

**Internship Report  
On  
Marketing Plan of Bull Power' Power Tiller of  
ACI Motors**

**Prepared For**

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**Date of Submission: December 21, 2008**

**East West University**

## ***Letter of Transmittal***

December 21, 2008

Mr. S I Nusrat A Chaudhury  
Associate Professor  
Department of Business Administration

**Subject:** About the submission of Internship Report.

Dear Sir,

With great enthusiasm, I am submitting the Internship Report to you on "Marketing Plan of Bull Power' Power Tiller" of ACI Motors. The preparation and submission of this report is a requirement for the completion of BBA program. I was sent to ACI Center, to acquire practical knowledge about the Marketing Plan of Power Tiller of ACI Motors. I worked with the ACI Motors from 1<sup>st</sup> September to 31<sup>st</sup> December, 2008.

The report consists of the overview of the Marketing Plan of Power Tiller of Motors. I tried to gather information to make my report specific and coherent. Through the procedure of preparing the report I developed a clear understanding on the technique of preparing a formal report. I tried my best to make the report as reflective as possible. Assertively the report will meet the expectations.

I sincerely hope that this report will satisfy my course requirement for BBA program from East West University. I would like to be called for the explanation of any queries from you.

Sincerely Yours,



Zannat E Sabiha  
Id # 2004-3-10-133  
Department of Business Administration

## ***Acknowledgement***

First of all I would like to pay my deep respect to, Mr. S I Nusrat A Chaudhury, Associate Professor, Department of Business Administration, East West University Bangladesh, due to his generous and friendly guidance. I am also grateful to him for helping me to understand those issues, which I have failed to understand.

At the same time I also pay my heartily gratitude to my organizational supervisor Mr. Subrata Ranjan Das, Business Manager, ACI Motors who has extended his helping hands by showing the right and effected path to me and by motivating me to implement my theoretical knowledge of marketing in Advance Chemical Industries.

I also give my especial thanks to all staffs and employees of ACI Motors for their support and help to prepare the report. I would like to express my deep gratitude to all of my senior colleagues of ACI Limited and the officials for their helping hand at hour of my need. Their support gives me opportunities to use various documents during my internship period and their valuable suggestions, advices and extended helping contributed most.

I am also grateful to the internship placement committee for arranging such a program and to attach me with such an organization from which I have earned a lot of experience. It will help me to move on step further to face the challenges in the real word.

And it is worth mentioning to utter the name of my all respectable teachers of my department from whom I have received suggestions and advice for preparing this report and learned over the academic years.

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## **Executive Summary**

Bangladesh is a low land area country. It has huge population but very much limited land. So, producing bulk amount of foods is still a big challenge. We are very much depends on the ancient cultivate system like-(man, cow). But producing bulk amount of foods or crops we need latest technology saves our time and cost. Moreover, it works more effectively and efficiently. Bull Power' Power Tiller is such type of machine device which gives the best solution for plowing and cultivating in agriculture sector. Moreover, it is also used for transportation or carrying goods from one place to another place very easily and it requires less fuel.

The mission of power tiller business, under the ACI Motors of ACI Agribusiness is to create a difference (original 12 horse power) than the others Power Tiller Company. The idea power tiller business is to ensure better quality and performance in agriculture sector of Bangladesh. As, today's world is very much limited space and its population is so high, so for producing enough food and improving economic development it has no alternative to build up a perfect agricultural industry.

ACI Motors, is a sister concern of ACI ltd. and it is one of the leading and reputed corporate company in Bangladesh, introducing and implementing such types of business so that people of Agribusiness related persons can get the best profits and solutions and Bangladesh can be fulfill the food industry in the future.



## ***Part I: Introduction***

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- ⇒ **Project Title**
- ⇒ **Origin Of The Report**
- ⇒ **Background**
- ⇒ **Objectives Of The Report**
- ⇒ **Scope Of The Study**
- ⇒ **Purpose Of The Marketing Plan**
- ⇒ **Methodology**
- ⇒ **Limitations**





## ***1.0 Report Title***

**“Marketing Plan of Bull Power’ Power Tiller of ACI Motors”**

### ***1.1 Origin of the Report***

As a part of internship program of Bachelor of Business Administration course requirement, I (Zannat E Sabiha) am assigned for doing my internship in Advanced Chemical Industries (ACI) Limited for the period of three months starting from September 01, 2008 to November 30, 2008. In ACI I am assigned in the ACI Motors Ltd. under the Agribusiness Division of the corporate head office, ACI Centre, 245 Tajgaon I/A Dhaka. My organizational (on site) supervisor is Mr. Subrata Ranjan Das, Business Manager, ACI Motors Limited. My project is “Marketing Plan of Power Tiller” which is assigned by organizational supervisor of the said organization. My faculty supervisor (academic supervisor) Mr. S. I. Nusrat A Chaudhury, East West University also approved the project and authorized me to prepare this report.

### ***1.2 Background***

I am Zannat E Sabiha Id # 2004-3-10-133, the student of Business Administration. For the completion of BBA degree I have to prepare an internship report. My honorable supervisor Mr. S I Nusrat A Chaudhury assigned me to prepare this report on “**Marketing plan of power tiller**”. This had the formal approval of my supervisor of Business Faculty.

The project is given me by the Agribusiness division of ACI Motors Limited as their deep intention to involve in the power tiller business in Bangladesh. The reason of the study is to be well informed about the structure of the power tiller in Bangladesh. Emphasis is placed on the analysis of the feasibility of power tiller business in the context of Bangladesh. Here, the relation and the process of



marketing channel are also important to be discussed. With this study the company can take a realistic decision to expand their business with the power tiller marketing in Bangladesh.

### **1.3. Objectives of the Report**

#### **1.3.1 Broad Objectives:**

Broad objective of this report is to meet the academic requirement and also gain a real knowledge from an organization like ACI Limited.

#### **1.3.2 Specific Objectives:**

- ◆ To know the marketing activities of power tiller in agro machineries sector.
- ◆ To identify the target market.
- ◆ To analyze the market segments and marketing mix activities.
- ◆ To make comparative study among the competitors.
- ◆ To know the future market opportunity.
- ◆ Analyzing product sales and market share.
- ◆ To review current marketing strategies and action plan
- ◆ To know the insights and expectations of customers of ACI's power tiller.
- ◆ To know the internal and external strength of ACI's power tiller.
- ◆ To know the disbursement and recovery procedures of power tiller in agro machineries market.

### **1.3.3 Marketing Objectives:**

To establish Bull Power' Power Tiller as a leading brand in agro equipments and machineries market. For this, the following objective has been set-

- ◆ Establish as one of the leading brand.
- ◆ Ensure the high quality of the product
- ◆ Ensure better customer service and customer satisfaction.
- ◆ Ensure high efficacy.

### **1.4 Scope of the Study:**

The study will provide the scopes of knowing the following:

- ◆ The total concept of power tiller market in Bangladesh.
- ◆ ACI's power tiller marketing strategies.
- ◆ Characteristic of power tiller market in Bangladesh as a sophisticated area of investment.
- ◆ Recent performance level of ACI's power tiller in the country.
- ◆ Entry of new agri equipments and Machineries Company in Bangladesh.

### **1.5 Purpose of the Marketing Plan:**

- ◆ Enter new markets
- ◆ Continuous growth of existing product
- ◆ Yearly review and further planning.

## **1.6 Methodology:**

All the information for the organization part of the report is collected from primary and secondary sources.

The primary sources of information:

- ◆ Visiting customer point at different places.
- ◆ Face to face conversation to the respective customer.
- ◆ Informal conversation with several levels of employees in Motors division of ACI.

The secondary sources of information:

- ◆ Visited different research centre to obtain reliable sources.
- ◆ Various books, articles, catalog; lip let etc. regarding present status facilities.
- ◆ Relevant journals and articles available in website.

## **1.7 Limitations:**

- ◆ All the information is not based on valid data.
- ◆ Lack of interaction between customer and company.
- ◆ Information is confidential and not available in the market
- ◆ Lack of knowledge and depth of understanding of the employee
- ◆ Limitation of time

## ***Part II: Company Profile***

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**⇒ Introduction**

**⇒ Company Mission**

**⇒ Company Vision**

**⇒ Value**

**⇒ Distribution Network**

**⇒ Manufacturing Standards**

**⇒ Key Personnel Of ACI Limited**

**⇒ Global Compact Endorsement**

**⇒ Structure Of ACI Motors Limited**

## ***2.0 Introduction***

ACI was established as the subsidiary of Imperial Chemical Industries (ICI) in the then East Pakistan in 1968. After independence the company has been incorporated in Bangladesh on the 24th of January 1973 as ICI Bangladesh Manufacturers Limited and also as Public Limited Company. This Company also obtained listing with Dhaka Stock Exchange on 28 December, 1976 and its first trading of shares took place on 9 March, 1994. Later on 5 May, 1992, ICI plc divested 70% of its shareholding to local management. Subsequently the company was registered in the name of Advanced Chemical Industries Limited. Listing with Chittagong Stock Exchange was made on 22 October 1995.

