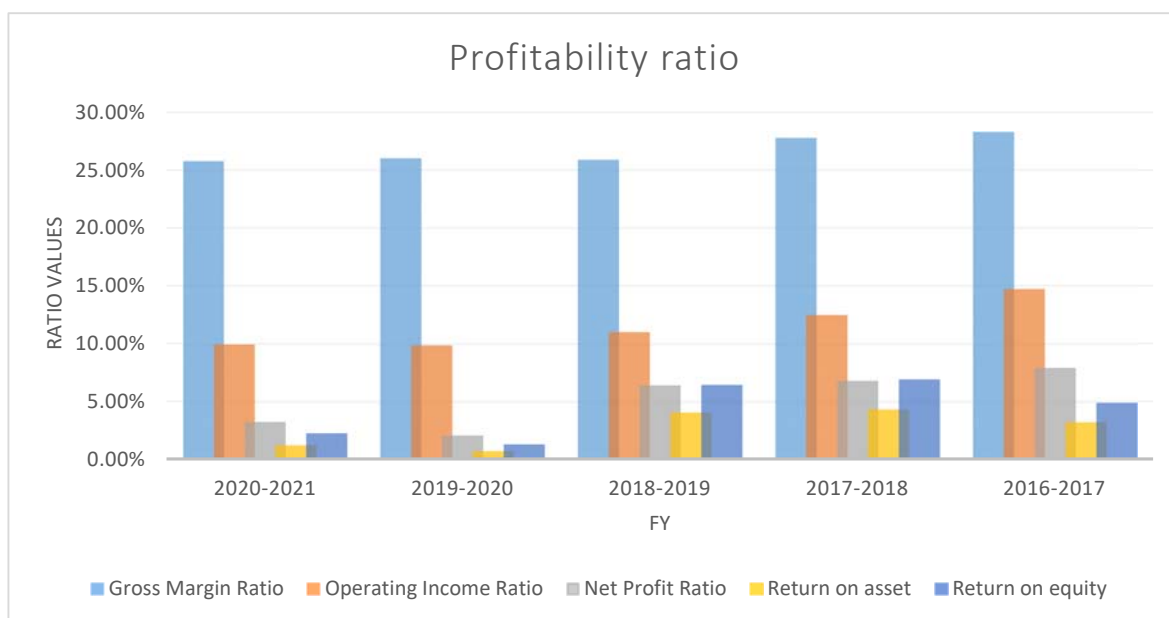
Formula:

$$ROE = \text{Net Income} / \text{Shareholders Equity}$$

Runner Automobiles Ltd.

Ratio Name	2020-2021	2019-2020	2018-2019	2017-2018	2016-2017
Gross Margin Ratio	25.75%	25.99%	25.87%	27.76%	28.28%
Operating Income Ratio	9.93%	9.85%	11%	12.48%	14.70%
Net Profit Ratio	3.22%	2.05%	6.39%	6.78%	7.92%
Return on asset	1.20%	0.70%	4.04%	4.32%	3.20%
Return on equity	2.25%	1.28%	6.43%	6.95%	4.88%

Interpretation:



- **MARKET VALUE RATIO:** It is such a ratio through which current share price of a public limited company is being evaluated which is employed by current and potential investors for checking whether the company share prices are over-priced of underpriced.

- Earnings Per Share (EPS): It is such a financial metrics through which a company's profit is being divided by outstanding shares of its common stock.

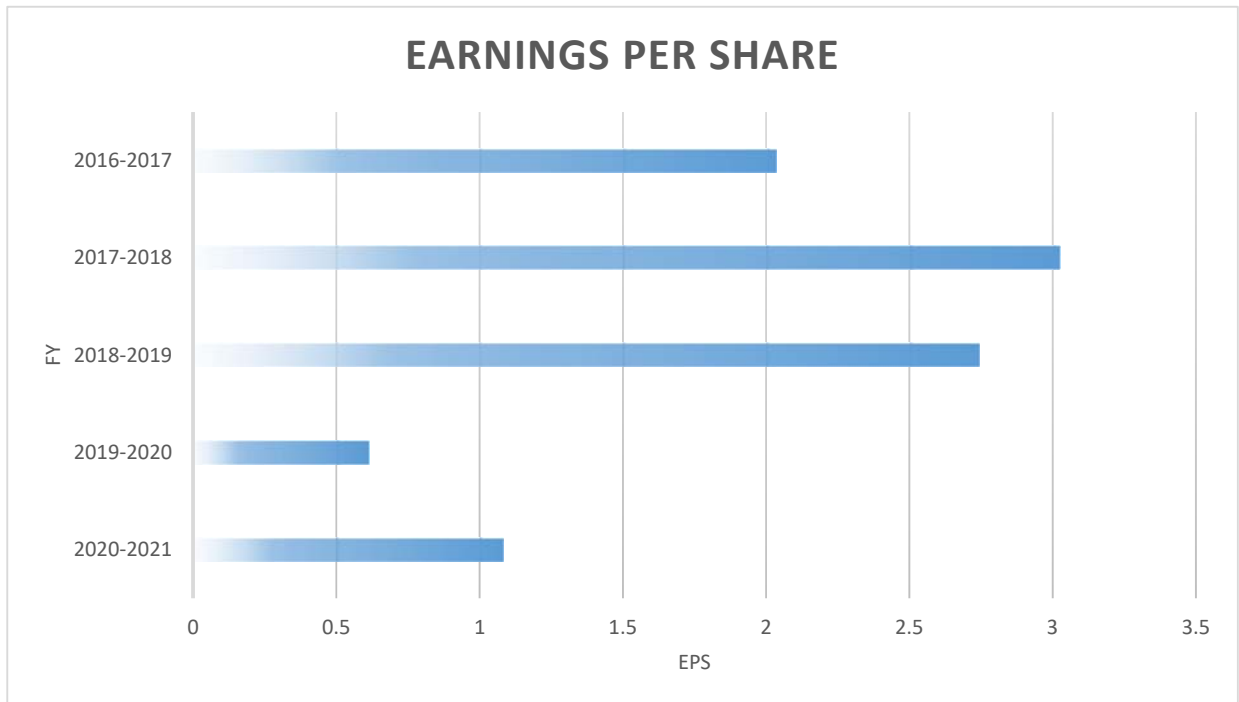
Formula:

$$EPS = (Net\ Income - Preferred\ Dividends) / End\ of\ period\ Shares\ Outstanding$$

Runner Automobiles Ltd.

Ratio Name	2020-2021	2019-2020	2018-2019	2017-2018	2016-2017
Earnings per share	1.08	0.61	2.74	3.02	2.03

Interpretation:



2.5.2 Accounting Practices

- Core Accounting principles: Runner Group follows all the core accounting principles as it is a public limited company so the tax payment process must be in regular process so that the company can avoid unwanted circumstances.
- Method of accounting: The company follows accrual basis method for performing its accounting functions. In this method a company is allowed to record revenue before receiving payments for goods or services sold.
- Accounting cycle: Every company maintains a cycle for smooth performance of accounting principles. The cycle starts with trial balance and then ends with financial statement. The fiscal system that is followed for reporting financial statements is from July 1 to June 30.

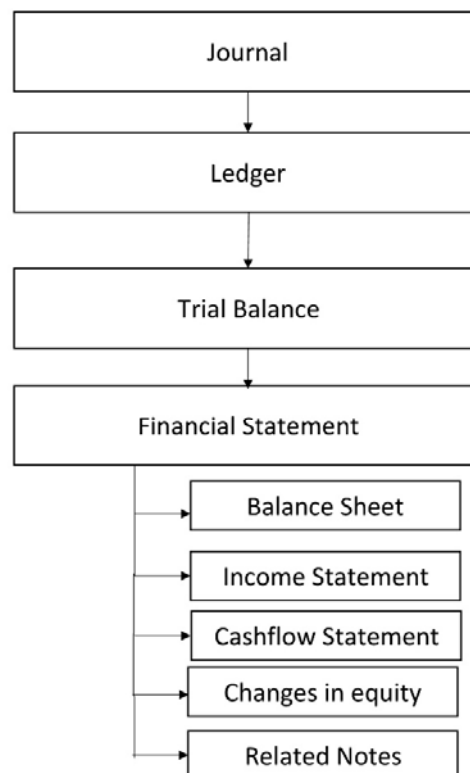


Fig 2.5.2-Accounting Cycle

- Depreciation method: The company follows 'Declining Balance Method' for depreciation. It is such a method of recording larger depreciation expense during early

year of an asset's useful life and also recording smaller depreciation expenses during later year of the asset.

