

INTERNSHIP REPORT

ON

"Commercial Vehicle Industries in Bangladesh: An Analysis of
RUNNER Motors



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CHAPTER ONE

INTRODUCTION

INTRODUCTION

1.1 Background of the report

Commercial Vehicles service in Bangladesh is characterized as a highly competitive and highly regulated sector. With a good number of Vehicles Company's already in operation and a few more in the pipeline, the market is becoming increasingly competitive by the day.

With the global slowdown in the face of rising competition, the commercial Vehicles Company's are constantly looking for ways to develop their market and product offers to remain ahead of others.

At the same time the process of commercial vehicles industry is becoming faster, easier and the sector is becoming wider. As the demand for better service increases, the commercial vehicles industry is coming with innovative ideas. In order to survive in the competitive field of the transportation sector, all commercial vehicles industry are looking for better service opportunities to provide to their clients.

As the student of Masters of Business Administration (MBA) every student has to conduct a practical orientation (Project) on any companies for fulfilling the requirements of the MBA program. In order to fulfill this requirement of the Project program I choose RUNNER Motors Ltd. The main purpose of the program is to know the real world situation. The topic of my report is "Commercial Vehicles Industry in Bangladesh: An analysis of RUNNER Motors Ltd.

RUNNER Motors Ltd (RML) was starting their operation in October 2004. RML is the newest commercial vehicles companies in Bangladesh. It has, over the years, created one of the largest networks among all the areas in Bangladesh.

1.2 Origin of the report

Present world is changing rapidly to face the challenge of competitive free market economy. To keep pace with the trend commercials vehicles companies need executive with modern knowledge and provide Post graduate with modern theoretical and practical knowledge in Marketing. As the practical origination is an integral part of the MBA degree requirement, I was placed as an internee in RUNNER Motors Ltd to take the real life exposure of the activities of Marketing. This research is a partial requirement of MBA Project Program in the Brac University extensive knowledge and research.

1.3 Objective of the report

The primary objective of this report is to comply with the requirement of my course. But the objective behind this study is something broader. The principal intent of this report is to analyze the demand of commercials vehicles and their customer's satisfaction. Objectives of the study are summarized in the following manner:

- To identify the present state of RUNNER Motors Ltd.
- To get an idea about the Marketing activities RUNNER Motors Ltd.
- To describe Cash Selling, Installment Selling, Hybrid Selling & other facilities provided by it.
- To provide the suggestions for improvement.
- Finally, to sketch out the overview of RUNNER Motors Ltd.

1.4 Scope of the study

RUNNER Motors Limited is one of the new commercials vehicles company in Bangladesh. The scope of the study is limited to the **Marketing Department** only. The report will cover the functions of different departments of RML like Selling, Customer Satisfaction. It will also present a brief scenario of the RML in total.

I will include on my report first of the introduction of RUNNER Motors Ltd .Then the overall Marketing activities, Selling and services. Finally, I shall provide an analytical view on a real project that RUNNER Motors Ltd is facing, and it is the special focus of my report.

1.5 Methodology of data collection

For achieving the specific objective of this study, I have collected the related data both from primary & secondary sources.

Primary data have been collected from:

- Interviewing and interacting with the customers of RML.
- Observing different organizational activities.
- Conversation with the staffs of this company.

Secondary data have been collected from:

- The annual reports of RML.
- Different papers of the RML.
- Various records of the RML, unpublished data.
- Different textbooks, journals, booklets and
- Web site of RML.