Advance Chemical Industries (ACI) Limited is one of the leading conglomerates in Bangladesh, with a multinational image. ACI is a Public Limited Company with a total number of 19,653 shareholders. Among these, there are three foreign and fifty local institutional shareholders. The company has diversified into three major businesses. Besides these, the company has a large list of international associates and partners with various trade and business agreements.

## ***2.1 Company Mission***

ACI'S mission is to enrich the quality of life of people through responsible application of knowledge, skills and technology. ACI is committed to the pursuit of excellence through world-class products, innovative processes and empowered employees to provide the highest level of satisfaction to its customers.

## **2.2 Company Vision**

- ◆ Endeavour to attain a position of leadership in each category of its businesses.
- ◆ Attain a high level of productivity in all its operations through effective and efficient use of resources, adoption of appropriate technology and alignment with our core competencies.
- ◆ Develop its employees by encouraging empowerment and rewarding innovation.
- ◆ Promote an environment for learning and personal growth of its employees.
- ◆ Provide products and services of high and consistent quality, ensuring value for money to its customers.
- ◆ Encourage and assist in the qualitative improvement of the services of its suppliers and distributors.
- ◆ Establish harmonious relationship with the community and promote greater environmental responsibility within its sphere of influence

## **2.3 Value**

- ◆ Quality
- ◆ Customer Focus
- ◆ Fairness
- ◆ Transparency
- ◆ Continuous Improvement
- ◆ Innovation





## ***2.4 Distribution Network***

The company maintains strategically located sales centers in nineteen different locations across the country. It has developed an advanced distribution system through its more than 300 skilled and trained manpower and a large fleet over eighty vehicles. The distribution system is capable of handling continuing volume of diverse range of products from the various businesses.

The company's distribution centers are highly streamlined, computerized and automated. We are capable of maintaining a cold chain for some specialized range of products such as vaccines and insulin. The combination of this advanced function and multidimensional capabilities made it possible to handle hundreds of products efficiently.

## ***2.5 Manufacturing Standards***

ACI has three separate manufacturing plants in the outskirts of Dhaka. The Pharmaceuticals plant is located at Narayanganj; ACI Formulations has been setup at Gazipur and the Tetley factory has been built at Konabari. ACI Limited is the first company in Bangladesh to have attained the ISO 9001 certification for Quality Management System and ISO 14001 for Environmental Management System. The Trading subsidiary has also received ISO 9002 certificate. At our manufacturing facilities, we follow CGMP guidelines and standards recommended by World Health Organization (WHO) for pharmaceutical formulations.



## **2.6 Key Personnel of ACI Limited**

### **2.6.1 Board of Directors**

◆ Mr. M Anis Ud Dowla	Chairman
◆ Mr. Arif Dowla	Managing Director
◆ Mr. Syed Manzur Elahi	Director
◆ Mrs. Najma Dowla	Director
◆ Mr. Waliur Rahman Bhuiyan	Director
◆ Mr. Md. Ziaul Haque Khondker	Director
◆ Ms. Shusmita A. Salam	Director
◆ Mr. Waliur Rahman	Director
◆ Mr. Wajed Salam	Director
◆ Ms. Sheema Abed Rahman	Director

### **2.6.2 Auditors**

- ◆ Rahman Rahman Huq  
(A member firm of KPMG International)

### **2.6.3 Legal Advisor**

- ◆ Barrister Rafique-ul Huq, Huq and Company

### **2.6.4 Financial Consultant**

- ◆ Mr. M Sikander Ali

### **2.6.5 Principal Bankers**

- ◆ Standard Chartered Bank.
- ◆ The Hong Kong and Shanghai Banking Corporation Limited.
- ◆ Commercial Bank of Ceylon Limited.
- ◆ Citibank N. A.

### **2.6.6 Management Committee**

Mr. M Anis Ud Dowla	Chairman
Dr. Arif Dowla	Managing Director
Dr. F.H. Ansarey	Executive Director, Agribusinesses
Mr. Syed Alamgir	Executive Director, Consumer Brands
Mr. M. Mohibuz Zaman	Chief Operating Officer, Pharmaceuticals
Mr. Muallem A. Choudhury	Executive Director, Finance and Planning
Mr. Towfiqur Rahman	Director, Business Development
Mr. Priyatosh Datta	Director, Quality Assurance
Ms. Sheema Abed Rahman	Director, Corporate Affairs
Mr. Pradip Kar Chowdhury	Financial Controller
Mr. Asif Iqbal	Chief Operating Officer, Corporate Communications
Mr. Abdus Sadeque	Director, Marketing & Sales
Mr. Imam Ahmed Istiak	General Manager, Operations

### **2.7 Global Compact Endorsement**

The ACI group has consistently demonstrated its commitment towards its employees and the environment over the years. It has been recognized as the practitioner and promoter of socially responsible business behaviour.

To take this commitment even further, ACI has endorsed the **Principles of Global Compact** on August 18, 2003. The Global Compact is a remarkable initiative sponsored by the United National Secretary General Koffi Annan. It is

based on a very simple notion: whether or not required by law, corporations should enforce basic human rights and accepted labour and environmental standards in all their business activities, to counterbalance possible negative effects of globalization.

The compact calls on companies to embrace the ten universal principles in the key areas of human rights, labour standards and the environment. These ten principles are:

### **2.7.1 Human Rights**

- ◆ To support and respect International Human Rights within the company's sphere of influence.
- ◆ To make sure that their own corporations are not complicit with Human Rights Violation.

### **2.7.2 Labour**

- ◆ To end discrimination in the workplace.
- ◆ Abolition of child labour.
- ◆ The right to collective bargaining and recognition of freedom of association.
- ◆ To eliminate the use of forced and compulsory labour.

### **2.7.3 Environment**

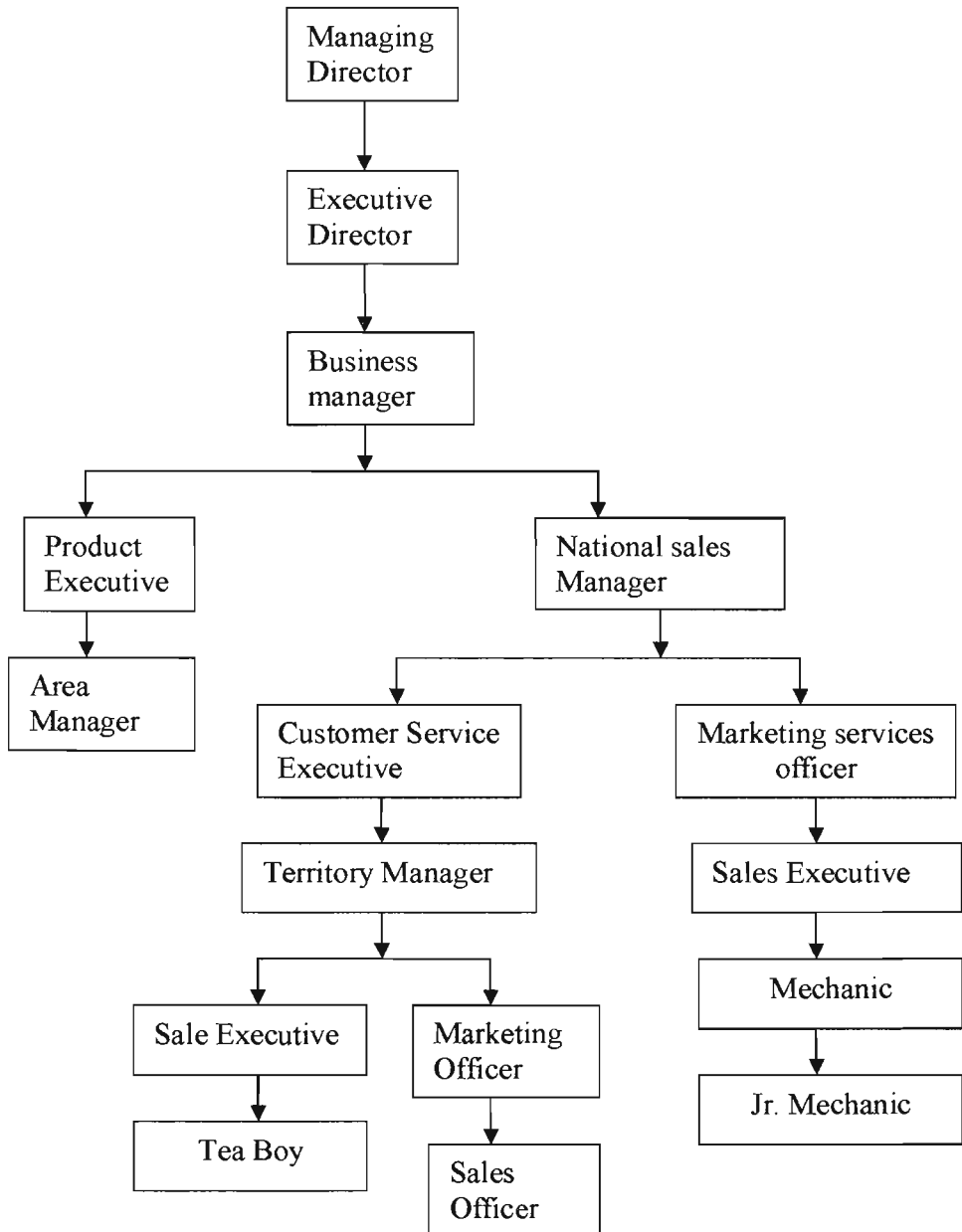
- ◆ To support a precautionary approach to environmental challenges.
- ◆ To undertake initiative to promote greater environmental responsibility.
- ◆ To encourage the diffusion of environmentally friendly technology.