2.6 Operations Management and Information Systems

2.6.1 the use of Information systems in the company for collecting, storing, and processing data and for sharing the information with the stakeholders and clients

Runner Group programmed a software called “R Connect” through which it stores all the necessary information starting from customer database arranged based on district, phone number, NID card, Thanas in a single software. Even through this software it is possible to keep record of total sales lead of any campaign along with total sales record through this software.

2.6.2 The use of database or office management software in place in the organization

In terms of office management software Runner uses Microsoft office eco-system as their main software because the organizational email address of the company is entirely based on Outlook. But for convenience Google Workspace is also being used especially for creating any forms for any event or service campaign then Google Forms are being used. For tracking real time information Google Sheets are being used and shared among related parties.

2.6.3 Practice in terms of quality management, scheduling, resource allocation, and operations management

- ISO Certification: The company holds a certification of ISO 9001:2015 for Quality Management, ISO 14001:2015 for Environment Management System and ISO 45001: 2018 for Occupational Health & Safety Management System.
- Quality Management: For any organization maintaining quality is the most important thing because if the quality falls then ultimately the whole business falls. There are some few steps for maintaining quality management at RAL. At first the raw materials are being imported from China and then it is taken to warehouse. After transporting to the warehouse, a quality inspection takes place for performing quality check. Often it is seeming that sometimes there are excessive materials but there is lack of man force, at that moment random sampling method is adopted as a backup. Then it goes to assembly line and there another level of QC takes place. After the assembling then road test is performed to check whether everything is ok or not. After road-test delivery of motorcycles are done.

Quality Management

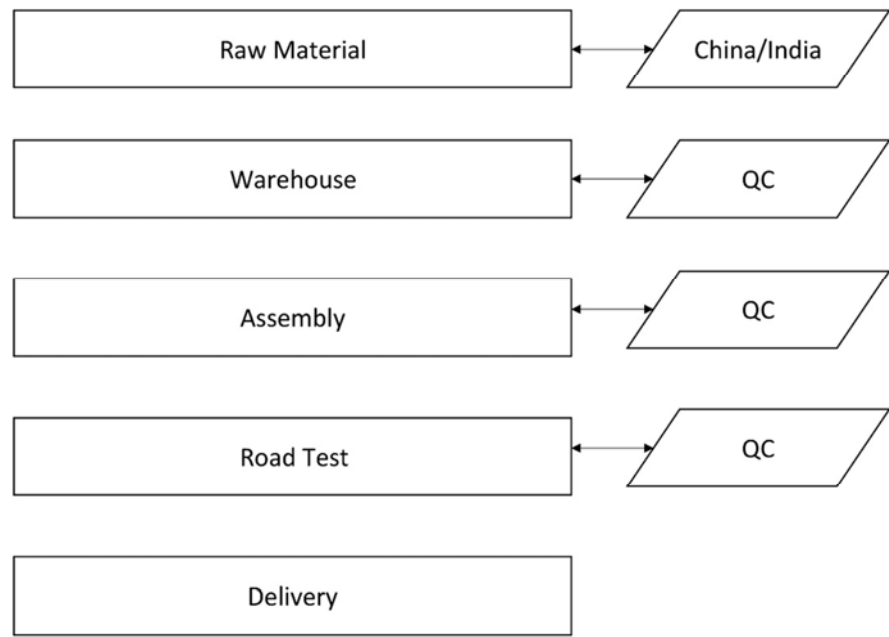


Fig 2.6.3-Quality Management

- Scheduling: The scheduling is totally production based. Let us consider there are 5 motorcycles models; Bolt, Turbo, Bullet V2 and AD80 Deluxe and there are five production/assembly lines. Considering the time that each lines take based on models in addition with production requirements the whole scheduling is done.

- Operations Management: RAL is basically a manufacturing company. So for a manufacturing company the operation management is completely different. In the diagram below the details of operation management is shown below.

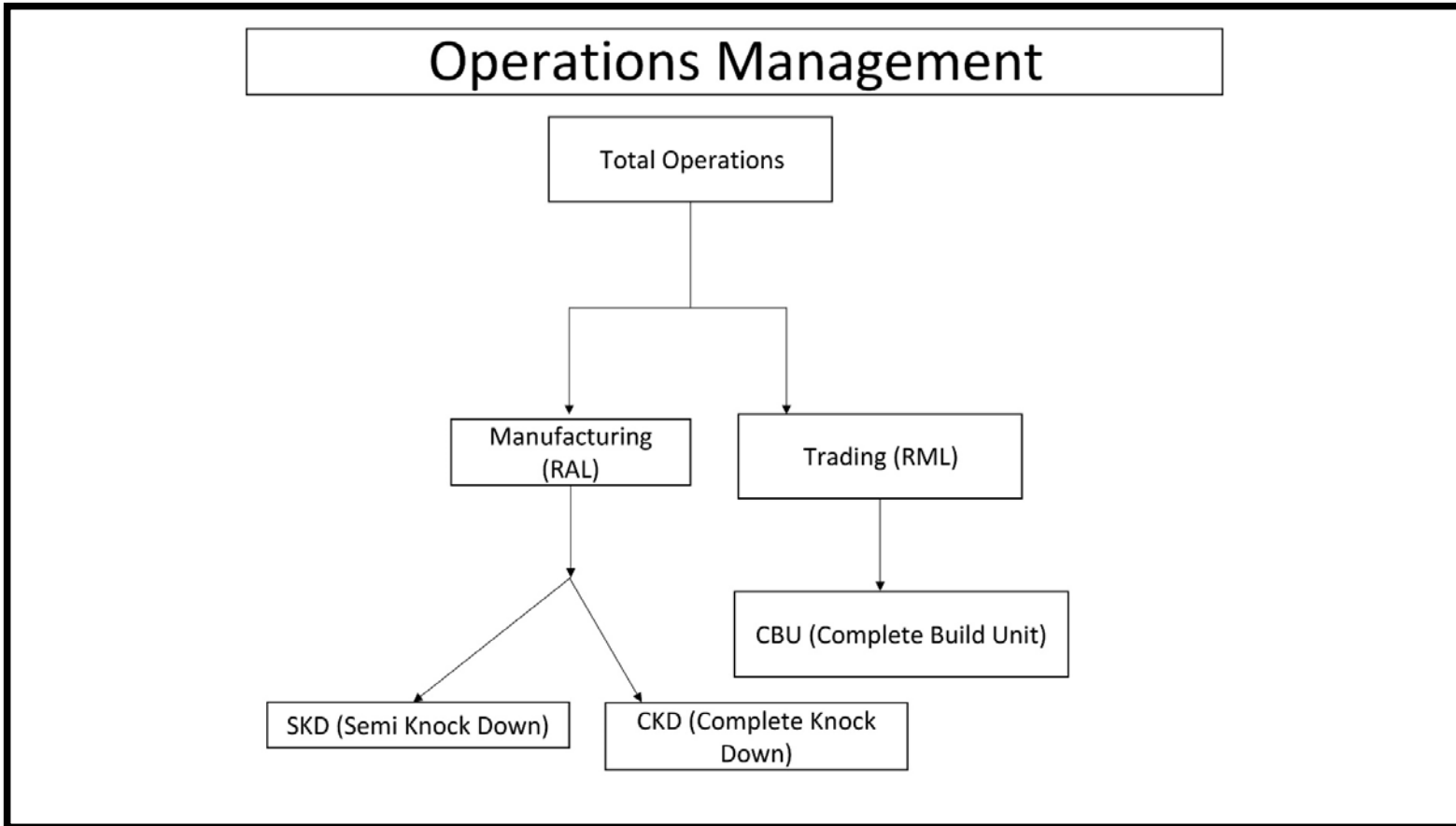


Fig 2.6.3-Operations Management

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Force

- Threats of new entrants: **Low**

It is not easy to set up an automobile company. The automobiles company that are already existing in Bangladesh have already invested huge amounts of money which a typical businessman can afford. So, for this reason there is low risk of new entrants.