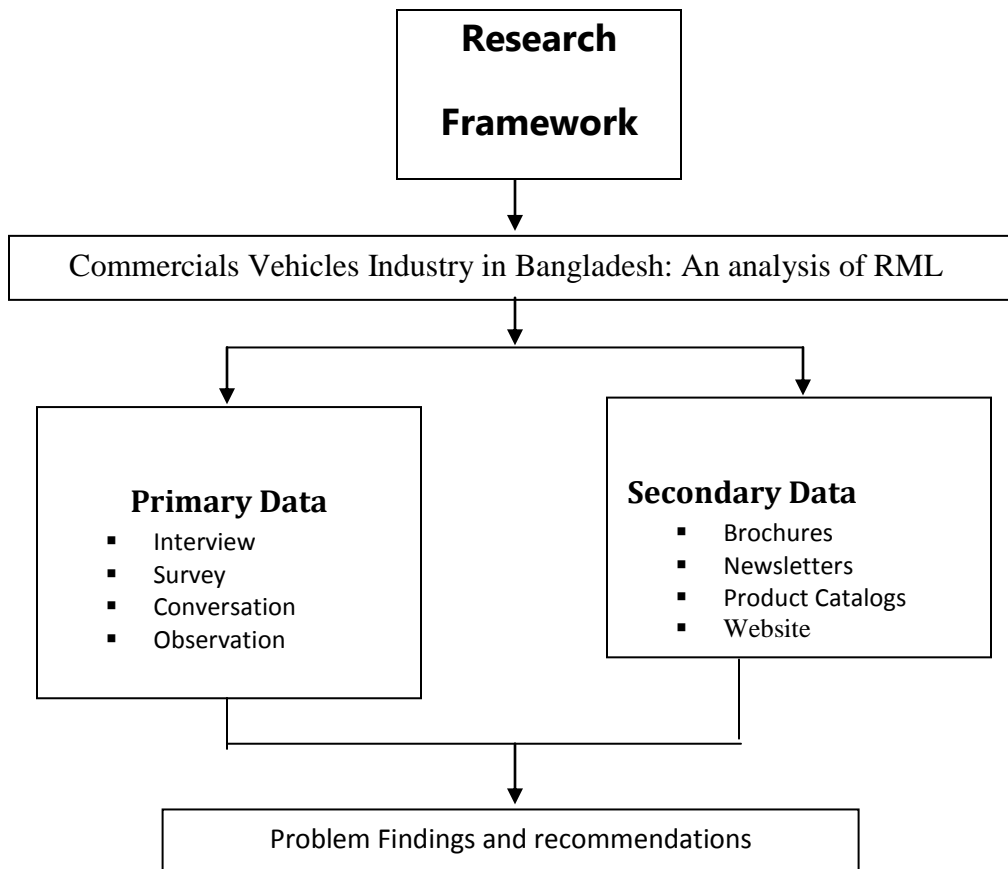


Fig: 1.1 Conceptual Research Framework of the report

1.6 Limitations of the study

- The Project Program was based upon only RUNNER Motors Ltd, so the report doesn't show all department' activity of RUNNER group of companies in depth.
- Although I have obtained wholehearted co-operation from employees and customers of RML but they could not manage enough time to deal with my report.
- The annual report and Web page are the main secondary sources of the information but this information was not enough to complete the report and it was not identified clear idea about this company.
- Due to some policies of the companies I couldn't collect the organizational hierarchy to show the organizational decisions flow.
- The main limitation for me was that relevant data and document collection was difficult because of the confidentiality of the administration.

CHAPTER TWO

ORGANIZATION PROFILE

2.1 Company Background

Runner Motors Limited is a sister concern of Runner Group of Companies which was established in 2000. **Runner Group**, a well reputed and leading business group in Bangladesh, engaged in diversified businesses like motorcycles, Commercial vehicles (trucks and pickup vans), automatic brick manufacturing, Properties and IT. The principal company Runner Automobiles Limited is now manufacturing six parts of motor cycles (DAYANG) in its own manufacturing plant at Bhaluka. The company, which started its business with handful of personnel, has now over 1000 regular employees working in different companies of the group.

Runner Motors Limited was appointed as Exclusive Distributor for famous Eicher brand trucks in Oct 2004. In 2010, the total sales volume becomes 4033 no of trucks and pickups and 241 corers turnover which is almost 52 % of group turnover. Within this period the company established 13 no of service centers in various important places controlled by the central service centre at Gazipura, Tongi and appointed 20 no of parts dealer beside strong dealer network. To enrich and ensure customer service, the company introduces Customer Care and Training Cell department in 2007 which aimed to establish customer right and improving operational efficiency through training and free vehicle check up campaign. Runner Motors Limited introduces STAR mechanic (Authorized Mechanic) concept in the highway, first time in Bangladesh where user can take service (Both free and paid) as per company instructions and fast moving items are available there.



2.2 Product and Manufacturing Information

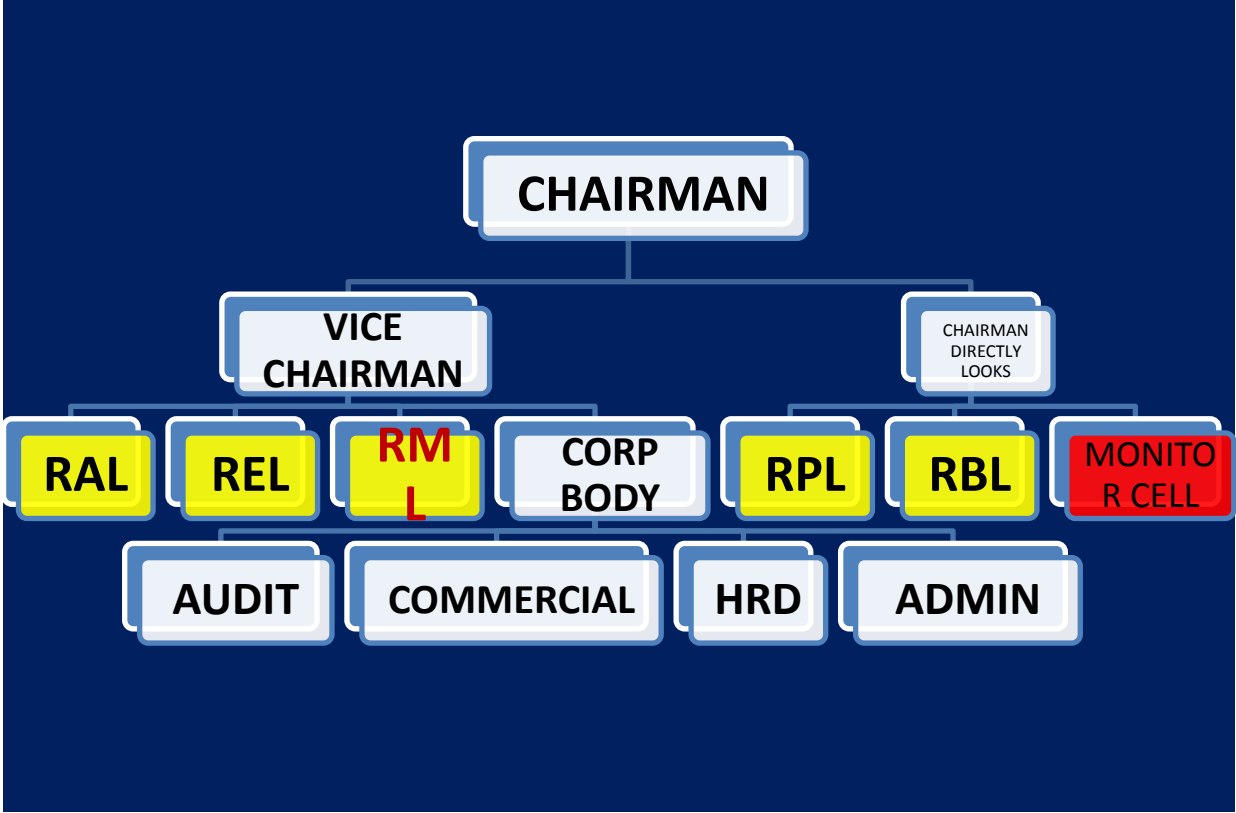
EICHER brand product ranges from 2 to 40 ton capacity. Other than truck the product is available with various applications like tipper and container mover. The very attractive looking EICHER trucks are reputed for fuel average, low maintenance cost, driving comfort and after all reliability. Eicher Motors Limited started its operation back in 1994 after ending up of joint collaboration and successful technology handover from **MITSUBISHI MOTOR CORPORATION, JAPAN** which began in 1984 at the company's own premises in Indore, India. In 2007, Eicher Motors Limited named as **VE Commercial Vehicles** after 50:50 joint ventures with **AB VOLVO Group**. VE Commercial Vehicles now launches new product as **E2 plus** series for medium and light duty truck and **VE series** for heavy duty truck. The new products are ensured with enhancement of reliability, driving comfort, safety and aesthetics. The company received govt. award for manufacturing 12 tyre trucks (35.31 VE) first time in India.