### **2.7.4 Anti-Corruption**

- ◆ To work against all forms of corruption, including extortion and bribery.
- ◆ ACI pledges to keep all its employees, customers, shareholders and suppliers regularly informed about the compact and the company's initiatives to uphold the principles



## 2.8 Structure of ACI Motor limited



## ***Part III: Functions of the ACI Ltd.***

**⇒ The Key Function of The Total Company**

**⇒ The Main Activities**

**⇒ Diversification Into New Industries**

**⇒ Business Activities**

**⇒ Social Commitment**

**⇒ Task of The Marketing Division of ACI**

**Motors**

**⇒ Types of Products**

**⇒ Subsidiaries and Associated Companies**

### ***3.0 The Key Function of the Total Company***

Every Organization has some functions or activities. As usual Advance chemical Ltd. has some functions. These are given below:

#### ***3.0.1 Strategic Business Units***

- ◆ Pharmaceuticals
- ◆ Consumer Brands & Commodity Products
- ◆ Agribusinesses
  - a. Crop Care and Public Health
  - b. Livestock & Fisheries
  - c. Fertilizer
  - d. Cropex
  - e. Seeds

#### ***3.0.2 ACI has the Following Subsidiaries***

- ◆ ACI Formulations Limited
- ◆ Apex Leather crafts Limited
- ◆ ACI Salt Limited
- ◆ ACI Pure Flour Limited
- ◆ ACI Foods Limited
- ◆ Consolidated Chemicals Limited
- ◆ Creative Communication Limited
- ◆ ACI Motors Limited
- ◆ ACI Logistics Limited



### **3.1 The Main Activities**

In 2004, ACI Pharmaceuticals ranked 11th in the Bangladesh Pharmaceuticals Industry. It provides the market with a wide selection of drugs across all major therapeutic classes, and also offers some specialty medicines. ACI Pharmaceutical represents Astra Zeneca, Eli Lilly and UCB in Bangladesh.

ACI Crop Care and Public Health Division is holding the leadership position in the industry; Animal Health has experienced one of the highest growth rates in this sector. ACI Agribusiness has partnerships with several international conglomerates including Ceva Santhe Animale, Invesa, UCB, Isagro Asia and Borregaard Taicang Chemicals Co. Ltd.

ACI Consumer Brands is a leading Fast Moving Consumer Goods (FMCG) company in Bangladesh. In the liquid antiseptic and mosquito repellent categories, this division is a very strong market leader. Foreign partners represented in by this division include Godrej Consumer Products (for hair care and skin care products), Parle Group (for Parle G biscuits), Beiersdorf, Germany (for Nivea range of products) and Colgate Palmolive.

ACI has formed joint ventures with leading FMCG and agribusiness players in the region. These are:

***Asian Consumer Care Private Limited:*** Joint venture of ACI and Redrock Limited, for distribution of various ranges of Dabur products in Bangladesh. ACI holds 50% stake in the venture.

***Tetley ACI Bangladesh Limited:*** Joint venture of ACI and Tetley Group of United Kingdom for distribution of Tetley products in Bangladesh, with ACI having 50% shareholding.

Many ACI products have crossed our national boundary and are being successfully exported to various countries in Asia, the Middle East and the CIS region. The response of foreign consumers to our products has been encouraging.

### ***ACI Formulations Limited***

ACI Formulations Limited (ACI FL) is a subsidiary of ACI Limited, located at Gazipur, in the outskirts of Dhaka. ACI FL manufactures majority of the products of ACI Strategic Business Limited except for the Pharmaceutical Division. The factory is equipped with the state-of-the-art facilities for product formulations and process innovation. These include modern computerized equipment like HPLC and GLC.

The product range manufactured at ACI FL includes Crop Protection Chemicals like insecticides, herbicides and fungicides in granular, powder and liquid forms, Mosquito Pesticides in the forms of aerosols, vaporizers and coils; and household chemicals like toilet cleaners and hand wash.

### ***3.2 Diversification into New Industries***

ACI Limited is venturing into new areas of business, as part of its diversification initiatives. Two such businesses being set up are ACI Salt Limited, and ACI Godrej Agrovvet Private Limited.

***ACI Salt Limited:*** ACI has set up its salt refining plant in Rupganj, on the banks of the Shitalakhya River. The plant will produce refined iodized salt through Thermal Evaporation System. ACI has used technology from China Heavy Machineries Corporation (CHMC) in establishing the plant. The end product will be of high quality, free-flowing salt with even, crystallized grains. The iodine content of ACI salt will have a stability of more than 6 months. The project has been undertaken at an approximate cost of Taka 32 crores.

**ACI Godrej Agrovet Private Limited:** Godrej is a pioneer in the packaged meat business in India. It is also the market leader in the poultry industry, and the owner of 'Real Good' brand. ACI and Godrej have a joint venture in Bangladesh to set up an Integrated Poultry Project. Under this project, ACI Godrej Agrovet has already set up a feed mill at Sirajganj. This is fully automatic pellet poultry and fisheries feed mill, which uses technology from Jiangsu Muyang group of China. The company has also set up a hatchery at Joynabazar, on the Dhaka Mymensingh road, with technology from Godrej. The plans for this project also include establishing Grand Parents and Parent Stock breeding farms. The investment in the project is Taka 8 crores, with ACI Limited having 50% shareholding of the company.

### **3.3 Business Activities**

ACI Motors limited is a private Limited company incorporated in 2006 with the registrar of joint stock companies, Dhaka, Bangladesh under the company Act 1994 having 75% shares by Advanced Chemical Industries Limited 'ACI Limited'. The principal activities of the company is buying, selling, importing and assembling of vehicles of both agriculture and other than agricultural use including supply spare parts and providing service facilities for vehicles.

### **3.4 Social Commitment**

#### **3.4.1 Quality Policy**

ACI's mission is to achieve business excellence through quality by understanding, accepting, meeting and exceeding customer expectations.

ACI follows International Standards on Quality Management System to ensure consistent quality of products and services to achieve customer satisfaction. ACI also meets all national regulatory requirements relating to its current businesses



and ensures that current Good Manufacturing Practices (CGMP) as recommended by World Health Organization is followed for its pharmaceutical operations.

The management of ACI commits itself to quality as the prime consideration in all its business decisions. All employees of ACI must follow documented procedures to ensure compliance with quality standards.

The pool of human resources of the company will be developed to their full potential and harnessed through regular training and their participation in seeking continuous improvement of work methods.

### ***3.4.2 Environment Policy***

ACI is committed to maintain the harmonious balance of our eco-system and therefore constantly seeks ways to manufacture and produce products in an eco-friendly manner so that the balance of nature remains undisturbed and the environment remains sustainable.

In pursuit of this goal, ACI will

- ◆ Comply fully with all local and national environmental regulations.
- ◆ Conserve natural resources like water and energy for sustainable development, and adopt environmentally safe processes.
- ◆ Ensure appropriate treatment of all effluents prior to discharge, to prevent pollution or degradation of environment.
- ◆ Ensure appropriate communication and cooperate with internal and external interested parties on environmental issues.
- ◆ Create awareness on environmental issues among our employees and suppliers.

- ◆ Adopt modern waste management technology

### ***3-5 Task of the Marketing Division of ACI Motors:***

Mechanized Cultivation is a basis requirement of Bangladesh. Farmers use tractors for land preparation and for transport of agriculture outputs to the Markets place. Farmers were not adequately supported to fulfill this need; their hardship was accentuated due to labor shortage. Furthermore mechanization would increase productivity, lead to uniform quality of land preparation, and reduce the time between crops. To fulfill this need ACI Motors started its operation on November 2007, with a wide product range of agriculture Machineries like tractors, power tillers and mini combine harvesters. We made a commitment to ensure supply of quality machineries and proper after sales service.

ACI Motors has been appointed as the national distributions of IITL, India for marketing of “Sonalika” Tractor fastest growing brand in India. This tractor is especially design for the small ands sizes and narrow roads of Bangladesh. From cultivation one’s own land and providing rental service a farmer can get return on investment within 18 month from a tractor, ACI also provided flexible credit facilities for farmers and developed several sales service, repair and spare parts.