- Threat of substitution: **Low**

It is not possible for any business of same type and become a substitute of Runner Motorcycles because the competitors are offering the similar type of motorcycle in the market and there is a very niche amount of EVs are existent.

- Power of suppliers: **High**

In automotive industry, role of suppliers is very much important because the suppliers mainly spare parts and spare parts. For the case of Runner Automobiles Ltd. The power of suppliers is very much high. Under the company there are 3 international brands- KTM, Aprilia and Vespa which are imported from India, and these are KTM India for KTM Motorcycles and Piaggio Vehicles Pvt. Ltd for Aprilia scooter and Vespa which are then assembled in Bhaluka Factory. On the other hand, for Runner motorcycles, it coordinates with local suppliers for some specific parts and models and there is no problem with importing bikes because RAL has an in-house factory. In this case company is directly dependent on the suppliers and if in any case if the supplier ditches, then the company will face severe consequences since the company is highly dependent on the suppliers.

- Power of buyers: **Low**

Customers do not have the ability to influence the price of the motorcycle because in the motorcycle industry for pricing Runner Motorcycle offers the lowest price in every segment compared to other competitors like TVS, Hero, Bajaj etc.

- Rivalry among existing competitors: **High**

The motorcycle industry is such an industry that is growing rapidly along with different technological advancements. With the advancement of technology, the competitors are grabbing the market by implementing those technological advancements into their products which is creating some sort of problem for Runner

Motorcycle. The main competitors of Runner motorcycle are Hero, TVS and Bajaj and then comes Suzuki and Yamaha.

2.7.2 SWOT Analysis



1. Strength:

- Price competitiveness: One of the greatest strengths of Runner Motorcycle is that they offer the lowest priced motorcycle in the industry compared to the competitor brand like Hero, TVS which creates an advantage for grabbing customer.
- Manufacturing company: Runner Automobiles company is a manufacturing company where it has its own in-house automated manufacturing factory for Runner Motorcycles and assembly line for Aprilia and Vespa and also the parts and raw materials that are imported both comes in the form of SKD and CKD due to which the amount of tax decreases and thus assembled in the factory.
- Service Network: Runner Automobiles has a great service network throughout Bangladesh There are 282 Service Centers throughout the country which is probably the largest service network for any motorcycle brand because after sales

service is very much important for serving customer problems and product related improvements.

- **Parts Availability:** Along with service quality it is also important because there might be damage of spare parts while riding motorcycle and if the spare parts network is not strong then it is a negative side for any automobile company. Runner motorcycle has multiple suppliers of spare parts and mostly the spare parts are sourced locally. On the other hand, for international brands- KTM, Aprilia and Vespa the spare parts come directly from India. Piaggio Vehicles Pvt Ltd does supply of spare parts for Vespa and Aprilia scooter and KTM India for KTM Duke 125 and KTM RC 125 bikes.
- **Installment-based purchase:** Runner is the only company that provides an installment-based payment system. It is one of the USP of Runner Motorcycles that it provides an installment-based payment system along with cash payment because through installment a customer who lives in a remote area not having the capacity to go for cash payment can avail of a motorcycle by paying the price through installments.

2. Weakness:

- **Service Quality:** Maintaining quality of service is very much important. There is a weakness in service quality and one of the reasons is because lack of proper skills from the service staffs and engineers. And such incident results in brand switching, problem in the management, no repeat job and most importantly customer loses connectivity with the brand.
- **Parts Quality:** Service and spare parts are equally connected with each other. There might be a compromise with the spare parts because sometimes there are low budget allocated for spare parts which leads to lower quality and also there is lack of QC. As a result, it causes mechanical failure, and it is a great risk for the brand.
- **Technology Savviness:** Runner motorcycle lacks massively in technology. Nowadays most competitors' motorcycle is equipped with advanced technology starting from the Commuter segment to the premium segment. For example, the braking system for Honda Shine SP 125 is CBS system, the premium segment consists of both Dual Channel and Single Channel ABS but in this case, Runner motorcycle lags.

3. Opportunities:

- Local market: Since Runner Motorcycle offers the lowest price in the industry, that means customers will tend to buy more and there is a great opportunity to play in the local market by acquiring most market shares based
- Global market: Runner Automobiles is exporting their home brand Runner Motorcycle in Nepal and it is seeing the face of success back there. So, it is possible to create a dominance in the international market too.
- Manufacturing bike variant: Since Runner Automobiles is a manufacturing company having its own in-house factory. It is a biggest opportunity to manufacture various categories of bikes like cruiser bike, dirt bike, sports bike, commuter bike, executive commuter, premium commuter, café racer bike etc.
- Manufacturing higher CC bikes: Being a manufacturer along with manufacturing different variants of bike, the company has the capability to manufacture higher cc bikes. In Bangladesh the highest CC limit is 165 but it exports 200 CC motorcycles in Nepal.

4. Threats:

- Prebuild perception: One of the crucial threats for Runner Motorcycles is that customers have a perception that Indian bikes are the best bikes Since Runner motorcycle is totally manufactured in Bangladesh in their own system but yet customers don't trust in country's product also. It is a simple mental issue but yet it is a biggest threat for the company.
- Competition: Since Bangladeshi customer bears a perception that Indian motorcycle are the best thus with that perception Indian motorcycle brands like Hero, TVS and Bajaj they are the direct competition of Runner motorcycles. What they are doing is playing with price game and running innovative CP which is creating a massive threat for the company.
- Competitiveness: This is one of the crucial weakness of Runner Motorcycles that they are lagging from competitiveness. That means if TVS raise a hype on their new products like Raider 125 by keeping the price high and keeping the customer attention till the last by revealing some of the catchy features of the motorcycle by posting on Facebook and holds customer attention but Runner lags here.

2.8 Summary and Conclusions:

Runner Automobiles Ltd. is one of the leading motorcycle company in the Bangladesh who has an in-house manufacturing system that is the fully automated factory where they manufacture different types of motorcycles, if they can focus on quality, provide improved raw materials and a proper Research on their product development, it is possible to create milestone in the industry as a national company compared to competitor company.

2.9 Recommendation/Implementations:

In my observations, I think Runner Automobiles should focus on product development specially on the issues that the customers are continuously facing while riding Runner motorcycles.

Chapter 3 [Project part]

“How Digital Marketing impacts motorcycle industry in Bangladesh”

3.1 [Introduction]

3.1.1.1 Background information: In Bangladesh digital marketing is rising from the time of COVID-19. Due to advancement and rise of digital marketing many businesses got favored by digital marketing. If we consider the case for motorcycle industry, digital marketing helped this industry where the motorcycle industry is highly dependent on BTL and ATL marketing and customers prefer to deal with it but when pandemic strikes it was impossible to do traditional marketing and ATL-BTL activities. But due to ease of digital marketing the barriers have been removed. So digital marketing mainly impacted the motorcycle industry in 2 ways- through sales and through branding. For this research primary focus point will be on sales. In the future, branding will be covered. Due to different types of digital campaigns, the motorcycle companies got clear and detailed customer demographic data. Besides by doing lead generation campaigns in Facebook we can easily get customer preference and also can ensure sales of motorcycles through the campaigns.

3.1.1.2 Research Questions

How digital marketing is impacting motorcycle industry in Bangladesh?

3.1.3 Literature Review

There was a time where traditional marketing was the only reliable methods for doing promotional and advertising activities which includes print advertisement, billboards, brochure, auto expo etc. for finding the required TG. But now due to advancement of science and technology, now people mostly prefer digital marketing because people are now-a-days are using smartphones and have access to internet. According to Times of India, India has the third largest internet user base in the world (Arora and Batra, 2015). So, it is easy to reach a large group of people through digital marketing.

In case of spending money in digital marketing, automobile industry is leader than FMCG in the year 2015 (Gokul and Benny). Before making any consumer buying decision there are four factors which strikes in the consumer buying decision process- perceived ease of use, perceived usefulness, attitude & usage intention for purchasing bike.

