

## **Executive Summery**

Rahimafrooz Bangladesh Limited is the pioneer of the battery business in Bangladesh. They are selling battery in Bangladesh from 1954. Though we do not purchase battery on a regular basis still it is a necessary product in our day to day life. Battery is an electrical and high-tech product. Majority of the countries started using advanced maintenance battery from the early 2000 but still there is no company in Bangladesh which is manufacturing or selling maintenance free battery in Bangladesh. Rahimafrooz is the first and the only company who take the initiative to produce and sale this high-tech battery in Bangladesh. The author of this report tried to highlight some important points regarding the introduction of SMF battery in Bangladesh. In this study, an effort was made to understand the best possible way to design and implement the GTM strategy for the maintenance free battery in the local market of Bangladesh, with a specific focus on the Maintenance free battery of Rahimafrooz Globatt Limited. It also tried to understand the price of SMF battery which would be suitable for the SMF battery of RGL. In this reports author suggested a pricing strategy for the SMF battery of RGL and gave the reasons for the suggested pricing strategy. To introduce a new product, selecting the best distribution channel is very important and thus the author gave some recommendation about the best possible distribution channel and showed the logics for supporting the recommended distribution channel. Promotional activities are the most important aspect of marketing while a company is going to introduce a completely new product in a market. In this study the author tried to find out the best possible promotional activities for introducing SMF battery in Bangladesh. Some surveys have been done to identify the most effective promotional activities to introduce SMF battery. Throughout the report author tried to do design a best GTM strategy for the SMF battery which is going to be introduced in Bangladesh by RGL.