‘Bull Power’ and mini Combine harvester ACI’S own brand has receive tremendous response from the farmers. ACI Motor is planning to introduce light commercial vehicles pickups and mini trucks to support farmers to carrying out agricultural good. Also, high quality diesel engines and pump for irrigation purpose will be offered. This business shows considerable promise in contributing to the agricultural productivity of Bangladesh.



## **3.6 Types of Products**

**3.6.1 Health Care:** ACI formulates and markets a comprehensive range of more than 120 products covering all major therapeutic areas. It also markets world-renowned branded pharmaceutical products like

- Diprivan,
- Nolvadex,
- Accolade,
- Meronem,
- Atarax, etc.

ACI is actively engaged in introducing newer molecules and Novel Drug Delivery Systems (NDDS) to meet the needs of the future. Company also the toll manufacturer of Servier of France and Novartis Bangladesh.

**3.6.2 Consumer Brand Products:** ACI markets -

- Home Care Products,
- Personal Care Products,
- Oral Care Products and
- Food & Drinks.
- ACI owns the Savlon brand in Bangladesh.

**3.6.3 Agribusiness:** ACI markets some herbicide and fungicide products in the market. It also market seeds for

- water melon,
- hybrid paddy
- And hybrid maize.

**3.6.4 Animal Health:** ACI has a full range of products including vaccines, medicines and nutritional supplements for large animals and poultry.

### **3.7 Subsidiaries and Associated Companies**

**3.7.1 ACI Salt Limited-** a subsidiary of ACI Limited.

**3.7.2 ACI Godrej Agrovet Limited-** a joint venture with Godrej Agrovet, India with a 50:50 partnership.

**3.7.3 Tetley ACI Bangladesh Ltd-** a joint venture with Tetley, UK. ACI has 50% shares in this venture

**3.7.4 Asian Consumer Care (ACC)** is another joint venture of ACI with Dabur International. Here ACI has 24% shares.



## ***Part IV: Internship Position and Activities***

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**⇒ Internship Position**

**⇒ Internship Activities**

**⇒ My Daily Routine**

**⇒ Use Of Office Machinery**

**⇒ Progress In Understanding**

**⇒ Linkage Between Official Work And  
Project**





## ***4.0 Internship Position***

I joined in Advance chemical Ltd. as an internee in ACI Motors under agribusness division. In the time of internship period, I worked both in office and go to field work under the supervision of Mr. Subrata Ranjon Dūs, Business Manager of ACI Motors. They have structured space or opportunities for working of internship students. So there my main object is to understand there system of working in the marketing division.

### ***4.1 Internship Activities***

As I worked both in office and field during my internship period, I divided my duties in two parts: (1) official activities and (2) field activities.

#### **(1) Official Activities:**

In office, my duties are to maintain and observe the distribution of promotional items to all customers point, area managers and territory managers. I distribute the promotional items according to the requirement of area managers and territory managers and sometimes on the basis of customer demands. I always keep contact with area managers and territory managers to observe their requirements and stock in hand. I also communicate with customers whether they get the promotional items at the right time and right place. I take feedback from customers regarding promotional items.

#### **(2) Field Activities:**

During my internship period, I went to field to visit customer points. In the month of September I visited different customer points of Bogra, Rangpur and Dinajpur in different areas. I talked with customers face to face about the promotional activities, Transporting, looking for new sales, quality of the products, reasonable price, brand image, product availabilities, and customers



expectation & demand. In the month of October I was presented in a dealer opening and mechanics meeting program in Comilla. I talked with mechanics and dealers about the products of ACI Motors and took feedback from them. In the month of December, I visited Dinjpur region to help the TM and SO for credit collection.

## ***4.2 My Daily Routine***

I joined the ACI Motor Division of ACI Limited. On September 1, 2008 as an internee. After being an internee my daily work was maintained very regularly. In this company I worked under the business manager, taking the role of helping hand to his daily work, completing and checking a document, observing overall activities and performance of the workers and the various marketing and promotional activities and performance of the company.

In the company my daily working hour started at 8.30am and finished within 6pm. During that time I duty was to observe the distribution of promotional items and keep contact with area managers, territory managers and customers.

## ***4.3 Use of Office Machinery***

ACI Motors division of ACI limited. I was permitted to use all the machineries of the office service. I was allowed to use computer, Internet, Printer, photocopy machine to complete my necessary tasks.

I used the office computer to analyze and yet data entry to carry out different type of tasks of the company, used photocopy machine in order to copy company's essential documents.



#### ***4.4 Progress in Understanding***

Before doing my internee I have little experience understanding about the Motors division of ACI. But in the time of my internee I got a good understanding about marketing sectors how to work and what are activities related in this sector. Besides I got better understanding about the customers of the rural and urban areas about the products of ACI Motors. I gather large number of information about the products, how to sales the products to customers, appropriate use of promotional items and finally how to collect the credit. I also learned the corporate culture and manner from ACI. Besides, I learned how to communicate and deal with corporate officials and customers.

#### ***4.5 Linkage between Official Work and Project***

The promotional part of my official work is related with my project. Whatever I learned and gathered from ACI Motors regarding promotion, I mentioned in my project work.

## ***Part V: What Is Power Tiller?***

***⇒ Power Tiller Operated Reaper***

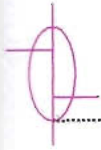
***⇒ Advantages of Power Tiller***



## **5.0 Power Tiller**

Tillage is one of the most important activities in crop production and consumes significant amount of energy and time. Recent studies indicate that the draught power shortage in peak demand goes up as much as 45 percent due to increase in cropping intensity and timeliness of crop production operations. To meet this shortage, the demand for mechanical tillage especially for power tiller has been increasing in the country. Recently in some areas power tillers are covering almost 70 percent of tilling operation. Apart from tilling, power tillers are also being used in transportation of agricultural commodities.





## ***5.1 Power Tiller Operated Reaper***

- ◆ Power tiller front mounted
- ◆ One person can operate the machine
- ◆ Suitable for paddy and wheat harvesting
- ◆ Crop should be in standing condition and field should be fairly dry
- ◆ Saves 90% labor in comparison to manual harvesting
- ◆ Field capacity is 0.20 ha/hr

## ***5.2 Advantages of Power Tiller***

Power tiller provides following advantages for cultivating paddy and also other crops.

1. The power tiller is capable of primary and secondary tillage operations and is most suitable for operations in hilly region, wet conditions and for small holdings. Given the right set of implements and attachments, the power tiller is capable of performing most of the field operations in the intensive cultivation of paddy.
2. The light weight of power tillers is a favorable factor for working in wet and dry land conditions of paddy fields.
3. It creates least disturbance to soil structure.
4. It can cross over the bunds separating small holdings.
5. It does not sink in wet paddy fields.
6. It can climb steeper hill slopes and conveniently operates in bench terraces.
7. It can easily overcome the hurdles of narrow path ways of rural areas.



8. It can achieve depth as compared to operation by bullocks and results in higher yield.
9. Its higher output of operations as compared to bullocks reduces the operational time and achieves timeliness in operations.
10. Power tillers reduce the drudgery and long walking in the field during operations by  $1/8$  as compared to operations by bullocks.

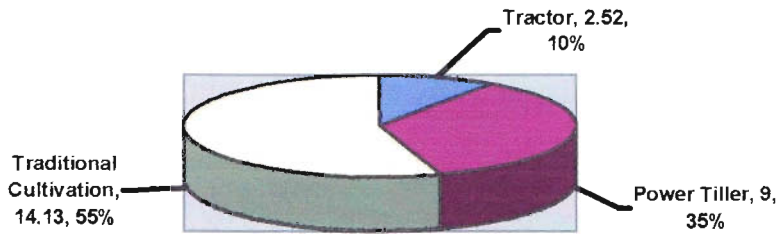
## ***Part VI: Market Analysis***

- ⇒ Potential Market for Power Tiller in Bangladesh**
- ⇒ Market of Power Tiller of 2005, 2006 And 2007**
- ⇒ Market of Power Tiller by Unit**
- ⇒ Market Share of Power Tiller by Brands in 2007**
- ⇒ Market Projection for Next Three Years by unit**
- ⇒ Market Projection for Next Three Years by Value**
- ⇒ Market Segment of Power Tiller**
- ⇒ ACI Projection for Power Tiller by Volume (Unit)**
- ⇒ ACI Projection for Power Tiller by value**
- ⇒ Market Projection of Power Tiller for ACI by volume (Unit)**
- ⇒ Market Projection of Power Tiller for ACI by value**





