

**Internship Report on
Exploring Branding Strategies and Practices:
A Case Study on Akij Motors**



Submitted to

Islamic University of Technology
in partial fulfillment of the requirements for the degree of
BBA in Technology Management

Submitted by:

I understand that my final report will become part of the permanent collection of the Islamic University of Technology (IUT) in partial fulfillment of the requirements for the degree of BBA in Technology Management. My signature below authorizes the release of my final report to any reader upon request.

Shadman Sakib

ID: 200061146

Department of Business and Technology Management
Islamic University of Technology

Approved by:

Fatima Meher

Junior Lecturer

Department of Business and Technology Management
Islamic University of Technology

Exploring Branding Strategies and Practices: A Case Study on Akij Motors



Letter of Transmittal

8th April, 2025

Fatima Meher
Junior Lecturer
Department of Business and Technology Management
Islamic University of Technology (IUT)
Board Bazar, Gazipur

Subject: Submission of Internship Report.

Respected Ma'am,

I hereby state that I have successfully completed my internship program at Akij Motors and will submit the Internship report titled "Exploring Branding Strategies and Practices: A Case Study on Akij Motors." which is a mandatory part of the internship program. It was a great opportunity and honor for me to work under such guidance and supervision. It provided me with valuable and enriching learning experience throughout this program.

The internship report summarizes all of my learned knowledge, skills, my duties as an intern and my capabilities of bridging theories into practical usage during the time-frame. This opportunity has helped me learn how to balance work and life together and equipped me with professionalism for the real-world. I sincerely believe that the practical knowledge and experience gathered from this study have added value and enriched my career path and is a practical stepping stone to for my future. This experience has honed me professionally for my future endeavors.

I will like to express my gratitude to you for constant support and guidance during my internship tenure. I hope that you will find my report satisfactory, and I will like to apologize for any inconvenience in my report. I will be available at any time convenient to you to clarify any queries about this report.

.....
Sincerely yours,
Shadman Sakib
ID: 200061146
Business and Technology Management
Islamic University of Technology

Declaration

I, Shadman Sakib, a student of the Department of Business and Technology Management (BTM) of Islamic University of Technology (IUT) hereby confirm that the report I am submitting is an original piece written solely by myself under the supervision of Fatima Meher, Junior Lecturer in the Department of Business and Technology Management.

I also ascertain that this report has not been submitted to any other individual or organization in return for any kind of certification or academic qualification. Furthermore, I undertake full responsibility for any violations of the university's plagiarism and AI detection policies.

.....

Shadman Sakib

ID: 200061146

Department of Business & Technology Management

Islamic University of Technology (IUT)-OIC

Acknowledgement

I will like start by thanking Allah (swt) for providing me with sufficient patience and opportunities to finish the internship report on “Exploring Branding Strategies and Practices: A Case Study on Akij Motors”. It has been a charismatic and astounding chance for me to work on this report. I had to deal with a genuine working community – dealing with some significant challenges and I was able to gain a lot of expertise during the course of the project. This opportunity allowed me to grow my network and connect with some highly skilled professionals and opened me to work on my drawbacks.

I'd like to express my gratitude to everyone who assisted me in completing my internship especially my academic supervisor Fatima Meher, Junior Lecturer from Department of Business and Technology Management in Islamic University of Technology (IUT). She continuously supported and guided me with the necessities. Her mentorship helped me immensely while solving critical issues with my report and her continuous support helped me to complete the report properly.

I'd like to appreciate my Company Supervisor Shuvrojit Barua John sir for providing me with necessary resources, opening opportunities and making ways for me to shine in the company. He helped me connect with all the teams working at the company and introduced me to other professionals. Their hospitality and warm welcomes eased me into the company culture and work without any barriers.

I'd like to thank Faisal Sir, senior execute and lead of Creative and Branding, for immense support and teaching me necessary things about branding. His guidance allowed me to learn hands-on and theory of how things work. How branding works in real-life and how we balance creative works and portray them. I would like appreciate my colleagues and the whole team in which I was placed who also supported me and taught me many necessary things that I did not know prior to my internship.

Finally, I am truly grateful to my family for assisting me in remaining strong and healthy throughout the entire period and helping me through the ups and downs. I would end by thanking my coworkers for guiding me with helpful recommendations and guidance, as well as for motivating me. I must add emphasize the welcoming and supportive environment of Akij Motors, which assisted me in overcoming numerous challenges.

Executive Summary

Akij Motors is part of AKIJ GROUP a well-known conglomerate in Bangladesh which is also known globally. They are one of the oldest companies in the country that is known for its trust and reliability. Their contribution has been helping to shape the economy of the country and Bangladesh's strongly growing in commercial productions. They have been top-tier in the national market through their strong distribution channels and network. Akij Motor's corporate headquarters at Motijheel, Dhaka, with workshops at Tejgaon. Akij Motors, although not very old, is an established automobile chain in the country with a variety of products. They are aiming to be the country's largest and number one automobile related business and provide offerings at reasonable pricing. They are one of the pioneers to bring electrical vehicles, especially two-wheelers in the country.

Their objective is to create and build Bangladesh into a strong and prosperous country, with a mark in automobile. They want to make it easier for everyone to access vehicles. They are not only building and growing the automobile industry, but reshaping it for the betterment of the country. This is leading to more employment opportunities and economic growth in the country. The company is also involved in variety of social activities and charities. Akij Motors is known for their quality of service and products creating space in customers' mind through trust, affordability and reliability. Their automobile equipment's are of industry's top standards and they have a large product portfolio to serve a wide segment customer segment.

I was fortunate enough to work for three months from 24th February to 22nd May as an intern in brand and marketing at Akij Motors. These three months have taught me a lot about professionalism and how the industry operates. The report contains my learnings and knowledge about the automobile industry that I obtained through working in the company.

The report's main purpose was to learn and evaluate Akij Motors branding process and performance. From its operations to strategies to reach customers focusing not only on branding but also other sectors. The report is structured in a way such that before discussing the branding departments work and process and my responsibilities; a general overview of the automobile industry is given for context and Akij Motors branding operations and how it has established itself along with their company management structure is provided.

Lastly, the report ends with drawbacks that I have encountered during my stay at Akij Motors and suitable recommendations according to my observation and learning that may help the company to improve. These three months have taught me to be resilient, dedicated and focused at my goal to achieve them.

Keywords: branding, market analysis, automobile industry, EV, commercial vehicle, workshop.

Table of Contents

List of Tables	ix
List of Figures.....	ix
Chapter 1. Introduction	1
1.1 Background of the Study	2
1.2 Objectives	2
1.3 Significance	3
1.4 Methodology	4
1.5 Limitations	5
Chapter 2. Company Overview	6
2.1 About the Company	7
2.2 Organogram of Akij Motors	11
2.3 Departments of Akij Motors	12
2.4 Growth Trajectory of Akij Motors.....	13
2.5 Vision, Mission, and Core Values	14
2.6 Corporate Objective.....	14
2.7 Tagline	15
2.8 Strategy of Akij Motors	15
2.9 SWOT Analysis of Akij Motors	16
Chapter 3. Industry Analysis.....	17
3.1 Industry Overview	18
3.2 Size and Growth of the Industry	19
3.3 Maturity of the Industry	20
3.4 Seasonality of the Industry	20
3.5 Competitor Analysis	21
3.6 PESTEL Analysis	23
3.7 Porter's Five Forces	24
Chapter 4. Branding Practices at Akij Motors	26
4.1 Branding Practices at Akij Motors.....	27
4.2 Dealer-Level Brand Execution and Feedback Loop.....	28
4.3 Annual Brand Plannings and Reviews.....	29

Chapter 5. Internship Activities	31
5.1 My Responsibilities and Day-to-day Routine.....	32
5.2 Initial Orientations	32
5.3 Billing and Documentation	33
5.4 Outdoor and Physical Branding	33
5.5 Digital Marketing and Content Creation	34
5.6 Sales and Recovery Knowledge	35
Chapter 6. Analysis of Internship Activities	37
6.1 Key Learning Outcomes	38
6.2 Work Environment of Akij Motors	40
6.3 Company Level Analysis.....	40
6.4 Market Level Analysis.....	41
6.5 Professional Level Analysis.....	42
Chapter 7. Recommendations and Conclusion	44
7.1 Recommendations.....	45
7.2 Conclusion	46
References	47
Appendices.....	48

List of Tables

Table 2.1. Core Operational Departments	12
Table 2.2. SWOT Analysis	16
Table 3.1. PESTEL Analysis	23

List of Figures

Figure 2.1. Product Portfolio of Akij Motors	9
Figure 2.2. Some Popular Products	10
Figure 2.3. Organogram of Akij Motors	11
Figure 2.4. Functional Sub-Department of Marketing and Sales	13
Figure 3.1. Assumed Market Share of Automobile Companies in Bangladesh	21
Figure 3.2. Perceptual Mapping of Akij Motors with respect to its competitors	22
Figure 6.1. BCG Matrix of Akij Motors	42

Chapter 1.

Introduction

1.1 Background of the Study

All graduating student from the Business and Technology Management Department is required to engage in the internship program, Internship 4800. Its goal is to teach students how to conduct work practically in the real world after obtaining necessary theoretical concepts as a business graduate. It is an excellent opportunity for each student to obtain hands-on experience and utilize their theoretical knowledge and learn the relative hard skills for professional work.

I have completed my internship at Akij Motors, one of the leading automobile solution providing companies in Bangladesh, in their Branding and Marketing department. "Exploring Branding Strategies and Practices: A Case Study on Akij Motors" is the title of my report, this includes all my learnings, the environment of the industry and what I have achieved in the three months of the internship. My supervisor, Shuvrojit Barua John, Senior Executive – HR and Admin, acknowledged my report.

Akij Motors is a well-known name in the automobile industry and they are one of Bangladesh's most technologically sophisticated automobile company who are constantly striving to innovate higher quality goods and services. They have one of the most diverse range of products and services in the market and are aiming to innovate and grow their useability. Their products range from commercial vehicles to industrial heavy machineries, CNG services and workshops along with electric vehicles line-up. They are one of the pioneers of bringing “Electric Vehicles” in Bangladesh being a local company and has a vision to go green as early as possible. Their electric vehicle main consists of two-wheelers and three-wheelers, although more are coming.

The following report details my experiences working in Akij Motors as a Branding team’s intern from February 24, 2025 to May 22, 2025. I have described how I went through the experience of implementing all of the knowledge I gained throughout my undergraduate life in Akij Motors. How much similarity and difference I found between theory and practical implementation, and what I learned over a three-month period that enhanced my skills and built me for my future endeavors. The study's major goal was to investigate and evaluate how Akij Motors branding worked and how to enhance it to create better market awareness and create conversion of the brand’s name into sales. The study not only gave me insights about the automobile industry but also a general view of how branding is conducted beyond theories.

1.2 Objectives

1.2.1 General Objective

The general objective of the report is to outline the knowledge and understanding that I have acquired throughout my internship phase, over a period of three months, and also evaluate the branding procedures and performances of Akij Motors. This included the necessary strategies that are in motion and how the outcomes are monitored. The study focuses on both the existing elements and possibilities for improvement in the branding division of Akij Motors. As a whole, the study concludes with all the possibilities and

appropriate information of a branding department that is actively growing and competing in the real world. This included knowledge on the daily tasks and different departments that worked together to generate functional and efficient operation.

1.2.2 Specific Objectives

The specific objectives, that I have experienced and learned along the process is made of all the lessons that helped me reach my primary goals and also those that gave depth to my knowledge and equipped me with additional skills. These includes:

- I attained knowledge on the operations of Marketing Department, and branding strategies by consulting with my senior colleagues. This knowledge was enhanced with sales operations knowledge and recovery strategies. This provided myself with better insights on how branding and sales are interconnected. The sales insight provided with information of conversion from spreading brand awareness.
- Learned about the organizational culture through interaction with various people. The operations of other departments that function in an interconnected manner to make the company efficient. This required knowledge about others task and how all this works connected.
- I looked through the HR's roles and how they carried out their functions. The sales team's assistance in branding and how they worked actively on field.
- I got a holistic overview of an organization, its work environment, and its culture. This gave me an insightful idea of how organizations worked and the nature of its. As I was part of a growing industry that had some pre-dominant competitors, it was an active challenge to improve ourselves.
- I also visited many our workshops to gain hands on knowledge about the products, to learn from the engineers directly. This enhanced my product specifications knowledge and gave me key ideas to work with during creating branding ideas and content. The insights are helpful as sometimes some unseen point may turn out to be unique.

