

# Internship Report on Walton Bangladesh

**Submitted By:** Rashed Ahmed  
**ID** : 111201253

## Submitted To

**Dr. Seyama Sultana**  
Associate professor,  
School of Business &  
Economics (SoBE)



## Letter of Transmittal

14 September 2024

Dr. Seyama Sultana

Associate Professor

School of Business and Economics (SoBE)

United International University

Subject: Submission of Internship Report on “Internship Report on Walton Bangladesh”

Dear Ma'am,

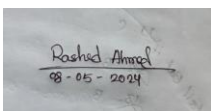
I am pleased to submit the Internship Report on Walton Bangladesh. Having concluded my internship with the Corporate Communications and Sustainability division of Walton Plaza, I dedicated myself to following my supervisor's guidance meticulously to fulfill the requirements of the internship course and prepare this report. This experience enabled me to put theoretical knowledge into practice from my bachelor's degree studies and offered me valuable understanding of handling external communications.

I am grateful to the Corporate Communications and Sustainability team at Walton Group for their support and guidance throughout my internship. The knowledge and skills I have gained will significantly enhance the start of my professional career.

I deeply appreciate your priceless advice and steadfast assistance during my internship. I am eager to your comments or recommendations regarding this document.

Thank you for your continued assistance.

Best regards,



Rashed Ahmed  
08-05-2024

Rashed Ahmed

ID: 11120125

## Declaration of the Student

I am Rashed Ahmed (ID: 111201253), a student pursuing a Bachelor's degree in Business Administration with a specialization in Marketing at United International University. I am pleased to announce that I have successfully completed a three-month internship at Walton Plaza, which is part of the Walton Corporation. The internship took place from January 3 to March 2, during which I had the opportunity to work in Corporate Communications and contribute to the Financial Audit, Inspection, and Behavioral Intelligence Department (BIB).

I would like to extend my sincere gratitude to the entire Walton Plaza team for providing me with a valuable and enriching learning experience. I confirm that the information presented in this declaration is accurate and truthful to the best of my knowledge, including both primary and secondary data.

Best regards,

Rashed Ahmed

ID: 111201253

Major: Marketing

School of Business and Economics

United International University

## Acknowledgement

I wish to express my deep gratitude to Allah for His blessings and guidance throughout my life. I am immensely thankful to my parents for their steadfast support and encouragement, which has been instrumental in my progress. Their encouragement and direction have been vital to my achievements, and I can never fully convey how much I value their assistance throughout my academic journey.

I am additionally profoundly thankful to Dr. Seyama Sultana Ma'am, my internship mentor. She has been one of the most encouraging professors I have encountered during my undergraduate studies, and I sincerely appreciate all the knowledge she has imparted to me.

I extend my sincere gratitude to Khandoker Mahmudur Rahman, Kawsar Ahmmed, Sarker Rafij Ahmed Ratan, Md Jakowan, Muhammad Hasan Al-Mamun, and Md Kaium Hossain. These talented individuals at UIU have continuously supported me, and I am profoundly thankful for their guidance throughout my marketing studies.

When I began my internship at Walton Plaza, I was initially concerned about adapting to the corporate setting. However, several individuals made this transition significantly easier for me. I am especially grateful to:

- Fahad Hossen Shawan - Senior Deputy Assistant Director at Walton (My Line Manager).
- Sanjoy Chandra Bonik - Senior Deputy Operative Director at Walton Plaza.
- Abdullah al Mamun - Senior Deputy Director in the Audit Department.
- Md Mohan Uddin Shiddique - Deputy Executive Director.
- Easin Ali - Senior Executive Director and Head of Internal Audit Departments.

Their steadfast support made my internship experience truly memorable. The insights and experiences they provided, particularly regarding CoRA operations and company culture, were invaluable. They acted as mentors, and I was pleased to contribute wherever possible. I am thankful for the opportunity to work as a trainee auditor at Walton, and the knowledge acquired from this experience will certainly be essential as I begin my corporate career.

