

A Study on
“USING THE MARKETING MIX TO INTRODUCE EICHER BRAND
TRUCK-A CONTEXT ON RUNNER MOTORS”

RUNNER

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This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

**“USING THE MARKETING MIX TO INTRODUCE EICHER BRAND
TRUCK-A CONTEXT ON RUNNER MOTORS”**

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Subject: Submission of Project Report on “USING THE MARKETING MIX TO INTRODUCE EICHER BRAND TRUCK-A CONTEXT ON RUNNER MOTORS”

Dear Sir,

Alhamdulillah, by the grace of Almighty Allah, I am graced to complete the intern first and afterwards complete the paper as a presentation view. Since internship is a mandatory course to be awarded the BBA Degree, I was really scared about how to complete the report. I want to express my heartiest gratitude to my internship supervisor Dr. Sarker Rafij Ahmed Ratan for his unconditional support for preparing the report on due time. However, I hope this report would meet his expectation in terms of the quality and also my expectation in terms of the grade.

Name: Md. Morsalin Ahmed

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Declaration of the student

I am a regular student of the BBA Program major in Marketing in the United International University. Completing Internship is a mandatory course for getting the BBA Degree. So, I joined Runner Motors as an intern and complete my internship of 4 months tenure and also complete the report as per the requirement of my internship supervisor. I did the report only the educational purpose without making any copy of some other paper. This paper is solely my report prepared by myself.

Sincerely Yours,

Md. Morsalin Ahmed

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Bachelor of Business Administration

Major in Marketing

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Acknowledgement

I would like to be thankful to Allah, the most merciful who has given me the opportunity to complete the internship report under the supervision of Dr. Sarker Rafij Ahmed Ratan, the Associate Professor at the School of Business and Economics. I am privileged enough to do my internship at Runner Motors and complete the report as per my supervisor 's instructions.

I would also so thankful to the authority of Runner Motors and the employees of Runner Motors who helped me during my internship time. I tried to apply my bookish knowledge in the workspace with the assistance of the employees, staffs of Runner Motors. I worked at Tejgaon Office of Runner Motors.

Abstract/ Executive summary

Throughout India, Eicher Trucks & Buses is the top-selling manufacturer of heavy trucks. Eicher offers a variety of trucks and buses, including transport lorries, tipper trucks, school buses, staff buses, and more.

In order to create the Industry To describe Vehicles in 2008, the Volvo Group and Eicher Motors got together with a single shared objective. With cutting-edge vehicles and creative support solutions, Eicher Trucks and Buses, the major brand of this joint venture, is paving the road to the future of Indian transportation. The Hit Shows is a line of future-generation, inter heavy-duty, light-duty, and moderate trucks (4.9 to 49 Tons - Haulage, Tippers, Tractor-Trailers), created to provide great results and full capacity economics. Throughout order to precisely serve the needs of the school, employee, tourism, and transit permission markets, Eicher provides an extensive selection of 12- to 62-seater buses on the Skyline Pro, Skyline, and Starline platforms. Such vehicles are made in a cutting-edge coach building facility in Baggad using cutting-edge propulsion systems and contemporary design to provide a safe journey and greatest result. The continuous growth of Indian industry is propelling the development of passenger trucks towards newer markets and industries. Eicher offers fully-built tailored solutions to particular applications that meet far higher quality and productivity criteria in order to meet this need. Lifelong Support Solutions is a unique idea for partner clients and other interested parties across the whole life cycle of the vehicle that is a first for the market. From the moment a customer considers purchasing an Eicher vehicle until they eventually sell it, it is intended to provide a smooth, hassle-free encounter. Renting, trading, and buying used trucks is simple with Eicher Sure, a dependable one-stop shop for solutions. Each truck in this classification, either purchased by a person or a company, is thoroughly inspected to ensure accuracy of assessment and best price. If you haven't got a chance, let me know. I've got to see whether you're able to. The

corporation is firmly pursuing its goal of obtaining 15 percent as a result yearly quantity through Business Management by 2020 with its wanted position of 100,000 automobiles per year. To promote greater production and prosperity, Eicher Trucks and Buses is continually establishing new standards in industrial operations, powertrain technologies, and customer services. In this part, you may learn more about our most recent press releases, social projects, honors, and forthcoming events.