3.1.2 Objectives

Broad Objectives: The aim of the study is to find the impact of digital marketing in motorcycle industry of Bangladesh.

Specific Objectives:

- To find the effectiveness of digital marketing in motorcycle industry.
- To find the impacts of digital marketing in case of sales/market share in motorcycle industry.

3.1.3 Significance

The objective of the research is to see how digital marketing works for motorcycle industry. Also, it is important to monitor the sales of motorcycles due to digital marketing also through digital marketing we can easily get a customer lead which is a probable sales lead and by nurturing that lead it is possible to convert that lead into actual sales.

3.2 Methodology:

As a primary data I will run a survey based on questionnaires prepared focusing on the research data. Also interviews of industry experts will also be used as a primary data because from industry aspect we will get a clear concept about the campaigns and change of sales due to digital marketing. As a Secondary data Motorcycle import data and Bike Registration data from BRTA will be used for this research.

3.2.1 Hypothesis

H₁: There is a positive relationship between digital sales campaign and motorcycle sales

H₀: There is a no relationship between digital sales campaign and motorcycle sales

3.2.2 Theoretical Framework

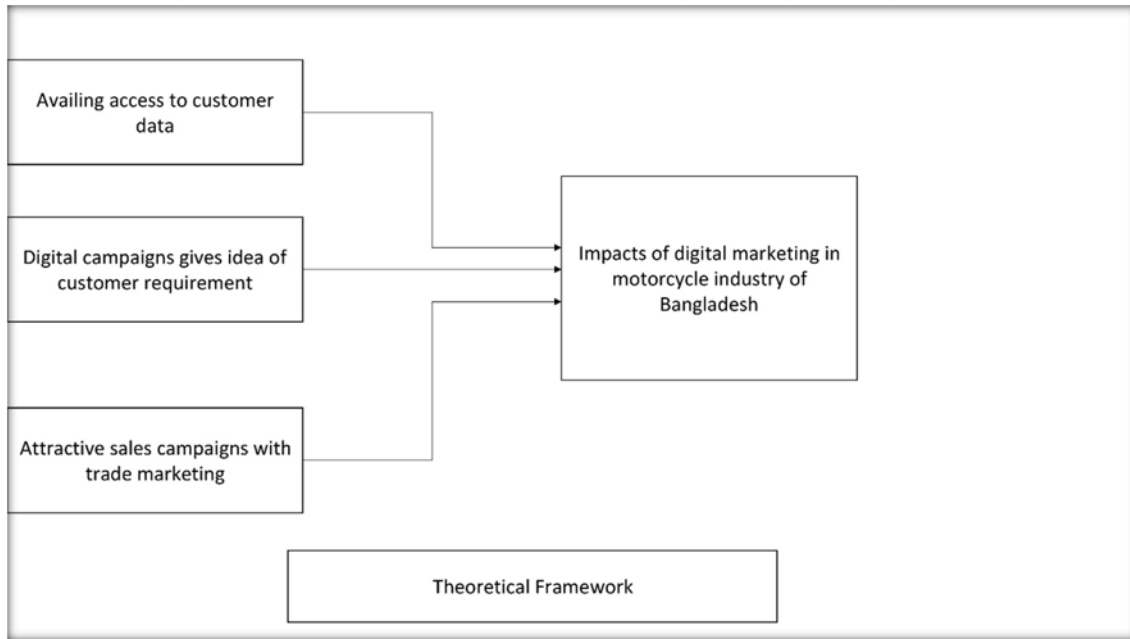


Fig 3.2.2- Entry Segment Motorcycle of Runner Automobiles

3.3 Findings and Analysis:

3.3.1 Findings

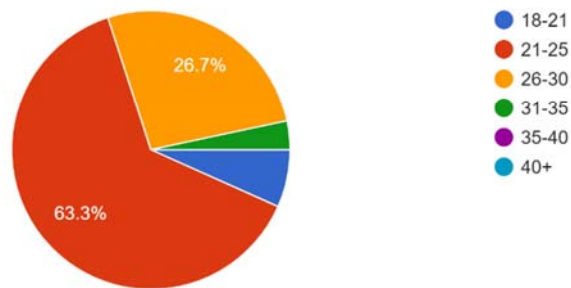
As a primary data firstly, I prepare an interview questionnaire for the industry expert to see the overview of the industry. I was fortunate enough to bring on-board Mr Khandoker Mahafuz-uz Zaman, Head of Marketing, Runner Automobiles Ltd as an industry expert who has 14 years of work experience and 1 year of experience in motorcycle industry. According to him the main reason of growth of motorcycle industry is due to fast transportation solution and majority of the population are youth. He also mentioned some major challenges that he faced regarding sales of motorcycles during pandemic, so he said that motorcycles are still in high price segment products which demands hands-on-knowledge for maximum people. Also, people want to get the real feel of riding a bike which was the biggest challenge during pandemic. Then I ask for the procedure for processing sales lead generated from a sales

campaign. He replied that there is a 6-step process for processing a sales lead. These are enquiry, prospective type, follow up, test ride, confirmation and purchase. Also, Runner Motorcycles runs brand campaign along with sales campaign because a company can't build brand image only through sales. Then I asked him that which one is an important for digital campaigns, he replied that number of people watching the post is important than quantity of post because if the post is not up to the mark, then there is no point of posting multiple post because people will lose interest. He also adds digital marketing boosts sales along with builds since he agrees that digital marketing helps to make purchase decision. Lastly, I asked him that in his observation what type of digital marketing activities are more effective in motorcycle industry. So, he points out about customer testimonials, regular maintain tips.

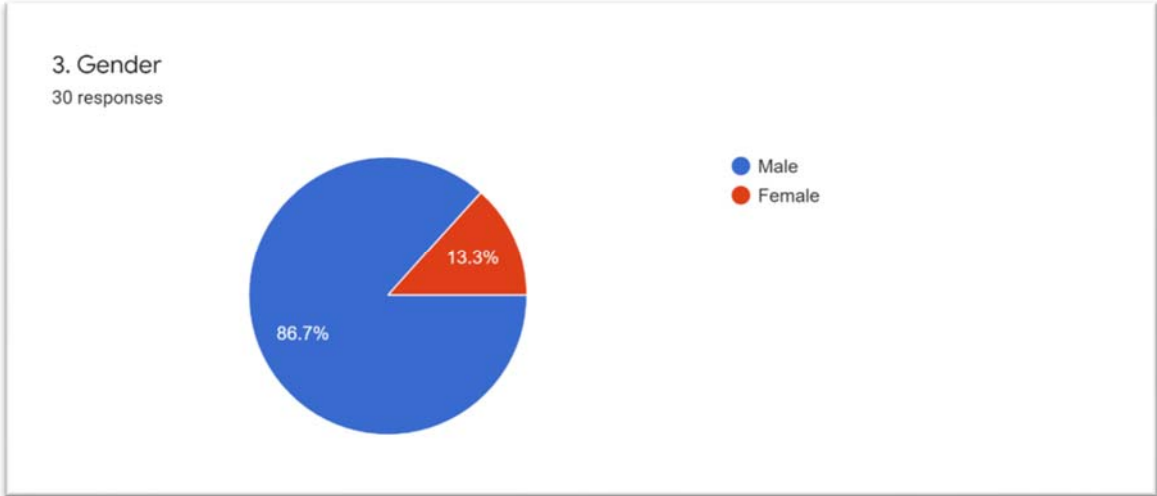
Then I took a survey titled "impacts of digital marketing in motorcycle industry of Bangladesh" where 30 people participated in this survey. Lets start with analysis of the survey

Demographic analysis:

2.Age
30 responses

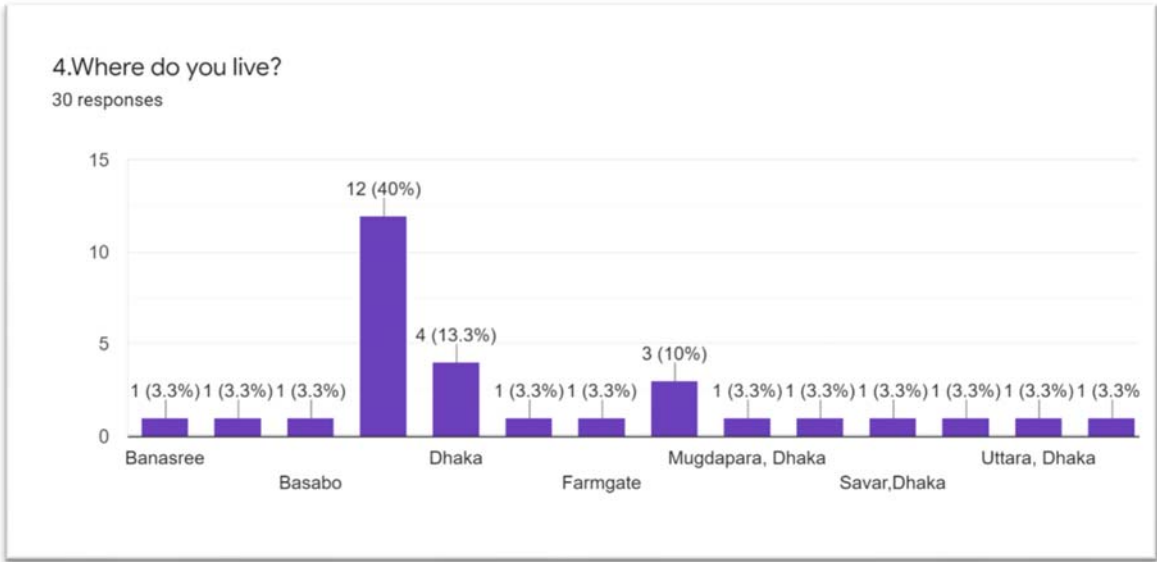


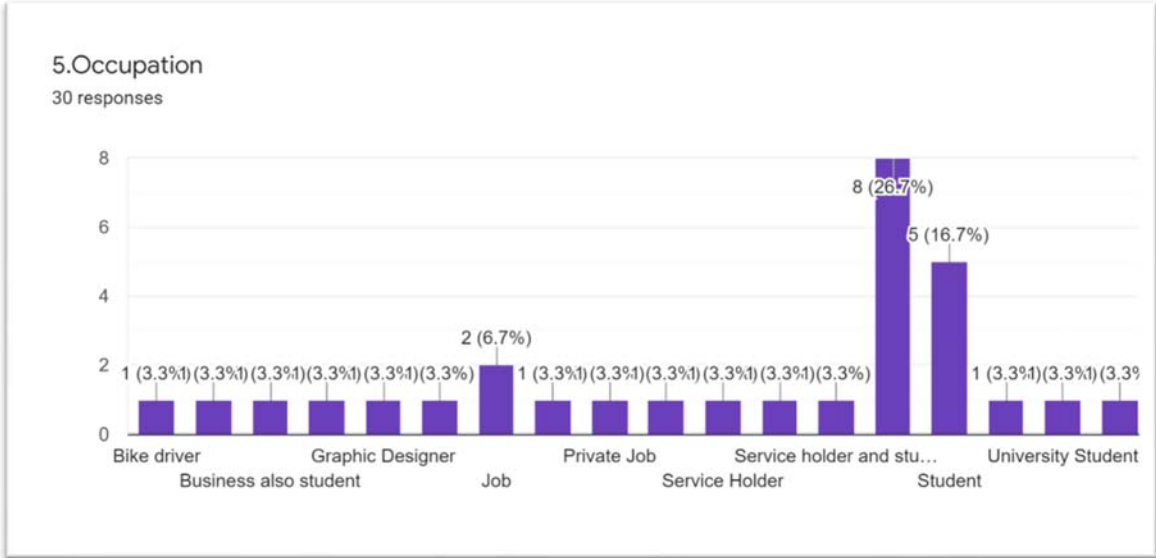
In this survey there we can see that people whose age is between 21-25 years participated mostly and 26.7% people from age 26-30 years have participated.



Here 86.7% male participated and 13.3% female.

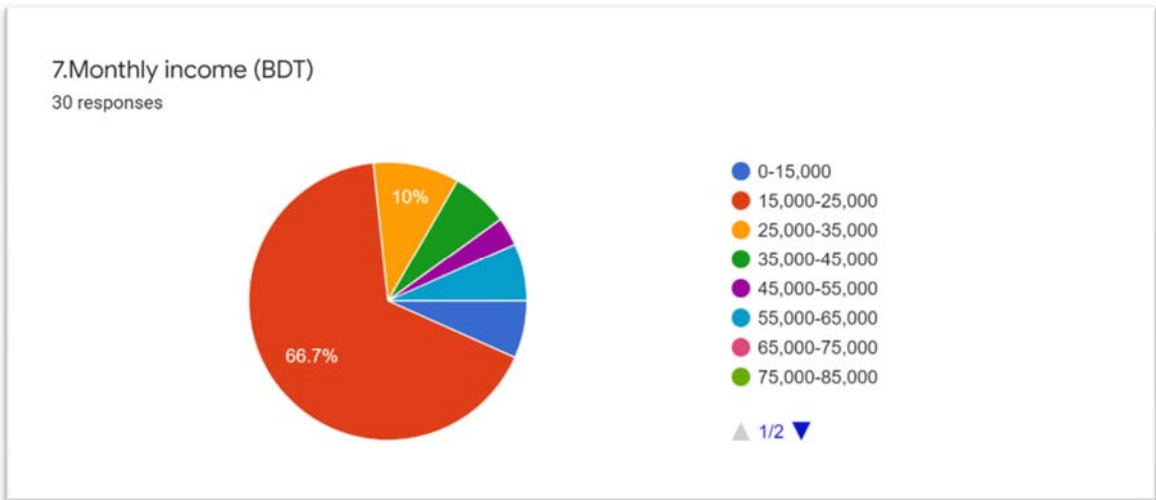
The participants mostly lives in Dhaka



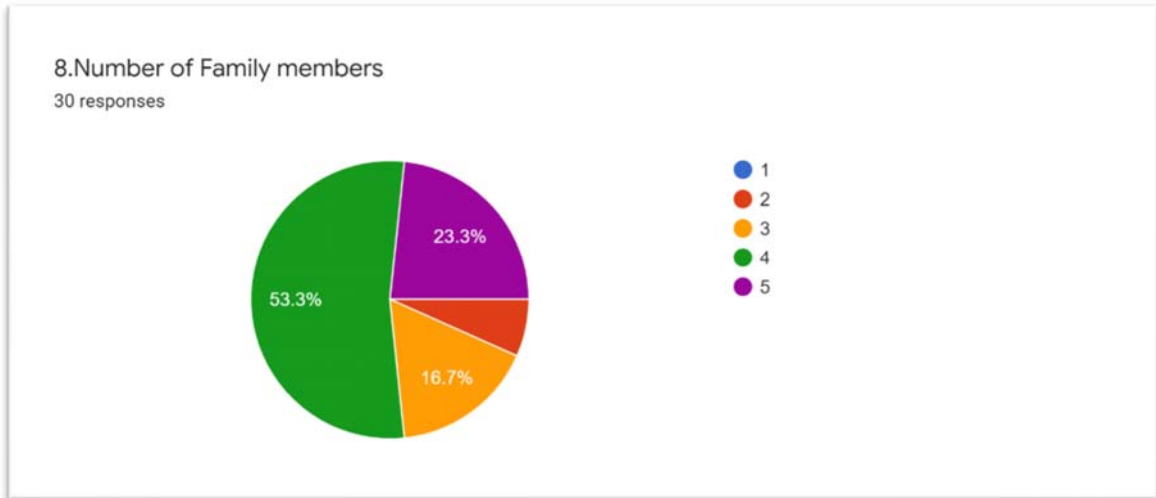


They belong to different profession but mostly they are students.

Now comes to monthly income. 66.7% people earns within 15k-25k. then 10% people earns within the range of 25k-35k.