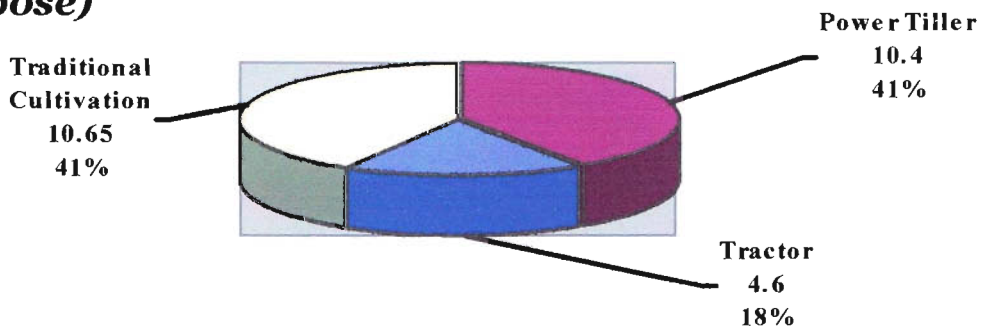
## 6.0 Potential Market for Power Tiller in Bangladesh (Present Scenario of Cultivation Purpose)



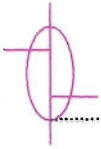
**Figure 1: Potential Market for Power Tiller (Present Scenario)**

- ◆ Total cropped area per year – 25.65 Mio. Ha. (Cropping intensity 1.8)
- ◆ Total land coverage by power tiller – 9 Mio. Ha.
- ◆ Required tractor and power tiller, which is coverage by traditional cultivation – 14.13 Mio. Ha.
- ◆ Cultivation by power tiller - 0.5 ha/day
- ◆ Cultivation period – 90 days

## 6.1 Potential Market for Power Tiller in Bangladesh (Changing scenario of next three years cultivation purpose)



**Figure 2: Potential Market for Power Tiller (Changing scenario)**



- ◆ Total cropped area per year – 25.65 Mio. Ha. (cropping intensity)
- ◆ If 41 % of land covered by power tiller that will 10.4 Mio. Ha.
- ◆ If 18 % of land covered tractor that will 4.6 Mio. Ha.
- ◆ If 18 % of potential land (2.12 Mio. Ha.) Covered by tractor by next 3 years than tractor required 6729 unit for cultivation that is 30 % of total market.

## 6.2 Market of Power Tiller of 2005, 2006 And 2007

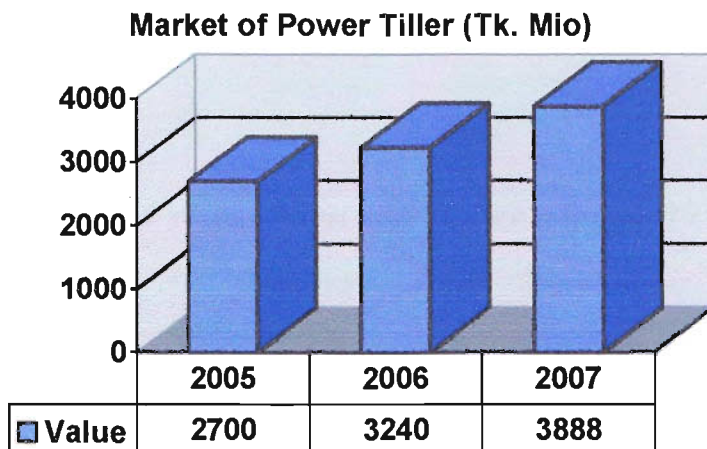


Figure 3: Market of Power Tiller (Tk. Mio)

## 6.3 Market of Power Tiller by Unit

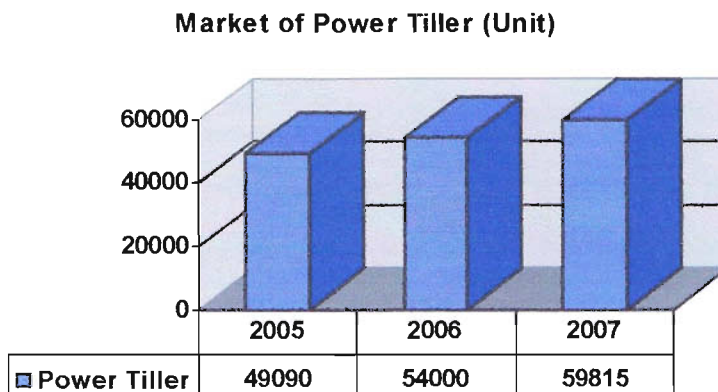


Figure 3: Market of Power Tiller (Unit)



## 6.4 Market Share of Power Tiller by Brands in 2007

Market Share by Brands

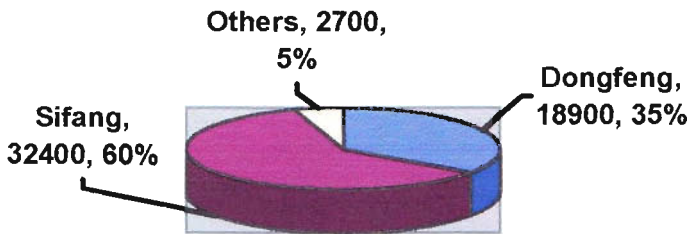


Figure 4: Market Share by Brands

## 6.5 Market Projection for Next Three Years by unit

Market Projection (Unit)

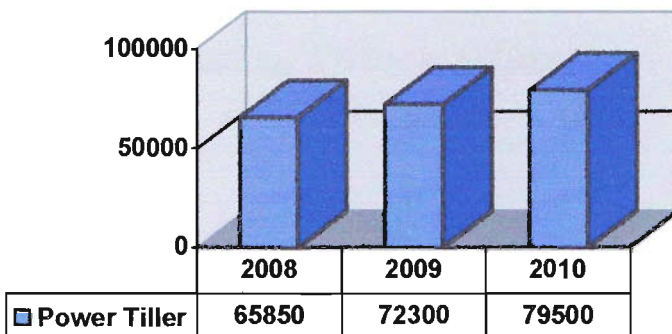
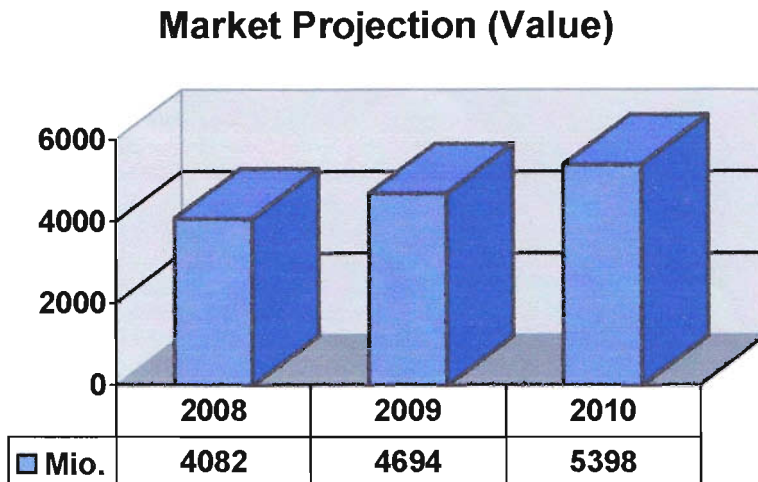


Figure 5: Market Projection (Unit)

- ◆ Market is expected to grow at least 10% considering its market needs and self life of Power Tiller three to four years and replacement needed for existing units.

