Thesis Report
On
Product Strategy of Motorbike Industry in Bangladesh: A Case Study on TVS Auto Bangladesh Ltd.

Submitted by:

Partho Saha
ID: EMBA2202026001
Major: Marketing
Semester: Summer-2023
Sonargaon University (SU)

Submitted to:

Department of Business Administration
Sonargaon University (SU)
Submitted for the partial fulfillment of the degree of
Executive Master of Business Administration



Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: September 05, 2023

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Partho Saha
ID: EMBA2202026001
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Submitted to:

Sharmila Sikder
Assistant Professor
Department of Business Administration
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Submitted for the partial fulfillment of the degree of
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Sonargaon University (SU)
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Date of Submission: September 05, 2023

Letter of Transmittal

September 05, 2023

Sharmila Sikder
Assistant Professor
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Subject: Submission of thesis paper.

Dear Madam,

I am hereby submitting my thesis paper entitled "**Product Strategy of Motorbike Industry in Bangladesh. A Case Study on TVS Auto Bangladesh Ltd.**" which was assigned to me as a requirement for the completion of the EMBA Program. I have discovered this paper very interesting, beneficial, and insightful.

The entire report is based on my practical experience in TVS Auto Bangladesh Ltd. I expect this paper to be informative as well as comprehensive. This thesis paper will help me a lot in my future career life.

Thank You very much for your guidance and cooperation during the course without which this thesis paper cannot be completed.

Moreover, if you have any further inquiries concerning any additional information, I would be very pleased to clarify that.

Yours Sincerely

Partho Saha
ID: EMBA2202026001
Major: Marketing
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Declaration of Student

This is to notify you that, the thesis paper on **"Product Strategy of Motorbike Industry in Bangladesh. A Case Study on TVS Auto Bangladesh Ltd."**, has been prepared as a part of my dissertation formalities. It is an obligatory part of my EMBA program to submit a thesis paper.

Moreover, I was inspired and instructed by my supervisor Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University.

I am further declaring that I did not submit this report anywhere for awarding any degree or certificate.

Yours Sincerely

Partho Saha
ID: EMBA2202026001
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Certificate of Supervisor

This is to certify that the thesis report **"Product Strategy of Motorbike Industry in Bangladesh. A Case Study on TVS Auto Bangladesh Ltd."** has been prepared as a part of completion of the EMBA program from Department of Business Administration, Sonargaon University (SU), carried out by Partho Saha, bearing ID: EMBA2202026001 under my supervision. The report or the information will not be used for any other purposes.

Sharmila Sikder
Assistant Professor
Department of Business Administration
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Acknowledgment

In the beginning, I would like to convey my sincere appreciation to the Almighty God for giving me the strength and ability to finish the task.

I want to thank my academic supervisor Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University, for providing me with all the necessary help for the completion of this report. I want to give the greatest thanks to her for guiding me as an advisor to start and complete this report successfully.

The opportunity I had with TVS Auto Bangladesh Ltd. is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

I would like to express my deep sense of thankfulness to Md Jamir Sikder, GM, HR & Admin, Head Office, Tvs Auto Bangladesh ltd for his enormous help and endless support throughout the dissertation period.

And last but not the least; thanks to all my office colleagues working at Tvs Auto Bangladesh ltd. The opportunity I had with Tvs Auto Bangladesh ltd is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