I tried contributing as much as possible to the sections I had been assigned to. To meet the requirement of the internship program under my BBA in TM program and to gain as much as possible during this short period of time.

1.3 Significance

As a student from Business and Technology Management (BTM), the internship program is a mandatory course for our graduation. This program, allows us bridge the gap between theory and practical skills even before our graduation. Thus, it provides us with additional advantages over many other peers and helps us gain practical skills.

The internship has helped me learn organizational culture, work dynamics and strategies of the company. I got in touch with insightful knowledge about the industry hands-on, and actively involved myself in the process. It allowed me to learn branding at field level and how it works beyond theories and how dynamic the field itself is. Branding is such a field where creativity shines and small attention to details in the work's process might bring a significant benefit to the organization.

The report's significance is beyond documentation, rather it looks in to my activities to uncover and analyze the strengths, weakness and opportunities for the organization I worked for. It brings in knowledge insights from industry's professionals and adds depth to branding's meaning and understanding of the department beyond books. Along with this, the report serves as a reference for future students, faculty and the organization for making the internship's effectiveness more improved, to correct the flaws and improve on the processes.

To conclude, the report summarizes both my personal and professional growth during this 3-tenure as an intern at Akij Motors, the knowledges I acquired and my contribution to the organization and to academics.

1.4 Methodology

The report was put together through execution of both primary and secondary data. The primary data consisted of the experience gained by working in the Branding and Marketing Department of Akij Motors. It consists of my in-hand experiences, what I have faced and dealt and the process of my work. This data is accumulated in my weekly reports. Other primary data set was taken from the company and its available sources that were disclosable, thus providing me with authentic and non-confidential information.

The secondary data were accumulated from various sources, including formal and informal questions, personal interviews with various personals, content planning with the team, learning strategies and brainstorming tactics, article research, and previous data lists. I visited and travelled in person to the workshop and spots to learn the practical working conditions and how things worked. These data were collected and connected with the primary data to make complete information.

Thus, combining both data sets has helped me make the information more accurate. The work behind collecting this data has increased my knowledge about the industry and company operations. Thus, all the information together has made the report more insightful for readers.

1.5 Limitations

Though I handled a variety of tasks and it helped me learn a lot about the Branding and Marketing department of Akij Motors, I could have learned more about the Branding department if the length of time would have not been limited to three months, thus adding much more details to my internship report. As well as, if I could work on an actual field project in the company would have allowed me to dig deeper at the work force and knowledge which essentially requires a longer time frame. Thus, the short tenure of my internship period in itself became a challenge and I could only achieve to learn as much as possible within this short time. As I was not actively part of a project, the knowledges I gathered were more theoretical and day to day repetitive operation basis rather than an innovation or any new challenge.

Also, the company policy regarding sharing of confidential data inhibited the process a bit as I was an intern. This created a gap in depth of my knowledge as I couldn't get in touch with some crucial data. This confidentiality crippled the in-depth knowledge to some extent, as it was done to protect company's privacy and strategy that gave it competitive edge in the market. Thus, with certain exclusivity in my learning, much of the learning was a generic overview of the real-world rather than a full-fledged working challenge.

Chapter 2.

Company Overview

2.1 About the Company

Akij Group is one of the largest conglomerates of Bangladesh founded by late Mr. Sheikh Akij Uddin. He started with a trading business in early 1940 with a vision to create employment through various industries in Bangladesh. He gained his footing through “Akij Biri” and Jute business around 1950 and from there on his family has prospered. Today, Akij Group is divided into many concerns covering numerous industries led by his children.

Akij Motors is one of the many concerns of Akij Group, founded by Mr. SK. Amin Uddin, with the goal of addressing the growing demand in the automotive sector. Akij Group has over 70 years of experience in nationwide product distribution whose expertise is passed onto Akij Motors giving them a competitive edge in networking and distribution. The brand value and name were also an added benefit that Akij Motors got from Akij Group. Akij Motors was born out of the group’s extensive expertise in operating and maintaining a large fleet of over 3,000 vehicles. They are local suppliers and assembles vehicles of various category in Bangladesh. Thus, growing and impacting the automobile sector of Bangladesh vastly.

Akij Motors, offers a wide range of transport solutions, including light and heavy commercial vehicles, electric vehicles, and specialized industrial equipment, CNG filling and services and automobile workshop services. The company has established itself as a trusted brand by combining global technologies with localized adaptation, ensuring quality, reliability, and cost-efficiency for Bangladeshi consumers. They are a known name in the industry with rapid expansion.

In 2014, Akij Motors launched its modern 4S (Sales, Service, Spare Parts & Survey) centers, equipped with digital diagnostic tools and staffed by skilled professionals. These centers are now operational in major cities across the country, offering end-to-end automotive services. Their service technologies and equipment are purchased by many well-known automobile brands in the country. (Akij Motors, n.d.)

The company’s product portfolio includes:

- **Wide Range of Vehicle:** This segment is their most sold products. The growing SME’s and industries lack the necessary demand for large vehicle purchase; thus, they are lean towards light commercial vehicles. This includes, trucks of carrying capacity varying from 1, 1.5 or even 3 tons. These vehicles are sturdy, reliable and affordable for many organizations to purchase. For upper-end industrial purposes heavy-duty trucks and even dump trucks are offered by the company. This includes, construction sites enormous SINOTRUCK, or heavy dumping trucks to carry waste. Cement-mixer and other purposes vehicles are there. This heavy vehicles chassis is sold separately by the company so that the buyer may modify the rear-end according to their fitted purpose. They also provide customers with special vehicles like refrigerator van, wrecker, road sweeping truck, caravan (motor homes), specialized trucks. These vehicles are provided on demand and are not a

- part of regular stocks. This expertise comes from distributing and importing vehicles for so many years and been in the market.
- **Electric Motorcycle and vehicle:** Recently the world is shifting towards more eco-friendly vehicles thus the automobile industry is shifting towards electric vehicles globally. Akij Motors are importing electric vehicles under its own name. This is because they dream to go green as much as possible thus bringing the most modern technologies possible. They want to be on par with the global market and bring the best for Bangladesh. This is a huge step for Bangladesh as it will restructure and grow the automobile industry. Akij Motors is offering electric two-wheelers, three-wheelers, small trucks, vans and recreational vehicles that are all electric driven. This is a bold and big step for them as they are entering the future of automobile industry.
 - **CNG and LPG Refueling Station:** They have a dedicated CNG and LPG fuel station as well as high level machineries that produce this compressed gas.
 - **Akij genuine auto-parts:** They are provider of many OEM parts for the commercial vehicles that are available in the market. The spare parts business is popular as they are not easy to find especially genuine parts. They also provide for Toyota and other Japanese cars.
 - **Forklift and Warehouse Equipment:** Aside from commercial vehicles, they also provide support in industries with forklifts and other big, heavy machineries.
 - **Concrete and Construction Equipment:** If the customers demand, Akij Motors imports various types of wheel loader, excavator, road roller, crane, trailer concrete pump, boom pump and batching plant for construction sites and necessary vehicles.
 - **Workshop and service center:** The company has a dedicated workshop where many daily servicing is dealt. The work shop also deals with extensive repair jobs like paint-job, wheel alignment, and other critical services. Thus, they have a group of skilled professional dealing with this.
 - **Diagnosis and Auto Service center:** They also have vehicles diagnosis zones to support customers.

A significant milestone for Akij Motors was the establish when they did a joint-venture vehicle assembly plant with Sinotruck, enabling local production of commercial vehicles certified by BUET and BRTA that were tailored towards Bangladesh's road and weather conditions. Sinotruck is a leading Chinese brand for heavy-vehicles and this helped Akij Motors gain large recognition in the heavy-vehicle market. The Sinotruck brand's name associated with Akij Motors helped the company to gain popularity in the heavy vehicle market.

Akij Motors being one of the pioneers of introducing eco-friendly electric vehicles and modern service equipment, sets new standards in automotive innovation, sustainability, and customer service in Bangladesh. As a result, their tag-line is bringing vehicles and automobile solution for everyone nationwide. As of now they operate extensively in various regions and expanding as much as possible to serve vast customers. Their current and most recent endeavor is the electric vehicles market.



Figure 2.1. Product Portfolio of Akij Motors

The eight pillars of Akij Motors are the key dealings of the company. The company mainly works on the eight key product lines together to capture the market. As a result, they are the only company dealing with such wide variety of products. This gives them a competitive edge in the market and provides them with a unique identity among competitors.

Some popular products of Akij Motors are shown below:



Akij Motors Biyoy (1.5 tonnes)

It is one of their most sold and popular light commercial vehicle.



Akij Motors Rustom (4x2) 20 feet

It is a popular heavy commercial Vehicle.



Golf Cart/ Club Car (Electric)

This is purchased by a lot of organizations.



Electric Vehicle Songi

In recent times a lot of people is purchasing this three-wheeler.



Bondhu

This three-wheeler is highly popular electric vehicle as all aged and gender people can use it. Especially popular among old and disabled People.



Durdanto V6

It is the only electric sports motorcycle in Bangladesh currently and is targeted for the youth.

Figure 2.2. Some Popular Products of Akij Motors

2.2 Organogram of Akij Motors

The company follows a hierarchy structure rather than fully flat or partially flat hierarchy format. At the top of the hierarchy is our honorable Managing Director, Mr. SK. Amin Uddin, who owns and runs the Akij Motors, along with his son. Next there are the advisors of the company and below them are directors. All the other managers and executives fall at the lower tier with departmental leads and their teams' members working together. Following this pattern, the company maintains a hierarchy and distributes the works accordingly. The communication however is not that rigid and the work culture is friendly, resulting in a good working environment. Thus, it was possible to communicate with a lot of the senior management people and managers to gain insights and industry knowledge.