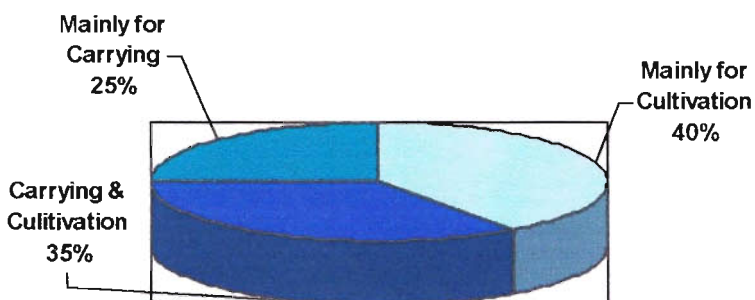


## 6.6 Market Projection for Next Three Years by Value

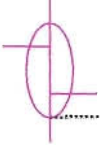


*Figure 6: Market Projection (Value)*

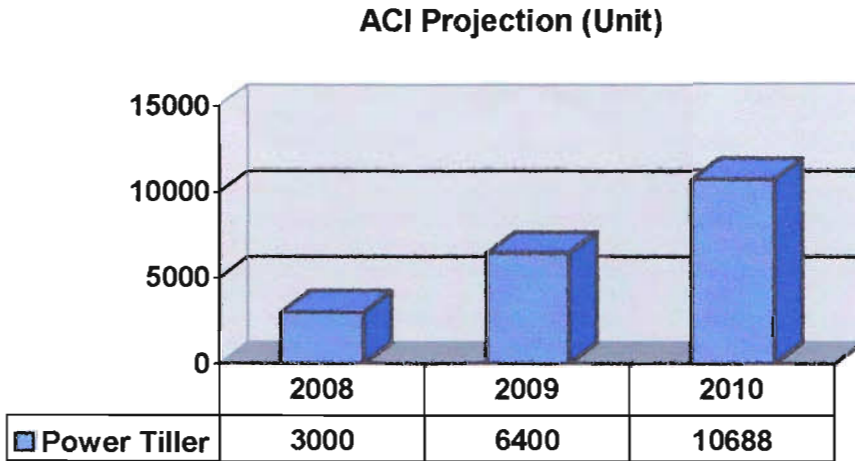
## 6.7 Market Segment of Power Tiller



*Figure 7: Market Segment*

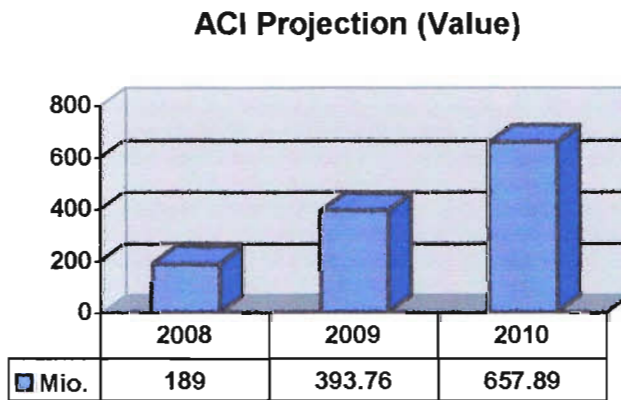


### 6.8 ACI Projection for Power Tiller by Volume (Unit)

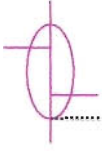


**Figure 8: ACI Projection (Unit)**

### 6.9 ACI Projection for Power Tiller by Value



**Figure 9: ACI Projection (Value)**



### 6.10 Market Projection of Power Tiller for ACI by Volume (Unit)

Market Projection for ACI (Unit)

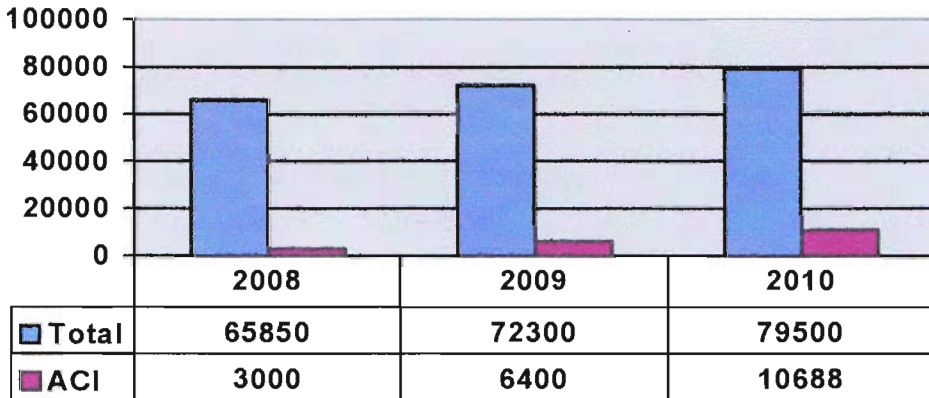


Figure 10: Market Projection for ACI (Unit)

### 6.11 Market Projection of Power Tiller for ACI by value

Market Projection for ACI (TK. mio)

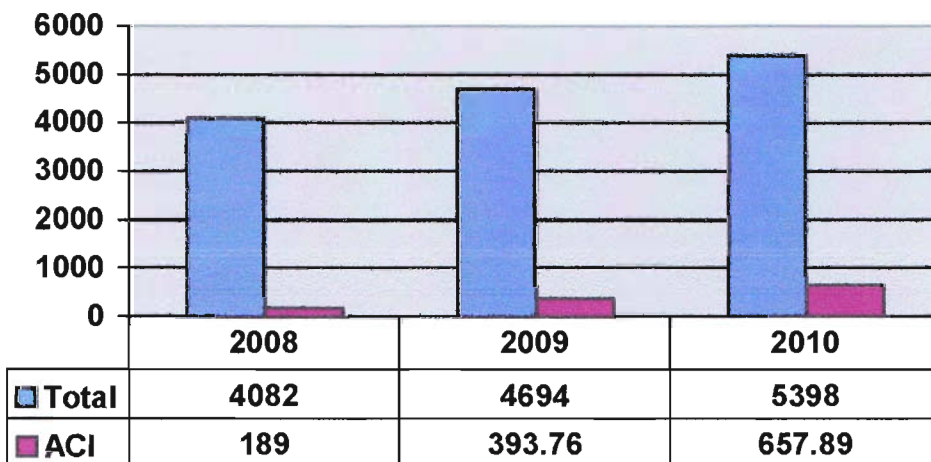


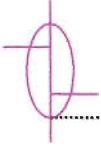
Figure 11: Market Projection for ACI (Tk. Mio)

## ***Part VII: SWOT Analysis***

**⇒ Internal Factors Analysis**

**⇒ External Factors Analysis**





## **7.0 SWOT Analysis**

The combination of questions that assess internal strengths and weaknesses and external opportunities and threats are the key to a process called the situational audit, or SWOT analysis. Managers perform a SWOT analysis whenever they assess conditions in their relevant environment in relation to internal resources and competence; that is, when they assess the relationships among strengths, weaknesses, opportunities and threats. No experienced managers would think of developing strategies without doing SWOT analysis of the project.

### **7.1 Internal factors analysis**

#### **7.1.1 Strengths:**

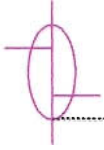
##### **Marketing**

- ◆ Good reputation of the company.
- ◆ Reputed brand name.
- ◆ Quality product.
- ◆ Service quality is good.
- ◆ Effective sales force.
- ◆ Effective promotional activities.
- ◆ Effective distribution system.
- ◆ Broad market coverage.

##### **Finance**

- ◆ Financial stability of ACI.
- ◆ Smooth cash flow.





## **Organization**

- ◆ Visionary and capable leadership.
- ◆ Dedicated employees.
- ◆ Good marketing team.
- ◆ Good materials management system.
- ◆ Appropriate organizational structure.
- ◆ Appropriate control system.
- ◆ Appropriate management style.
- ◆ Well developed corporate strategy.

### **7.1.2 Weaknesses:**

- ◆ Difficulty of quality control as products are manufactured outside of the country
- ◆ Rigid credit policy.
- ◆ New business.
- ◆ Capitals are borrowed from bank.



## **7.2 External Factors Analysis**

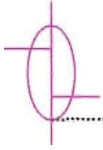
### **7.2.1 Opportunities:**

- ◆ Changing mechanism of cultivation process.
- ◆ Increasing demand of modern technology in terms of cultivation.
- ◆ Large market size.
- ◆ Large size of target customer.
- ◆ Opportunity of entering new related business.
- ◆ Low entry barriers.

### **7.2.2 Threats:**

- ◆ Increase in domestic competitors.
- ◆ Changes in economic factors.
- ◆ Increase in regional competition.
- ◆ Rise of substitute products.
- ◆ Increase in industry rivalry.
- ◆ Changes in demographic factors.

*Part VIII: Analysis of Competitors*



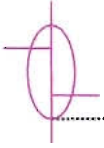
## 8. Analysis of Competitors

Bangladesh is an agri based society. So the use of agri machineries is increasing at a high rate. A large number of people are engaging in agri machineries business. Researchers also predicting that this market will increase and will be more competitive with years by years. From the market analysis, it can be assumed that Chittagong Builders is the main competitor ACI Motors as they sell the highest power tiller in Bangladesh. Here the analysis of main competitor with ACI Motors.

<b>Attributes</b>	<b>ACI (Bull Power' Power Tiller)</b>	<b>Chittagong Builders (Sifeng)</b>
Organization	Importer	Importer
Corporate Image	High	Poor
Financial Condition	Strong	Moderate
Distribution	Countrywide own distribution network	Distributor base strong channel
Marketing & Field Force	Strong marketing team& organize field force	Unorganized, mainly depend on proprietors own environment
Promotional Activities	Extensive	Poor
Customer Service	Moderate network will be develop	Poor
Brand Image	Need to buildup	High
Credit	Organized	Unorganized
Product Quality	Moderate	Moderate
Presence in other sector of Agri-business	Strong	Nil

## ***Part IX: Marketing Strategy and Objectives***

- ⇒ Marketing Strategy**
- ⇒ Mission Statement**
- ⇒ Marketing Objectives**
- ⇒ Target Customer**
- ⇒ Product Positioning**
- ⇒ Key Success Factor For ACI Motors In Power Tiller Business**
- ⇒ Marketing Mix**



## **9.0 Marketing Strategy**

- ◆ Introduce ACI own brand Bull power' power tiller with same getup of Sifang & Dongfeng.
- ◆ Established country wide small distributor.
- ◆ Aggressive promotion.
- ◆ Best customer service.

### **9.1 Mission Statement**

ACI mission is to improve the quality of people of Bangladesh to responsible application of knowledge and skill. So in the sector of agri-machineries, ACI can contribute to the nation.

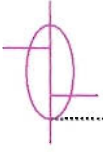
### **9.2 Marketing Objectives**

To establish Bull Power' Power Tiller as a leading brand in agro equipments and machineries market. For this, the following objective has been set-

- ◆ Establish as one of the leading brand.
- ◆ Ensure the high quality of the product
- ◆ Ensure better customer service and customer satisfaction.
- ◆ Ensure high efficacy

### **9.3 Target Customer**

ACI Motors Ltd. mainly sells power tiller to dealers and distributors. Dealers then distribute the products to end users mainly the farmers. As ACI Motors Ltd. is



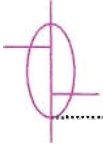
not the manufacturer of power tiller, they import power tiller from china and sell them to dealers and distributors. So dealers are their main target customer

## ***9.4 Product Positioning***

Beyond deciding which segments of the market it will target, the company must decide what positions it wants to occupy in those segments. A product positioning is the way the product is defined by customers on important attributes-the place the product occupies in the consumers' minds relative to competing products. Positioning involves implanting the brand's unique benefits and differentiation in customers' mind. Bull Power' Power Tiller positions itself as a original 12 HP power tiller in power tiller market which is very strong and long lasting and ensure proper tillage depth that effecting performance of cultivation.

## ***9.5 Key Success Factor for ACI in Power Tiller Business***

- ACI is well known to farmer as a genuine agricultural input provider company.
- ACI has ability to create brand image in quickest possible time.
- ACI has ability to penetrate in present distributed channel as well as develop alternate distribute network.
- As competitors are not providing any customer service to the end user a little investment in this sector will give competitive edge.



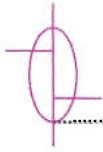
## 9.7 Marketing Mix

Marketing mix is a set of marketing tools that the firm uses to pursue its marketing objectives in the target market. These tools are classified into four broad groups that are called the “4P’s of marketing.



Four Ps represents the seller’s view of the marketing tools available for influencing buyer. From a buyer’s point of view, each marketing tool is designed to deliver a customer benefit. The sellers four Ps correspond the customers four Cs.





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<b>Four Ps</b>	<b>Four Cs</b>
Product	Customer solution
Price	Customer cost
Place	Convenience
Promotion	Communication

Winning company will be those who can meet customer needs economically convenience and with effective communication. ACI follows the marketing mix strategies on selling their products. All the four P's of marketing (Product , Price, Place, Promotion) are maintain very strictly for selling the product in the market and the executives are very sincere to keep on it. ACI sells more than a product to the customers. This section will focus on the component of marketing mix.

### **9.7.1 Product**

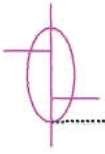
Power tiller is very much important for cultivating land effectively and efficiently in Bangladesh. There are wide uses of power tiller throughout country.

**Brand:** Bull Power

**Color:** Green and Red

**Quality:** Bull Power' Power tiller consists originally 12 Horse Power where the other power tiller companies do not give it. It imports from Republic of China, so its quality is good.

**Service:** It gives good service for cultivating land for a long period of time.



### **Features:**

- Bull power MEGN model is very useful for cultivating the land very deeply.
- Low fuel consumption.
- Original 12 HP (Horse Power).
- Strong and long lasting engine.
- Spare parts are available.
- Very fast rotary tiller which can cultivate land in a short time.
- Strong chasis and high quality gear box.

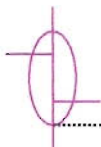
### **Technical Specifications of Bull Power' Power Tiller**

Power Tiller Model Megn-12

<b>Item No.</b>	<b>Specifications</b>	<b>Engine Model S195n</b>
1	Rated Engine Power(Hp)	12
2	Rated Engine Speed (Rpm)	2000
3	Overall Dimensions (Mm)	2950 X 980 X 1240
4	Net Weight (Kg)	
	Without Rotavator	360
	With Rotavator	470
5	Minimum Ground Clearance (Mm)	210
6	Tyre Size	6.00-12
7	Speed (Km/Hr):Forward- At 2000 Rpm	1st - 1.39 2nd - 2.47 3rd - 4.15 4th - 5.14 5th - 9.12 6th - 15.30
	Reverse	1st - 1.10 2nd - 4.10
8	Fuel Tank Capacity(Ltr.)	9 - 12

### **Rotary Tiller:**

Tiller Blade shaft (RPM): 1st speed low 199/high 250  
2nd speed low 231/high 289



### ***Tillage Performance:***

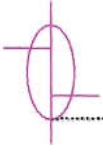
Operation	Depth (Cm)	Width(Cm)	Implement
Rotary Tiller	12 - 17	60	Rotary Tiller

### ***Accessories:***

- a) Rotary tiller with 600mm baled for mud & Dry cultivation
- b) Anti skid wheel -2
- c) Rubber & Iron Wheel for back
- d) Standard tools & spare parts
- e) Seating arrangement for back
- f) Standard tool box and spare parts (photocopy enclosed)

### ***9.7.2 Pricing***

Price is the one revenue-generating element of the marketing mix. Penetration and skimming pricing represent two extreme pricing strategies. A pricing strategy that typically results in prices in between these two is value pricing. The objective with value pricing is to uncover the right blend of product quality, product costs, and product prices that fully satisfy the needs and wants of consumers and the profit targets of the firm. ACI Motors Limited followed penetration pricing strategy for Bull Power' Power tiller as they are new entrant in motors sector. Penetration pricing is the best strategy for a newly entrant when they entered in an industry. In Bangladesh, a Chittagong builder is the main competitors in power tiller business. They charged high price in the market which is Tk. 91,000. As ACI Motors Limited new in the agri machineries industry, they should not charge more than the market leader. ACI Motors Limited fixed Tk. 90,000 for



Bull Power' Power tiller. In Bangladesh, most of the people are very poor, so charging the extra price or irrelevant price will be a deep impact on them. Even we can loose our potential market. So, pricing is very important and sensitive thing in our prospective. Customers can buy Bull Power' Power tiller by credit. Credit limits are set by the agreement of company and customers.

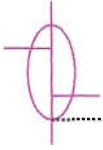
### **9.7.2 Promotion**

Promotion objectives shall highlight the following:

1. Creating and expanding awareness of the brand
2. Establishing core value of the brand
3. Attracting other brand users to switch over ACI brand
4. Expanding market size and become beneficiary

#### **General Promotional Activities**

Activities	Objective	Target group and user
Television Advertising	To promote brand	Dealer and distributor
Bill Board in Imported Market	To promote brand	Dealer and distributor
Seminar with Distributor	To create trust of company for brand	Key distributor of competitors and our ACI new distributor
New Year Calendar	To promote brand	Dealer and distributor
Seminar and Training for Power Tiller Mechanics	To ensure smooth after sales service to the end user	Key Power Tiller mechanics
Brushier and leaflet	To promote brand and transmit technical information	Dealer and distributor
Lucky Coupon draw	To initiate first purchase	Distributor and Farmer



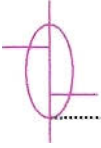
### **Promotional Activities 2008**

Activities	Objective	Target group and user	Cost (Tk.)	Time
Launching	Promote brand & Order booking	Distributor	2,50,000.00	January, 08
Television Advertising	To promote brand	Dealer and Distributor	40,00,000.00	April, 08
Meeting with Distributor	To create trust of company for brand	Key distributor of competitors and our ACI new distributor	2,00,000.00	December, 07 to June, 08
New Year Dairy	To promote brand	Dealer and Distributor	1,00,000.00	December,07
Brushier, Leaflet, Festoon and Poster	To promote brand and transmit technical information	Dealer and Distributor	3,00,000.00	1st Quarter,08 3rd Quarter,08
Gift for Customer visit	To initiate first purchase	Distributor and Farmer	2,00,000.00	1st Quarter,08
Foreign Trip for customer	Order Booking	Customer	10,00,000.00	2ndQuarter,08
Total			60,50,000.00	

#### **9.7.3 Distribution:**

Distribution must have to be cost effective and time oriented. And the main themes of distributions are-

- Right time
- Right place
- Right way
- Right product
- Right price
- Right promotion.



The product distribution is very important to create a good brand in the customers mind. In terms of Bull Power' Power tiller, ACI mainly do dealer distribution. As it is a machineries product and regarding machineries product Bangladesh can not produce heavy machineries product, ACI Motors Ltd. Imports power tiller from republic of china. Then the products are distributes or sells to dealers from port or warehouse of company.

Besides, time is very important for proper distribution. Otherwise customer will switch to other brands. ACI Motors Ltd. maintains good transport system in terms of product delivery. When the company receives any order from customers, they always send the products to customers by its own cost. In this way, customers can save their money from carrying purpose cost. By this facility, customers can receive the product in front of his door. Moreover, ACI Motors Ltd. always ensures the “Time Consuming”.

## ***Part X: Marketing Mix Analysis of ACI Motors***

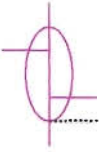
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**⇒ Product Strategy**

**⇒ Price Strategy**

**⇒ Place Strategy**

**⇒ Promotion Strategy**



## **10.0 Marketing Mix Analysis of Bull Power' Power Tiller**

### **10.1 Product Strategy**

Main focus need to be given on the two following areas-

- No compromise in quality will be the strength of ACI Motors in this new sector “Bull Power’ Power tiller”.
- Proper maintenance is another key area to give exclusive concentration.

### **10.2 Price Strategy**

In motors sector it will be beneficial for ACI Motors to adopt any of the following pricing strategies-

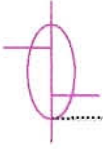
- Penetration pricing will be beneficial for ACI Motors as they are new entrant in motors sectors.
- As ACI Ltd. is a well establish organization, at some area they can go for competitive pricing too.

### **10.3 Place Strategy**

In this case, ACI Motors should engage in selective distribution. As ACI Ltd. has a strong distribution networks, they can easily reduce the cost. Selective distribution will be able to solve the basis demand of the end users and traders. Concentration need to given in developing following strategies-

- Strategy for the ultimate consumers.
- Distribution strategy for dealers.



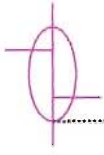


## **10.4 Promotion Strategy**

In motors business ACI Motors should provide emphasis on direct marketing. As a result good relationship will be build up among the traders, importers, and end users. Focus should be given each of the following areas=

- ◆ Promotion for individual consumers
- ◆ Promotion for traders.
- ◆ Creative Theme for the brand
- ◆ Creative Route Development for the brand
- ◆ Creative Execution

***Part XI: Financial Status***



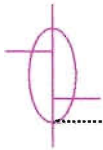
## 11.0 Financial Status

	2008 (Tk. Mio)	2009 (Tk. Mio)	2010 (Tk. Mio)
<b>TP</b>	226.60	443.70	722.89
<b>COGS</b>	201.30	391.50	637.44
<b>GP</b>	25.3	52.20	85.45
<b>GP % of Sales</b>	11.17 %	11.76 %	11.82 %



***Part XII: Overall Findings and  
Recommendation***

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## ***12.0 Overall Findings and Recommendation***

ACI ltd. is one of the leading local giant in Bangladesh, as it has several wings (share, consumers, pharmaceuticals, agro-products and trading). In case of expanding their business in motors sectors I do believe that it will be a first-rate idea. Doing this project work, I realized that there is a huge demand of agri-equipments each year. Not only for tillage operation but also for carrying purpose. So it will be an effective idea to expand there business in this sector as it has market demand and ACI motor has a market position. I can suggest this through market position. We can forecast the market of ACI motors ltd. through the growth opportunities. In this case we can see that ACI motors ltd has a new product and they may have both and old customers. And the most competitive advantages are that there is no huge company or firms involved in motors business. ACI has goodwill and strong capital back up, so it will very easy to grab the existing market within a very short period of time. Bull power' power tiller must be designed, marketed, sold, delivered and serviced in a way to create a positive band image through strong favorable and unique brand associations. Product strategy entails choosing both tangible and intangible benefits to be embodied by the product and surrounding marketing activities that are desired by consumers as well as deliverable by the marketing program. In case of cost, ACI Motors should concern how they can reduce the operation cost. ACI Motors should maintain good with their customer. Regarding Bull power' power tiller, they have to concentrate on promotion and publicity. They can use radio as their communication tools as most of the farmers hear radio. Besides, giving training to mechanics they can also train farmers about the operating of power tiller. Credit policy should be easy for the customers.

*Part XIII: Conclusion*

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### **13.0 Conclusion**

It is necessary to know the relevance between theory and practical knowledge as well. So as a partial requirement of BBA program I get attached to ACI Motors Ltd. to complete my internship. I want to put my potentiality in to the practical field for this opportunity.

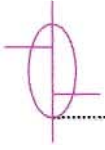
After this whole task I got a very clear idea about the weaknesses and strengths of the agri machineries market of Bangladesh. With the increase of standards of living, demand for agri machineries is growing at an elevated rate. As a result, a large numbers of people are engaging in this agri machineries business day by day. Though this site has prospect but still our government are not taking strong initiatives. So, large damage occurs by taxation, shipment, tariff and logistics.

Finally, my report and thesis in can say that in agri machineries sectors Power Tiller, Tractor, Harvester has a huge demand in our country. So, ACI Motors Ltd. can add more involvements in this prospective sector to expand their business and get more profits in the long run.

## *Part XIV: Bibliography*

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## **14.0 Bibliography**

- ◆ **[www.google.com/search](http://www.google.com/search)**
- ◆ **[www.aci-bd.com](http://www.aci-bd.com)**
- ◆ **[www.wikipedia.com](http://www.wikipedia.com)**
- ◆ ***IMC-Tom Duncan***
- ◆ ***Principles of Marketing- Philip Kotler & Gray Armstrong***
- ◆ ***Marketing Management- Philip Kotler***
- ◆ ***Oxford Advanced Learners.***



*Part XV: Appendix*

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# পাওয়ার টিলার

## বিশেষ বৈশিষ্ট্য

- **Bull Power** এম ই জি এন মডেল যা গভীরভাবে জমিচাষে বিশেষ উপযোগী।
- সঠিক ১২ হর্স পাওয়ার তাই কম জ্বালানী খরচে অধিক জমি চাষ ও কৃষি পন্য পরিবহনের সুবিধা।
- দীর্ঘস্থায়ী ও শক্তিশালী ইঞ্জিন।
- মজবুত চেসিস ও উন্নত মানের গিয়ার বক্স।
- সর্বোচ্চ গতি সম্পন্ন রোটোরি টিলার (২১০ আর পি এম) যা দ্বারা অল্প সময়ে অধিক জমি চাষ করা সম্ভব।
- সহজলভ্য খুচরা যন্ত্রাংশ।

## কারিগরী বিবরণ

মডেল	MEGN 12
ইঞ্জিন মডেল	S 195G
টাইপ	সিঙ্গেল সিলিণ্ডার, ডুয়াল পারপাজ (ট্রাকশন ও ড্রাইভ)
রেটেড ইঞ্জিন পাওয়ার	১২ হর্স পাওয়ার
রেটেড ইঞ্জিন স্পীড	২০০০ আর পি এম
ওভার অল ডাইমেনশন	২৯৫০ X ৯৮০ X ১২৪০ মিলিমিটার
ওজন (ড্রবার সহ)	৩৭০ কেজি
ওজন (রোটোরিটিলার সহ)	৪৮০ কেজি
নূন্যতম গ্রাউণ্ড ক্লিয়ারেন্স	২১০ মিলিমিটার
টায়ার সাইজ	৬.০০-১২
ফুয়েল ট্যাংক এর ধারণক্ষমতা	৯-১২ লিটার
ফুয়েল কনজামশন	১/৪ লিটার / কিলোমিটার প্রতি ঘন্টা
স্ট্রাকচার ওয়েট	১৪০ কেজি
হুইল থ্রেড	
রাবার হুইল	৫৭০-৮১০ মিলিমিটার
আয়রন হুইল	৮৫০-১০৯০ মিলিমিটার
টায়ার ইনফ্লেশন প্রেসার	
চাষাবাদের জন্য	১.১-১.৪ কেজি প্রতি বর্গ সেন্টিমিটার
পরিবহনের জন্য	১.৮-২.০ কেজি প্রতি বর্গ সেন্টিমিটার
রোটোরি টিলার	
টারনিং স্পীড	লো-১৯৯, হাই-২৫০
প্রস্থতা	৬০০ মিলিমিটার
ব্লেন্ড নাম্বার	১৮টি



## গিয়ার স্পীড কি.মি / ঘন্টা

সামনে						পিছনে	
লো-১	লো-২	লো-৩	হাই-১	হাই-২	হাই-৩	লো	হাই
১.৩৯	২.৪৭	৪.১৫	৫.১৪	৯.১২	১৫.৩০	১.১০	৪.১০



## এ সি আই মটর

এজভালুড কেমিক্যাল ইন্ডাস্ট্রিজ লিমিটেড, ২৪৫ তেজগাঁও শিল্প এলাকা, ঢাকা-১২০৮  
ফোন-৯৮৮৫৬৯৪, মোবাইল-০১৭১৪০০০১৭০, ০১৭১৪১৬১১১০  
মোবাইল (ঢাকা অঞ্চল)- ০১৭৩০০১৫৮০৮, মোবাইল (উত্তর অঞ্চল)- ০১৭৩০০১৫৮০৯  
www.aci-bd.com



# পাওয়ার টিলার



আসল ১২ হর্স পাওয়ার **BULL POWER** পাওয়ার টিলার

- ◆ অধিক শক্তিশালী
- ◆ সঠিক গভীরতায় চাষাবাদের নিশ্চয়তা
- ◆ দীর্ঘস্থায়ী

এ সি আই মটর