2.3 Management Profile





Chairman	Mr. Hafizur Rahman Khan, a well-experienced personality having long successful motorcycle marketing background, heads the group.
Vice Chairman	Mr. Mozammel Hossain, a successful marketing expert having long experience in motorcycle marketing, assists the Chairman in operation of the business.
Deputy Managing Director	Mr. Lt. Col K M Abu Raihan (Retd) was an experienced ex- army person, did B. Sc. in Mechanical Engineering and post graduation (equivalent) in Automobile Engineering from India, and subsequently completed his M.B.A program in Marketing from BRAC University. Under his prudent supervision Runner Motors Limited is evolving gradually.

2.4 Organization Structure

GROUP ORGANOGRAM



2.5 Product Profile

PRODUCT PROFILE						
BACKGROUND:						
YEAR	JOINT COLLABORATION	LOGO	ORIGIN	COMPANY NAME	BRAND NAME	MARKET STRATEGY
1983 - 1994	MITSUBISHI MOTORS CORPORATION		JAPAN	JOINT COLLABORATION OF MITSUBISHI MOTORS & EICHER MOTORS LIMITED	EICHER CANTER	MODERNIZATION IN COMMERCIAL VEHICLE INDUSTRY
	EICHER MOTORS LIMITED		INDIA			
1994-2007	N/A	N/A	N/A	EICHER MOTORS LIMITED	EICHER	MILAGE KA BADSHA (MAX. FUEL AVERAGE)
2007 - ONWARDS	EICHER MOTORS LIMITED		INDIA	VE COMMERCIAL VEHICLES	EICHER E2 PLUS (LCV)	ECONOMIC, SAFETY AND DRIVING PLEASURE
	AB VOLVO GROUP		SWEDEN		EICHER VE SERIES (HCV)	

THE REASONS TO CHOSE EICHER VEHICLES

EXPLANATIONS

THE NEW SALIENT FEATURES

➤ *AT LEAST 0.5 KMPL MORE FUEL AVERAGE*

- ✓ Engine displacement (CC) is less but HP is more than competition vehicle (INDIAN origin).
- ✓ Optimum driveline

➤ *AT LEAST 1 TON MORE PAY LOAD*

- ✓ More engine HP and torque than competition vehicle (INDIAN origin)
- ✓ Strong straight - equal height - C Channel - rivet less chassis -

➤ *AT LEAST 1 MORE TRIP OF 150 KM PER 600 KM OF OPERATION*

- ✓ Instant pick up (All vehicles are fitted with turbo charger + intercooler)
- ✓ Less turning radius
- ✓ Driving comfort
- ✓ Less down time; no need to stop engine even at longer travel
- ✓ Less POL is required

➤ *LESS MAINTENANCE COST*

- ✓ Long replace interval (10,000 kms each)
- ✓ Strong aggregates – less failure
- ✓ System voltage 12 v

➤ *LESS PSYCHIC COST- MAX. RELIABILITY*

- ✓ Strong aggregates – less failure
- ✓ More stability on wheel
- ✓ Exhaust brake – engine brake
- ✓ Better grade ability ensures easy maneuverability on each road.

➤ *COUNTR YWIDE AFTER SALES SUPPORT*

- ✓ 13 no service center
- ✓ 14 nos star mechanic in the highway
- ✓ 22 nos parts dealer



THE GREAT OFFER YOU WON'T MISS

1. Sr. Mechanic/ Workshop Engineer to be trained at

√ Parts availability in the local market &

√ 3 no free service

√ Warranty up to 50,000 kms or 1 year for LCV and 2 years (unlimited kms) for HCV

Eicher Motors Head Quarter, Indore, India at free of cost *

2. Training of driver / workshop mechanic @ free of cost @ customer convenient place
3. Vehicle installation @ free of cost

➤ HIGHER RESALE VALUE

Known as fuel efficient profit machine

Strong aggregates - performs better even if it gets old.

Demand of Eicher vehicle is increasing significantly by the Commercial Vehicle users.

::We have wide range of models to fulfill your demand::

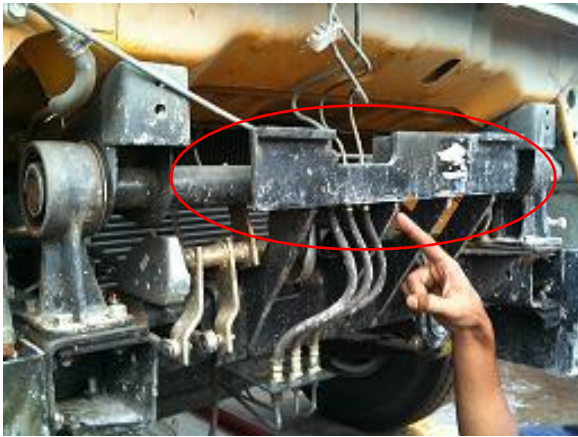
Model▶	10.55	10.75 RDT	10.75	10.80	Terra 16	10.75LWB	10.80	10.95	11.12	11.10	20.16	11.10 LWB	20.16	33.25	35.31
Cargo Length x Width(Ft)▶	10 X 6.6	12 x 6.6	14 x 6.6		14 X 7.7	16 X 6.6				17 X 6.6	18 x 7.7	19 X 6.6	20 x 7.7	24 x 7.7	24 x 7.7
Registration(Ton)	2.2	3.15	3.15	3.15	7	3.15	3.15	3.7	4.9	4.9	7	4.9	7	7	7
Design Pay load (Ton)	3	4.8	4.8	5.5	10.2	4.8	5.5	6.5	8	8	10.2	8	10.2	18	22
Market Practice (Ton)	3-5	7-8	7-8	8-9	18-20	7-8	8-9	10	12-14	10	18-20	12-14	18-20	25-30	30-35
Tire Size (Inch)▶	7.50x16 (6)	7.50x16 (6)	7.50x16 (6)	7.50x16 (6)	10x20 (6)	7.50x16 (6)	7.50x16 (6)	8.25x16 (6)	8.25x20 (6)	8.25x20 (6)	10x20 (6)	8.25x20 (6)	10x20 (6)	10x20 (10)	10x20 (12)
Fuel Avg.*** (Km/l)▶	8.5	7-8	7-8	7-8	4-5	7-8	7-8	6-7	5.5-6.5	5.5-6.5	4-5	5.5-6.5	4-5	3-4	3-4

Make your fleet more efficient and effective with a wide range of new EICHER commercial vehicles & Offer your customer to serve with reliability @lower cost...

* For corporate client only; should purchase at least 2 units of vehicle @ cash (5% discount). ** Fuel average depends on load, road and driver condition.

SAFETY OF EICHER VEHICLE IMPLEMENTED BY VOLVO

MODEL: 20.16 VE



Engine, radiator guard



Extra lock to prevent fuel pilferage



Leaf spring 21 (11+10) nos;



Crash Guard

Crash Guard

Runner

Steel made bumper with crash guards



Large air brake actuator (TVS) for highest brake performance



EICHER

THE PARAMETERS THAT HELPS IN CHOOSING THE RIGHT TRUCK.....!



- More than take **10,000/= savings** from fuel cost per month than competition vehicle; less CC more HP of engine and optimum drive line.
- **Min. Maintenance cost** because of less engine oil required and long drain interval (10,000 Kms)
- **Pay load capacity is more** because of C channel, **rivet less** and strong chassis; further more reinforced cross member.
- No big difference in **initial cost** than the competition vehicle because of no need to add extra leaf spring and bumper
- Countrywide **service point** (40 Nos) and parts are available in the local market.
- After sales **training and installation program + 3 nos regular maintenance @ free of cost.**
- Warranty; **2 years and unlimited kms** for HCV trucks (7 ton and above) and 1Y (50,000 KM) for LCV & MCV trucks
- **Safe** (metallic bumper, Crush guard installed in engineering design) and **environment friendly** (Compulsory TC+ Inter cooler reduces exhaust emission) vehicle.

Resale value is maximum comparing to competition vehicle because of product reliability, quality and brand image.

WE ENSURE MAXIMUM CVP>>>TO MAKE YOUR FLEET EFFICIENT AND

2.6 Sales Network

Name of Dealers:

01. DINAJPUR (DM).
02. RANGPUR (AT).
03. JOYPU RHAT (DM).
04. GAIBANDA (AT).
05. NAOGAON (DM).
06. BOGRA (KP).
07. SYLHET (BM).
08. RAJSHAHI (PM).
09. MYMENSINGH (KS).
10. NATORE (KP).
11. PABNA (REM).
12. M'BAZAR (IM).
13. NARSHINGDI (DB).
14. KUSTIA (RM).
15. DHAKA.
16. N'GANJ (RM).
17. MUNSHIGANJ (EM).
18. COMILLA (AM).
19. JESSORE (VM).
20. FENI (AM).
21. FARIDPUR.
22. KHULNA (SM).
23. CHITTAGONG (AM).
24. COX'S BAZAR (AM).



RML CENTRAL SERVICE CENTER (WORKSHOP) AT GAZIPURA TONGI

(OWN LAND)



RUNNER
M o t o r s L t d



CHAPTER THREE

LEARNING PART

3.1 Sales Procedure

Customer Source:

They also try to collect the information of customers in various ways. The ways are following.

01. Paper Add (>Product >Customer)

02. Body Builder.

03. Personal Relation.

04. Daily activities.

05. Internet (Yellow page).

06. Existing Customer (Repeat Sales).

Prospective Buyer:

When the customer will be purchase a product of our companies in causal, the customer will be called a prospective Buyer.

DAPA Method:

We also apply the customer for convincing to sales of our product.

D-Demand

A-Accept

P-Prove

A-Accept

3.2 Sales Completion

When the customer wants to buy of our product, they will be complete some procedure like Registration from, sales receipt and so on.

3.3 Sales Method

We have three sales methods. These are

01. Cash.
02. Installment.
03. Hybrid.

Cash: When the customer will buy a product in cash, they will get some special benefit.

Installment:

Policy on Installments Sales

1. Customer interested to buy vehicle on installment needs to apply by depositing Tk. 10,000 (min) as booking money & filling up from F-1001 (provided by RML). The concerned dealer after primary investigation will fill up from F-1003 & send it to RML.
2. A. RML & Dealer representative jointly will carry out investigation by filling up the form F-1002 on behalf of bank. If the joint investigation report is found positive then it will be processed further.

B. If the investigation report becomes negative then Sr. representative from Runner Motors Ltd. & Dealer will carry out the investigation again & decide jointly. If it becomes negative again then the decision taken by the authority of Runner Motors Ltd. will be final. No influence or objection will be acceptable.
3. A. Customer needs to pay DP, money for registration & insurance, loan processing fee Tk. 2500 (non refundable) & to deposit the following well before taking delivery.

- (i) 01(one) copy passport size photo of guarantor & successor duly attested by customer.
- (ii) Photocopy of national ID card (both side) duly attested by customer.

4. Advance signed (cheque number equivalent to no of installment) or 5 advance signed cheque with total amount including loan amount & interest to be deposited by the customer.

5. A. Customer needs to sign agreement provided by loan sanctioning bank/ leasing

Company/ RML & other documents. All payment to be deposited through DD/ TT/PO or on line bank account t in favor of Runner Motors Ltd.

B. If customer desires to pay installment through cheque then customer needs to deposit signed cheques equal to the number of installment and one cheque on account of security where total dues amount including the interest to be written. However collection through cheque should be avoid as far as possible

6. Customer will receive money receipt from Runner Motors Ltd. for any payment for example -or DP, Registration, Insurance, Loan processing fee & installment payment and customer will preserve such money receipts. Any representative from Runner Motors Ltd. reserves the right to examine the preserved money receipt during their visit.

7. Customer will pay in 48 installments for Eicher Vehicle & in 36 installments for Chinese vehicle calculated on loan amount provided by Runner Motors Ltd. or any other nominated bank @ 12% interest (simple). Interest 12% (simple) will be counted from the date of delivery. Permission for delivery of second vehicle within the installment period of 1st vehicle to be taken from Runner Motors Ltd. If customer pays 6 installments regularly then the customer will be considered as a good customer. Concerned dealer has to take the responsibility for collection from such customer.

8. If any customer wants to buy vehicles for interest free then the existing rule/ package of the time will be applicable. Agreement has to be made before delivery of the vehicle.

9. Registration, fitness certificate, tax token, route permit, insurance and related other documents will be made in the name of loan provider bank/ leasing company/ RML. Customer can transfer ownership to his/her nominated person's name at customer's cost on completion of payment of installment, service charge and delay payment and clearance from Runner Motors Ltd. It may be mentioned that during installment period renewal expenses to be borne by customer.
10. Customer must inform Runner Motors Ltd in writing if the customer changes his present address during installment period.
11. In no case during installment period vehicle can be handed over to any other person or organization without taking permission RML. If the vehicle is found handed over without permission the Tk. 25,000/= will be fined. Tk. 5000/= will be charged for unauthorized handed over. For such cases all dues must be paid.
12. Runner Motors Ltd. can take any legal action including charging fine if there is any dues. RML can seize vehicle at any time for not paying installment for more than 2 months. At this customer's excuses will not be considered.
13. Customer will be responsible for accidental losses & damages of vehicles & for losses of life/ lives and any other offensive / punishable activities in the eye of law. Bank or RML will not bear any responsibility in this regard.
14. In case of return of booking money price of gift item for meal & Tk. 1500/- to be deducted (in case of completion of inquiry). The amount (Tk. 1500) will be refunded in case the RML does not agree to installment sale.
15. RML reserves the right to change or cancel policies or part of it at any time.

Policy
On
Fixation Charging / Fraction of Delay Interest for Interest Free Delivery of
Vehicle.

1. Customer has to pay the installment amount within the specific date for vehicle taken on interest free package. But if the customer fails to pay the installment within the stipulated date then customer will have to pay 12% interest on the remaining due amount.
2. Later on if the customer fails to pay the installment within the stipulated time then the customer, on special consideration has to pay the delay fine for delay payment of the installment according to following rule & system.

Example:

- A. Say, price of the vehicle Tk. 14, 35,000; Down payment amount @ 50% of price; Tk. 7, 17,500.
- B. For interest free package installment per month will be Tk. 59,792 [Tk. 7, 17,500/12] & to be paid within the specified date. But if the customer fails to pay the installment within the schedule then the customer has to pay interest for Tk. 7,17,500 @ 12% amounting Tk. 8,03,600 [7,17,500 + 86100] at 12 equal installment = Tk. 8,03,600-/12= Tk. 66,967/-.
- C. If any customer deposits installment delaying one day then delay interest will be charged @ 2% interest on installment i.e. Tk. 66967 x 2% - Tk. 1339.
- D. For one month one day delay the delay fine will be charged @ 2% on installment & delay fine i,e (66,967 x 2%) x 2 = Tk. 2679.
- E. If the customer delay for all the payment then delay payment installment will be charged on installment including delaying fine @ 2% i.e. Tk. 66,967 X 2% X 12 = Tk. 16,080.

Hybrid: To provide 50 % down payment for getting free interest of existing amount benefit.

3.4 After Sales Support

The company provide after Sales support from their Service Center and Stare Mechanic.

Service Center:

01. KRISHI SHEBA MOTORS, MYMENSINGH
02. ELITE MOTORS, BANANI,DHAKA
03. DEEN MOTORS, NAOGAON
04. KRISHI PROGOTI, BOGRA
05. ARIFIN TRADERS, GAIBANDHA
06. REZIA MOTORS, PABNA
07. VENUS MOTORS,JESSORE
08. M/S SHAWN ENTER PRISE, KHULNA
09. ROYAL MOTORS, KUSHTIA
10. ARIN MOTORS, CHITTAGONG
11. BOSUNDHARA MOTORS, SYLHET
12. ISLAM MOTORS, MOULVIBAZAR

**Estimating
current
demand**

3.5 Estimating RUNNER Motors Ltd Demand

We are now ready to examine practical methods for estimating current demand. Marketing executives want to estimate total market potential, area market potential, and total industry sales and market shares. Besides estimating total potential and area potential, a company needs to know the actual industry sales taking place in its market. This means identifying its competitors and estimating their sales. So we also use total industry sales and market shares method for estimating current demand.

The industries trades associations of Bangladesh will often collect and publish total industry sales, although it usually does not list individual company sales separately. Using this information, each company can evaluate its performance against the whole industry.

A total sale of truck is 2010 = 10056 units. A total sale of truck is 2010 = 885 units (RUNNER Motors Ltd). A total sale of truck is 2009 = 6561 units. A total sale of truck is 2009 = 976 units (RUNNER Motors Ltd). A total sale of truck is 2008 = 2609 units. A total sale of truck is 2008 = 683 units (RUNNER Motors Ltd). A total sale of truck is 2007 = 2521 units. A total sale of truck is 2007 = 420 units (RUNNER Motors Ltd).

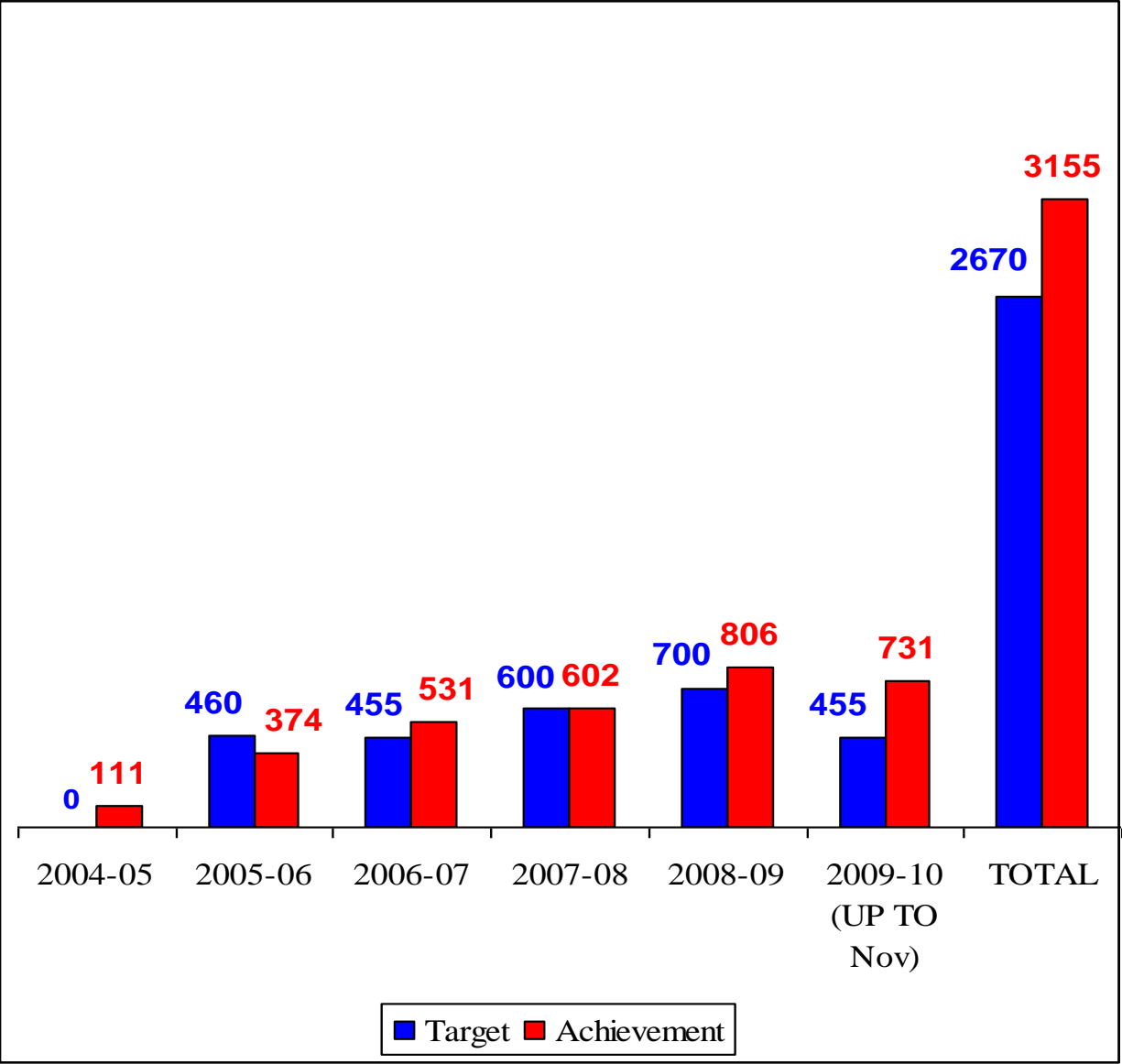
In the above information, we also analyzed the total sales in Bangladesh. According to the analysis, we also provide a result. The result is in favor of RUNNER Motors Ltd because we know there are many motors company in Bangladesh. They sell of truck in various brands. But RUNNER Motors Ltd sells only EICHER brand truck. So the current demand of EICHER brand is increasing day by day.

3.6 Information of total sales of Bangladesh

BANGLADESH NUMBER OF YEARWISE REGISTERED MOTOR VEHICLES IN BANGLADESH

Sl. No	Type of Vehicles	UP TO 2003	2004	2005	2006	2007	2008	2009	2010	Jan to Jun 2011	Grand Total
1	Motor Car	116196	5410	6431	8447	11941	16927	24161	20690	8283	215786
2	Jeep/St. Wagon/ Microbus	49364	2514	3963	5540	5650	6537	9027	8040	3623	94258
3	Taxi	10932	540	515	275	15	9	12	0	9	12307
4	Bus	30617	857	783	1020	1368	1342	1184	1233	704	39108
5	Minibus	33364	622	361	241	382	307	320	311	180	36088
6	Truck	51375	2583	2791	3065	2521	2609	6561	10056	5621	87182
7	Auto-rickshaw/Auto-tempo	98479	8974	4877	6898	10530	19071	14902	19018	8404	191153
8	Motor-Cycle	321347	24941	43226	51106	85131	93541	85142	88499	55439	848372
9	Others	25726	2761	2931	3713	3734	4076	6634	13331	8840	71746
	Total	737400	49202	65878	80305	121272	144419	145243	161178	91103	1596000

<http://www.brta.gov.bd/statistic/motor-vehicles-BD-06-09-11.pdf>



3.7 Sales Forecasting

Sales forecasting qualitative methods are described below:

Composite of Sales Force Opinions:

Where buyer interviewing is impractical, the company may ask its sales representative to estimate their future sales. Each sales representative estimates how much current and prospective customer will buy of each of the company's products.

Expert Opinion:

Companies can also obtain forecasting from experts, including dealers, distributors, suppliers, marketing consultants, and trade associations.

Past-Sales Analysis:

Sales forecasts can be developed on the basis of past sales, time-series analysis consists of breaking down past time series into four components (trend, cycle, seasonal, and erratic) and projecting these components into the future.

In 2004, The Company is established. So there is no target in starting year but the next year or every year, the company will create a yearly target on the basis of qualitative information in the following ways.

YEAR WISE TARGET VS ACHIEVEMENT

2004- 2010 (Jan-Dec)

Year	Target	Achieved	%
2004	0	35	0
2005	257	277	108
2006	339	414	122
2007	463	420	91
2008	592	683	115
2009	606	976	161
2010(Jan-Sept)	805	885	110
Total	3062	3690	120

Sales Target VS Achievement 2010

(Jan-Sep- 9 Months)

Brand	Target	Achieved	%
EICHER (LD)	619	746	120
EICHER (HD)	186	139	75
TOTAL EICHER	805	885	110

MONTH WISE SALES TARGET
2011

MONTH	EICHER(LCV & MCV)	EICHER (HCV)	TOTAL
Jan	100	20	120
Feb	100	20	120
Mar	117	25	142
Apr	93	30	123
May	97	35	132
Jun	102	25	127
Jul	87	25	112
Aug	58	20	78
Sep	76	30	106
Oct	109	30	139
Nov	109	35	144
Dec	127	30	157
Total	1175	325	1500

3.7 Comparison Between various companies

Application: Cement

DECISION - SIMPLE & EASY!!!

REGISTRATION: 4.9 - 4 TON
GVW: 10- 12 TON
Tyre Size: 8.25 X 20

AGGREGATES		EICHER		TATA	AL	REMARKS	
PARAMETER	UNIT	11.10	11.12	1109	1109		
ENGINE PLATFORM : 4 CYLINDER	Engine Model	E483T CI	E483T CI	497TC	WO4D	4 means 4 cylinder	
	Displacement	CC	3298	3298	3784	4009	Less CC in EICHER
	Horse Power	PS	95	95	90	87	Max. power in EICHER Big difference in hp output indicates max. fuel saving.
	HP VS DISPL.	PS/1000 CC	28.81	28.81	23.78	21.70	
	Torque	Kg- m	29.5	29.5	26	26	Max. torque in EICHER
	Engine Speed	RPM	3200	3200	2800	2800	Max. Rpm in EICHER
	Oil capacity	Liter	11	11	13	11	Min. for less maintenance cost
	Diesel tank	Liter	200	200	160	115	Max. capacity in EICHER
GEARBOX	Torque	Kg- m	30	40	40	40	
	1st gear ratio	Number	6.586	7.88	7.36	6.5	Max. enhance greadibility
	Final gear ratio	Number	1	1	1	0.8	Min. enhance speed
	Oil Capacity	Liter	5	5	6	8.6	Min. for less maintenance cost
DIFFERENTIAL	Ratio	Number	4.7	6.428	3.875	6.167	
	Oil capacity	Liter	5	8	8	14	Min. for less maintenance cost
Perform. @ WHEEL	Speed at fianal gear	RPM	680.85 1	497.82 2	722.58 1	567.536 9	Moderate Speed Max. torque bits the competition
	Torque at 1st gear	Kg-m	913.14 9	1494.2 5	741.52	1042.22 3	
PAYLOAD (ton)		8.2	8.2	7.49	7		
BODY LENGTH (feet)		17, 19	16	17, 19	17.78		
CHASSIS DIMENTION (mXmXm)		210X76X6	210X76X6	219X58X5	200X65X6.3		

STEERING	POWER	POWER	POWER	MANUAL	
BRAKE	Air	Air	Air	Air	
WARRANTY	50,000	50,000	64,000	30,000	1 Year (Except AL - 06 months)
GREADIBILITY (%)	23.9	23.9	18	19.75	
TURNING RADIOUS (m)	7.4/8.1	7.165	8.3	7.5	Min. turning radius in EICHER
SAFETY CRASH GUARD	Availab le	Availab le	Nil	Nil	

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Note: Data's are applied on the basis of borochers of Catalogue available in the present market.

CHAPTER FOUR

ANALYSIS PART

SWOT Analysis of RUNNER MOTORS LIMITED

SWOT analysis is used to measure views of a single issue from different patterns. From historical data and practical observation, I found the following Strengths, Weakness, Opportunities and Threats under SWOT analysis on Runner Motors Limited.

4.1 Strengths:

- Strong brand image and fast growing company in Bangladesh.
- Not engaged in unfair business practice.
- Well-known reputed Automobiles companies in Bangladesh.
- Officers are highly educated and experienced.
- Well- furnished and Air conditioned office.
- Strictly complies of government rules, regulations and acts.

4.2 Opportunities:

- Take incentives to provide high quality products and services
- Can increase the advertising campaign of the company to highlight latest products and services of Runner Motors Limited.
- Can adopt high technology based-depot networking system.

4.3 Weakness:

- There is no marketing team, only focus on sales
- Advertising campaign is less than other competitors.

4.4 Threats:

- The number of competitors in Automobiles sectors is increasing.
- Governments increasing rules and regulations are not so inspiring.
- Competitive performance is in high positive flow.
- Government tendency of imposing tax and VAT becoming strictly.

CHAPTER FIVE

**FINDINGS, RECOMMENDATIONS,
CONCLUSION AND BIBLIOGRAPHY**

5.1 Finding of the Study

Motors industry is very competitive although a few leading organizations are controlling the industry such as Nitol Tata, Rangs, Uttara Motor, Ifad Motors etc. Although RUNNER Motors Limited started its journey in 2004 it has been also doing very good. However it can do better but there are many bottlenecks in the organization which are as follows:

- **Insufficient capital.**
- **Inadequate customer service.**
- **Low employee morale.**

I can understand there rules and regulation. It will give great pleasure in my future. They can recruit heavy perform people in company. It will expert for their work than company will ultimately profitable.

5.2 Recommendations

RML is comparatively a large company. Here the activities of RML are practiced in a highly structured. RML may adopt certain changes regarding the following issues.

Most of the companies, which mean competitors of RUNNER Motors ltd, are well established because they have come long time ago. So RUNNER Motors Ltd should take more advertising program.

Most of the companies, which have many service centers but RUNNER Motors ltd have not sufficient service center. So, RML should establish more service centers.

If the candidates want to get the job, they will provide their original certificate is not good an employer for getting better opportunity. So the Authority of RML respectively will consider to getting the original certificate.

5.3 Conclusion

As for the researcher's observation through the study researcher has found out that the RML is performed according to the needs of the situation policy, in some cases there are strict and confidential policies, while in some other cases there is not much structured policy, but more or less practices at RUNNER Motors Ltd is done for the sake of the organization and the managers and employees working in it.

RUNNER Motors Ltd aims to provide efficient, consistent and cost effective service to consumers, needs to carry on its reputation in the coming years, the efficiency of the organization depends not only on the efficient employees but also on maintaining and developing their skills through training and development .

Although RML has some limitation still the organization is running its operation successfully and that indicates that the system is adequate enough to maintain the efficiency so, we can conclude that RML practices at is good enough, though not a perfect one.

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