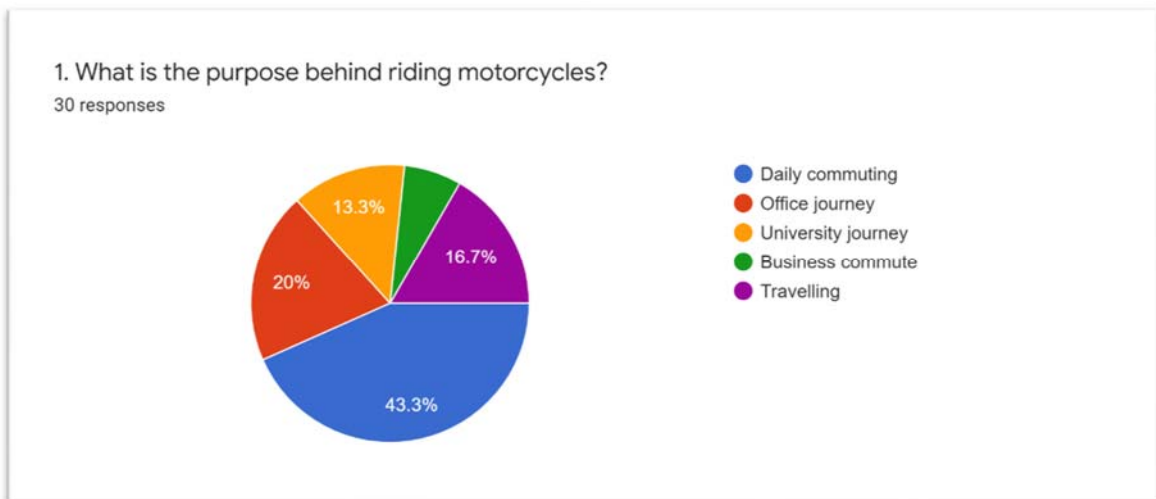


Now comes to family member. From the diagram we can see that 53.3% people's family size is 4. 23.3% has 5 members and 6% has 2 members

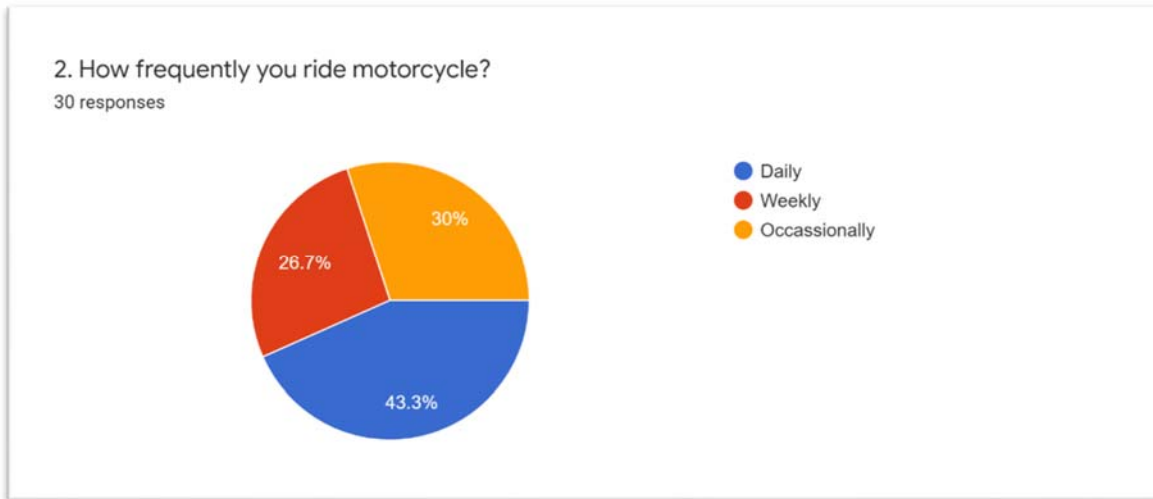


Motorcycle related information

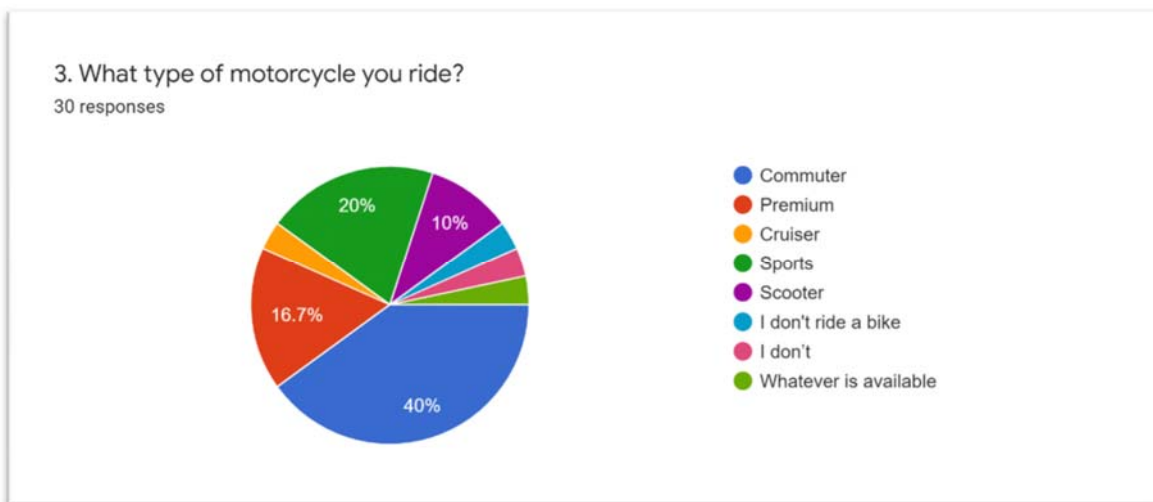
From the diagram we can see that those who owns motorcycle are mostly uses for daily commuting that means going from one place to another. 20% of them uses for office journey since they are professionals and young professionals. The rest uses for university journey and travelling.



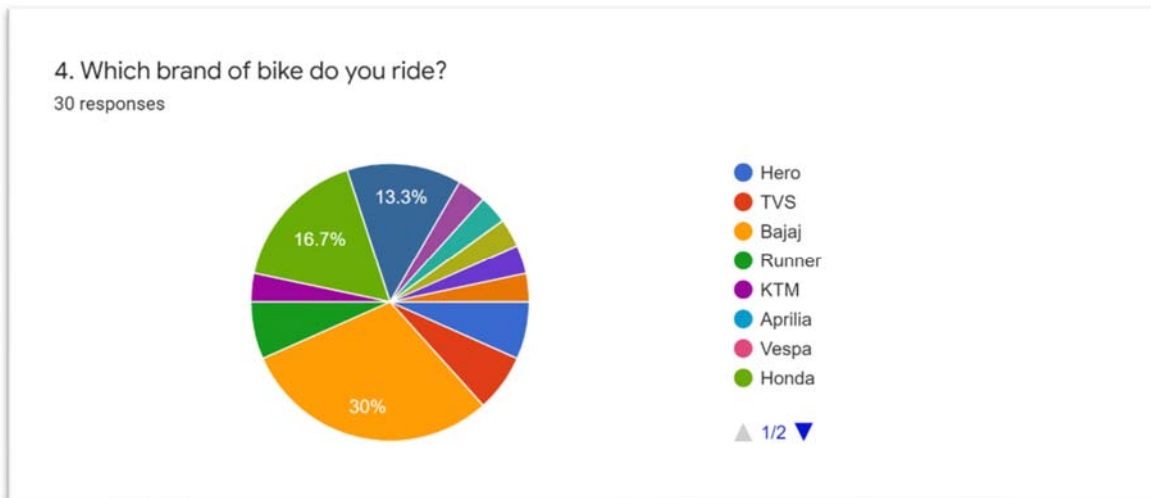
Next comes the frequency of usage. From the diagram it is seen that 43.3% persons used for daily purposes it could be for office commute or university commute. 30% peoples rides their motorcycle occasionally for example during any festival or during any holiday. And the rest rides their bikes on weekly basis.