Abstract

The motorbike industry in Bangladesh has witnessed substantial growth in recent years, driven by factors such as increasing disposable income, improved road infrastructure, and changing consumer preferences. This thesis paper presents a comprehensive analysis of the product strategies adopted by three prominent motorbike manufacturers in Bangladesh: TVS Auto Bangladesh Ltd. The study utilizes a case study approach, incorporating both qualitative and quantitative research methods. Primary data is collected through interviews with key stakeholders, including executives from the respective companies, industry experts, and consumers. Additionally, secondary data from industry reports, academic literature, and online sources are employed to complement the primary findings. The analysis examines various aspects of the product strategies, including product development, market segmentation, branding, pricing, and distribution channels. Furthermore, it explores the unique challenges and opportunities faced by each company in the competitive landscape of the Bangladeshi motorbike industry. The findings reveal that all three companies have implemented distinct product strategies to cater to the diverse needs and preferences of Bangladeshi consumers. TVS Auto Bangladesh Ltd. have introduced a wide range of motorbike models with features and specifications tailored to different customer segments. Additionally, they have emphasized effective branding and marketing strategies to enhance their brand equity and attract target customers. The study concludes by providing valuable insights into the product strategies of TVS Auto Bangladesh Ltd. in the Bangladeshi motorbike industry. The findings contribute to the existing body of knowledge on product strategy and provide practical recommendations for motorbike manufacturers operating in Bangladesh. It is hoped that this research will serve as a valuable resource for industry practitioners, academics, and policymakers interested in understanding and improving the motorbike industry in Bangladesh.

Table of Contents

Cover Page i
Inner Page ii
Letter of Transmittal iii
Declaration of Student iv
Certificate of Supervisor v
Acknowledgment vi
Abstract vii
Table of Contents viii

CHAPTER 1 1-6
Introduction 1
1.1 Introduction 2
1.2 Origin of the Report 2
1.3 Background of the Study 2
1.4 Scope of the Study 3
1.5 Objectives of the Study 3
1.6 Methodology of the Study 3
1.7 Limitations of the Study 5

CHAPTER 2 7-14
Literature Review 7
2.1 Literature Review 8
2.1.1 Product Design and Features: Influencing Customer Preferences 10
2.1.3 Pricing Strategies: Determining Value Proposition 10
2.1.4 Branding and Market Positioning: Creating a Unique Identity 11
2.1.4 Product Design and Features 11
2.1.5 Pricing Strategies 12
2.1.6 Branding and Market Positioning 12
2.1.7 Challenges and Opportunities in the Motorbike Industry of Bangladesh 12
2.1.8 Case Study: TVS Auto Bangladesh Ltd 14

CHAPTER 3 15-34
Organizational Profile 15
3.1 History 12
3.2 Mission 12
3.3 Vision 13
3.4 Strategic Objectives 13
3.5 Core Values 13
3.6 Location 14

3.7 Corporate Information....17
3.8 Milestone....17
3.9 Product List....17

CHAPTER 4....35-41
Product Strategy of TVS Auto Bangladesh Ltd. 35
4.1 Analysis for Product Strategy of Motorbike Industry in Bangladesh....36
4.2 Product/Market Strategy....36
4.3 Strategy Evaluation....36
4.4 Sales & Marketing Strategy....36
4.5 Strategic Business Unit....37
4.6 Basis for segmenting the market....37
4.7 Definition of the markets for the product....37
4.8 Profile of the customers in each segment....37
4.9 Scope and dimensions of each market....38
4.10 Expected rate of growth of each segment....38
4.11 Requirements for success in each market....38
4.12 Marketing standing with established customers in each segment....38
4.13 Benefits customers in different segments derive from the product....38
4.14 Reasons for buying the product in different segments....39
4.15 Customer attitudes in different segments....39
4.16 Overall reputation of the product in each segment 39
4.17 Purchase or use habits that contribute to this attitude 39
4.18 Reasons that reinforce customer's faith in the company and product....39
4.19 Reasons that force customers to turn elsewhere for help in using the product....39
4.20 Life-cycle status of the product....40
4.21 Story of the product line quality development, delivery, service....40
4.22 Product reaches and improvements planned....40
4.23 Market share: overall and in different segments....40
4.24 Deficiencies in serving or assisting customers in using the product....40
4.25 Possibility of reducing services in areas where customers are becoming more self-sufficient....41

CHAPTER 5....42-45
Findings....42
5.1 Findings....43

CHAPTER 6....46-50
Recommendations and Conclusion....46
6.1 Recommendations....47
6.2 Conclusion....49
Bibliography....51
References....52