

-Fazlur Rahman Sifat

**“SALES ANALYSIS OF ELECTRICAL GOODS:
A Case Study of ATS POWER LIMITED.”**

-Fazlur Rahman Sifat

ATS POWER LIMITED

Internship Report

On

**“SALES ANALYSIS OF ELECTRICAL GOODS:
A CASE STUDY OF ATS POWER LIMITED.”**

Prepared under the Supervision of

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Associate Professor

Department of Business Administration

Uttara University

Prepared by

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ID No: 2161011018

Program: BBA

Department of Business Administration

Uttara University

Letter of Transmittal

Mahamudul Hasan

Associate Professor

Department of Business Administration

Uttara University

Subject: Submission of Internship reports on “Sales Analysis of Electrical Goods: A Case Study of ATS Power Limited.”

Dear Sir,

It is my great pleasure to submit the internship report on on “Sales Analysis of Electrical Goods: A Case Study of ATS Power Limited.” that has been assigned to me for the partial fulfillment of the requirements of BBA Program.

I have tried my level best to prepare this report a presentable shape and make appropriate at informative to fulfill the objectives of the study. I have enjoyed a lot of time during the preparation of this report.

I would like to cover my graduate and thanks to you give me an opportunity to work on such a project that is very much relevant to my study. I sincerely believe that the practical knowledge and experience gather from this study will be very much helpful in my future life for doing any types of research work.

If any confusion arises or any further explanation needed, I will be readily available to explain the matter to you, as the situation required.

Thanking You

Sincerely Yours,

.....

Md. Fazlur Rahman Sifat

ID No: 2161011018

Program: BBA

Department of Business Administration

Uttara University



Letter of Authorization

I am pleased to certify that the internship report on “Sales Analysis of Electrical Goods: A Case Study of ATS Power Limited.” has been successfully completed by Md. Fazlur Rahman Sifat bearing ID: 2161011018, Department of Business Administration, under my supervision. Now, the report has been approved for presentation and viva voice.

I wish him every success in life.

Internship Supervisor

Mahamudul Hasan

Associate Professor

Department of Business Administration

Uttara University



Student's Declaration

I do hereby solemnly declare that the internship report on “Sales Analysis of Electrical Goods: A Case Study of ATS Power Limited.” has been prepared by me and has not been previously submitted to any other University / College / Organization for any academic qualification.

I further undertake to indemnify the University against any loss or damage arising from breach of the forgoing obligation.

Thanking You

Sincerely Yours,

.....

Md. Fazlur Rahman Sifat

ID No: 2161011018

Program: BBA

Department of Business Administration

Uttara University



Acknowledgement

Successful accomplishment of this report is the outcome of the contribution of number of people, especially those who provided time to share their thoughtful guidance and suggestions for me.

At the beginning, I would like to pay my gratitude to the Almighty Allah for giving me the ability to work under all circumstances and time constraints.

First, I indeed grateful to my honorable supervisors for their Positive Support Mahamudul Hasan, Assistant Professor, Department of Business Administration, Uttara University and Md. Anizul Islam, Manager (Admin), Merchandiser of ATS Power Limited.

I would like to thank the authority of “ATS Power Limited” to give me the valued opportunity to do my internship in their prestigious organization. The experience and knowledge gained at ATS Power Limited helped me immensely to address and understand all the elements related to my report, which I otherwise would not have understood so well.

To complete my internship was indeed a great pleaser and a unique experience for me. It was also challenging and exciting event for me as it gave the freedom to investigate the productivity Based organization.

Executive Summary

The internship report is designed basis on theoretical knowledge and practical experience. It is designed to have practical knowledge while passing through theoretical understanding. The report is the result of three month internship program with the ATS Power Limited. The report is contained Introduction, organization overview, “Sales Analysis of Electrical Goods: A Case Study of ATS Power Limited.” and conclusion.

The purpose of the study is to come up with practice knowledge about marketing, advertizing system, customer perspective, and internal perspective and learning growth perspective of the ATS Power Limited. To prepare this report both primary and secondary sources of data have been used.

This report consists of 6 parts. They are the Preparatory part, Introduction part, Organization part, Topic part, Actual task part, and then research part.

Introduction part I have focused on the concept of the study. Organization part discusses the company Information including ATS Power Limited Background, their vision, mission, products & services, Sales Analysis of Electrical Goods with graphical presentation.

The topic part has “Sales Analysis of Electrical Goods: A Case Study of ATS Power Limited.” . This is the main part of the report. The actual task part discussed what I did in the ATS Power Limited.

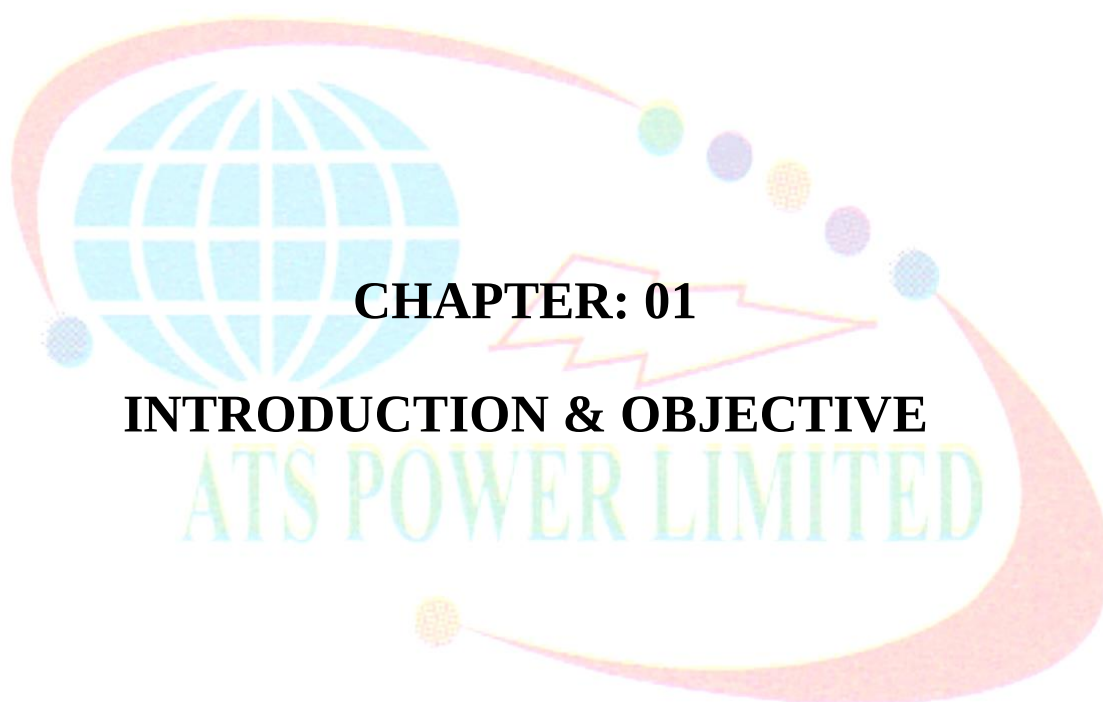
At the end of our study, I mentioned the findings, according to the report part. Here I mentioned some recommendations for the ATS Power Limited. If they can follow I hope they will be benefited from those recommendations and then overall conclusion is given according to my point of view.