## Executive summary

Founded in 1977, WHIPLC started its production with refrigerators, freezers, air conditioners, and compressors since early 2008. Since then, the organization has expanded its product line to include televisions, home appliances, and other electrical items. Walton & Marcel have established themselves as the leading and most reliable brands in Bangladesh's Electrical and Electronics (E&E) sector. Their success can be attributed to their robust manufacturing capabilities, high-quality products, competitive pricing, extensive market reach, and effective after-sales support. As a result, both brands have swiftly gained a substantial market share and are acknowledged as leading players in Bangladesh's E&E sector. WHIPLC's product range includes freezers, air conditioners, compressors, televisions, and both frost and non-frost refrigerator. The conglomerate sector in Bangladesh is expanding quickly, paralleling the rise in the availability of automobiles, home appliances, electronics, and mobile phones. This internship report examines the conglomerate sector, with particular attention to Walton's role as a multifaceted provider of a range of products and services, rather than focusing on a single product. Walton is a contemporary global brand known for its advanced Research and Innovation (R&I) centers, producing electronics, cars, appliances, and other products. The production is managed through several subsidiaries operating under the Walton group headquarters in Bangladesh. Walton runs 22 production facilities across over 700 acres and employs over 30,000 people, with a yearly production capacity of 10 million units. The company operates as a major player in the industry, renowned for its ability to produce electrical and electronic products at the lowest cost while upholding high standards in terms of quality, design, and innovation. WHIPLC's manufacturing facility and headquarters are located in Chandra, Kaliakoir, Gazipur, Bangladesh. This site is considered one of the most state-of-the-art manufacturing plants in both South Asia and Bangladesh. Utilizing cutting-edge technology and industry expertise, Walton creates innovative solutions that contribute to a more sustainable, environmentally friendly, and progressive society. The manufacturing site spans approximately 5,000,000 square feet and consists of 19 buildings and sheds. The final section of the report includes my conclusions and key insights gained from the internship.

Here are some key words from the executive summary:

- Electrical and Electronics (E&E) sector
- Competitive pricing
- Bangladesh
- Conglomerate sector
- WHIPLC
- Global brand
- Production facilities
- Conglomerate sector
- Home appliances
- Innovation
- Walton
- Environment-friendly
- Manufacturing capabilities
- Air conditioners
- Sustainability
- Market share
- Marcel
- Subsidiaries

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# CHAPTER I: INTRODUCTION

## 1.1 Background of the Report

Technology is advancing rapidly, creating a highly competitive modern business landscape. To remain competitive in such an environment, businesses must continually innovate and adapt. Walton, a leading player in the consumer electronics sector, exemplifies how a company can navigate these challenges successfully. This internship report aims to provide a comprehensive account of my experience at Walton, analyze a specific issue, and propose a solution to benefit the organization.

### Company Background

Walton's corporate headquarters are situated in Bangladesh. Initially established as Rezvi & Brothers in 1977, the company was rebranded as R. B. Groups of Enterprises Limited in 2001. Under the "Walton" brand name, the company produces a variety of products, including electrical appliances, electronics, vehicles, smartphones, and other home goods.



Walton boasts some of the largest research and development amenities and holds a significant market share both domestically and internationally. As per its corporate site, Walton is recognized for its ability to produce products in a cost-effective, innovative, and aesthetically appealing manner.

The company operates over 22 production facilities on more than 680 acres of land and employs over 20,000 people. Walton is part of the R.B. Group, a regional commercial conglomerate that

operates under the "Walton" brand. This conglomerate, referred to as the Walton Corporation, includes eight sibling companies: Walton Advanced Technology Enterprises Limited, Walton Precision Technology Company, Walton Digital Technology Enterprises Limited, Dream Park Global. The company's primary products include refrigerators, TVs, air coolers, laptops, cell phones, and lifts. Initially, Walton also manufactured motorcycles. Today, it holds a 75% dominance in refrigerators, a 50% stake in TVs, and a 20% share in air conditioners, establishing itself as a dominant force in Bangladesh's tech industry.

Walton's technological journey began in 1997 with the import and sale of monochrome television sets. The firm later began importing components for televisions and bikes and transitioned to domestic production in 2010. Walton Hi-Tech Enterprises Limited was established in 2006, leading to the production of motorbikes and refrigerators, which were positively received due to their affordability and standards. The company subsequently expanded into Cooling systems manufacturing.

Walton possesses an extensive national distribution network with over 13,000 points of sale (POS) and various distribution channels, including Corporate Sales, International Business Unit (IBU), Walton Shopping Center, Vendors, Walton Online Marketplace, Suppliers, Secondary Vendors, Primary Equipment Producer, Design Manufacturing Partner.

## 1.2 Objective of the Report

This internship report aims to:

- Provide a detailed analysis of Walton's product portfolio, including its development, implementation, and internal audit processes.
- Offer specific insights into the conglomerate industry in Bangladesh.
- Examine Walton's product range.
- Review Walton's audit procedures to monitor Walton Plaza, control expenses, boost revenue, and develop and implement strategies.
- Identify key factors contributing to the success of Walton's audit department.
- Share personal experiences and insights obtained from Walton's internal review.
- Highlight the integration of educational knowledge throughout the internship, along with assessments and recommendations.

## 1.3 Purpose for the Report

The drive behind my placement at Walton Plaza stemmed from inquisitiveness about its role in shaping organizational identity and fostering stakeholder relationships. This report is a requirement for my undergraduate degree and aims to:

- Understand Walton's Corporate and Audit departments.
- Learn about Walton's operations and monitoring of its showroom and dealers.
- Explore In what manner Walton performs evaluations at Walton Plaza.
- Provide a summary of the conglomerate sector.
- Provide recommendations for other enterprises seeking to establish effective inspection procedures.
- Share the knowledge gained as an audit intern at Walton Plaza.
- Fulfill the requirements for my BBA in Marketing.

I believe this study will serve as a valuable reference for those interested in the audit practices of conglomerates and will be of interest to students pursuing careers in communication. I also see believe this study will serve as a valuable reference for those interested in the audit practices of conglomerates and will be of interest to students pursuing careers in communication. I also see this report as a model for other businesses, based on creativity, customer focus, and employee engagement principles. Ultimately, this report is essential for my undergraduate degree and will inform my future endeavors.

#### 1.4 Extent and Constraints of the Report

During preparing this analysis for my internship at Walton Plaza, I faced both difficulties and valuable lessons. Despite some limitations, the report covers extensive scope.

##### **Scope:**

- ✓ Gaining insights into the complexities of Corporate Communications Strategy.
- ✓ Observing and understanding strategies for interacting with different stakeholders s, including personnel, clients, media outlets, and government bodies.
- ✓ Analyzing the role of public relations in promoting Walton's products and offerings.
- ✓ Assessing Walton's strategy for Corporate Social Responsibility (CSR).
- ✓ Understanding the audit process.

##### **Limitations:**

- ✓ The brief duration of the internship constrained the depth of analysis in specific areas of corporate communications.
- ✓ Limited access to certain information due to confidentiality concerns, such as HRMS server access but not Point of Sales (PoS) data.
- ✓ Inability to attend all department meetings due to their confidential and long-term planning nature.

Despite these limitations, I aimed to produce a report that is both data-driven and informative. I believe it will be useful to readers and professionals in similar departments at other organizations.

## 1.5 Definition of Key Terms:

- **IA:** Internal Audit
- **WP:** Walton Plaza, Walton Group
- **POS:** Point of Sales
- **HRMS:** Walton's Software for Managing Audit Activities

## CHAPTER II: COMPANY & INDUSTRY PREVIEW

### 2.1 Company Analysis

Walton is Bangladesh's leading company in consumer electronics, electrical products, and automotive sectors, holding a significant market share through its commitment to high-quality products. The company manufactures a wide range of items, including diesel generators, irons, motorcycles, cellphones, DVD players, microwaves, freezers, refrigerators, air conditioners, and washing machines. Additionally, Walton produces 3D LEDs, LCDs, and CRT TVs under Walton Micro Tech Corporation. Its extensive marketing and sales network spans over 5,000 outlets, including 372 company-owned showrooms and exclusive distributors. As a prominent global player in automotive and consumer electronics, Walton boasts One of the largest and most pr research and innovation centers worldwide. With over 20,000 employees across 22 industrial sites covering 680,444 hectares, Walton has an annual production capacity of 10 million units, making it a major force in its industry.



### 2.1.1 Key Milestones in Walton's History

Walton, a prominent conglomerate based in Dhaka, Bangladesh, is a subsidiary of the The R.B. Group of Industries was established in 1977 by S.M. Nazrul Islam as a trading company, Walton has since diversified into various sectors. Initially focused on trade, the company expanded into electronics, steel, textiles, and automotive industries. Walton ventured into the steel industry in the late 1970s and expanded into the electronics and automotive sectors by the early 2000s. This diversification has significantly contributed to Walton's growth and revenue in Bangladesh.

1977: Established as Rezvi and Brothers.

1993: Launched R.B. Dairy Complex Ltd.

1995: Ventured into the electrical and electronics industry.

1998: Introduced Tricon Electronics Ltd. and began TV manufacturing.

2001: Rebranded as R.B. Group of Companies Ltd., extending into the electrical, electronics, and automotive sectors.

2007: Opened facilities for producing refrigerators, televisions, air conditioners, and motorcycles.

2014: Set up a plant for the production of televisions and kitchen appliances.

2017: Commenced the manufacture of compressors and mobile phones.

### 2.1.2 Trend and Growth

Walton Plaza's clients are its most valuable asset, boosting Walton's reputation as the most trusted and distinguished brand in the country. By enhancing consumer benefits, the company realized a 93% increase in earnings in 2022. If this growth trend persists, Walton Plaza is anticipated to become the leading sales network in the nation. To support this expansion, Walton has implemented several innovative strategies, including a hire-purchase consumer protection policy and a comprehensive solution. These advancements were showcased during the "Challengers Summit-2023." The event, held on January 26, 2023, at Walton Hi-Tech Industries



PLC's headquarters in Chandra, Gazipur, was attended by over 1,500 Walton Plaza managers and officials. The gathering adopted the motto, "We were the best, we are the best, and we will continue to be the best."

## 2.2 Customer Mix

Creating long-term customer value involves not just completing a sale but also nurturing ongoing loyalty.

### 2.2.1 Product Variation

Walton's success is largely attributed to its ability to adjust manufacturing capabilities. The company offers a wide range of models across all product categories, meeting diverse customer needs. This flexibility in product offerings is a key component of Walton's business strategy.



## 2.2.2 Competitive Pricing with Superior Quality

Walton is committed to delivering high-quality products at competitive prices, with a strong focus on ensuring customer satisfaction through excellent quality. The company continually invests in its supply chain to maintain affordability while reinforcing its position as a leading industry player.

## 2.2.3 Strong Marketing and Distribution Channels

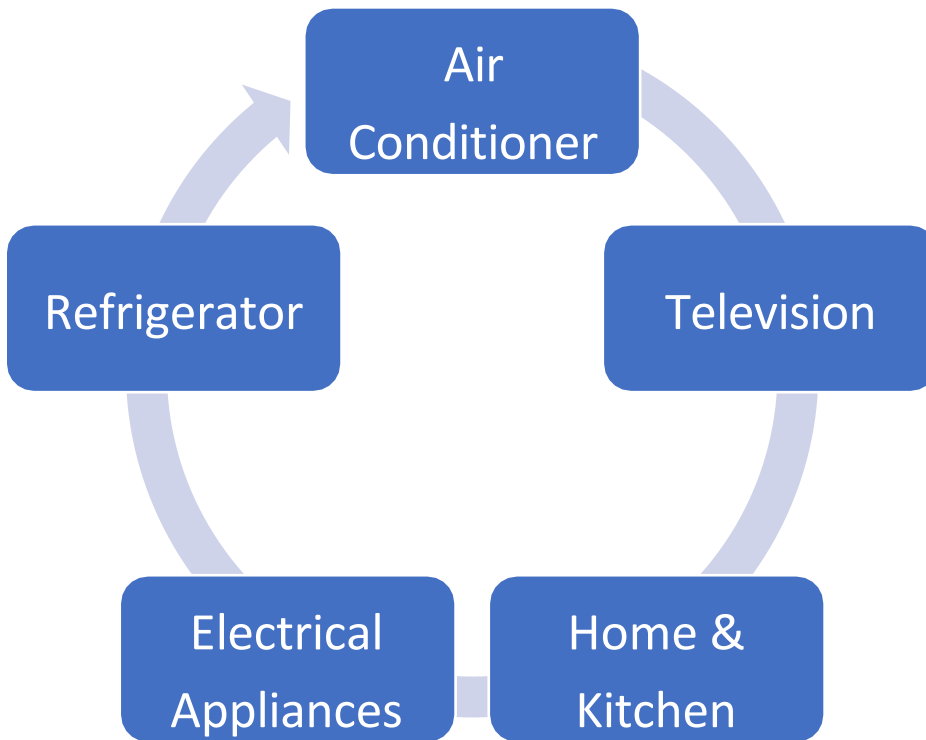
Walton's distribution network includes Walton Plaza, Walton E-Plaza, exclusive agents, vendors, sub-vendors, and various manufacturing partners such as ODM and OEM. With over 21,000 sales points nationwide, Walton's distribution approach is both cost-effective and efficient, strengthening its extensive network of outlets and channels.

## 2.2.4 Reliable and Efficient After-Sales Services

Walton's comprehensive distribution and after-sales service network spans the entire country. The company offers a 12-year warranty on refrigerator compressors, a 10-year warranty for residential replacements, and a 3-year warranty for commercial replacements, underscoring its commitment to dependable customer support.

## 2.3 Product/Service Mix

Walton Hi-Tech Industries Limited produces a diverse range of electrical and electronic products, available in various models and colors. Their product lineup is segmented into six distinct categories, each offering numerous models and color options.



Walton ensures effective advertising and distribution of these products to reach their target market efficiently. Key aspects of their product differentiation include:

- Extensive distribution network nationwide.
- A wide array of product variations, including different designs, colors, and sizes

## 2.4 Business Operating System

### A. Distribution Process and Network in the Local Market

Walton manages over 21,000 sales locations across the country through various distribution channels, including Walton Plaza, Walton E-Plaza, authorized distributors, retailers, and sub-distributors. These channels cater to different customer needs with a variety of models, colors, and sizes. Walton's distribution strategy is both cost-effective and efficient, supported by a robust network of outlets and channels. The Head of Marketing oversees all distribution operations,

managing 32 zones within the domestic market. Each regional manager is responsible for

the development, oversight, and management of inventory within the distribution network. Products are initially stored in Walton's warehouse before being distributed to final customers through key channels.

- Exclusive Distributors: Walton collaborates with 5,100 dedicated distributors and about 16,000 secondary dealers, who purchase products from Walton and then resell them, with deliveries made either by Walton's own transportation or through customer arrangements.
- Walton Plaza: Walton Plaza acts as a major purchaser and distributor of Walton products, with 382 showrooms nationwide. It facilitates sales to both sub-dealers and end-consumers and can exclusively promote Walton-branded products.
- Corporate Sales: Walton also engages in direct transactions with businesses, supplying goods and services as required by corporate clients.

## **B. Global Network**

Walton Hi-Tech Industries Limited has established itself as a significant exporter from Bangladesh, with its products succeeding in markets such as India, Bhutan, Nepal, the Maldives, Myanmar, the UAE, Qatar, Nigeria, and West Africa. The company plans to expand into new markets, including Australia, the United States, South Africa, Europe, Singapore, Romania, Poland, Saudi Arabia, Sri Lanka, and CIS nations. Walton has already begun expanding into Sri Lanka, the United States, and Canada.

## 2.5 SWOT Analysis

A SWOT analysis is an essential tool for evaluating your organization's strengths, weaknesses, opportunities, and threats, aiding in strategic planning and long-term success.

1	Strengths	<ul style="list-style-type: none"><li>• Cost advantages in Manufacturing.</li><li>• A sufficient supply of relatively affordable labor.</li><li>• Utilities at a reasonable cost.</li></ul>
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		<ul style="list-style-type: none"> <li>• Followed and maintained of the Government's Industrialization Policy.</li> </ul>
2	Weaknesses	<ul style="list-style-type: none"> <li>• Proper monitoring problem.</li> <li>• Low Quality Hardware.</li> <li>• Providing satisfactory customer services.</li> <li>• Unable to Capture High Income Group.</li> </ul>
3	Opportunities	<ul style="list-style-type: none"> <li>• Electricity development throughout the country is increasing market demand.</li> <li>• Population Growth is on the Rise. 22</li> <li>• GDP growth that is continuous and beneficial the buying power of a certain client.</li> <li>• Taking advantage of the export market.</li> </ul>

4	Threats	<ul style="list-style-type: none"><li>• Potential competitors are injected into the mix.</li><li>• Continual evolution of technological advances.</li><li>• Understanding of Customers' Buying Behavior.</li><li>• Fluctuations in foreign currencies.</li></ul>
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For Walton, addressing the high competition in the market requires:

- Leveraging large-scale production for pricing advantages.
- Benefiting from economies of scale and vertical integration.
- Investing in significant capital and maintaining high-quality products at competitive prices.
- Ensuring reliable post-sale support and cultivating customer loyalty.
- Building barriers to entry through substantial capital investment, a responsive management system, a reputable brand image, and a well-established distribution network.



## 2.6 Industry Analysis

### 2.6.1 Industry Specifications

Walton has integrated automation and artificial intelligence into its manufacturing processes, establishing Bangladesh's first all-inclusive production facility. As a leading player in the Electrical and Electronics (E&E) sector, Walton produces a wide range of devices with an annual manufacturing capacity of 10 million units. The company stands out for its cost-effective production, high-quality standards, innovative designs, and its commitment to creating a technologically advanced and environmentally friendly future.



Refrigerator Assembly Line



TV Assembly Line



LED Testing Lab



Articulated Robot



Green Sand Pressure Molding Line



Pressurized Pouring Furnace



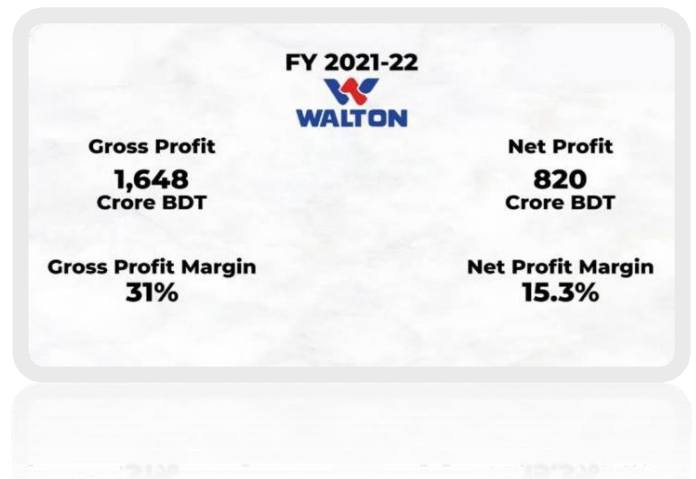
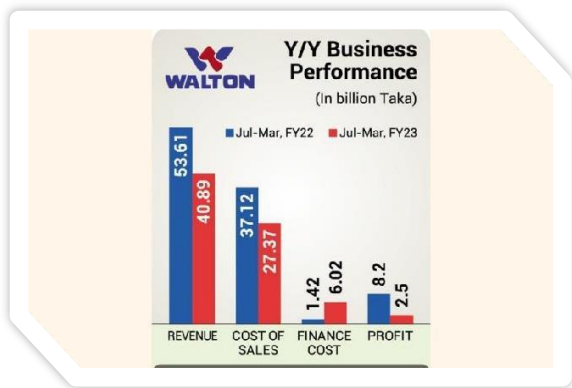
Packaging Facilities

### 2.6.2 Industry Size, Trends, and Maturity

Historically, Bangladesh relied on imported E&E goods, but now there is a growing interest in exporting locally manufactured products. The E&E sector is experiencing rapid growth, with around 3,000 companies operating in various industries and sub-sectors, such as LEDs, tube lights, and home appliances. Notable growth is seen in the television, refrigerator, and air conditioning markets. Recent years have seen an increase in E&E manufacturing companies in Bangladesh.

### 2.6.3 Seasonality

The rise of online shopping platforms is helping electronics manufacturers generate revenue, especially in the wake of the Covid-19 pandemic. The demand for home appliances like TVs and refrigerators is growing among the expanding middle class. The E&E industry has seen an annual growth rate of about 15% over the past decade. Key domestic competitors include Transcom Electronics, Walton Group, Rangs Electronics, and Electra International and others, while multinational brands like Samsung, LG, and Whirlpool also have a strong presence. Despite promotional efforts, local consumer electronics sales fell short of expectations during recent Eid festivals.



### 2.6.4 External Economic Factors

The COVID-19 pandemic has worsened Bangladesh's economic decline, severely impacting the Electrical & Electronics (E&E) industry. Economic conditions are crucial in influencing consumer buying patterns and shaping market trends. Bangladesh, which once relied heavily on imported E&E goods, is now seeing a shift toward local manufacturing and potential export opportunities.

### Key economic factors impacting the E&E sector include:

- The economic slowdown due to COVID-19 health and safety measures.
- Government regulations and technological developments influencing the market.
- Exchange rates and currency stability.
- Comparative advantages and technological advancements in the host country.
- The skill level of workers in the E&E industry.
- Quality of infrastructure supporting the E&E sector.
- The phase of the business cycle (such as prosperity, recession, or recovery) plays a vital role in shaping market dynamics, along with factors like economic growth rates, disposable income, unemployment, inflation, and interest rates.

#### 2.6.5 Technological Factors

Technology is rapidly transforming various industries, including E&E. The pace of technological change can significantly impact industry performance. For E&E businesses, key technological factors include:

- ❖ Expansion of research and development (R&D) centers to support the introduction of innovative products, systems, and services.
- ❖ Incorporation of automation and artificial intelligence (AI) into production operations.
- ❖ Early adoption of e-commerce to reach a wider consumer base.
- ❖ Investment in advanced ICT infrastructure to enhance business operations.
- ❖ Regular maintenance and updates of software and hardware.

## 2.6.6 Political, Legal, and Regulatory Factors

The E&E sector faces various political, legal, and regulatory challenges:

- The political landscape has been relatively stable recently, which benefits commercial activities, although COVID-19 introduced some disruptions.
- Compliance with labor laws and employment regulations is crucial.
- The sector has generally enjoyed favorable conditions for imports and exports, though COVID-19 impacted trade practices.
- Increased focus on health and safety due to the pandemic affects industry operations.

## 2.6.7 Barriers to Entry

Global brands can invest in local production without significant barriers, posing a threat of new entrants with international brands. However, local companies benefit from extensive capital investments, strong R&D, and customer loyalty, which act as barriers to new local competitors.

## 2.6.8 Supplier Power

Suppliers from countries like South Korea, Taiwan, China, and Japan have substantial bargaining power over Bangladeshi manufacturers, as essential raw materials are imported. This supplier power impacts the local E&E industry significantly.

### 2.6.8 Buyer Power

Consumer bargaining power is increasing due to a wide array of E&E products and the availability of information. With numerous options for TVs, air conditioners, refrigerators, and smartphones, consumers can negotiate better deals. Global brands like Samsung, LG, and Sony have entered the market with competitive pricing, reflecting the high negotiating power of Bangladeshi consumers.

### 2.6.8 Threat of Alternatives

The risk of substitutes within the E&E industry is minimal, given the diverse range of products and their unique features. Despite the availability of alternatives like mobile phones for TV functions, the demand for E&E devices remains strong. The market caters to various income groups, with efforts to provide affordable, high-quality appliances.

### 2.6.8 Industry Rivalries

Competition in the electrical and electronics industry is fierce due to the swift embrace of new technologies and evolving consumer preferences. The market includes both local players like My One Electronics and multinational brands like Samsung and LG. The competitive landscape is marked by short product life cycles and evolving consumer tastes.

## 2.6.12 Overview of Challenges and Opportunities

The electrical and electronics sector is a major contributor to Bangladesh's manufacturing and export sectors, but it faces several challenges and opportunities:

- **Challenges:** Local electronics companies must compete with established foreign brands that dominate the market due to their reputation and pricing. Gaining consumer trust and offering competitive prices are crucial for local players.

- **Opportunities:** Growing demand for electronics presents opportunities for both local and international companies. There is potential for expanding market share through technological partnerships and targeting rural areas with affordable products. By leveraging domestic manufacturing capabilities and strategic collaborations, companies like Walton can enhance their market presence.

## CHAPTER III: INTERSHIP EXPERIENCE

### 3.1 Position, duties & responsibilities

I am currently an evaluation intern in the Behavior Analysis Division within the Regulatory and Audit Department. During My Work Experience, I am responsible for visiting shopping centers as a client and observing the behavior of plaza employees and management. I assess their interaction with customers, the accuracy of product information provided, and their friendliness. I use a survey form to record my observations and compile a report for my supervisor. Any issues identified in the reports are addressed promptly, which may lead to consequences such as reduced motivation or rewards for the plaza if their performance is lacking.

#### 3.1.1 Training Facilities

Initially received one week of training, which covered how to approach the task, enhance my performance, dress inconspicuously to avoid detection by plaza staff, and generally behave like a secret shopper.

#### 3.1.2 Contribution to Departmental Functions

My role involves identifying internal issues and employee behavior problems within the plaza as part of the audit department's responsibilities. I also help attract potential customers by highlighting products across 45 areas in Bangladesh.

#### 3.1.3 Evaluation

The management's initiative to address these issues is a commendable decision, helping them achieve their objectives and create a positive customer perception.

While many organizations offer products, only a few deliver excellent customer service. Recognizing and improving service quality in a Challenging Setting is Beneficial.

#### 3.1.4 Deployment of Skills and Understanding

My Analytical skills have proven valuable in this role. I have learned to effectively handle issues and act promptly when necessary. I put forth my best effort in my tasks, even working during my days off. I am confident that my high-quality work has been recognized and rewarded.

#### 3.1.5 Development of New Skills

As a business student with limited practical experience, I have gained valuable insights into business culture and workplace dynamics. I have learned how to approach and resolve problems, act professionally, and perform my duties effectively. This experience has led to significant personal development, which I believe will benefit my future career.

#### 3.1.6 Application of Academic Knowledge

From my academic course on “Consumer Behavior,” I have learned about Customers Behaviors during Their Discovery, Acquisition, Utilization, Assessment, and Disposal of Products and Services. This theoretical knowledge helps understand consumer decision- making and allows businesses to better market their products. Applying this theory, I can better empathize with consumers' perspectives and understand their needs and expectations. This academic background has been highly beneficial in my role, allowing me to effectively apply my university training and experiences.



### 4.1 Guidelines for Optimizing Departmental Activities

The company faces various risks related to its operations and commercial activities. It is committed to risk management and mitigation, employing a dedicated team to assess risks and develop strategic plans. Below are some identified issues and risks, along Including Proposals and Answers:

#### **a) Functional Uncertainty:**

Walton Functions in a Capital-Heavy sector, making the maintenance of critical equipment crucial. To mitigate this Functional Uncertainty, the company's Operations Division should Consistently Improve and Machinery to meet increasing demand.

#### **b) Business Risk:**

Walton Operates as dealing with an unstable market condition that can impact Its Fiscal and Cognitive assets with numerous alternatives driven by technological advances, the business department should focus on improving internal control systems and developing effective control measures. This includes:

- Implementing advanced maintenance procedures to enhance plant availability and reliability.
- Adopting top-notch procedures and technology to protect critical installations.
- Establishing strong quality management processes to ensure machinery trustworthiness.
- Refining Stock Levels to Minimize Working Capital while maintaining processes.
- Ensuring proper planning and quicker project execution.

### **c) Product and Pricing Uncertainty:**

In the advanced technology field, Walton periodically faces concerns about defective products or issues with pricing, functionality, or perceived value. There is also a risk of becoming obsolete due to price competition, product variety, and changing consumer preferences. To address these risks, the market department should conduct regular market research and gather feedback from field supervisors on new products. Additionally:

- The quality control team must ensure the effectiveness of The Product Quality Control System.
- The Sales and Marketing Division should analyze Similar Sectors and Develop accurate assessments.

The Financial Department team assess product costs to ensure competitiveness while the marketing department should adjust pricing to reflect fair profit margins.

## 4.2 Conclusion

Walton is one of the largest electronics manufacturers in Bangladesh, committed to producing high-quality products that enhance consumer comfort and satisfaction. The company encourages its employees to provide the best possible products and services. Despite being one of the top four companies in Bangladesh, Walton has worked hard to boost its overall sales. They are optimistic about their ongoing growth and success. However, based on my research and interactions with staff, I have found Walton's customer service to be ineffective and disorganized. This inefficiency hinders Walton's ability to compete with its rivals, even though it is not the industry leader.

In contrast, Walton's competitors offer superior service, including quick responses, in-home assistance, and strong relationships with sales agents and distributors. Competitors also provide bonuses, occasional gifts, and other incentives to their distributors. As a result, Walton's sales are lagging behind its competitors. To improve, Walton's management and marketing teams need to be more engaged and proactive. If the company addresses these issues promptly and effectively, it could potentially become the leading player in Bangladesh.

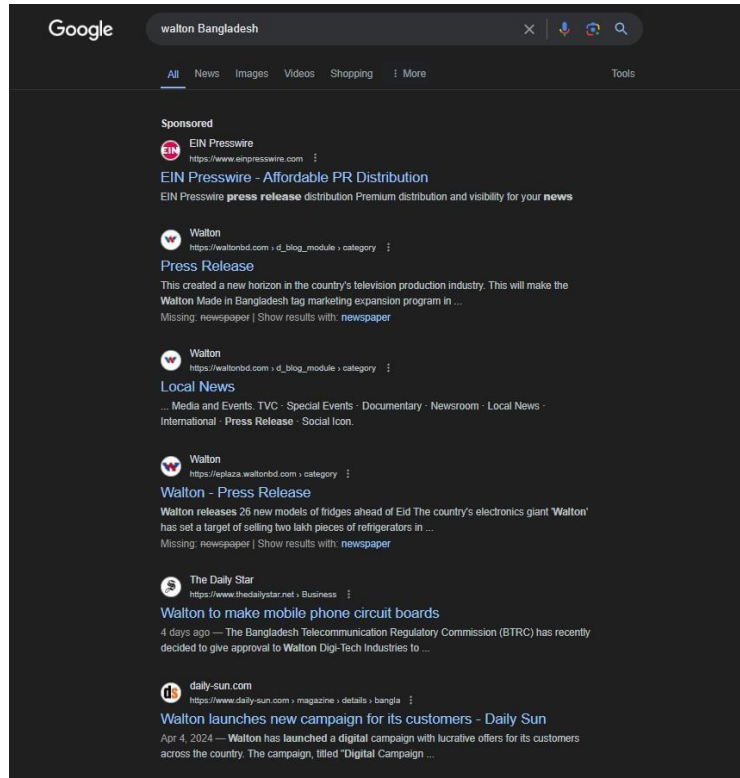
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# Appendices



## Appendix A: Press Release in online newspaper by Walton Bangladesh



## Appendix B: Internship Experience at Walton