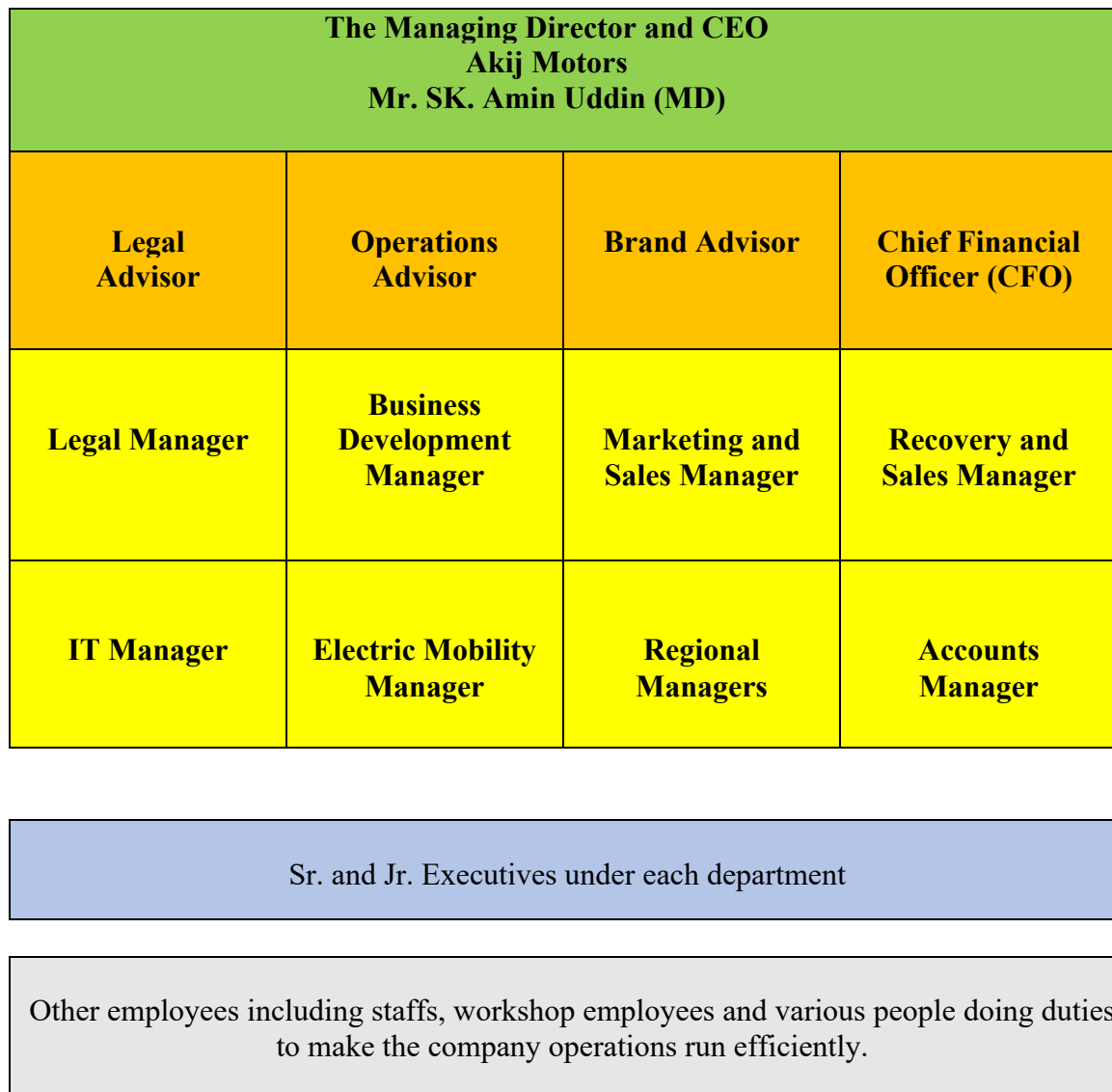


Figure 2.3. Organogram of Akij Motors

2.3 Departments of Akij Motors

The core operational departments of Akij Motors are shown as follows:

Table 2.1. Core Operational Departments

Departments	Functions
Finance and Accounts	Manages the budgeting, financial plans, necessary transactions and audits.
Human Resource and Admin	Looks after employee recruitment and management, payroll and other administrative tasks.
Marketing and Sales	Branding strategies creation, understanding consumers, creates awareness and promotions along with generating sales.
Recovery and Sales	Handles after sales activities and ensures timely customer payment or else seizing or tracking the vehicle and its customer.
Legal	Ensures all sectors abide by legal compliance and manages any contract, dispute or legal documents. Looks into legal boundaries while entering new ventures.
Information Technology	Manages the ERP and necessary IT infrastructures like website, and maintains digital security.
Customer Care and Services	Addresses the after sales support or answers customers queries and feedback,
Electric Mobility Division	Deals with EV vehicles, from their development to sales and promotion. Works interdependently with other departments.
Business Development / Operations	Works with about all operations and looks for business expansion opportunities and development of existing sectors for better efficiency and profitability of the company.

There are other related sectors functioning in the company in the day-to-day basis which are not shown above as they are either a part of this core departments or are a sub-branch or a dependent division of this major departments. This includes the workshop management looking after the workshop activities. This operates from the workshop and is monitored by the HR division from head-office. The customer call center services, staffs' management etc.

The department that I worked was the Marketing and Sales, under which are sales and branding. I was assigned as the intern of branding team which is structured as follows:

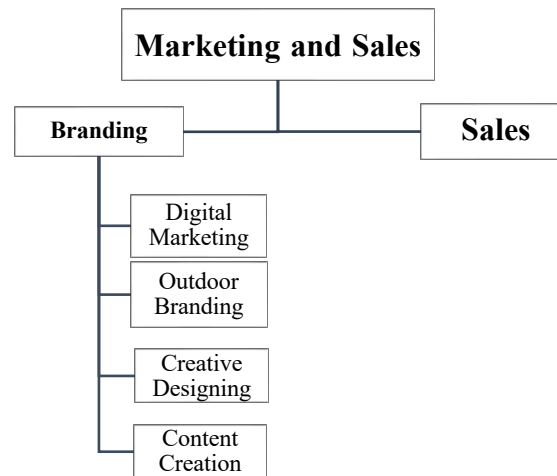


Figure 2.4. Functional Sub-Department of Marketing and Sales

2.4 Growth Trajectory of Akij Motors

Akij Motors, since its emergence has been growing significantly. It started with the launch of 4S service center in Dhaka in 2014 and since then it has expanded to many other product lines. Akij Motors dream is to provide cars for everyone as a result they are pushing and progressing daily towards that goal. They entered the heavy vehicle line in 2017 and expanded their showrooms and service centers nationwide. They even offer mobile service support. They entered the market for electric vehicles in 2019 and has been focused in its growth.

The growth of Akij Motors is constant and is rising with future plans involving many strategic agreements and partnerships. This includes taking on major projects, like electric charging services etc. Their dealership network has significantly increase covering many cities in the country. This has built a strong network opportunity and increased sales volume.

To conclude, the company is growing at a rapid pace with integrated technologies and advancements in automobile equipment. They are improving their services continuously and providing better customer services.

2.5 Vision, Mission, and Core Values

Vision: Akij Motors vision is to build a prosperous and strong country with a developed economy. They dream of making modern vehicles assessable to all. This vision is guided by their slogan “Vehicle for All”, where they can reach every citizen and provide automobile solution for all.

Mission: As a result, this vision is guided by their mission in delivering comfortable, durable and technologically sophistic vehicles to the nation with good quality and efficiency. They are committed with top-quality automobile offerings that empowers the customers. Thus, their benefitting their business growth and country’s economic development.

Core Values: There are four core values that the company abides by. This are:

1. **Experience:** Their industry knowledge and long-term connection with business and customers has given them expertise on customer understandings and does can provide reliable services.
2. **Competence:** Their skilled workforce and commitment in advancing with technologies drives their performance and improves their operations continuously.
3. **Trustworthiness:** They are a trusted brand in Bangladesh, thus they plan and put effort in maintaining this trust. This is done by delivering promises and being accountable for their products. They have gained confidence of customers and are working tirelessly to retain it.
4. **Integrity:** Their one of the most renowned values is that they maintain highest ethical standards in every case. They are transparent in their business operations and tries to uphold fairness in all decisions.

These four core values help them drive for the betterment of the company and all employees are constantly reminded of it. They also uphold religious values and push employees towards being pious and closer to their religion, primarily Islam. However, other religions are also respected.

2.6 Corporate Objective

Akij Motors aims to enhance the value of lives and outperform its competition in terms of determination, customer satisfaction and revenue growth, earnings and cash flow generation. They are steadfast in enhancing their existing brand image in the whole industry. They are continuously working to spread their brand name more. They tend to serve the people with modern technology, and build a better eco-friendly environment for tomorrow. Thus, they want to go green as soon as possible.

2.7 Tagline

To achieve this vision of a beautiful, happy, prosperous and strong Bangladesh, they follow a slogan unanimously throughout their organization that matches their dream. That is “Vehicle for All.”

2.8 Strategy of Akij Motors

To build a strong corporate presence and industry Akij Motors is working diligently to build a long-lasting partnership with their vendors and customers. Although suppliers’ loyalty is hard in this industry, they are trying their best to maintain as much transparency as possible. They are spending on dealership points to reach maximum customers as they are the first contact medium for us. Thus, empowering dealership network empowers Akij Motors business. Akij Motors teams and the dealers who sell the products collaboratively working to maximize the impacts of our business- through a combination of high-end product and quality and service by bringing transformation in pricing, marketing, service, cost etc.

2.9 SWOT Analysis of Akij Motors

Table 2.2. SWOT Analysis

	Support	Oppose
Internal	<u>Strength</u> Image of the company, it is important to gain and retain trust of clients. Distribution and service channels are throughout the country Offering products that are affordable and high-quality. Strong financial backup, the company owns large set of assets.	<u>Weakness</u> Not internationally known yet. Lack of constant supplier. As suppliers vary, sometimes products are delayed. The entry of strong competitions in the market with resourceful backups. Saturated with big players in the market like ACI Motors, IFAD, etc. Higher supplier dependency, weakens customizability of products.
External	<u>Opportunities</u> Fewer national electric two wheelers, leading to market first mover advantages. Few companies have such diverse product portfolio, that Akij Motors do. Thus, they are a one stop automobile solution. Own country, people are culturally driven in Bangladesh. Akij uses this geographical branding benefit to connect with people. Due to their large distribution network, they are popular in remote regional markets.	<u>Threats</u> Growing international competitors, as market is still open for FDI, many large companies are partnering with foreign companies. Corrupt practices of competition leading to unfair disadvantages. Variety of products, although it is an advantage, dealing with such variety leaves gap to focus on any one product.

Chapter 3.

Industry Analysis

3.1 Industry Overview

Although not significantly known worldwide, Bangladesh's automobile industry is growing rapidly in recent years. The automobile industry in Bangladesh is experiencing significant growth, driven by increasing demand for both passenger and commercial vehicles. The commercial vehicles market is widely ruled by foreign brands, however, in the recent years many local companies by collaborating with Chinese brands have been growing it vastly. According to the Bangladesh Investment Development Authority (BIDA), the country's automobile ecosystem offers substantial opportunities for investment, with progressive growth in vehicle demand. (Invest Bangladesh, 2023)

This growth is driven by three significant factors:

- The rise of the middle-class population and their income sources due to globalization. This has risen significantly in the recent years, especially the need for personal vehicle like motorcycles.
- The increase in urbanization in the past few decades, leading to more commercial light vehicles demand. This drives personal business and income sources.
- The country's economy has seen an increase in industries and infrastructural expansions leading to more demand for commercial heavy vehicles. This includes more construction vehicles and large trucks to carry heavier weight.

Although the market is pre-dominantly import-based and many companies are working and investing in the market, Bangladesh is slowly moving towards local assembly and manufacturing of some vehicles. This is opening opportunities for new investments and industry development. The local big and influential companies are diving into these opportunities by taking in the first mover advantages to start their own assembly plants and necessary manufacturing plants to build vehicles locally. (Business Inspection BD, 2025)

According to the National Automobile Policy in 2020 emphasizes the manufacturing of parts and components, offering considerable tax breaks and fiscal incentives to promote growth in automobile sector. This also include reliance on imports and FDI (Foreign Direct Investment). The policy also supports joint ventures and SKD/CKD assembly units. It is anticipated that the annual market demand may surpass 100,000 vehicles by 2024.

As industries are growing the demand for commercial vehicles are getting more and more prominent. The motorcycle segment due to its affordability is most prominent and has highest growth with approximately crossing 500,000+ units sold per year. This is because majority of the country's population are either middle-class or lower middle-class financially, thus they are more prone to purchase motorcycles. This industry is also taking a new turn towards electric vehicles as to counter pollution, and meet global standards. Although the electric segment is new, it has been growing rapidly. Many foreign companies are entering the electric vehicle market and competing fiercely. (LightCastle Analytic Wings, 2021)

The major issue in this industry is that it relies heavily on import of products and its parts. That means the industry highly depends on good supply-chain, if the supply chain is hampered for external factors the industry deals a heavy damage. Thus, the result of this is limited production scale, cost becomes highly variable due to various factors (e.g., global political unrest, import policies, supplier crisis, cost of transportation and oil, etc.).

The vendors or suppliers are not always committed to one buyer resulting in delay of supplies or copying of product. Another issue is underdeveloped and a lack of skilled professionals in the country results in poor quality productions and service quality gets affected. If a product malfunctions it takes a lot of time to repair or even bring spare parts at times if not locally available. This delays product delivery and service quality massively, large companies exploit this by making stronger supplier network to deliver better service and products.

Thus, there are a lot of possibilities to grow as well as challenges to be overcome. As a growing economy in automobile, Bangladesh nurtures huge scopes and proper actions can be beneficial for the companies and customers simultaneously.

3.2 Size and Growth of the Industry

The automobile industry of Bangladesh is a growing industry especially in the recent years. The industry is seeing its shining times as more and more industries are requiring commercial vehicles and equipment to function. The market is blooming with more FDI and the growth is constant. According to some reports, the automobile market is likely to grow at a CAGR of 7.10%. (Mordor Intelligence, 2025)

As Akij Motors, deal with a number of products under one roof they have created a unique position for themselves. They are the only company to be dealing with so many product lines at a time. Thus, they have solutions for a large number of issues. They are now assembling in the country enriching our production power and building more plants to import vehicles. The market share as a result is constantly increasing for Akij Motors.

Furthermore, the electric vehicles market is still at niche in the country. There are only a few competitors and Akij Motors is catering this market for a few years. Thus, they are at a first movers' advantage for the market. This market is rapidly growing due to affordability and eco-friendly nature. The company plans of going green as much as possible in the fastest possible time.

Thus, the market size currently is huge and there are larger possibilities and opportunities for Akij Motors to grow in.

3.3 Maturity of the Industry

The automobile industry is developing as Bangladesh does not manufacture yet. However, it has come a long way and has a lot of improvements. The country is heavily based on imports of vehicles with recently many large companies are implementing assembly plants. This has helped the industry to bloom even more. As the world is shifting towards electric vehicles, the country is also trying to adapt to this.

Primarily the automobile industry of Bangladesh is fuel dominant and Akij Motors have a large foothold with its fuel-based products and their services. The company at present is trying to shift some of its product line to electric based, that is mostly two-wheelers and three wheelers and some four wheelers too. Thus, they are also entering a new market that the country is seeing as a transition from its old fuel-based competitors.

The company is establishing local EV and lithium battery production plant to enhance and enter this new market with most impact. As the market is still not fully developed, Akij Motors is creating a standardize quality and introducing affordable and modern service system for the EV market.

3.4 Seasonality of the Industry

Although, the automobile industry is not highly influenced by seasonality, there is a moderate trend that can be observed in this industry. The two-wheelers market and commercial markets seem to see a rise in customer during Eid – vacations. The commercial market special sees a rise in truck purchase during Eid – ul – Adha, as more loads and cows are needed to be transported. During the national budget of the government in the country the tax and other import duties may fluctuate leading to rise or downfall of vehicle purchase.

In some harsh weather conditions like the monsoon, or post monsoon period, the automobile market slows down due to the fact that mobility is difficult during those times. Many regions are flooded resulting in damage of products and vehicles.

Apart from this, there is not much of seasonal change in this industry. A crucial advantage for Akij Motors is that its diverse product portfolio counters for these occasional dips in demand and keeps the customers engaged with various offerings throughout the year. Thus, they are able to cater all the various customers' segments regardless of the condition.

3.5 Competitor Analysis

Although, Akij Motors is not the top of the industry, it still holds a significant position in automobile industry, especially in commercial and light vehicles. This industry is gradually growing with both local and international brands competing to rise. As SMEs are growing, the necessity for logistics and transports are rising leading to the growth of commercial vehicles. (Statista, 2025)

In the automobile market for commercial vehicles and light, Nitol Niloy Group, the dealer of Tata, is holding the market leader position with IFAD following through. Runner, however, is more prominent in the two and three-wheeler industry is growing its commercial vehicles lineup. This is strengthening their presence. (Emerging Credit Rating Limited, 2017)

Akij Motors, not only is in the market for commercial vehicle but also electric vehicles like two wheelers, three-wheelers and even some commercial vehicles. Thus, resulting in its wide line of products and more breadth in the industry compared to its competitors. The EV options are a threat to its competitors due to its fast mover advantages. At the same time, its localized business strategy, affordable financing options and fast-growing dealer network is enhancing its market presence and strengthening market presence.

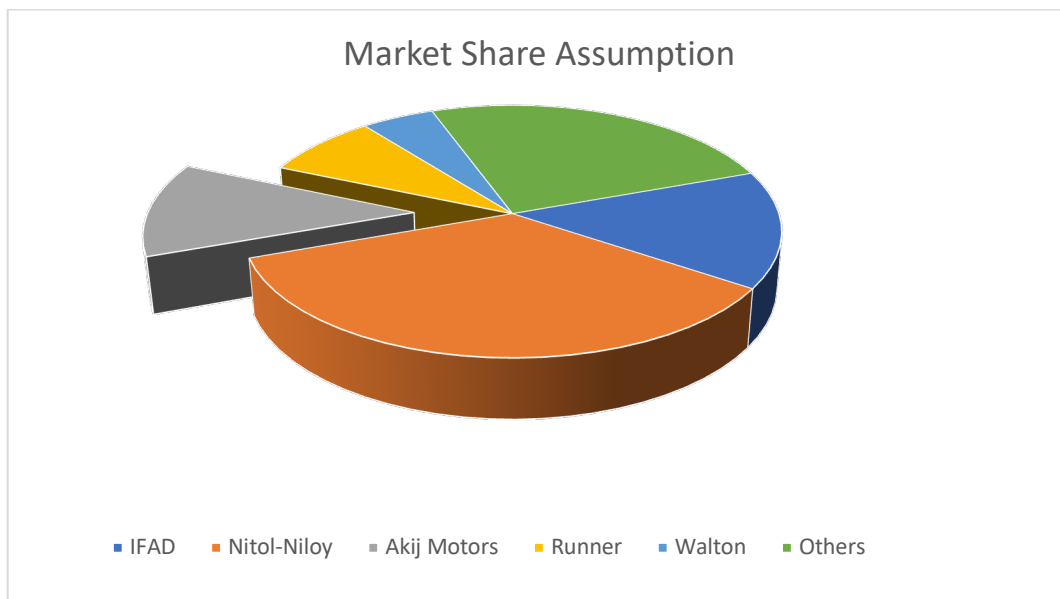


Figure 3.1. Assumed Market Share of Automobile Companies in Bangladesh

The perceptual mapping shows that Akij Motors, holds a sweet spot in market where they are not too expensive nor too affordable. They do tend to provide quality and value their products accordingly. As using Chinese products, they hold a good trust among customers and value their products competitively with the market leaders who either import Japanese or Indian vehicles. However, recently Akij Motors has upscaled its service quality gaining more trust and customer positive feedbacks.

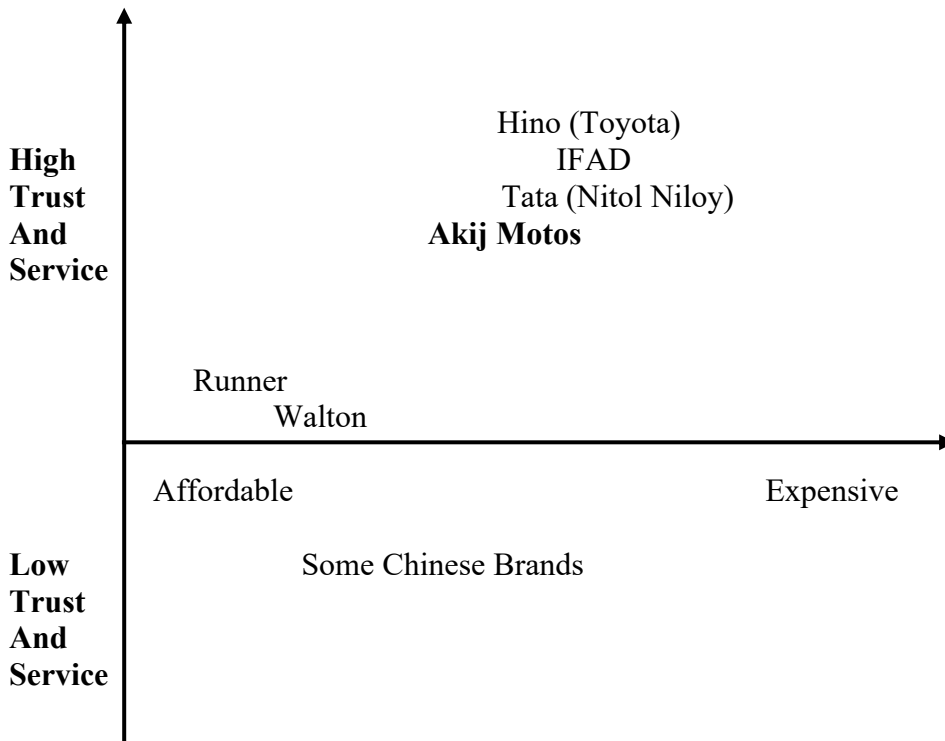


Figure 3.2. Perceptual Mapping of Akij Motors with respect to its competitors

3.6 PESTEL Analysis

The PESTEL analysis gives us an understanding about the factors of the company in respect to Political, Economic, Social, Technological, Environmental and Legal that affects its business. Thus, it helps us understand external opportunities and threats and is used by the company for strategic planning and market analysis.

The PESTEL analysis is done keeping the whole industry as base in respect to Akij Motors.

Table 3.1. PESTEL Analysis

Factors	The Effects
P. Political	The Bangladesh government has taken some initiatives to help companies that wants to assemble automobile in the country. As a result, they get incentives and infrastructural benefits for assembly plants and other imports. However, due to the heavy import tax, vehicle prices that are not assembled in the country are still costly and hard to purchase.
E. Economic	The rising GDP of the country and growing middle-class economy has resulted in inflation and currency devaluation recently. Although, Akij Motors is trying to keep the price affordable for all, the instability in the economy is causing products price to rise.
S. Social	The growing middle-class and the need for eco-friendly products is promoting Akij Motors EV products vastly. The growing demands for EV are beneficial for Akij Motors as they offer affordable two-wheelers.
T. Technology	The company Akij Motors is investing on modern technologies and service equipment. They are bringing in high quality service equipment for their workshops and new investors for better quality products. They are also building plants to assemble EV and lithium battery, reducing product cost and serving customers better.
E. Environment	Although Akij Motors is working with EV and environmental conscious products, their diesel driven heavy vehicles are still an issue for the environment. They are trying to look for alternatives and reduce environmental damage.

L. Legal	As the regulatory framework for imports of the vehicles are evolving, the country is improving towards better future. As EV is new, the legal systems are still underdeveloped and Akij Motors is pushing towards a proper framework to establish for the betterment of the country and customers.
-----------------	--

3.7 Porter's Five Forces

1.Intensity of Competition:

The automobile industry of Bangladesh is highly competitive due to various factors such as: price, service availability, fuel efficiency, brand image and spare parts availability. IFAD Autos, Runner Automobiles, Nitol Niloy and many well-known Chinese companies are in the market. Thus, the competition is dynamic and intense with the demand constantly rising and inflation is increasing. This impacts the supply of products directly needing constant changes and efficiency improvement of the businesses.

Akij Motors is well-known, this is due to customer trust and its affordability in the local market, this customer-oriented nature helps it grow more and more in the national market among competitors.

2. Threats of Entry

The threats of new entries are moderate to high in this industry. The main threats are from foreign brands which may enter through partnership with local companies or build their own assembly unit. However, due to high capital investment and government regulations along with brand establishing in strict rules is harder, resulting in less intrusion as of yet. This may change due to the trend of EV increasing, if government encourages industrialization and local manufacturing with adhered tax benefits to companies the market competition may rise significantly, e.g. Recent entry of many electric motorcycles and scooters like Yaeda, Revoo, etc.

3. Bargaining Power of Suppliers

The suppliers hold moderate to high bargaining power as of yet, this is because most of the vehicles are imported rather than manufactured. Akij Motors is still highly depended on suppliers, and some suppliers tend to supply to both Akij and its competitors. As suppliers are not solely in control and multiple suppliers are required it is hard to have higher bargaining power over suppliers. The recent geopolitical tensions have also caused supply delay and costing surpluses resulting in increased product prices. This is a problem that the company is trying to handle and looking for alternative suppliers and manufacturing options.

4. Threat of Substitution

The threat of substitution is very low. As Akij Motors is offering relatively affordable products at value for money. Commercial vehicles' import is already limited and their need is constant as a result it is not easy to substitute. Thus, there is a consistent amount of demand and supply that persists in the market.

5. Power of Buyers

The power of the consumers here is moderate to high due to the variety of vehicles available to consumers. As people are price sensitive and these products are expensive there are a lot of decision drivers for consumers. However, quality and brand value does have a significant effect on the market resulting Akij Motors to hold a strong ground while selling. Their strong after-sales service, durable, and value-centric products help them retain and attain many new customers.

\

Chapter 4.

Branding Practices at Akij Motors

4.1 Branding Practices at Akij Motors

The branding department at Akij Motors is an essential part in maintaining the powerful brand identity of the company and to establish further reach. It works to align the company offerings and image with the company's mission, that is, offering affordable and reliable vehicles for everyone.

Branding in Akij Motors goes beyond visual elements; it reflects the values of trust, affordability, local resilience, and after-sales care. It provides the first impression about the company and if the impression is satisfactory only then a company rises. The branding team works hard to provide this emotional satisfaction to customers. The branding team looks after the deliverables so that the brand image is not stained, maintains dealers workshop banners and checks on the condition of the shops and how the vehicles are kept so and keeps in touch with sales-persons so that brand name is not misused or hampered. The branding team develops both long-term and short-term brand strategies and monthly promotional campaigns. It tracks the brand health for the campaigns and helps increase its reach. The brand health track helps to improve the activities in future campaigns. As more people are available digitally, the team is utilizing digital platforms and transforming from traditional branding elements. These are aimed at enhancing brand visibility, attracting first-time buyers, retain customers, building loyalty, and maintaining consistent messaging across all regions of Bangladesh. Although, outdoor and traditional branding are necessary the team utilizes both digital platforms and traditional branding. The branding team needs to be consistent with their variety of products, as they offer both commercial vehicles, reconditioned vehicles and EV's. These products should not clash with each other or else it will impact customers perception of the brand. The team is very keen not to overlap any segment and deals accordingly.

The company's branding process includes roadshows, rural campaigns, digital advertising, retail branding, PR activities, content creation, corporate branding and other essential works. The department emphasizes physical brand touchpoints such as branded showrooms, vehicle stickers, uniforms for employees and workshops, service centers branding, and free servicing events, especially in rural areas. They also have a mobile service vehicle with banners and posters on roaming different regions. The department regularly collaborates with sales, marketing, R&D, and regional dealership teams to collect insights and translate them into actionable campaigns, or restock branding materials. Contents of Akij Motors is customized to fit regional dialects, values, and customer psychology, which gives them a unique edge in rural penetration along with Akij's popularity of brand name. The brand's content revolves around customer oriented and culturally involved through family-oriented contents. This made the brand easier to expand and connect with people. The company is focused on serving the customers and the branding team makes sure this focus is portrayed through their work to be in touch and close with customers.

Although, the branding team is shining and has many beneficial working activities it does come with few disadvantages:

- The activities required to brand properly makes branding work dependent on field activities (salesperson and on field agents) and vendor's support. If they do not perform well or follow instruction it changes the brand value and may damage it. It is hard to keep everyone on track as those people do not directly fall under branding team.
- Some dealers fail to follow instructions; this results in inconsistency in brand message. The banners and posters in Akij Motors have a fixed measurement scale and few conditions, the dealers however do not want to follow this or go through with them. This makes it hard to maintain brand consistency. The on-field salesperson is then responsible to make sure all the resources and conditions are fulfilled by the dealers.
- While executing campaigns, although legal and other sides are communicated, their might arise unpleasant and unknown situations which requires immediate on-spot attention. This may lead to some materials damage or mismanagement. For example: the weather may turn out bad and blow away or damage banners, the locals may not like the campaign or etc.
- Digital tools are limited as it is yet not digitalized fully. Digitalization also requires training of the employees.
- Some tools lack to accurately measure the performance in campaigns. As brand health tracking cannot be carried out efficiently always, resulting in inaccuracy or unexpected responses.
- Lack of enough man-power on the branding team results in some inefficiencies. As one person has to deal with multiple tasks, that result in creative and strategy making delay and inefficiency.

4.2 Dealer-Level Brand Execution and Feedback Loop

The biggest strength of Akij Motors is its large dealership network. The availability of its products throughout Bangladesh by the dealers is one of the largest networks. These dealers are chosen based on company policy and conditions. Once these conditions are met, dealers are supplied with necessary brand materials, local banners, and vehicles for display and stocking. The central branding team, that is operating from Dhaka, where I was situated, receives monthly updates, shares upcoming plans, necessary offers and materials. These are all monitored and recorded in an excel-based system that is then recorded in the ERP.

In regional areas local dealers and sales managers along with field executives are responsible for organizing community events, local fairs, and vehicle demonstrations to spread the brand name. A two-way feedback system is maintained—the dealers provide field responses, customer insights, and local competitor activities to sales teams and brand teams which are then merged and incorporated into future brand activities.

Steps involved in local branding execution:

1. Central branding team prepares monthly necessities, and requirements after feedback before distributing the kits to all regions.
2. Dealers receive promotional materials and instructions and the field executives are tasked to make sure this are properly handled.
3. Field team collects photos, videos, and reports on campaigns effectiveness. This helps in performance record and learn the impact of the events.
4. Feedback is reviewed monthly by the head office branding department. This includes sales and other materials.
5. Adjustments and optimization are made to the next month's branding materials based on data collected.

Although the system runs effective, it has few limitations:

1. Manual tracking leads to delayed reports that may result in inefficiency in long-term.
2. Some dealer teams lack training on brand tone and customer handling. This issue is consistent as many dealers are from regional sides, resulting in harder to deal with and risk of brand image dilution.
3. Budget constraints leading to not frequent campaigns or lack of campaigns in more remote regions.
4. A centralized CRM or brand performance dashboard is still under development. This would help in picturing the KPI and other necessary analytics more easily.

4.3 Annual Brand Plannings and Reviews

Akij Motors conducts an annual brand strategy review and planning session, which involves the CEO, marketing heads, branding team members, regional heads, and senior managements. These decisions are planned around May/June that is around the budget time of the year. The meetings are also held when necessary to bring about some adjustments to previous plans or during any occasion where we can promote. The objectives of this meeting are to set yearly brand goals, target audience focus, thematic campaigns during specific holidays and occasions and how to cover for them, creative video contents and allocations for digital and offline branding. The budgets are planned and engagement pattern throughout the year are roughly set in structure. The final campaign plan is reviewed and approved by top management and is coordinated with sales targets and expansion goals.

Steps in the annual brand planning:

1. Collection of branding performance reports from the previous year.
2. Analyzing the customers satisfaction and feedbacks are taken into account.
3. Preparation of thematic campaigns and budget proposals. This is mainly done with the third-party agencies for providing us with contents.
4. Strategy alignment with senior leadership and company's vision.
5. Execution roadmap handed to appropriate teams to check and keep track of the activities.

Akij Motors' brand strength lies in its emotional connection with local customers, storytelling around hardworking vehicle users, and locally relevant visual identity. However, the challenge remains to scale this as emotionally driven strategies are hard to form and with modern digital analytics and real-time engagement tools increasing the branding department needs to upgrade.

The brand team is a dynamic part of the whole company, with continuously pushing towards modernization and keeping the brand values and image intact. Thus, the team works relentlessly to execute as accurately as possible and bring in newness to the branding process of the company.

Chapter 5.

Internship Activities

5.1 My Responsibilities and Day-to-day Routine

During my internship at Akij Motors, I primarily worked under brand and marketing department. Although, most of the tasks were recurring, I was fortunate enough to be involved in some creative ideations while handling designs for the team. I was fortunate enough that during my tenure of internship, I encountered their campaigns and two Eid vacations were there where I could work on the contents. My work hours were around 8 hours per day, including Saturday. Although, being an intern, I had the flexibility to work an hour or two less on days when the company had internal meetings or less workload. The culture of Akij Motors mainly focused on glorifying countries traditions and represented it appropriately. The environment was friendly and welcoming.

Throughout this period, I was exposed to various aspects of brand development, interdepartmental collaboration, organizational culture and behavior patterns and other operational flows. This multifaceted experience gave me an opportunity to learn not only about Akij Motors branding functions but also about other departments and how they functioned together.

5.2 Initial Orientations

I started my initial days through an orientation program that was held by the HR department. This introduced me to all the cores and how they supported each other. During this orientation phase, I interacted with the new trainees and some active employees. They were friendly and guided me through the company's environment and culture.

The program coordinators took us to the CNG pump section and the in-charge of that sector was our mentor who guided us through the machineries in person. Those were shown in-depth and the vehicles features were also listed and given as handbook. This helped us learn about the product portfolio and necessary details. Each vehicle's inside was diagnosed and shown so that we knew all the answers in-case of any customer or client questions. It was a journey of study in the initial days to learn the products, and how the industry operates.

I also visited the EV motorcycle assembly section, which will be soon transferred to a larger plant away from Dhaka. There I saw how they stocked in an organized order and the assembly process. Their battery functionalities and specialties were also introduced that were highlighted in the contents and posts. The spare parts were also kept in that workshop.

Thus, the initial days were about travelling to locations and learning about the products and organization. The ending of this program had some tests and practical campaigns at various locations where we trainees went wearing company's outfit with branded elements and showcased our electric two-wheelers and catalogue. We were tasked to communicate with majority people and collect their data. This was a good initiative that the helped in branding of the company utilizing their employees.

5.3 Billing and Documentation

Though my primary department was brand and marketing, the work culture of Akij Motors interns first involves rotation with all the other departments to learn the basics of what other departments are doing. All the departments are interdependent as a result knowing everyone's work help create a harmony. As a result, I got to learn hands on about those departments and provided supports as per necessities.

I started with the easy-routine office work support and record-keeping. During my leisure or at the beginning, I tagged with my HR manager and helped in sorting the CVs of the applicants. At times I observed the HR procedures such as documenting meeting minutes for future reference and even assisted with general clerical work like: filing, punching, and ordering documents, that supported various departments. Through these tasks I became more familiar with the company's ERP system and administrative workflows.

Under my own department, I was assigned with filing the billing documents of dealers, making an excel-based file that kept track of all the materials were received (with picture proves). This was essential for brand team, as it was a documented prove that we have shared the resources and they have been received in proper condition. I had to call our on-field executive to cross-check necessary gaps to record in the official documentation. After documenting and verifying the contents, I prepared the report and passed on to higher officials. The monetary paycheck for third party agency was confirmed and I was asked to visited the bank and clear the bill.

I had to also go through all the necessary policies and company regulations to learn in depth about the company. This is a good practice to learn about any new organization. Although, the brand team had less work with ERP, it was there for official documentation and brand team had very few works through it.

5.4 Outdoor and Physical Branding

As an active member of the branding department, one of my major tasks involved outdoor branding. I was involved in material sourcing, whose lead was provided by the company. This included various paper type, banners and their material and type of design used. I also interacted with many agency members who frequently visited to sell their products. These products were carefully chosen by the brand's creative lead as whether the product is useful for branding our company. These products varied from, show-piece, wooden motorcycle, calendar, etc. that could be branded with our logo and customized.

I had to visit Akij Motors workshops frequently, located in Tejgaon, to collect ideas for improving our banners and their position. I worked and suggested improving the entrance banner and other alignment change of our existing posters. I suggested re-positioning as remaking is more costly and inefficient. Some advices included road clearance in-front of the showroom that were put in action immediately. I also went to gather stock information

like necessary cards and branding materials, how to update existing materials for better view and reach to customers.

I went to capture vehicles and made short videos for the company as per requirements. This was a huge opportunity as I got to work with the vehicle first hand. I worked hard to capture good videos for reels that could be promoted in future. These videos were prepared for increasing customers engagement. I also looked through all available products in stock for brand promotions use and the condition of the products for shoot. This information was passed to the officials later.

I was also engaged with third-party agency who did our photoshoot and prepared contents based on our given requirements. I helped and gave them necessary directions during our shoot-day that went for a day long period. I lead the shoot under one of my colleagues and was in-charge of that activity in his absence. I prepared for the products and chose some unique angles that could be catchier and gain more attention. It provided me with hands on knowledge about product photoshoots and the effort behind it.

I was also fortunate enough to be part of a motor-show campaign, where I helped in vehicle and branding materials transportation and helped position the display unit as fit. I was given the responsibility from branding team to place the branding materials and keep them intact. I also took interactions photo and was actively a part of this campaign's location selection. I suggested few location possibilities for better reach and customer engagement. Although, the time was short and execution happened in a short time, the appreciation and experience I gathered is unforgettable. This experience helped me gain hands-on knowledge as I was accountable for my work and this campaign led to me better executing. I noted the way the whole process attracted attention from passerby's and interacted with them to learn their perspectives. This was recorded for future brand resources utilization.

My seniors guided me throughout the hard works from transportation easy to showing the steps necessary to work outdoor. They showed me how to set the strategies for better branding activities, how to plan and execute and how to mitigate any unwanted circumstances. This included tackling locals, or in my experience the weather condition and how we reorganized the banners during campaign day. Thus, I got a handful of knowledge through outdoor works.

5.5 Digital Marketing and Content Creation

Although we are in contract with third-party, much of the contents are made in-house. I went through our website and its necessary monitoring tools. This gave me insights about website operations and functionality. The website used at Akij Motors is 'WordPress' rather than a "Coded" website due to better security and ease of use. The website carries all the necessary in -depth information about the company and its offerings.

Then we have our social page to gather audience digitally and this metrics are monitored using 'Meta Business Suite' for Facebook audiences. As most people are easier to reach digitally, the company is investing more on digital marketing and branding resources compared to traditional outdoor banners. This includes ad runs and monitoring reach. I saw

and was taught the functionalities and how this system works. We even discussed about newer platforms and strategies to increase reach.

Google analytics and Tag manager are also used for better performance monitoring of the audiences. We the branding team all decide together on what content to be posted in the social media platforms to gain more reach and engagement and increase customer reach by studying the past data.

The contents are designed aligning our company's color and main goal. This keeps the messages across mediums same. Although, digital marketing is growing in Akij Motors they are investing in this sector actively.

5.6 Sales and Recovery Knowledge

I shadowed in the starting days with the sales team and recovery team to learn about sales, vehicle tracking, financing and recovery policies. As I was actively visiting the workshop, I could interact with a lot of customers who visited around. This gave me idea about customers, who either came to see the products or visit for information or whether came to purchase.

I was part of the sales team in head-office where they introduced me to ERP's sales section how they use codes that are unique to each vehicle and id of customers who purchased the vehicle. This keeps stock record and also help identify customer and their purchase history. This helps us stay connected with customer and keep record of all sales. As many vehicles are either bought on credit or EMI, the sales team needs to monitor and keep track of monthly payments. The sales team also enriched my product price knowledge, the ways of purchase and its value propositions that I later incorporated within the contents and poster designs.

The sales team, or on-field sales executive contacts the brand team directly in case of any logo damage at any dealership. The branding team then actively works to fix that issue as we have pre-stocks in case of emergencies and this are sent for replacing the logo or any branding materials. This follow-up is actively done and solved as it retains our brand's trust and is an important task to not let the brand name to be stained.

As I followed the sales person to understand how they communicate and deal with customers hands-on, it improved my own communication skill. As salespeople are the first in-contact with the customers, they are tasked on carrying the company's image through their interaction. Thus, being around helped me understand their mindset and connect with them which later turned beneficial to communicate. They had to dress properly and executed in well-mannered so the Akij Motors brand name stayed high.

These interactions also provided me with necessary skills to identify and access consumers requirements and need factors that are used to guide them towards purchase decision, that is from brand awareness to conversion journey. This helped me in understanding consumers motivation, ability identification and opportunity creation tactics that would help in leading to more purchase. This is a hard task as vehicles are expensive and it's hard to convince someone to spend such hefty amounts. Thus, this led me to communicate with

dealers, the requirements they need from branding team and how to convince them to comply with company policies. I also understood sales personals help in branding and how they are the on-field image of our company and how to guide them properly for better brand communication with customers.

Chapter 6.

Analysis of Internship Activities

6.1 Key Learning Outcomes

This internship has provided me with a broad-set of practical skills and insights aside from my theoretical knowledge. The skills I have honed during this period are listed below.

Technical skills and knowledges: I learned about the vehicles and its type and industrial terms for the vehicles. I got to learn and see CNG system and how it is produced. How high-pressured machines work and their safety system. The diesel trucks and the types of vehicles available with attention to detail on each part, this helps to understand the product better. I learned about the EVs, their battery types and functionality during my initial orientation days. This gave me ideas about generating content as I had more in-depth knowledge about the technicality. These technical knowledges were used to design and build branding content and highlights of key features. Apart from branding benefits, these technical knowledges are transferable within the industry which is highly beneficial.

Digital marketing tools: I got introduced to digital tools like, Meta Business Suite and google analytics, this helped in online data tracking and performance measuring. This taught me the metrics like CTR (Click-Through Rate), ROAS (Return on Ad Spent), cost per ad and its benefit, etc. Learned about monitoring the online audience and how paid ads are made to show up to new customers etc. This allowed me to learn about social media pages, ad run procedures and website management. This introduced me to customer engagement through digital platforms in a more detailed way.

Branding and campaign planning: Strategic marketing principles, that were taught during my academic courses were practically shown. I was taught how to measure foot traffic and calculate the time when most attention will be gained for outdoor branding such as for billboards and banners. The banner and poster size management and how to select angle and make logo prominent from distance. I was shown and involved in the location selection process of outdoor motor-show – that included site selection, planning necessary banners and materials and on-spot promotion strategies. I was mentored by my branding manager about the necessity of proper branding and use of appropriate materials so that it does not damage my own brand's reputation. I witnessed corporate branding strategies, how sales executives visited companies to spread our brand name and carried leaflets and magazines for corporate branding. One of the key things that I gained knowledge about was how to brand and share information about reconditioned vehicles while simultaneously dealing with our main brand-new vehicles. This is important as not to confuse customers about the vehicles types otherwise they might get negative impression about the brand. The process needed critical attention as we cannot mix them. I was also involved in the billing of third-party agency and budget discussions how to be more cost effective. A major learning point was that we needed to do the work right in the first attempt as that increases efficiency.

HR/Admin procedures: Although, HR and admin responsibilities are not correlated, in Akij Motors both works are covered by the HR department. Other department helps the

HR with necessary resources, building trust and collaborative environment in the office. During my leisure, I learned about the ERP access of the HR, and helped them in documenting and filing. This taught me how to maintain records and keep track through meeting-minutes for later use. The sorting of CV and keeping up with documents were a good practice, these skills were transferable.

Customer care and communication: I enhanced my communication skill through more interaction with customers in events and showrooms. This resulted in increased professionalism in communication and understanding customers. It was a major challenge as I had to learn the product specifications and pricing to communicate effectively and answer customers queries. This honed my skills in identifying customer needs and communicate about the product fitting them. This helped my negotiation and collaboration skills to develop and my communication skill to be more professional.

Strategic and analytical thinking: I was introduced to the tactics and analysis of understanding competitors and how to value propose our own products to better market. There are ethical and moral decisions to be made while competing in the market as we cannot direct attack the competitor even if they have some flaws. I was taught to leverage own strength that is what my company has and use it first to stand out. How recovery teams are tactical and always needs to be careful of any danger and have to think based on situation and execute the plan immediately. Researching past data to strategize new marketing plans was crucial for data driven decisions.

Self-growth and overall learning: The internship helped me learn a mixture of professional soft and technical skills that will help me grow in my future endeavors. It helped the theories I knew to be blend and refined in a hand-on environment. I learned to be agile, adaptive and more professionally active in my work culture that is a huge achievement. I learned to be patient, and work with focus when given a work at the first go. This helped me produce better quality work in first attempt and without repeating for corrections. I have memorized and got introduced to many industrial words, the market type and how dynamic branding is. Things like brand pyramid's practical look, consumers behavior pattern and other theories were much clearer once I worked in the field. One key thing I have taken from this is that branding is beyond theories, it is providing and settling into consumers mind through unique and dynamic means. One strategy may work for one company that might fail for another; thus, branding is a continuous process of improvement.

One of the key things I learned is to prepare beforehand, by planning structurally and appropriately rather than jumping into action. To be responsible for my activities and hold myself accountable of my actions as not all things will go as planned, however mitigating flaws and working under pressure to execute properly is what creates a difference. Instant thinking capability and correct execution is necessary.

6.2 Work Environment of Akij Motors

The company's working environment is very friendly and professionally welcoming. As an intern, I was comfortable and was allowed to be involved in many operations. This gave me ample opportunities to learn more and gain knowledge. The co-workers were helpful and welcomed without any downsides. I was constantly helped and given opportunities to work alone to grow my skill faster. Although, the work load was moderate, the company do lack in employee amount in the head-office. This often leads to single employee dealing with multiple works. The work space was fast paced and they are rapidly developing. Additionally, the workspace was modern with all the departments working together in a harmony creating a good bond within employees. They initially rotate all interns though all departments to let them adjust to the office culture and learn about the process in which they function. Thus, it provided a well-balanced environment for me to learn about corporate culture without feeling overwhelmed or inferior.

6.3 Company Level Analysis

Akij Motors, been in the automobile market for a while, has a strong grasp of the industry. They have built a strong organizational structure and a solid framework through which they operate. Their nationwide presence and dealership networks give them a good competitive edge. They are a well-known brand reaching many remote regions. Currently, they are working with digitalizing their works and branding and this transformation is no easy fit.

Akij Motors tries to be on-par with the market and catches on trend quickly. The EV lineup and with their upcoming projects and plannings the brand is to grow exponentially. Although, the market has some big competitions, Akij Motors early entry in the market provides them with many market insights and customer acquisition pattern of the EV products. Thus, they have a solid grasp and plan to capture the market and grow the company.

After completion of my 12-weeks long internship, I have a comprehensive view of a vehicle company and the industry in which it operates. Having worked in a collaborative environment and in multiple departments I became familiar with the interdependency of all the departments. These long months have introduced me to many effective and efficient ways in which Akij Motors operated and their insights. However, as mentioned about its strengths, there are a few drawbacks that I have witnessed and encountered during my stay, as a result I will be listing them as follows:

1. Departmental manpower lacks at some sections. In the HQ, a single executive/employee may need to deal with more than one work at a time leading to inefficiency and delayed outcome. The results may also lack in quality at times.
2. Limited use of the data from Google Analytics and Meta Business Suite for better decision making. The data collected were not clean enough and nor utilized properly.

3. Although there was a yearly plan, most of them were unstructured resulting in rush and improper execution at times. This causes difficulty to generate content as idea generation is tough on instant occasions.
4. The company is not fully digitalized yet and lacks proper employee training on digital tools. As a result, the tools used are not fully utilized. Many of the tasks are still manually stored and recorded that could be digitalized. Many of the HQ works are still manual that slows the process, e.g. paper-based records, manual sorting of files etc.
5. Campaigns lacked proper performance evaluation metrics. There were not enough resources to measure appropriate ROI, engagement or audience behavior – this could be further used.
6. There is no CRM tool or customer follow-up defined tool in the company, as a result much of the customer management is person-based and records are more manual.
7. Dependency on third-party agency for creative decisions often leads to inconsistency in branded contents which require multiple corrections leading to cost overrun. The agency is dealt and communicated through multiple representatives that often creates miscommunication.

6.4 Market Level Analysis

Akij Motors competes in a highly competitive market that is pre-dominant by some internationally renowned brands and some local brands. However, despite the intense competitions they have created a space among customers and tries to be on-par with the market in terms of technologies and trend in industry quickly. They have created a unique spot through their pricing, innovative products and diverse portfolio for customers. Thus, they strive to provide customers a one-stop automobile solution.

Their most notable adaptation is the EV lineup and their upcoming projects concerning sustainability and clean energy are essential steps in growing the brand exponentially. This not only introduces them to a new market but also gives them a first movers advantage. Their concern for the environment and sustainability of product has given them a new edge in competition. Thus, they are gaining more valuable insights through early entry and acquisition patterns.

Akij Motors ability to identify and respond to market trend sets them apart from local brands as they response immediately. They also take risk and initiatives in exploring new and beneficial markets. Thus, they have a solid grasp and plan to capture the market and grow the company among the strong competitors. The brand's reputation, their market pricing and technological advantage and extensive distribution network all combined provides them with a good value proposition that they are delivering to customers as they are acquiring more market share.

It is already a well-established name in commercial vehicles market specially with Sinotruck and their products. These products along with heavy machineries are their most sold products.

Thus, having a strong grip in the market they are now expanding their market share using newer product portfolio like the EV product lines. Akij Motors, if they utilize and strategize their business correctly can acquire a larger share of the market and contribute to the transformation of Bangladesh's automobile industry immensely.

A BCG Matrix shows their strategic business insight:

Stars Electric vehicles and its line-up. It is growing fast and increasing in market share	Question Marks Specialized vehicles and customized vehicles section
Cash Cows Traditional commercial vehicles, they have a constant demand and customers are purchasing frequently leading to revenue generation.	Dogs Older models of some product lines, some products that are not in bulk and very rarely in demand.

Figure 6.1. BCG Matrix of Akij Motors

6.5 Professional Level Analysis

The internship experience at Akij Motors has a significant impact and is a turning point in shaping my understanding of the professional world. This helped me to reevaluate and have a clear view of my career and the path I want to pursue. The internship provided me with industry exposure and practicality of the workforce in Bangladesh, thus complementing my academic knowledge.

The internship has influenced me to strengthen my skills in branding and to look deeper into this field as it intrigued my interest further. I got to face the real-world perspective and deal with genuine challenges that shaped my existing knowledge with modern and real-world works. I also understood the importance of good organizational behavior and how interdependency of all departments help to function the company smoothly.

Thus, it has given me a strong foundation and boost for my future professional endeavors. The internship has reinforced my interest in pursuing a creative and strategic role in branding or marketing analytics rather than a more on-field work. By bridging my academic theories with practical experiences, I not only developed technical and soft skills but also gained clarity about the kind of roles I am suited for. Thus, although there were

few challenges at work, it has shaped me and made my confidence better preparing me towards a more career-oriented view and a clearer goal.

Chapter 7.

Recommendations and Conclusion

7.1 Recommendations

Based on my experience and earned knowledge, mixed with my academic knowledges below are few corrections and adaptations that Akij Motors branding department may adapt for better functionality of the company and better brand reach. This are self-analyzed and consulted with the employees of the company to enhance the points correctness.

1. Creating a centralized project management tool, such as Trello etc. would help the branding team to pre-plan on upcoming activities and have other teams' approval early on. Corrections could be made easily before the event without needing to rush.
2. Training employees on data analytics tools for the better utilization of customer-oriented data that we gather through digital platforms and physical events. This will drive more data-oriented decision making and better specialized branded contents to feed customer needs.
3. Creating a digitalized documentation and file management system will make it easier to store and access dealers' information and whether they have gotten the necessary resources or whether any specific branding material is out of stock. This increases efficiency of work and everyone can be up to date with resources.
4. Establishing a campaign KPI and debrief process to better understand the engagements. This will help us learn whether branding is done correctly or we need improvement, the structure is necessary for better analyzing.
5. They should adapt A/B testing strategies. This will allow them to test different messages or content by segmenting the customers and will improve digital performance and reduce waste.
6. They should improve branding material's inventory by tracking the stocks and re-creating when needed. This will reduce waste and delay in reaching the resources.
7. Communication with third party agency should be maintained and dealt by one company personal to reduce miscommunication and increase efficient communication.

7.2 Conclusion

The branding and creative team are taking on more dedicated and bigger strategic responsibilities in Akij Motors' upcoming business positioning. They are a key component in the brand's delivery of its message and spreading of their name. The branding team are a key component within the company to maintain, deliver and create value for customers and deliver them timely and in right form, otherwise the message and brand identity may be damaged. The team is growing with time as Akij Motors is working efficiently and effectively to growth their market presence in the automobile industry with more variety, efficient and modernized offerings.

This report tried to access the branding teams working procedure, on field actions taken and how branding operations are carried within the company and a general view of how the automobile industry functions in Bangladesh.

I am honored to be a part of Akij Motors' brand and marketing department, to be able to work on branding strategies hands-on and to gain knowledge. This whole process was an inspiring and informative experience that gave me immense motivation to strive forward for my future endeavors and has equipped me with necessary resources professionally. This opportunity allowed me to utilize and blend my undergraduate knowledge with practical experience in a nationally renowned organization.

References

- Akij Motors. (n.d.). *Akij Motors*. Retrieved from Akij Motors: <https://akijmotors.com/en>
- Business Inspection BD. (2025, June 17). *Bangladesh Automobile Industry: Current Trends and Future*. Retrieved from Business Inspection: <https://businessinspection.com.bd/automobile-industry-of-bangladesh/>
- Emerging Credit Rating Limited. (2017, April). *Bangladesh Automobile Industry*. Retrieved from <https://emergingrating.com/wp-content/uploads/2017/09/Bangladesh-Automobile-Industries-Vol.-I.pdf>
- Invest Bangladesh. (2023, May 26). *Automobile*. Retrieved from <https://investbangladesh.co/automobile-industry/>
- LightCastle Analytic Wings. (2021, May 5). *Bangladesh automobile industry overview and emerging trends*. Retrieved from LightCastle Partners: <https://lightcastlepartners.com/insights/2021/05/bangladesh-automobile-industry-overview-and-emerging-trends/>
- Mordor Intelligence. (2025). *Mordor Intelligence*. Retrieved from Mordor Intelligence: <https://www.mordorintelligence.com/industry-reports/bangladesh-used-car-market>
- Statista. (2025, July). *Commercial Vehicles - Bangladesh*. Retrieved from <https://www.statista.com/outlook/mmo/commercial-vehicles/bangladesh>

Appendices

Shadman Sakib

Internship Report on Exploring Branding Strategies and Practices: A Case Study on Akij Motors

 Quick Submit Quick Submit Islamic University of Technology

Document Details

Submission ID

trn:oid::1:3308653594

Submission Date

Aug 5, 2025, 7:30 PM GMT+6:30

Download Date

Aug 5, 2025, 7:37 PM GMT+6:30

File Name

randing_Strategies_and_Practices_A_Case_Study_on_Akij_Motors.pdf

File Size

786.5 KB

57 Pages

14,792 Words

82,420 Characters

3% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

Filtered from the Report

- Bibliography
- Quoted Text
- Cited Text

Match Groups

-  **26 Not Cited or Quoted 3%**
Matches with neither in-text citation nor quotation marks
-  **0 Missing Quotations 0%**
Matches that are still very similar to source material
-  **0 Missing Citation 0%**
Matches that have quotation marks, but no in-text citation
-  **0 Cited and Quoted 0%**
Matches with in-text citation present, but no quotation marks

Top Sources

- 2%  Internet sources
- 1%  Publications
- 3%  Submitted works (Student Papers)

Integrity Flags

0 Integrity Flags for Review

No suspicious text manipulations found.

Our system's algorithms look deeply at a document for any inconsistencies that would set it apart from a normal submission. If we notice something strange, we flag it for you to review.

A Flag is not necessarily an indicator of a problem. However, we'd recommend you focus your attention there for further review.

John Doe
May 7, 2015

Weekly Overview of Internship Report

Week: 1st Week

Period: 24th February to 27th February

I have completed my first week of Internship tenure under the supervision of Shuvrojit Barua John, Senior Executive HR and Admin at Akij Motors.

List of Activities:

- Gained basic understandings on the overall business portfolio, target market and company operations.
- Got assigned in company training and to learn about the main fundamentals of the company.
- Learned company's EMS (emergency mobile service) team operation and its benefits to customers.
- Learned the policy's the company follows and its mission and vision.
- Visited their service center workshop and saw the equipment in person.


19/03/2023

Company Supervisor
Shuvrojit Barua John
Senior Executive
HR and Admin
Akij Motors


11.04.23
Academic Supervisor

Weekly Overview of Internship Report

Week: 2nd Week

Period: 1st March to 6th March

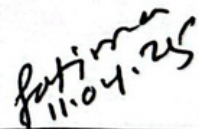
I have completed my second week of Internship tenure under the supervision of Shuvrojit Barua John, Senior Executive HR and Admin at Akij Motors.

List of Activities:

- Learned about their CNG (compressed natural gas) conversion and gas system. Its supplier and specialty of their CNG, i.e high pressure CNG.
- Got basic machines understanding and piston idea, saw the large engines and dispensers of the company.
- Learned about PLC (Programmable Limit Controller) device that helps to monitor and warn about hazardous moments in CNG conversion from natural gas. This includes; high temperature, high pressure along with flammable and chemical risks. It saves life threatening scenarios and helps prevent accidents.
- The electric and engine driven vehicles specifications and details are taught. Along with large CNG engines were physically shown.
- Learned about how the vehicles are imported (CKD, SKD, CBU). This are then taken to unloading point where it is inspected in different sections:
 - Denting Section
 - Engine Section
 - Electric Section
 - Paint Section
 - PDI → road test



Company Supervisor
Shuvrojit Barua John
Senior Executive
HR and Admin
Akij Motors



Academic Supervisor

Weekly Overview of Internship Report

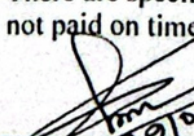
Week: 3rd Week

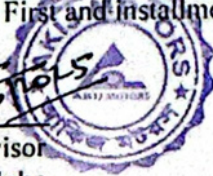
Period: 9th March to 13th March

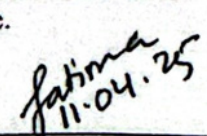
I have completed my third week of Internship tenure under the supervision of Shuvrojit Barua John, Senior Executive HR and Admin at Akij Motors.

List of Activities:

- Visited the EV (electric vehicle) assembling and main showroom.
- The assembling and parts and spare parts management of electric vehicles workshop are shown and a brief is provided. The supply-chain and dealerships baseline are briefed.
- Got knowledge on the battery built-type, VRLA (valve regulated lead acid) battery. The motor types, like Brass-less DC motor. The types of battery we use, Graphene based (low cost, low mileage) and Lithium based (high cost, high mileage).
- Faced a real customer with an employee and was part of showing the customer our product. Strategically identifying his need and accessing and answering his want and replying accordingly.
- Learned about the work of sales and recovery teams. Before selling larger products on EMI or higher purchase, we need to ensure their financial security for recovery. This includes assets value and their cash.
- Purchase methods for EV is cash and for larger vehicles there are three ways; cash, semi-cash and higher purchase. Each has its own policy. We need to be careful on semi-cash and higher purchase methods as customers may try to deceive.
- For recovery we check background and customers stability. The field work is risky, and needs to be dynamic to counter situations.
- There are specific fines for delaying payment of the installment and car can be seized if not paid on time. First and installments are mandatory to be paid on time.


Company Supervisor
Shuvrojit Barua John
Senior Executive
HR and Admin
Akij Motors




Academic Supervisor

Weekly Overview of Internship Report

Week: 4th Week

Period: 16th March to 20th March

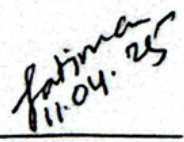
I have completed my forth week of Internship tenure under the supervision of Shuvrojit Barua John, Senior Executive HR and Admin at Akij Motors.

List of Activities:

- Learned from the sales team how they track cars through special Pins and customer details. Sales details are shown and its procedure is discussed.
- Started working with branding team. Learned the basics of branding team. This include both outdoor branding and indoor.
- Outdoor branding includes, banners, posters, cards and campaigns and its necessary equipment. Digital branding includes post and content creation.
- How Akij keeps its image and brand value strong and how we reach customers mind through our work.
- We choose the location and foot traffic appropriately for outdoor branding and locations are selected accordingly. The places should up-hold our brand image and values.
- Learned about the website designing themes and how the website building needs to be secure for the company's privacy.
- Helped and learned the culture of the company to create ideas for the brand and Akij Motors.


29/03/2024

Company Supervisor
Shuvrojit Barua John
Senior Executive
HR and Admin
Akij Motors


11.04.25
Academic Supervisor

Weekly Overview of Internship Report

Week: 5th Week

Period: 23rd March to 27th March

I have completed my fifth week of Internship tenure under the supervision of Shuvrojit Barua John, Senior Executive HR and Admin at Akij Motors.

List of Activities:

- Worked physically with the brand team and agency in capturing electric vehicles photos and b-rolls. These are later used in digital media and product branding.
- Was part of ideation and angle selection for the electric products.
- Started working on upcoming projects ideation and creative designing and planning. This is pre-plan for upcoming events and special occasions.
- Got access to learning google analytics and tag manager which helps to monitor audience on our socials. These are analytical tools for customer monitoring and analysis.
- Got to sit with the HR and admin division, learned what HR does. This included, documentation liaison work and others. How HR and admin are separate divisions and have separate works.



Company Supervisor
Shuvrojit Barua John
Senior Executive
HR and Admin
Akij Motors

Fatima
25-04-2025

Academic Supervisor
Fatima Meher
Junior Lecturer
Business and Technology Management
Islamic University of Technology, OIC

Weekly Overview of Internship Report

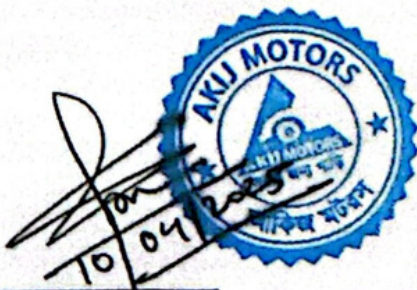
Week: 6th Week

Period: 6th April to 10th April

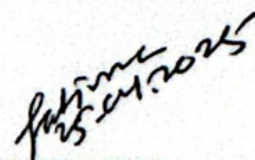
I have completed my sixth week of Internship tenure under the supervision of Shuvrojit Barua John, Senior Executive HR and Admin at Akij Motors.

List of Activities:

- Documentation and filing of new dealers and organizing of the files. Collected data and saw how the dealer's payment are recorded.
- Sorted and filed CVs based on various specifications and skills set. The talent and cv analysis are shown and process is shown.
- Worked on the filing of budget with third party creative team. Saw through how agencies are handled for work.
- Got an overview of analytical tools and how they come in benefits for consumer accusations



Company Supervisor
Shuvrojit Barua John
Senior Executive
HR and Admin
Akij Motors



Academic Supervisor
Fatima Meher
Junior Lecturer
Business and Technology Management
Islamic University of Technology, OIC

Weekly Overview of Internship Report

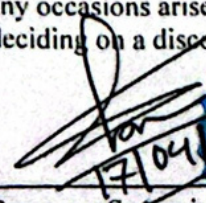
Week: 7th Week

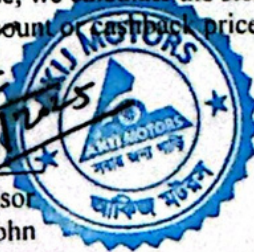
Period: 13th April to 17th April

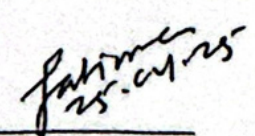
I have completed my seventh week of Internship tenure under the supervision of Shuvrojit Barua John, Senior Executive HR and Admin at Akij Motors.

List of Activities:

- Going through the trends, we can set strategy whether to do traditional marketing or digital. Based on sources and customer trends, online and digital marketing gives more customer reach now.
- To reach consumers we go through shuttle service, small pilot campaigns and sponsored activities to increase awareness and reachability of our products to the audience.
- We look into competitor benefits and trends in shows and events like, ICCB. Their while maintaining ethical business policies, we try to improve our products based on their loopholes and provide better customer engagement by solving problems others are lacking behind.
- To ensure full-proof content and strategy, our branding team and the management checks the idea and content several times and corrects it. This reduces risk of brand reputation hampered as the final output is well organized. This keeps our brand image intact.
- In-case of critical scenario, the Akij Motors team are ready to solve the issue of any customer at the earliest convenience resulting in creating high brand loyalty and increase brand value.
- Most of our contents are in-house decided and are worked on.
- In-case of discounts, in special occasions – it can be with credit or without credit. When any occasions arise, we calculate the stock and profit prices and deliver according deciding on a discount or cashback price.


Company Supervisor
Shuvrojit Barua John
Senior Executive
HR and Admin
Akij Motors




Academic Supervisor
Fatima Meher
Junior Lecturer
Business and Technology Management
Islamic University of Technology, OIC

Weekly Overview of Internship Report

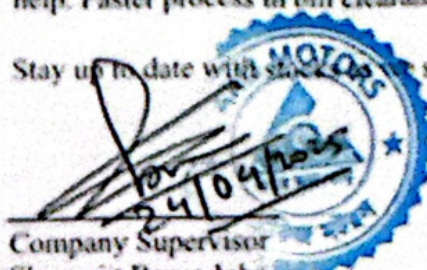
Week: 8th Week

Period: 20th April to 24th April

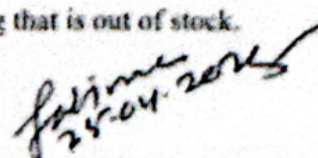
I have completed my eighth week of Internship tenure under the supervision of Shuvrojit Barua John, Senior Executive HR and Admin at Akij Motors.

List of Activities:

- Campaign planning by researching and analyzing previous data, market trend and location response. Target of campaign is pre-set, to work on and achieve the goal.
- Outdoor banner and billboard branding strategy depends on the foot-traffic and bill-board or banner visibility. If required amount of people do not see per day that place is not worth it. It is considered - (i) from how far can the banner be visibly seen, (ii) is it visible from both side of the road, (iii) is it visible for 24 hours or both day and night, (iv) cost of the banner.
- Reconditioned branding strategy and how it maintains brand image is a crucial part. If reconditioned cars or seized cars are not properly sold, it can damage reputation. Smart and creative ways like fan-groups are used to spread accurate information about reconditioned cars to create awareness. This keeps brand image intact and does not collide with brand new cars branding.
- Checking on sales-persons activity, to ensure they are keeping the brand name and image intact. They are the on-person representative of our brand and if they are active and delivers brand promise on time, brand value increases.
- Hot-line always active and readily respond to help customers and ensure them we are to help. Faster process in bill clearance and customer ownership transfer.
- Stay up to date with stock. We should not advertise something that is out of stock.



Company Supervisor
Shuvrojit Barua John
Senior Executive
HR and Admin
Akij Motors



Academic Supervisor
Fatima Meher
Junior Lecturer
Business and Technology Management
Islamic University of Technology, OIC

Weekly Overview of Internship Report

Week: 9th Week

Period: 27th April to 30th April

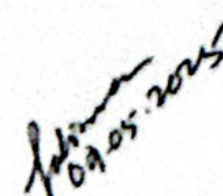
I have completed my fifth week of Internship tenure under the supervision of Shuvrojit Barua John, Senior Executive HR and Admin at Akij Motors.

List of Activities:

- Documentation of distributors and aligning and updating the payments.
- Working with images as proof sent by sales representatives – checked for corrections.
- Went through company policies details and branding policies.
- Branding should be done carefully so that brand reputation is not hampered, it should have a consistency. Post should follow this; all work should have an alignment to maintain brand image.
- Selection of motor show location and its negotiations are observed, along with what to present and showcase and how to show it.
- Worked on and closely monitored how motor show event is planned and campaign is worked on to make it feasible. This included banner preparations, post creation and on spot available events and things we can offer to attract customers attention and engagement can be enriched.



Company Supervisor
Shuvrojit Barua John
Senior Executive
HR and Admin
Akij Motors



Internship Supervisor
Fatima Meher
Junior Lecturer
Business and Technology Management
Islamic University of Technology, OIC

Weekly Overview of Internship Report

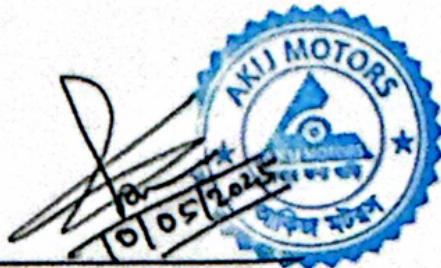
Week: 10th Week

Period: 4th May to 8th May

I have completed my sixth week of Internship tenure under the supervision of Shuvrojit Barua John, Senior Executive HR and Admin at Akij Motors.

List of Activities:

- Got assigned with creating branding idea for the workshop and online platform.
- Visited the workshop at Tejgaon and gathered information to analyze for further brand ideas.
- Worked on post and online contents ideation for branding workshop and its items.
- Saw meeting minutes and how those are documented by HR for future use. This are essentials to keep record of meeting points and important key notes are kept that are discussed and worked on later.
- Got the work plan for the month of May and related contents that's to be delivered timely. Needed to create idea based on the contents.
- Visited the event and helped in transport of products and branding equipment (banners and posters) to the location along with the team. Observed customers interaction on the spot.



Company Supervisor
Shuvrojit Barua John
Senior Executive
HR and Admin
Akij Motors

A handwritten signature in black ink, which appears to read 'Fatima Meher', is written above a horizontal line.

Internship Supervisor
Fatima Meher
Junior Lecturer
Business and Technology Management
Islamic University of Technology, OIC

Weekly Overview of Internship Report

Week: 11th Week

Period: 11th May to 15th May

I have completed my seventh week of Internship tenure under the supervision of Shuvrojit Barua John, Senior Executive HR and Admin at Akij Motors.

List of Activities:

- Observed and used meta business suite to reply to online customers and their queries.
- Filing and punching documents and ordering them was part of my routine and helped other departments as necessary.
- Saw meeting minutes and how those are documented by HR for future use. This are essentials to keep record of meeting points and important key notes are kept that are discussed and worked on later.
- HR "ERP" access is shown, their duties and activities are shared to understand companies working procedures.
- Visited the workshop at Tejgaon and gathered information to analyze for further brand ideas.
- Working on content ideas and reels making for digital platform.



Company Supervisor
Shuvrojit Barua John
Senior Executive
HR and Admin
Akij Motors

A handwritten signature in black ink, written diagonally, with the date '23-05-2025' written below it.

Internship Supervisor
Fatima Meher
Junior Lecturer
Business and Technology Management
Islamic University of Technology, OIC

Weekly Overview of Internship Report

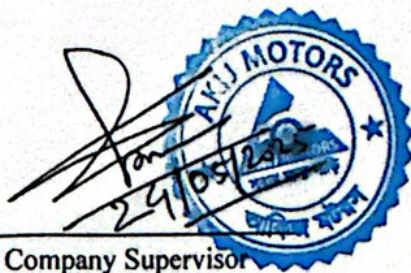
Week: 12th Week

Period: 18th May to 22th May

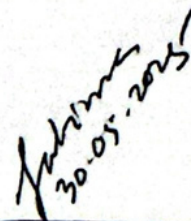
I have completed my eighth week of Internship tenure under the supervision of Shuvrojit Barua John, Senior Executive HR and Admin at Akij Motors.

List of Activities:

- Started working on the content ideas for media.
- Got started with the closing documents and some office clearance procedures.
- Talked with the accounting department and how they work. Their process and policies in helping other departments clear payments.
- Learned about how we give work to third parties to make contents and its policies and techniques while negotiating and dealing.
- Where to market and how to brand is taught and, it is essential to understand we cannot do branding everywhere. Location and selecting appropriate time are essential for branding.
- Corporate branding is an essential part of branding, we need to visit offices with proper proposal. Corporate marketing teams are given appropriate branding items to deliver company's message and promote products.

The block contains a handwritten signature in black ink over a blue circular logo. The logo has 'AKIJ MOTORS' at the top and 'বক্স মোটর' at the bottom. In the center is a stylized blue car. The signature is written across the logo.

Company Supervisor
Shuvrojit Barua John
Senior Executive
HR and Admin
Akij Motors

A handwritten signature in black ink, slanted upwards to the right. The signature appears to be 'Fatima Meher'.

Internship Supervisor
Fatima Meher
Junior Lecturer
Business and Technology Management
Islamic University of Technology, OIC