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INTRODUCTION:

1.1: Background of the study:

The world market of electronic goods is changing day by day. The technologies are also changing as well. Every similar company is competing with others how to promote their products. So, now it is a big challenge for selling electronic product in the market in this huge competitive market.

In the arena of competitive market environment, it has become significantly important for any company to analyze its performance of different marketing strategies in order to survive in the volatile market environment as well as to manage companies' operations efficiently and effectively for achieving its objectives.

In Bangladesh there have a lot of Sub-station Company like Nixen Power Ltd, BS power ltd, etc. They are already taking huge marketplace and selling a lot of goods over each year. They are also using different marketing and selling strategy based on their product and quality. To competing with them, ATS Power Limited maintains some promotional strategy for their new product launching and to get new project on their hand. They ensure quality product also effective design. So, ATS Power Limited needs to follow some different promotional and selling strategy. So they could develop their market outside of the country.

One the fundamental reason of doing the analysis is to find out some factors those are not being implemented by the company as a result the sales in the local market is decreasing compare to the competitors. In present days', sales and marketing is become one of the crucial parts of a company to maximize its wealth and grab a significant position in the saturated market. Therefore, promotion and selling strategies of ATS Power Limited are one of the major activities to boost up sales for the company and such attempt drives me to compare the different possible strategies in this concern.

In my internship report, my target is to identify all the promotional strategy that is follow by ATS Power Limited to promote and increase sell of their new products.

1.2: Objectives of the Study

1.2.1: Broad Objective:

This report intends to analysis of selling electronic product by ATS Power Limited.

1.2.2: Specific Objectives:

Specific objectives of the study may be spelled out as follow-

- to know about promotional and selling objectives of ATS Power Limited.
- to know about target market and market segmentation strategy of ATS Power Limited.
- To know about promotional strategies of ATS Power Limited for new products.

1.3 Scope of this report

This report contains background of the organization's service and product, customer satisfaction, marketing and selling activities of this ATS Power Limited. I am assigned to learn practical knowledge from The ATS Power Limited. At first I tried to learn about general Function. Then gradually front desk officer send me the other section to help the officers. Then I have learned the main activities of the ATS Power Limited.

1.4 Limitations of this Report

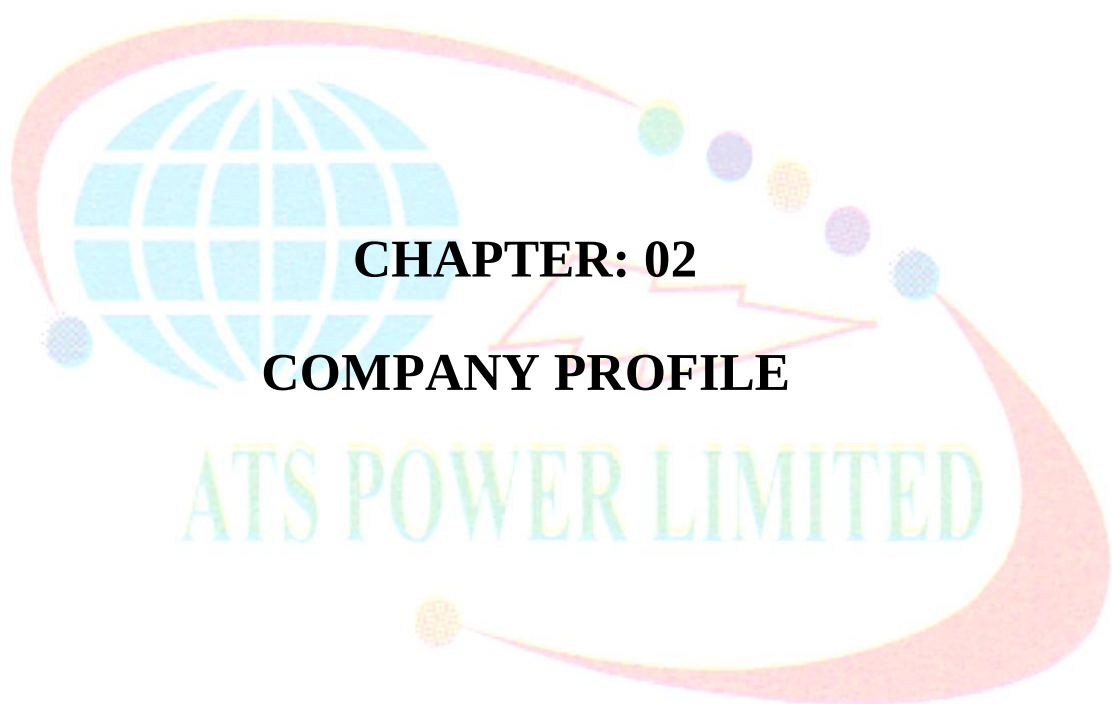
When I come to prepare this report, I realized that I do not have all information to prepare this report because they do not share their confidential information with outsider people and I could not go to the market for marketing, where they done their marketing and selling activity because I did not have any authority to go for marketing for the company. However I have also time limitation to prepare the report. They do not feel comfortable to give information about their marketing and selling activities, because I am internee not their employee.

- ✚ Internship period is only three months (12 Weeks).
- ✚ Authorities do not feel comfortable to provide internal information because it is confidential.
- ✚ Employees do not give me enough time because they are too busy.
- ✚ Their website does not have enough information
- ✚ They try to me busy for their work and help not give to provide their internal information.

1.5 Ethical consideration:

Here, I confirm that all the information regarding this report is trustworthy. This report has been submitted as a partial requirement for complete of the Bachelor of Business Administration (BBA) program at Uttara University. This report is not submitted for any other degree, diploma and this work have never been published in any paper, journal, magazine or any other monetary purpose.





Company Profile of ATS POWER LIMITED

2.1: History of the company:

It's all began in 2019.....

ATS POWER LIMITED was founded in the year 2019 as an electrical engineering and supplier company of Bangladesh. ATS POWER LIMITED started its operation with a very professional approach as the sector. ATS POWER LIMITED also provides opportunities for young energetic engineers

From the year 2019, ATS POWER LIMITED has way to established itself as a supplier of low voltage and high voltage electrical accessories assembling.

All type of electrical conventional works are done by smart design maintaining superior quality. With the self assembled equipment. ATS POWER LIMITED works for supplying, installing & commissioning of the electrical and mechanical works.

ATS POWER LIMITED delivers state-of-the-art design, installation and support to meet all your electrical and mechanical goods. We service the commercial, industrial and public sector industries region

2.2 OUR VISION

The company ATS POWER LIMITED is a Bangladesh born corporate establishment with a vision that encompasses more than business objectives. The vision is rooted in the common aspiration of the people to establish Bangladesh in the global mainstream in capacity, potential and competence.

2.3 OUR MISSION

Our mission is to add value to the business we are involved. Our aim is to achieve this mission by not only providing quality products but also rendering the excellence in our service. ATS POWER LIMITED core purpose is to foster technological innovations and excellence for the benefit of humanity.

2.4 COMPANY DETAILS

☐ Company Name : ATS POWER LIMITED

☐ Company Location :

Head Office :- House # 58, Road # 12, Sector- 10, Uttara, Dhaka-1230

Mawna Office :- Kader Super Market, Near Polli Biddut Office, Mawna Chowrasta,
DhakaMymensingh Road,Sreepur,Gazipur, Dhaka, Bangladesh.

Factory :- Tepirbari, Bormi Road Telehati, Sreepur, Gazipur,Dhaka,
Bangladesh.

- ☐ Contact Number : +8801724-826148, +8801841-826149-80
- ☐ Other Contacts : Whats App : +8801724-826148 Line : altaf1986
- ☐ E-mail : info@atpowerbd.com
- ☐ Web Address : www.atpowerbd.com
- ☐ Place of Registration : Dhaka, Bangladesh
- ☐ Registration No :G-****/*** of ****_**
- ☐ Type of Organization : Private Limited.

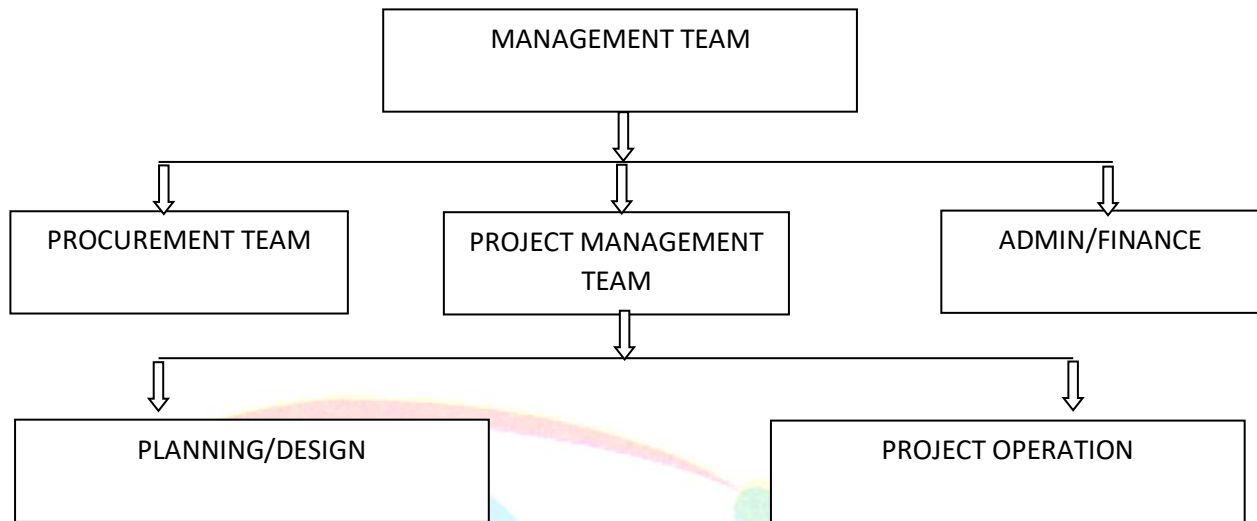
OTHER INFORMATION : 1. BIN. No- *****_*****,
TIN No - *****. Trade License No- ****. ABC Contactor
License No C - *****. ABC Supervisor License No S - *****

Trademark

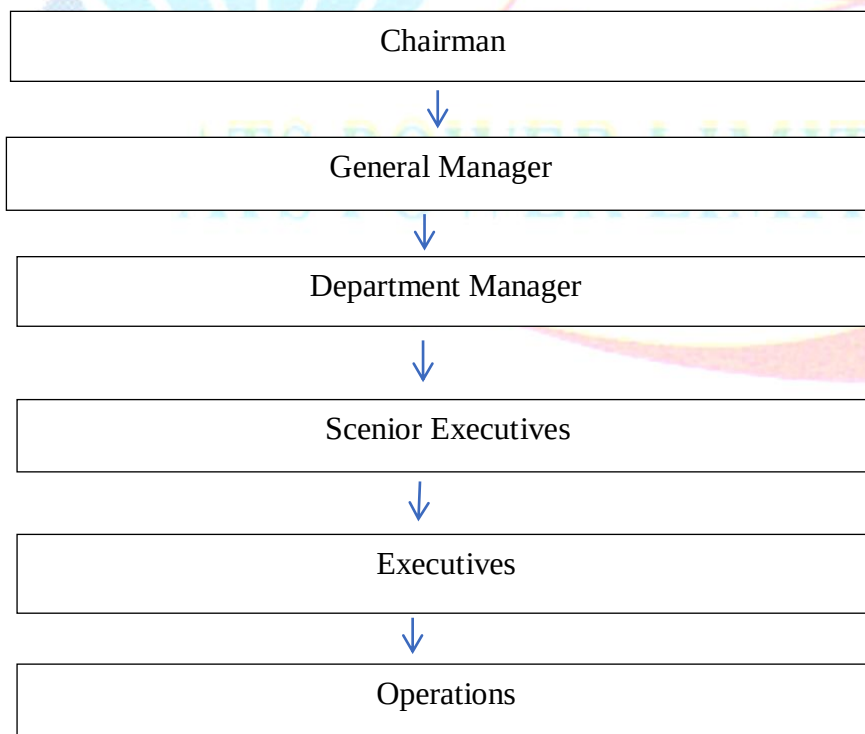


ATS POWER LIMITED

2.5 Organizational structure:



2.6 Organizational Hierarchy of ATS POWER LIMITED:



The ATS POWER LIMITED organization's hierarchy is not too long so that dealing with upper level and operation level is not too deficit to communicate. As well as dealing with problem is been so easier.

2.6 DEMONSTRATION OF MANAGEMENT

Administrative and Logistics Team (In Office):

- I. Md. Altaf Hossain (Managing Director)
- II. Mst. Kulsum Begum (Director)
- III. Md. Tariqul Islam(Chief Executive Officer)
- IV. Mr. Monoranjon Roy (General Manager)
- V. Md. Anizul Islam (Snr. Manager)
- VI. Md. Ezabul Haque Sumon (Manager -Sales & Marketing)
- VII. Md. Abdur Razzaq (Senior Executive HR)
- VIII. Md. Ariful Islam (Account Manager)
- IX. Md. Masudur Rahman (Account Assistant)
- X. Md. Mominur Rahman (Purchase Manager)
- XI. Md. Ali Azam (Project Coordinator)
- XII. Md. Anower Hossain (Support & Service Officer)
- XIII. Md.Abdul Karim (Manager R & D)

2.7 LIST OF EMPLOYEES

SL No.	MANPOWER LIST	Number = β113
1	B.Sc. Engineer (Electrical)	08
2	B.Sc. Engineer (Mechanical)	04
3	Diploma Engineer (Electrical)	10
4	Diploma Engineer (Mechanical)	02
5	Electrical Foreman/Supervisor	04
6	Mechanical Foreman/Supervisor	04
7	Helper Mechanic	10
8	Electrician	11
9	Asst. Electrician	15
10	Design Engineer (Electrical & Architecture Engineer)	03
11	Welder	05
12	Fitter & Asst. Fitter	15
13	Painter	02
14	Project Coordinator	01
15	Electrical QC Inspector	01
16	Accountant & Payroll	01
17	Asst. Accountant	02
18	Administrator	03
19	Asst. Administrator	03
20	Purchase Officer	01
21	Store Officer	01
22	Store Helper	03
23	Driver	02
24	Peon	02

2.8 FACTORY & PROJECT (HONOURABLE CLIENTS)

01. CP Bangladesh Co. Ltd. (Chandra, Gazipur, Dhaka, Bangladesh)
02. Kasetphand Industry Co. Ltd. 100 M.9, Bangjark, Phra Pradaeng, Samut Prakan , Thailand
03. Italian-Thai Development Public Company Ltd., Bangladesh (Dhaka Mass Rapid Transit Development.)
04. Larsen & Turbo Limited (Mumbai-India)
05. Patkol Public Co., Ltd. 348 Chalerm, Chaloom Phrakiat Rama 9, Nong Bon, Pravate, Bangkok 10250,
06. Pattanchai Support Co., Ltd Tepirbari, Telihati, Sreepur, Gazipur.
07. AB Vista 01-01, The Mezzo, Singapore, 329682
08. An Meng Int. Trading Co. (Rini Shika, House-19, Road-02, Sector-05, Dhaka-1230)
09. Paragon Group (Paragon House, 5 Mohakhali C, Dhaka 1212)
10. Welltex Group. (Mawna, Sreepur, Gazipur, Dhaka, Bangladesh.)
11. Nourish Agro Industries LTD. (Valuka, Mymensingh)
12. Toyo Feed LTD. (Bagherbazar, Gazipur, Dhaka, Bangladesh.)
13. HA-Meam Group. (Tejgaon Industrial Area, Dhaka, Dhaka.)
14. Noman Group. (Motijheel, Dhaka, Bangladesh.)
15. SMC Co. LTD. (Valuka, Mymensingh.)
16. ML Dyeing LTD. (Valuka, Mymensingh.)

As well as, we have about 40 customers around the country. In addition to this our company currently works in metro rail project for government.

2.9 SCOPE OF WORKS

- | | |
|--------------------------------------|-----------------------------------|
| ◇ High Voltage System | ◇ Low Voltage System |
| ◇ Bus bar trucking system | ◇ Process Machine Installation |
| ◇ Refrigeration System (Unit Cooler) | ◇ Steam and Compressed Air system |
| ◇ Fire Detection system | ◇ Fire Hydrant system |
| ◇ Water Treatment Plants | ◇ Effluent Treatment System |
| ◇ Lightning protection system | ◇ CCTV system |
| ◇ LAN system | ◇ PA system |

ALL CONSTRUCTION FACILITY

- ◇ Building construction
- ◇ Steel structure construction
- ◇ Silo structure construction
- ◇ Road construction
- ◇ Feed Mill structure construction
- And Many More...

Supply, Design, Drawing & consultancy of all type of above work

2.4: PRODUCT OF THE COMPANY

ATS POWER LIMITED produce different types of electrical products but they focused mainly focused on heavy product. Those product are following

TRANSFORMER

ATS POWER LTD. is prepared with all necessary manufacturing, testing, installations and service facilities of power & distribution transformer according to IP55 and IP56. We are constantly monitor ing quality, reliability & service of our products. Our product satisfies requirement of the Bangladesh Power Development Board (BPDB). Bangladesh Rural Electrification Board (BREB). Dhaka Power Design bution Company (DPDC). Dhaka Electric Supply Company (DESCO). Northem Electric Supply Company (NESCO) & West Zone Power Distribution Company (WZPDCO).



WINDINGS

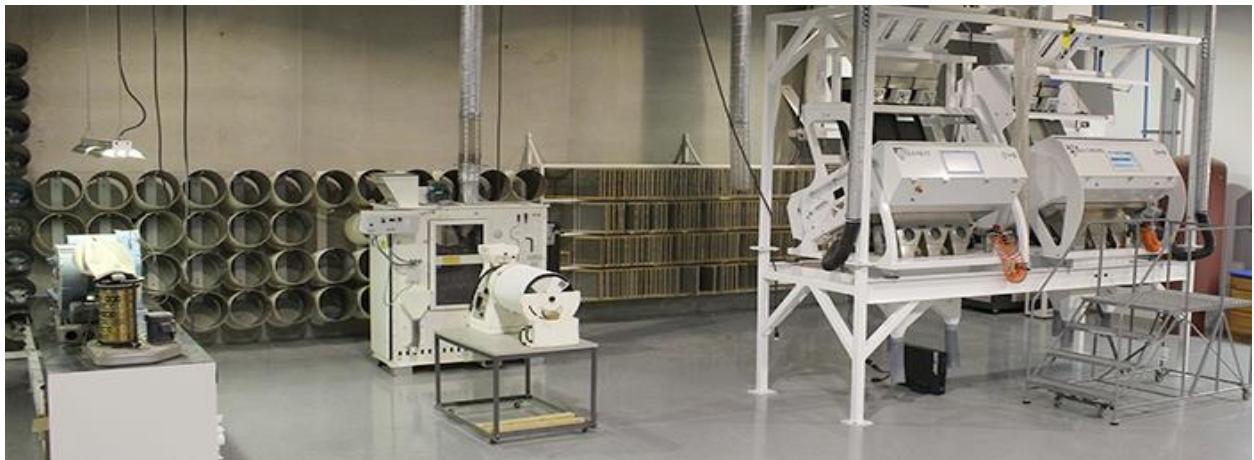
Windings of high voltage and low voltage are made of high conductivity electrolytic copper, other paper insulated pinhole free enamel wire. Ducts are provided both in the High Voltage & Low Voltage windings for all oil to circulate freely to keep the transformer sufficiently cool. Our every transformer is designed to meet the Basic Insulation Level (BIL) requirements fulfill all the short circuit requirements.

INSULATION OIL & COOLING

The natural cooling is by natural circulation of oil & air. It's called ONAN cooled (self-cooled). ATS POWER LTD. Transformers up to 1500KVA ONAN cooled. The forced cooling is arranged for higher capacities and used moisture free high dielectric strength mineral oil conforming to IEC-296 OB9-148 standard Surface Finish. The external surfaces are painted with two under coats high quality primers and on top weather resistant coating of synthetic enamel paint. The inside of the tanks is painted with e-kide ConTO sion A chemical resistant paint. Noted that all panel board & De bouche are painting with powder coat paint. our own plant Powder Coat Plant & Enamel Plant.

TEST LAB FACILITY

According to IEC-76 A B5-171 standards, the following measurement & tests are carried out on every Transformer prior to dispatch from the factory: insulation resistance, *DC resistance test of winding Resistance balance Polarity test *Voltage ratio test high tension withstand No load current (Open circuit test) *Copper losses (Full load loss or short circuit Vector group Temperature rise test Dielectric strength of oil Impedance Double voltage & Double frequency *High voltage test



HT SWITCHGEAR

ATS POWER LTD. HIT panel boards are made of strong wheel at alt sides with iron angles & channels weleda together. The High Tension Switchgear conform to IEC, B5, VDE, DIN & ANSI and ard & equipped with Minimum of Circuit Breaker (MCB) Vacuum Circuit Breaker (VCB Load Breaking Switch (LBS They are designed in coordination to over voltage due to lighting & transition for highest system voltage of 12KV & current rating from 400Alo 1250A Potential Transformer PT. Current Transformer (CT). Ring Main Unit (RMU) A other components are imported from Germany France, Korea, italy, India, Japan & Taiwan.



LT SWITCHGEAR

ATS POWER LTD.LT panel boards are also designed that the cables are fed in & slit removable type to facilitate cable entry having cable grommet. LT Switchgear (415V. 3Ph, 50HZ) conform to IEC 041-2, VS, DIN ANSI standard & equipped with circuit breaker, hard drawn electrolytic copper busbar, C.T. Ammeter, Voltmeter, Selector, Switch & Indicating Lamps Totally enclosed panels are designed to withstand the mechanical & thermal stress produced by current. All live parts are adequately protected against accidental touching The LT, IMDB, SOB, DB, MCC panel components are imported from Germany, France, Italy, UK, India, Japan, Korea & Taiwan.



In addition to that ATS POWER LIMITED has been producing hundreds of products and selling them to the market.

2.5: MARKET; NATIONAL AND INTERNATIONAL

ATS POWER LIMITED only belongs to national market. In national market it belongs in a good position. They sell their product all over the country and earn a high brand value. They use 4 channels to distribute their product. Those are,

1. ATS POWER LIMITED (Own Showroom)
2. Modern Trade
3. Distributor
4. Counter

2.7: DEPARTMENT WHERE INTERN WORK

I have got the opportunity to work in ATS POWER LIMITED as an intern for three months from 21st June to September 21st 2020. It's a part of my academic program. I worked there in several departments as intern but last two month I work there in Merchandising Department where I had learnt several Merchandising activities of ATS POWER LIMITED.

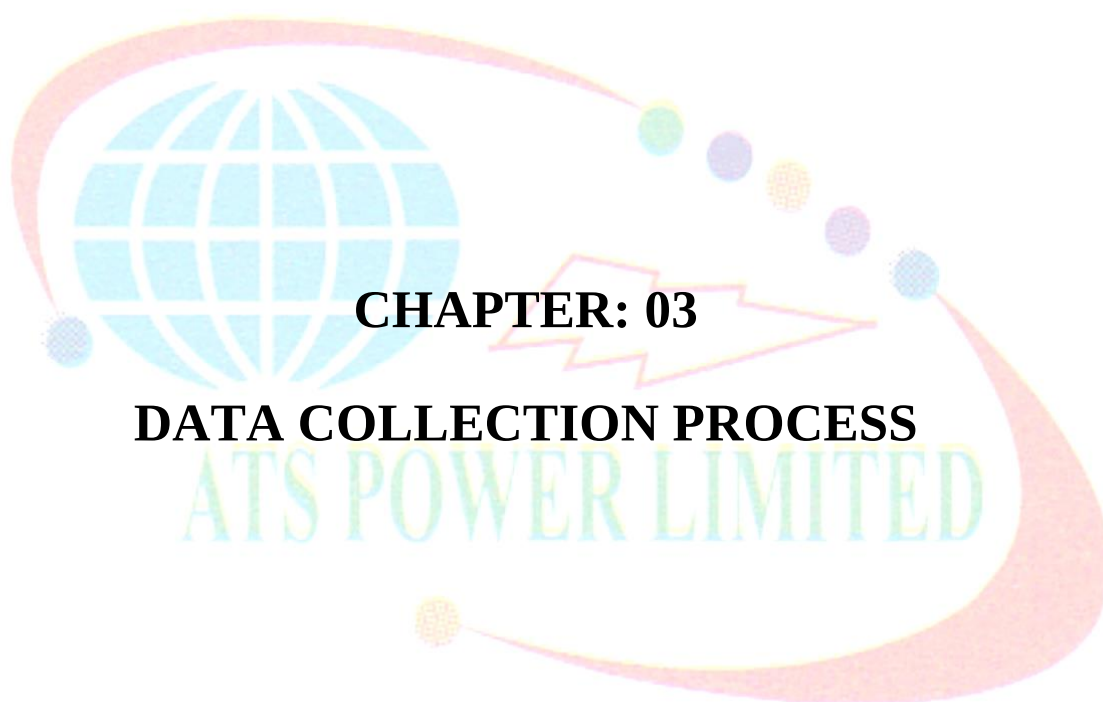
2.7.1: DESCRIPTION OF THE JOB

I had the opportunity to have three months long internship at ATS POWER LIMITED. I have come across with different tasks that are conduct by the Merchandising Department. I was made acquainted with some were regular others were periodical. I was assigned to the following jobs regularly. Those were -

1. Checking requisition of sales team and ensure the stock.
2. New design development.
3. Product order to production as per production plan.
4. Monitoring production as per production plan.
5. Helping Business Development Department to promoting new product.
6. Developing promotional idea for new product.

I also work with sales team, the works was-

1. Market visit.
2. Monthly sales report creating.



CHAPTER: 03

DATA COLLECTION PROCESS

ATS POWER LIMITED

3.1: DATA COLLECTION:

The study was carried out using both primary and secondary data.

3.1.1: Primary data collection: To prepare this report, the primary data were collected mainly through the interview with employees of the office as official assignment during the time of internship. Other methods are-

- a. **Observation:** Under the observation part, I took data by observing corporate culture and various types of Department.
- b. **Interview:** by the Discussion with Head of the Merchandising Department and Head of the Business Development Department.
- c. Oral & Informative interview with the employees of the “Marketing Sales Department, Merchandising Department and Business Development Department” of ATS POWER LIMITED.

3.1.2: SECONDARY DATA COLLECTION:

The secondary data have been collected from different profile of ATS POWER LIMITED, official Facebook page, official web side. I have used data that are collected from company publications with a view to observe the ATS POWER LIMITED’s Promotional strategy, policies and company practices.

3.2: DATA PROCESSING AND PRESENTATION:

After collecting the data, I prepared those data and process it by Microsoft office. All the data was circulating by office.



CHAPTER: 04

OBJECTIVES DISCUSSION & FINDINGS

4.1: OBJECTIVE 01:

4.1.1: PROMOTIONAL AND SELLING OBJECTIVES OF ATS POWER LIMITED.

The “Merchandising Department” of ATS Power limited one of the most important departments of ATS Power Limited. In this department, they are work as a team. They are smart, energetic, experienced and high educated. They can handle production, promotion effective way.

Now I would like to discuss some promotional objectives of ATS Power Limited.

In ATS Power Limited they have some promotional objective. Here is follows some promotional objectives.

There are three promotional objectives those are followed by ATS Power Limited:

1. Inform the market
2. Increase demand
3. Differentiate the product

INFORM THE MARKET:-

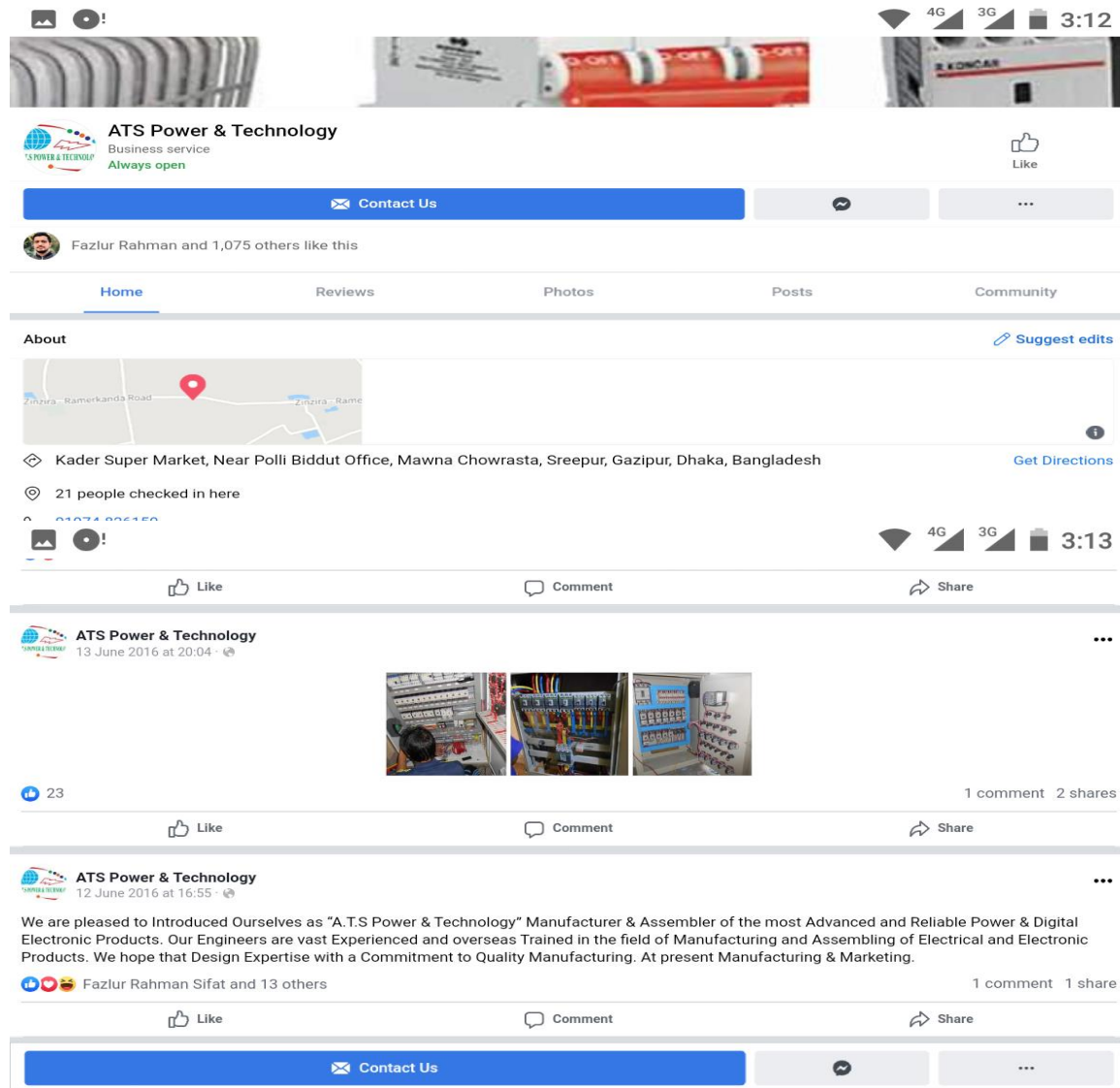
ATS Power Limited try to inform to the customer and consumer about what is there product and how it benefits them. Information about the product is depending on the specific target market. ATS Power Limited use different type of marketing activities to inform the market they are exist.

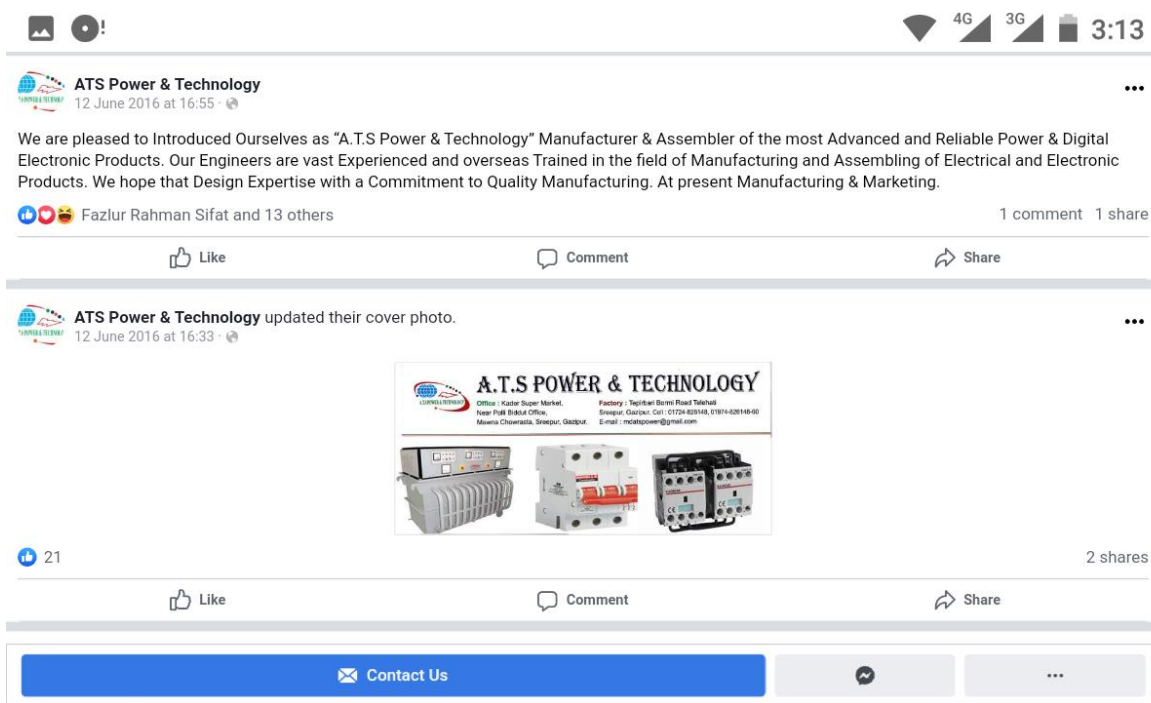
INCREASE DEMAND:-

These strategies are used in this company during the product life cycle in order to increase sales. Eventually a product will reach its saturation point, at which time investing in sales will decrease as the company focuses its attention on a product with new features.

They also increase demand for their new product by making presentation to other company, in Facebook page by posting on their page.

Here is one screenshot of ATS Power Limited Facebook page.





DIFFERENTIATE THE PRODUCT AND SERVICE:-

This is very important objective for this company; there are multiple competitors in the same market. For this reason, they try to promote some different product and services. For example: along with those electrical product our work on construction side. Currently our company working in metro rail project for the government.

All the product of ATS Power Limited is quality full, and effective designee and available in everywhere.

4.2: OBJECTIVES: 02

TARGET MARKET AND MARKET SEGMENTATION OF THEIR NEW PRODUCTS

ATS Power Limited target their market and segment their market basis on four categories, those are Area based, Demographic Based, Psychographic Based, Behavioral Based. That's why when they launch a new product and service to market they decide their area based on some factor, they focuses on how many organization are growing, is it commercial area, etc.

1. AREA BASED

ATS Power Limited target urban area, commercial area, EPZ area all over the country to sell their product and service. Because there are a lot of new organization growing out there. So our company has a greater chance to sell their product.

2. DEMOGRAPHIC BASED

Generally, ATS Power Limited target on Upper-class organization 60 to 70% yearly sell they gate from this class organization. They also target middle class organization and Upper-class organization.

3. PSYCHOGRAPHIC BASED

They target on those organization that are newly growing and always needs constant technical support and want some quality-full, updated product.

4.3: OBJECTIVES: 03

PROMOTIONAL STRATEGIES OF ATS POWER LIMITED FOR NEW PRODUCTS.

ATS Power Limited's some latest promotional strategy is to introduce their products and services to the new and existing market. To compete with the competitor this type of promotional strategy plays huge role.

Promotional strategy of ATS Power Limited is best; ATS Power Limited uses its own marketing strategy, maintain good league with its customers, and use billboards as ways to make its target customer aware about its offers. But ATS Power Limited needs other ways for promotion as to encourage more new products. Then it may use the maximum environment and can create brand awareness. ATS Power Limited doesn't go for television and print advertising but they are increasing to the social media-based promotion for example they use mail, face-book, etc.

ATS Power Limited's brand images, the ATS Power Limited's name and the trademark; make it one of the most recognizable brands in the Bangladesh. ATS Power Limited's brand power is one reason for its high revenues.

Now I would like to discuss some Promotional strategies for new products and service of ATS Power Limited.

ADVERTISEMENTS:

In the advertising, ATS Power Limited's own target is to achieve the greatest possible impact on large number of organization of the target audience. These ads are not so expensive but the organization has to expanse in marketing. ATS Power Limited uses only social media like Facebook, youtube, billboard to represent product to the client or ideal user, but our organization spends a lot of money to maintain league with customers.

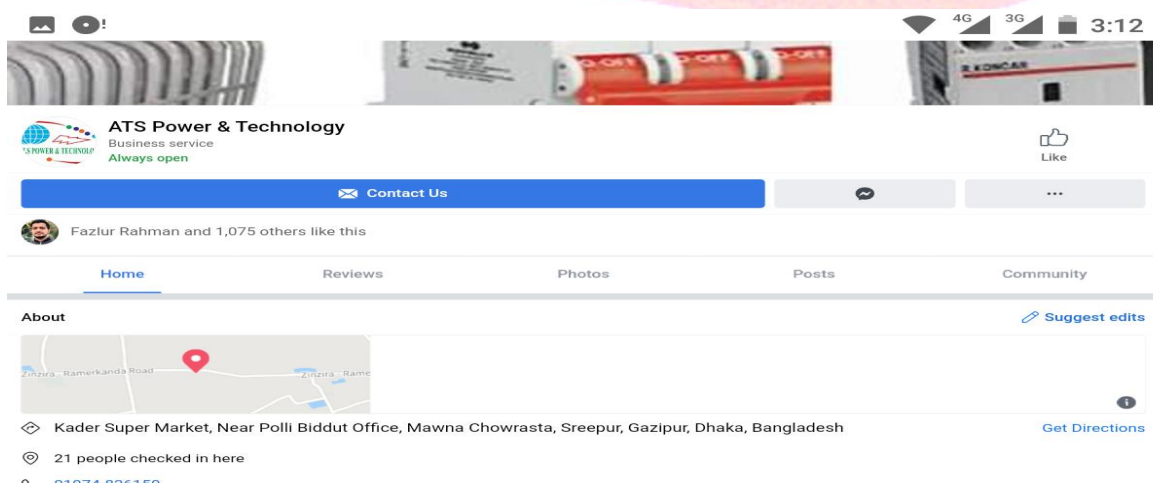
SPECIAL EVENT OR ACTIVITY:

To promote their new product and service, they organize some special event. In my internship period I have seen to organize them an event called Photography contest in a community center, they have invited a lot of people from different organization. Where they introduce their products and new services to the audience. They also work with many charity foundations in different social event.

MEDIA EXPOSURE:

Maximum time they use different media for promotion, those are;

- a) **Newspapers:** sometimes they promote specific new product in different daily newspaper focus on specific customer.
- b) **Facebook:** now days Facebook marketing is one of the best ways of promotion for any product. Below attaches a screenshot of their Facebook page.



- c) **YouTube:** They also have a YouTube channel, where they post their short video for promote.
- d) **League:** in addition to all other promotional way. The company also maintains good league with there all levels of customers so they could continue a long term business with them.

4. FINDINGS OF THE STUDY

1. ATS Power Limited follows the latest promotional strategy.
2. They provide more importance for their quality of product but also on promotion of their product and services.
3. In this company every employee can share their opinion to develop new product and service also promotional way.
4. All department of this company are work as a team.
5. Now days they focus on services along with making product and their promotion.
6. Now innovative product with innovative design has been producing.
7. They are more focusing on maintain good league with customer.

ATS POWER LIMITED

CHAPTER: 05

**CONCLUSION AND RECOMMENDATION &
EXPERIANCE**

ATS POWER LIMITED

5.1: RECOMMENDATION & CONCLUSION

In the case of promotional strategy implementation, ATS Power Limited not only focusing on social media but also they focus on maintaining good relation with customers. But for achieving amount of revenue in the long run, the company needs to focus on other Promotional strategies such as premium Promotion, bundle Promotion and they also should focus on after sell service so that they could gain comparative advantage from their competitors. They target commercial and EPZ area but generally they are promoting country wide. In this position newly growing company in rural area become their customer. But they don't get opportunity to buy product. That's why they can market that area all over the country.

But it's a good sight that ATS Power Limited is maintaining good league with their customers and i recommend that they should focus on that more because the company has been benefited by that more than any other source of promotion.

Furthermore, ATS Power Limited can introduce their product outside of the Dhaka such as in the divisional areas like outside Dhaka or in the major cities in Bangladesh. And they should improve their after sell service. In addition to this, they should be loyal by their customers.

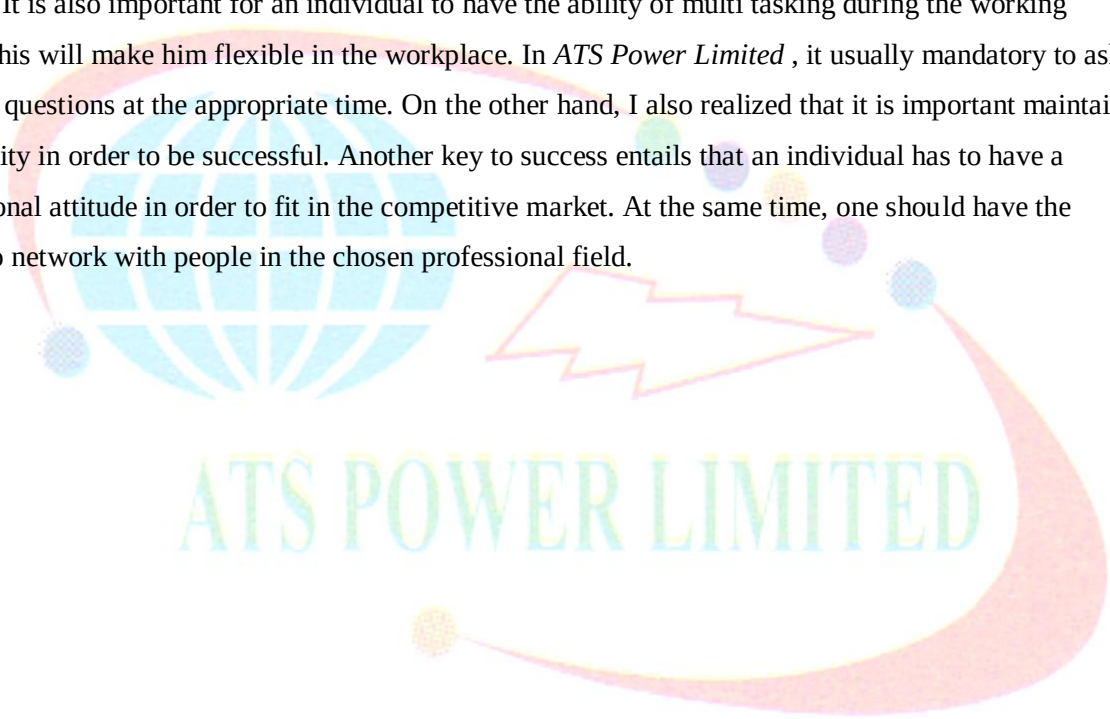
Lastly, consumer feedbacks could be introduced in their strategy.

ATS Power Limited has strived a lot for its effective Promotion and promotional activities over the last few years and recently, it has shown great potential of becoming the market leader should they introduce more strategies into their account. It seems that they have maximized their brand equity well.

INTERNSHIP EXPERIENCE

The experiences of working as an intern at *ATS Power Limited* were fascinating and the experience I got was enough to mould me as I advanced into my career. This paper has been prepared in order to establish the events that took place in *ATS Power Limited* as I worked as an intern customer representative. It is a reflection showing the experiences during the period.

Working in the *ATS Power Limited* enabled me to understand some aspects of being successful as a customer representative. The first thing I realized was that communication is usually an essential aspect to success. It is also important for an individual to have the ability of multi tasking during the working hours. This will make him flexible in the workplace. In *ATS Power Limited*, it is usually mandatory to ask the right questions at the appropriate time. On the other hand, I also realized that it is important to maintain punctuality in order to be successful. Another key to success entails that an individual has to have a professional attitude in order to fit in the competitive market. At the same time, one should have the ability to network with people in the chosen professional field.



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