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CHAPTER I: INTRODUCTION

1.1 Background of the Report

The background of the report is to disclose the operational facts, promotional policies, branding practices, marketing activities of Eicher Truck of Runner Motors. As we know Runner Motors is a large business tycoon in the area of light, medium and heavy truck in Bangladesh. Though Eicher is a reputed Indian Brand, but now it becomes more popular in Bangladesh also for its reputation.

Hence, I am so privileged that I got the chance to do my internship at Runners Motors. I tried to find out the business strategy, promotional activity of Runner Motors, how they promote their brands from industry to retail consumer etc.

1.2 Objectives of the Report

Broad Objective:

The main objective is to discover about Runner Motors, for which methods are they using for their marketing mix to carry out their promotion campaigns for Eicher Brand Trucks and other vehicles. As we discussed earlier that, Runner Motors become more popular in Bangladesh day by day.

Specific Objective:

- To learn about the company history of Runner Motors, its different vehicles, its different departments along with its rivals.
- In the development of the business in Bangladesh heavy metal vehicle industry, I need to learn about the internal and external variables that could have the importance.
- Also need to learn about the categorization of Runner Motor's, its marketing policy and repositioning plans for the Eicher Truck.

- Determine how Runner Motors has applied the 4Ps of marketing mix strategies for the Eicher Truck.
- Also have to learn the specific difficulties that may make the barriers to the development on the commercialization of heavy vehicle sector in Bangladesh.
- Intended to offer some advice for the betterment of Runner Motors in terms of customer point of view.

1.3 Scope and limitations of the Report

From the overall research of the report, the objective was to provide more analytical information about the Runner Motors Ltd. its marketing mix techniques, operations, branding, promotional activities and so on. To clarify the justification for the industry contribution with the consumer organizational process. Throughout the research, tried to draw a picture of how a company may do well and continue in business with success.

There were so many limitations that were remarkable;

- Time constraints was the vital barrier
- Getting information from the right person was a challenge.
- Getting the information in the right align was a great issue.
- Information accumulation from various internet source was an issue.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

Company Analysis

Overview and history

Mr. Hafizur Rahman Khan, who also acts as the company's chairman, formed Runner Vehicles Ltd. The company began doing business as an importer and distributor of motorcycles in 2000. It was established in July 2000 as a private limited company. It was converted to a public limited company in January 2012, after which it began making and selling motorcycles and, finally, three-wheeled vehicles. The company then created a plant to assemble motorcycle engines and manufacture other motorcycle parts, and it has since built an effective distribution network across the country with more than 100 major dealers, over 270 sales locations, and 27 active showrooms. The RAL factory located near Bhaluka in Mymensingh. The plant has a shaded area of more than 4,40,310 square feet and was built before steel on 4,944.04 decimal acres of land. Runners has worked previously on specialized assignments for Dayang Motors and Liberty. Runner Automobiles and UM Motorcycles signed a collaboration agreement in 2016 to produce UM bikes in Bangladesh under the brand name UM-Runner. The scooters would be manufactured in Runner's Bhaluka motorcycle plant, with support from UM International LLC for engineering and technology R&D, as well as foreign component sourcing. UM-Runner motorcycles built in Bangladesh hit the market in the second quarter of 2018. According to the deal, Runner Automobiles will manufacture and export motorcycles for UM in the future for Nepal and Sri Lanka. It has technical cooperation with Indian carmaker Bajaj Auto to develop at minimum 70percent of total of the components for a 3-wheel auto-rikshaw, including the framework, body welding, and painting, with the exception of a few engine parts. Bajaj professionals provided technical support with the vehicle's industrial operations and test runs. The 3-wheeler can be powered by liquefied petroleum gas (LPG) or compressed natural gas (CNG).

Product mix

VE Commercial Vehicles Ltd is a joint venture between the Volvo Group and Eicher Motors Limited (VECV). The corporation, which has been in operation since July 2008, consists of the whole Eicher line of commercial vehicles and buses, VE Powertrain, Eicher's materials and architectural development services divisions, and Volvo Trucks' retail and wholesale divisions.

Eicher Pro 5040



Figure 01: Eicher Pro 5040

Eicher Pro 5040 will enhance the efficiency of the freight forwarder. Eicher enhanced permanent assistance programs, a new dashboard for increased driving dynamics, and comparable engine power underpinned by Volvo Group's knowledge to boost operator efficiency. Progress with Eicher, move still further.

Eicher Pro 5025T



Figure 02: Eicher Pro 5025T

Improve the transportation firm with the Eicher Pro 5025T as well. Eicher improved extended support and services, a modern dashboard for enhanced ride comfort, and

enhanced fuel economy, all while increasing operating performance thanks to Volvo Group's experience. Proceed down Eicher, and then continue.

Eicher Pro 1112XP



Figure 03: Eicher Pro 1112XP

The Eicher Pro 1112XP Industrial Strength chassis was designed specifically for hectic, congested environments. It gets the best gas mileage while also having the most proven capacity, strong, rugged equipment that ensure good result and endurance, and exceptional sporty sedan.

Eicher Pro 1049



Figure 04: Eicher Pro 1049

The Eicher Pro 1049 CT is a well-known and popular item underneath the Eicher PRO concept. This truck has the highest ranked performance in its class, sturdy and robust equipment that provide company can keep and durability, a cabin with successful quality management enjoyment, and optimal fuel efficiency.

Eicher Pro 1055T



Figure 05: Eicher Pro 1055T

The 1055T Tipper is one of the most durable and demanding achievements of the Eicher PRO concept. The sturdy design of this tipping provides its owner with great durability, reliability, and value. Good expansion capacity, a strong encouraging and guiding follower, heavy transportation capabilities, and exceptional efficiency just are a few of the amazing performance characteristics.

EICHER PRO 6025T



Figure 06: Eicher Pro 6025T

The Eicher Pro 6025T, a Next Gen 25-ton GVW tipper, is prepared to transform vehicle encounters with its unequaled actual quality.

Eicher Pro 1080HT



Figure 07: Eicher Pro 1080HT

The EICHER Pro 1080HT is a long-lasting and profitable product of the EICHER PRO idea. You will find it to be highly dependable. It is suitable for usage on uneven terrain due to features such as enormous power, easy movement, and a manufacturing systems gearbox for increased durability. Whenever you integrate powerful gasoline engines, cost-effective maintenance, and excellent customer service, your car is robust and reliable.

EICHER PRO 1080XPT



Figure 08: Eicher Pro 1080XPT

Enduring and successful products of the Eicher PRO philosophy is the EICHER pRO 1080XPT Tipper. Since it was designed primarily for carrying wood products, customers will find it to be highly dependable. It is perfect for use on difficult terrain due to features such as significant torque, simple movement, and a quality control transmission for enhanced efficiency. If you merge fantastic gas engines, cheap operating expenses, and excellent support functions, this is your dependable vehicle.

CHAPTER III: SWOT ANALYSIS OF RUNNER MOTORS

SWOT analysis

SWOT Analysis of RUNNER MOTORS LIMITED

The SWOT analysis. SWOT is an acronym that stands for Strengths, Weaknesses, Opportunities, and Threats. It is a strategy for identifying, evaluating, and preserving your firm's internal strengths and weaknesses under your control, as well as external opportunities and dangers that may interfere with the achievement of your business goal.