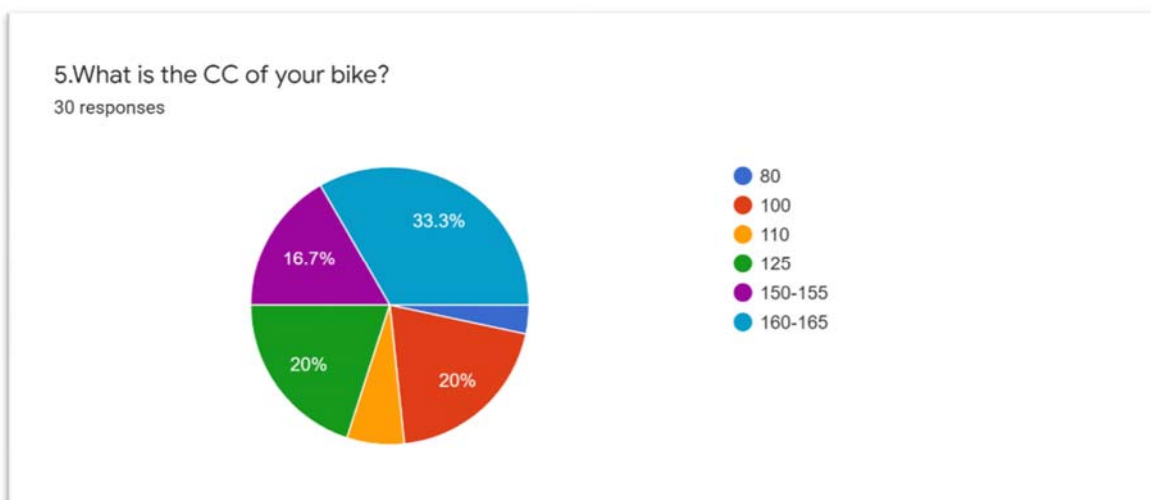
Next comes the type of motorcycle the owners mainly ride. From the diagram it is seen that 40% of them are commuter user because commuter motorcycles are very practical, can be used for daily purpose, has great fuel saving and also the price is affordable. 20% people owns sports bike because they mostly like to shows off, have plenty of money and also rarely cares about fuel consumption. Then comes to premium users whose portion is 16.7% and rest are scooter user which is 10%



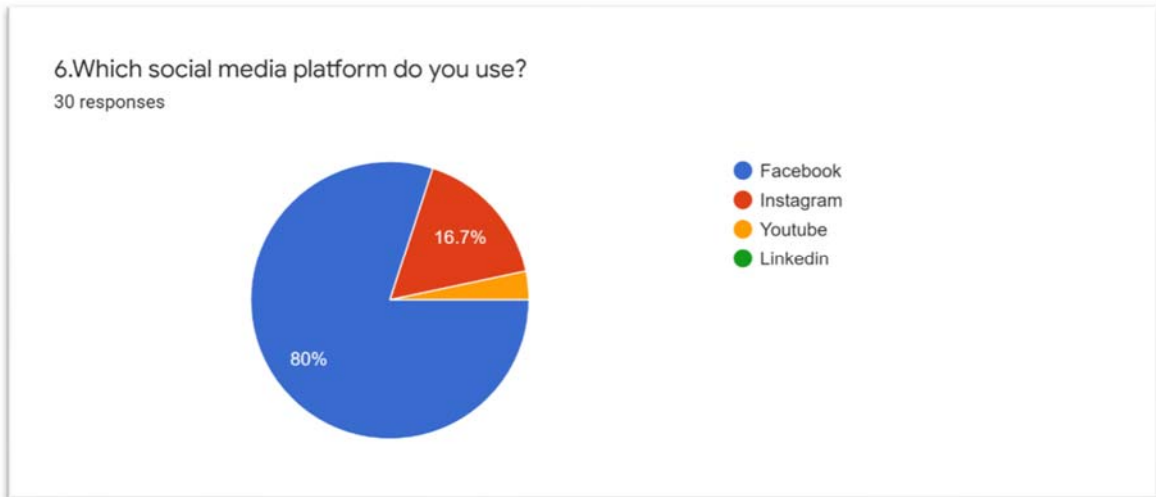
Now we will see the brands that the bike owners have. In Bangladesh there are different brands of motorcycle available. In the diagram we can see that Bajaj is owned by 30% owners and that is because in Bangladesh there is a stereotype that Indian motorcycles are best in quality. For this reason, Indian bike brands gets more preference. After bajaj, the next brand that holds 2nd place is Honda which is a Japanese motorcycle brand known for superior quality and ruggedness has the portion of 16.7% ownerships. Then comes another brand Yamaha which is world's one of the best motorcycles which participated in MotoGP is owned by 13.3% and this is less because the price of Yamaha motorcycle is quite high than other brands and people are too much price sensitive so for this reason it comes 3rd.



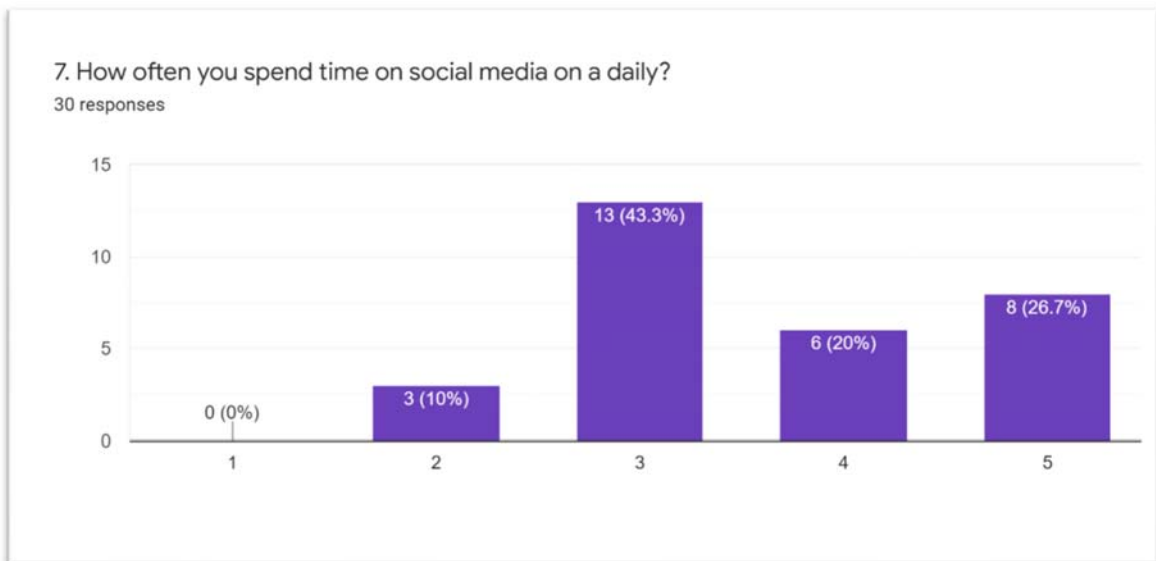
Let's see about the motorcycle CCs that the owners use. From the diagram we can see that 33.33% riders owns 160-165 CC motorcycle which is premium sports motorcycle segment. And then 20-20 ratio in 125 and 100 CC and a small portion in 110 and 80 CC motorcycle.



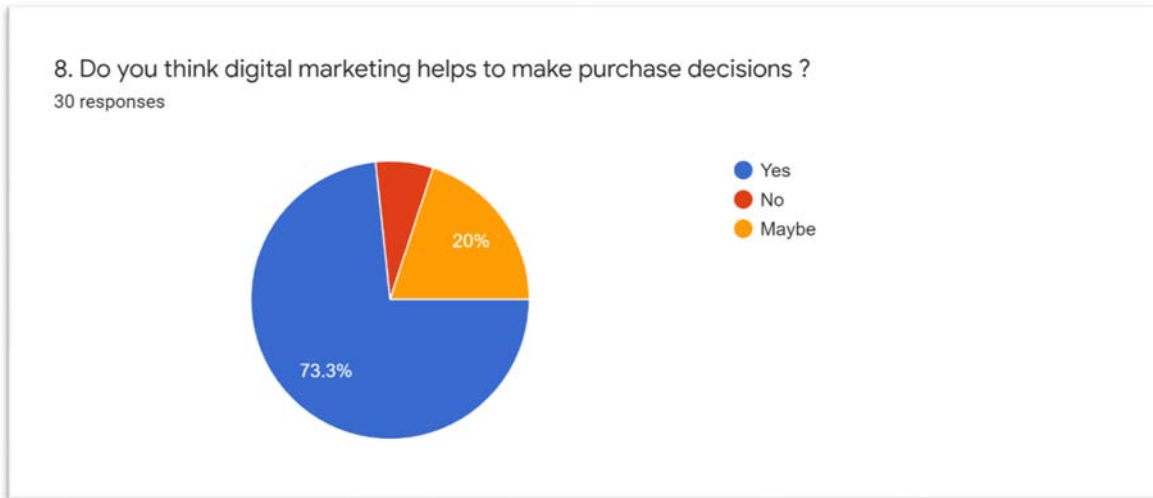
Lets see which social media platform got the highest users among the users. From the diagram we can see that 80% are Facebook user, 16.7% are Instagram users and the rest are YouTube users.