3.3.1 Strengths

The resilience portion of a SWOT analysis is far more important. This capability enables the company to operate efficiently and prepare for the future. The strong brand of an institution is what gives it credibility. The below is the bedrock element of Runner Motors Limited:

A. Brand Value:

Goods in the most effective System have been around for almost a half-century. Rangs Group is well-known throughout the country. Runner Motors Ltd. is also at the top of the market's transportation industry. Rangs Group presently controls 60% of the Bangladeshi commercial vehicle market, owing to the company's dedication to giving excellent after-sales service. Rangs Corporation has been a trailblazer in a variety of disciplines, regardless of the type of the business they first entered. RANKS Motors Limited, for example, already controls Bangladeshi commercial cars. The preponderance of transportation vehicles, including as buses and freight trucks, are managed by RANKS Commercial Vehicles Ltd. Furthermore, Volvo-Eicher has recognized them the "Best Commercial Vehicle Dealer 2020-21" for this segment (Report, 2022).

Focus on the client

Wonderful service quality was pretty recently launched by Runner Motors. By which they provide a fantastic support to its customers. Which enables making loyal customers to the brand who tends to bring more new customers and enhance the brand value and also making a huge volume of customers. Runner Motors has a service table where they repair the vehicles within a good time with the equipment required.

C. Restrictions upon Equity holders are Powerful

One of the most strength of Runner Motors is the strong bonding and relationship with the customers. The professionalism of Runner Motors extended its business to the mass customers and thus become one of the best reputed heavy vehicle brands in Bangladesh.

B. Brand Excellence

Runner Motors is special authorized in selling and dealing the Eicher Trucks and Mahindra & Mahindra automobiles in Bangladesh. The service is better; hence the customers tend to deal with Runner Motors Ltd. For long since it started its journey in Bangladesh. Brand value and brand experience is playing a vital role in grabbing the customers.

E. Building the Plants

In Sonargaon of Bangladesh, A manufacturing industry has been set up by Runner Motors Ltd. Where heavy and light vehicles specially trucks are assembled with ensuring the QC pass and also according to maintain the international quality.

F. Competent & experienced on a global scale

Eicher and Mahindra & Mahindra has been established a nice track record amongst the clients all through the country by Runner Motors which are extremely reputed to the customers.

Weakness

Weakness are tending to move the organization to endanger or affected by negative impact on the business. Numerous factors work behind the situation that affect the business. The following factors could be considered as the vital factor for weakness for a brand;

A) Extremely averse towards public attention

In business, every company has a specific mission, vision and slogan which present them as a unique one. We may notice that, every different company has different attractive slogan which they use to promote their own brand. If there is no promotional activities the target customers won't get the desired brand to purchase or use. So, seeking public attention is very much important for the brand by using own slogan.

B) Market Segments are fewer.

Main rival of Runner Motors is the Nitol Niloy Motors who has a vast numbers of product options where Runner Motors has a few. In this factor, Runner Motors staying behind the Nitol Niloy Motors since Runner Motors has a limited vehicle option. Competitors offer many lucrative offers for attract the customers which is a fantastic promotion policy.

3.3.3 Opportunities

Opportunities is a trait of SWOT analysis which indicates the elements that shows a business which has a higher likelihood of success. Searching possibilities is necessary for Runner Motors Ltd. because they might influence

the ultimate integrity for the industry. The followings are some opportunity for the Runner Motors Ltd.

A) The Unaltered Industry's Purpose

Indeed, Bangladesh is a land of promise regardless of its very small population. For being so small land in area, the vehicle industry did not establish that much likewise the other industry in Bangladesh. There are numerous spotless markets in Bangladesh. For this reason, transport or vehicle industry in Bangladesh stand a much higher likelihood of latching onto the undiscovered areas.

B) E Buses Section

Human beings having made tremendous advancement in science and technology now a days. In the auto industry has a new innovation with highly efficient ways to reach the path of benefits. Assuming that the Electric Bus will take over the transport dept. within the next few years. E-Bus is absolutely unaware to the industry of transport and also among the people of Bangladesh. As consequence, Runner Motors has the perfect opportunity for enter into the industry and do well far better as a monopoly.

3.3.4 Threats

Threats are typically from the outside that might be harmful. The dangers which the company faces might be known by all. Opportunities must be handed over if the threats overcome successfully unless the threat will destroy the whole dream. The threats that Runner Motors Ltd. poses are demonstrated below;

A) Bangladesh's Transportation System Has Changed

The entire transport system of Bangladesh has faced a tremendous important adjustment. The metro rail project of Bangladesh Govt. has already partially finished and inaugurated and also running the project. As a result, the entire car industry may be fall in danger. Runner Motors has to consider such situation and take the necessary steps to resolve the issue and adopt themselves in the industry.

B) Preservation of Employees

The maximum of the employees of the company are either over educated or expert in different industries; e.g. advertisement, sells and marketing, finance and accounts dept. and so on. Other similar companies offer and grab the experienced personnel from likewise companies as Runner Motors which is too much threat for Runner Motors.

C) High-Level Competition

In every industry, there are rivalry exist. Companies must offer more product to attract the rival companies. Unless, it is possible to be happened to that the other rival company may gain in business by monopoly. As a result, there could be an intense competition in this area. As we discussed earlier that, the main rival of Runner Motor is Nitol Niloy Motors, which is basically the sole distributor or Tata Motors of India. Nitol Niloy can offer a huge amount of discount due to their vast stockpile whereas Runner Motors cannot.

Industry analysis

Specification of the industry

The Volvo Group and Eicher Motors began collaborating on the VE Heavy Trucks in 2008. Eicher Trucks and Buses, the major trademark of this partnership, is paving the way for the positive influence of Indian transportation by attempting to reduce vehicles and obtain high inventiveness.

Eicher has substantially supported the expansion of the CV global market in Bangladesh. In addition, we were the first company to market BSIII vehicles. In Bangladesh, a fast-developing country, economics, productivity, trustworthiness, and the availability of operation and maintenance all have an impact on the procurement of heavy trucks. We anticipate continued efficiencies to strengthen the country's

automotive industry as a result of Eicher's ability to provide great gas efficiency and cheap construction costs.

Size, Trend, and Maturity of the industry

On June 4, 2000, Mr. Hafizur Rahman Khan founded Runner Vehicles in Dhaka, Bangladesh. The initial exports were bicycles and motorbikes. They made a total of half a million dollars. A total of 180 million dollars were earned (2018). US\$280 million in holdings (2018). The Runner Group of Businesses is the company's centerpiece.

Maturity of the Industry in terms of time-to-time

The Good Earth Corporation, a pioneer in acquiring and trading vehicles in India, is founded in 1948. In 1959-1960, Eicher Tractor Company of India Private Limited launched the first machine built entirely in India from its Faridabad factory. In 1982, Eicher Motors Limited and Mitsubishi Motors Company of Japan joined forces to manufacture light vehicles. Enfield India Ltd, the business responsible for the well-known Bullet motorcycle, is purchased by Eicher in 1993 and renamed as Royal Enfield. The Good Earth Corporation, a pioneer in acquiring and trading vehicles in India, is founded in 1948. In 1959-1960, Eicher Tractor Company of India Private Limited launched the first machine built entirely in India from its Faridabad factory. In 1982, Eicher Motors Limited and Mitsubishi Motors Company of Japan joined forces to manufacture lightweight vehicles. Enfield India Ltd, the business responsible for the well-known Bullet motorcycle, is acquired by Eicher in 1993 and renamed as Royal Enfield. In 2012, VE Commercial Trucks Limited was named CV Manufacturer of the Year. (The Apollo CV Awards). Pithampur, India's first automobile assembly factory for Euro 6 advertising vehicles, begins production in 2013. Ultimately, in 2021, Eicher will launch a new coaches and sleeper platform, establishing a new standard for interstate premium bus travel.

Technological factors

One of the several different variables in any business field is the technology factor. We have previously explored how technology is a never-ending process. Technology has reduced the size of repair parts and other equipment's. Costs can range from very expensive to very inexpensive, depending on innovation. Considering the various technological advances, Runner Motors offers a wide range of truck models with varying levels of strength and quality. It is directly influenced by technology. Certainly, this technology does not exist when a company begins its business in the industry, but it changes dramatically with time. As a result, technological factors are critical for any company, such as the automotive sector.

Buyer Power

The things or services are designed with the consumer in mind. These can include divides among towns, organizations, businesses, and individuals. Understanding the patient's ability to negotiate, as well as evaluating their purchase behavior and qualities, is critical for the business survival. Because the automobile industry is similarly managed, producers have trouble maintaining constant price control. As a result, competition for customers' spending is fiercer in genuine marketplaces.

Threat of Substitutes

In just about any company, there are rivals with whom one must fight in order to succeed by beating another. This rivalry is seen positively by industry experts. Because competitiveness typically produces high-quality items, customers benefit greatly. And yet, competitiveness is inescapable in all domains for everybody.

Another thing is, more new company will get the place and establish new business and hence enhance the number of rival.

Runner Group faces a similar opponent in the interest of preserving its market presence. Possible runners motor replacements include:

1. Nitol Motors
2. Ifad Autoes, and.

3. Rangs Motors etc.

Whenever Runner Motors cannot provide excellent vehicles or other cars, it will disappear entirely from the market. As a result, Runner Motors faces greater challenges in supplying higher-quality products. Aside from that, creating technology is a constant process in which if one company stops, others will take over the industry's charge. As a result, another aspect of establishing oneself in the sector is to be watchful of potential substitutes.

Industry rivalry

Competition is an obvious in any competitive industry or market. Similarly, the competition exists in the vehicle industry also, and it needs to focus on the quality to take over the competition against rivalry.

The sector's rivalry comprises internet businesses operating in the same industry selling identical or equal goods to consumers. The efficacy of the web sector's rivalry is heavily influenced by a variety of factors, including the number of rivals, power relations, brand awareness, market supply and demand, and others. There will be fierce rivalry in the online marketplace if there are different production competitors, their strength is equivalent, the price difference between items in online shops is modest, and the economic is overstocked. Competition may vary widely, including market dominance, corporate profit, project planning, and service extension. The level of competition in the market is central to everything. Everyone can enter the Bangladesh market, and everyone is able to contribute naturally. As a result, there are numerous businesses competing in the industry.

Study of the competition for RUNNER MOTORS LIMITED

Company Name	Brand Names	Focused Products	Market Share
Nitol Motors	Bangladesh's official Tata goods dealer	Tata Ace EX2 Tata LPT 709 EX2 Tata 407 Tata LPT 121248	40 Percent
Ifad Autos	Bangladesh's	Ashok Leyland 1616	3 Percent

	official Ashok Leyland distributor	IL	
Rangs Motors	This company delivers the brands Eicher Heavy Truck and Mahindra.	Mahindra Big Bolero Pickup EICHER Pro Cargo 5016 EICHER 10.90 L	5 Percent
Runner Motors	Both the official dealer of the Eicher Mini Truck brand and a dealer of Volvo Eicher automobiles	Eicher 1075, 1080, 1112	10 Percent

Pension should be expected. Consumers can purchase the Eicher 1075, 1080, and 1112 via Nitol, while IFAD, RANGS, and Runner provide a variety of medium-term financing options. The vast bulk of buyers have been identified as logistics and transportation companies. Typically, public bidding are used to buy vehicles for publically owned shipping services, with enterprises subsequently fulfilling the contracts. Yet, the fact that the aforementioned organizations serve as both a supplier and a contributor can occasionally present significant issues. The buyer may try to avoid making a repayment after buying a vehicle on credit by claiming the their income has fallen and that they are economically stressed. Undependable payment is typically the result of ineffective collection techniques and an absence of consistent communication, which can lead to missing payments. While overall sales are profitable, there is a negative cash flow as a result.

Nitol has been relatively successful in capturing a substantial share of the market over the decades, now accounting for 40% of the total market. The availability of high-quality, reasonably priced products, as well as alternative components, has substantially influenced the growth of this firm. IFAD Auto is in second place with a 38% market share, followed by Runner Motors and Runner Motors Ltd, who control 10% and 5% of the Bangladeshi market, respectively.

Rivalry is an obvious in all types of business in the world. Because, without rivalry the industry could not grow up and reach such closer to the clients. Hence, this is more important for any successful conglomerate. And only by positive competition the industry may expand its business with the attachment of satisfied clients. By remaining the clients dissatisfied the company could not stay long, it will collapse for sure.

CHAPTER IV: INTERNSHIP EXPERIENCE

4.1 Position, duties, and responsibilities

I have joined here as an intern, so I have to perform different types of duties and responsibilities in different offices assigned by the Runner Motors Authority. But the thing is I have enjoyed a lot working here in different types of offices with different types of people. Indeed, all the employees of Runner Motors were good and supportive, unless it would be a tough to manage the task for me as an intern.

Runner Motors has the following offices where I got opportunity to work there even for couple of days; the fact is I learned a lot working there with different people which is completely priceless to me. However the followings are the list of different offices of Runner Motors;

1. Human Resources Management
2. Sales and Marketing
3. Operation and Logistics
4. Finance and Accounts
5. Store Management
6. Customer Support

The duties and responsibilities I did as an intern in the Runners Motors Ltd.

- Doing responsibilities delegated by a manager;
- Carrying out administrative activities;
- Maintaining social media pages.
- Organizing and managing an engagement;
- Work stalking;
- Acquiring mechanical aptitude pertinent to the field.
- Communicate with customers via phone, email, and social media and record it by using MS word for further inquiry.
- Prepare the bills and activity records and do proper calculation
- After getting the confirmation and authorized signature on those bill, activity and reports, submit to the respective office.

- Preparing the different bills by using MS Excel with proper calculation and submit it the reporting boss.
- Respect the deadlines that have been set.
- Always act with responsibility as well as professionalism.
- Monitoring the store house which is full of with the t-shirts, mugs, notebooks, TV, umbrella, wallet etc.
- Keep preparing the products in store in organize way to provide to the customer easily.
- Keep the record of store house in an Excel Sheet.
- Typically, on Wednesday, I used to duty on the showroom where I provide information about the Eicher Trucks to the prospective customers.
- Sometimes I have assisted the graphics designer using marketing concept to prepare the design more lucrative and object oriented.

4.2 Training

I was unfortunate that I did not participate in any training during the internship in the Runner Motors Ltd.

4.3 Contribution to departmental functions

I have worked in different offices during the internship such as;

- Communications with the customers through email, phone and social media.
- Prepare the bills, calculate it properly and submit to the respective office.
- Sometimes monitors the store which is full of different valuable items.
- Monitoring the inventory of the store house.
- I also have attended in the showroom and assist the customers by providing the information about the Eicher Truck.

4.4 Skills applied

I am privilege enough for getting the opportunity to apply some soft and hard skill there which I have learnt from my undergraduate education. Individuals must possess the least position skills and expertise to carry out their duties. Yet, people who typically distinguish out as top students require certain new skills, including the capacity for good communication, the capacity for joint effort, and the capacity for efficient time management. Several competencies are illustrations of softer talents.

Here are some instances of nontraditional talents that are crucial for workforce:

- Correspondence
- Teamwork
- Problem-solving
- Management of time
- Critically analyzing
- Judgment
- Managing stress
- Adaptability
- Conflict resolution
- Leadership Creativity
- Resourcefulness
- Subterfuge
- Availability to critique

Core competencies are aptitudes that enable you to handle tasks and obligations that are particular to a career. Hard skills can be picked up through formal education, on-the-job education, and apprenticeships. These abilities are typically concentrated on particular procedures and duties, like working with instruments, machinery, or computer.

Some Hard Skills Demonstration are as follows;

- Computer skills
- Microsoft Office skills

- Analytical skills
- Marketing skills
- Presentation skills
- Management skills
- Project management skills
- Writing skills
- Language skills
- Design skills

4.5 Application of academic knowledge

Indeed, after completion of a hectic long education period it becomes a new challenge for me to adopt to continue the commitment between bookish knowledge and the real time work. When I get the opportunity to apply my academic knowledge in the real time work, I could not help myself to do so. I was dying to judge myself by using my bookish knowledge in the work life. And, it was a fantastic experience for me whenever me tends to use my soft and hard skills in solving the issues in intern. It is worth remarkable that, I won't go beyond my capacity. Still, I have used the academic knowledge like communication skills, team work, language skills, writing skills, calculating skills, design skills etc.

Needless to say that, the academic life shows the path to be a success in work life, by which the application is implemented, that learnt in the academic life. The internship brings the opportunity for a student to make his dream come true by combining the academic knowledge to the practical work life which is too much excited issue for me. Obviously, the excitement was there to take the challenge of how successfully I may apply the knowledge that I gathered in work life. And of course, I am fortunate that I got a wonderful company, staffs, senior officers and my supervisor as well. That helps me a lot to reach the point of completion of my report.

CHAPTER V: CONCLUSIONS AND RECOMMENDATIONS

Recommendations for improving departmental operations

Recommendations

Obviously the reputed and respected brand names Eicher which is known all over the world. Although Eicher brand is founded and pretty well known in India. Considering the visible demand, Runner Motors has started its manufacturing journey in Bangladesh. They could have taken over the marketing by using the following recommendations so far;

a) Drivers frequently urging for the vehicle with a digital meter so that they can measure the load while driving. Considering the situation, Runner Motors may offer some offers according to the drivers demand that will surely enhance the selling margin.

b) The price of Eicher Pro Trucks of Runner Motors is greater in compare to the its old rivals. Runner Motors is actually new comers in the industry. From this perspective, the vehicles are expensive of Runner Motors whereas the other competitors offer better. In this context Runner Motors needs to offer some lucrative marketing strategy for the users.

c) Since, the vehicle industry in Bangladesh become so big, so the competitors should concentrate on the quality and also, they need to keep in mind that quality and development is a continuous process. To retain the customers and also exist in the competitive market Runner Motors also need to produce better vehicle along with the upgrade technology. For boosting sales, they need to meet the customers needs, but before it they need to recognize the customers' demand. Unless, they will produce something that the customers do not want and eventually the customers will move to another competitor.

d) This is an era of digitalization; indeed, we are in a digital Bangladesh. Runner Motors also needs to concentrate on enhancing the promotional activities on social media. Social media itself is a very strong platform now a days. People are engaged in social

media for various reason and spending a lot of time there. Facebook, twitter, Instagram, Telegram and so on are the famous strong social media. Runner Motors may open a page or group in the aforementioned social media and keep connected with the peoples. A dedicated team must be formed to reply to the peoples queries to be in touch and serve promptly.

Conclusion

Once upon a time in Bangladesh, assumed that the vehicle industry would never be established rather depends on import for all the time being. Afterwards, the time changed and different international MNC opened its branch in Bangladesh getting confirmed that Bangladesh is going to be a huge market for the vehicle industry. Then time flies and flies. Now the latest news is Bangladesh has started to produce E-vehicle named "Palki" which is already going commercial although in a small manner.

Mitsubishi has launched its assembly factory in Bangladesh. Assuming the high demand of motorcycle, numerous international companies has started to manufacture motorcycle here in Bangladesh. Walton, the Bangladeshi brand has started to manufacture motorcycle from so long although the main equipment imports from China.

Investors interested in to invest in Bangladeshi markets are seeking the opportunity since they knew that Bangladesh is a land of huge opportunity with billons of people. Runner Motors has also had the opportunity if can grab as like the other conglomerates. They can concentrate to manufacturing and commercializing vehicles from heavy to light. Bangladesh is a huge market for motorcycle; however, Bangladesh is the 3rd largest Indian Motorcycle market. India made millions of dollars as their revenue from Motorcycle industry. Runner Motors can also take some steps to accelerate the business and expand its product quantity.

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