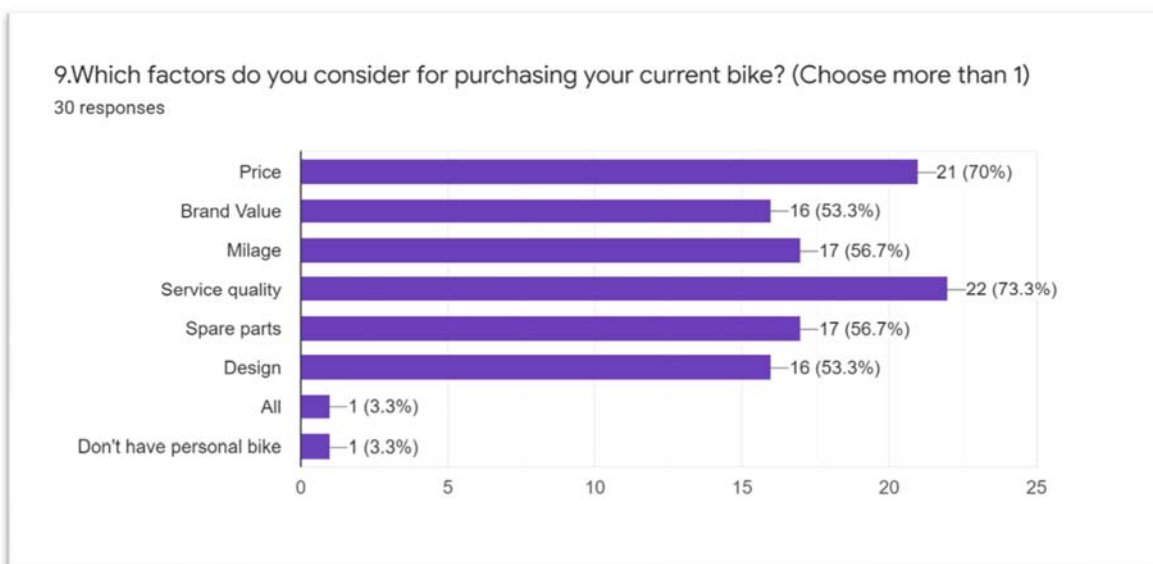
Let's see the usage pattern of social media. From the diagram we can see that 43.3% spend moderately on social media as a daily routine where 26.7% are very regular and often uses social media.



Now we will see whether digital marketing influences purchase decision or not. From the diagram we can see that 73.3% people believes that digital marketing does influences their purchase decision where 20% people says it might or might not influence and the rest doesn't admit that digital marketing helps to make any purchase decision.



Lastly, we will see the factors that the bike owners considered during their purchase of their motorcycles. From the diagram we can see that 73.3% people considered service quality for purchasing their current bike because if a brands after sales service and overall servicing is not good then there is no point of buying that brand's motorcycle. Then comes the price which is one of the important factors



3.2.2 Analysis

Correlations

		What is your gender?	Do you think digital marketing helps to make purchase decisions ?
What is your gender?	Pearson Correlation	1	.016
	Sig. (1-tailed)		.466
	N	30	30
Do you think digital marketing helps to make purchase decisions ?	Pearson Correlation	.016	1
	Sig. (1-tailed)	.466	
	N	30	30

Fig 3.2.2- Correlation Analysis

Since $r=.016$ and $p=.466$. This indicates that there is a weak and positive relationship between digital sales campaign and motorcycle sales. Therefore, we reject the null hypothesis and accept the alternative hypothesis.

3.4 Conclusion:

We learned a lot about the motorcycle industry, which serves a wide range of customers from urban to rural areas and serves as an essential mode of transportation for both personal and professional requirements alike.

3.5 Implications:

The main target group is both customers and business organizations because in case of business now offices purchase motorcycles for faster commute, parcel delivery business is using motorcycles for ensuring faster delivery of goods and foods to the customers. If we consider personal end, then a person's daily fare on public transport reduces and also provides him to reach earlier in any particular destination.

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- [2] Premkumar, Gokul M., and Benny J. Godwin. "Measuring the effectiveness of digital marketing towards consumers decision making process in automobile industry."
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Appendix A.

Interview Questionnaire

1. Name? _____
2. Organization? _____
3. Designation? _____
4. Total work experience? _____
5. Total years of experience in motorcycle industry? _____
6. Give us few key factors/issues related to sale scenario of motorcycle in Bangladesh? _____
7. What are the major challenges you faced regarding sales of motorcycles during pandemic? _____
8. How do you process a sales lead generated from a sales campaign?
9. Do you only run sales campaign or along with sales campaign also run branding campaign too? _____
10. For Digital campaigns which one is important to you?
 - a. Quantity of post
 - b. Number of people watching
11. Do you think digital marketing helps to make purchase decisions?
 - a. Yes
 - b. No
 - c. Maybe
12. Do you believe digital marketing boosts sales or builds brand images?

13. In your observation what type of digital marketing activities are more effective in motorcycle industry? _____

Appendix B.

Survey Questionnaire

1.Name

2.Age

i) 18-21

ii) 21-25

iii) 26-30

iv) 31-35

v) 35-40

vi) 40+

3. Gender

i) Male

ii) Female

4.Where do you live? _____

5.Occupation _____

6.Workplace location _____

7.Monthly income (BDT)

i)0-15,000

ii)15,000-25,000

iii)25,000-35,000

iv)35,000-45,000

v)45,000-55,000

vi)55,000-65,000

vii)65,000-75,000

viii)75,000-85,000

ix)85,000-95,000

x)95,000-105,000

xi)105,000-115,000

xii)115,000+

8.Number of Family members

i)1

ii)2

iii)3

iv)4

v)5

09.Do you own any motorcycle?

i) Yes

ii) No

Section-2: Answer if you don't own motorcycle

2.1. Do you have any other transportation apart from motorcycle?

i)Yes

ii)No

iii)Maybe

2.2. How do you travel to your workplace? _____

Section-3: Answer if you own a motorcycle

3.1. What is the purpose behind riding motorcycles?

i)Daily commuting

ii)Office journey

iii)University journey

iv)Business commute

v)Travelling

3.2. How frequently you ride motorcycle?

i)Daily

ii)Weekly

iii) Occasionally

3.3 What type of motorcycle you ride?

i)Commuter

ii)Premium

iii)Cruiser

iv)Sports

v)Scooter

vi)Other: _____

3.4. Which brand of bike do you ride?

i)Hero

ii)TVS

iii)Bajaj

iv)Runner

v)KTM

vi)Aprilia

vii)Vespa

viii)Honda

ix)Suzuki

x)Yamaha

xi Lifan

xii)Other: _____

3.5.What is the CC of your bike?

i)80

ii)100

iii)110

iv)125

v)150-155

vi)160-165

3.6. Which social media platform do you use?

i)Facebook

ii)Instagram

iii)Youtube

iv) LinkedIn

3.7. How often yo u spend time on social media on a daily?

Sl.	Variables					
	Less often	1	2	3	4	5
	Very often	1	2	3	4	5

3.8. Do you think digital marketing helps to make purchase decisions?

i)Yes

ii)No

iii)Maybe

3.9.Which factors do you consider for purchasing your current bike? (Choose more than 1)

i)Price

ii)Brand Value

iii)Milage

iv)Service quality

v)Spare parts

vi)Design

vii)Other: