Thesis Report
On
Customer Relationship Management of the Motor Industry in Bangladesh: A Case Study on ACI Motors Limited

Submitted by:
Md. Shakil Ahamed
ID: MBA2303030006
Program: MBA
Major: Marketing
Semester: Summer 2024
Sonargaon University (SU)

Submitted to:
Department of Business Administration
Sonargaon University (SU)

Submitted For The Partial Fulfillment of The Degree of Master of Business Administration



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

Date of Submission: September 09, 2024

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Md. Shahbub Alam
Lecturer
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Letter of Transmittal

September 09, 2024

Md. Shahbub Alam
Lecturer
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of thesis paper.

Dear Sir.

With great gratification, I am submitting my research paper titled **"Customer Relationship Management of Motor Industry in Bangladesh: A Case Study on ACI Motors Limited."** As per partial accomplishment of the requirements for the MBA degree of the under the MBA Marketing program, I have completed the master paper from the Motor Industry of Bangladesh. It is an enormous prospect for me to gather vast information and appropriately grasp the subject matter. I found the research activity quite interesting, beneficial & insightful, and I tried my best to prepare an effective & credible report .

I honestly, not only anticipate that my analysis will provide a clear idea about Customer Relationship Management in the Motor Industry in Bangladesh but also optimistic enough to believe that you will find this research paper's worth for all the labor I have put into it. I welcome your entire query & and take pride in answering them.

Yours Sincerely

Md. Shakil Ahamed
ID: MBA2303030006
Program: MBA
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Declaration of Student

This is to notify you that, the thesis paper on "**Customer Relationship Management of Motor Industry in Bangladesh: A Case Study on ACI Motors Limited**" has been prepared as a part of my dissertation formalities. It is an obligatory part of my MBA program to submit a thesis paper.

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

Yours Sincerely

Md. Shakil Ahamed
ID: MBA2303030006
Program: MBA
Major: Marketing
Department of Business Administration
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Certificate of Supervisor

This is to certify that the thesis report "**Customer Relationship Management of Motor Industry in Bangladesh: A Case Study on ACI Motors Limited**" has been prepared as a part of the completion of the MBA program from the Department of Business Administration, Sonargaon University (SU), carried out by **Md. Shakil Ahamed,** bearing id: MBA2303030006 under my supervision. The report or the information will not be used for any other purposes.

Md. Shahbub Alam
Lecturer
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Acknowledgment

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

I want to thank my academic supervisor **Md. Shahbub Alam**, Lecturer, Department of Business Administration, Sonargaon University (SU), 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 ACI Motors Limited was 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 thank my official supervisors Mr. Engineer Asif Uddin Director, Service and Product Development, ACI Motors Limited, and Mr. Subrata Ranjan Das, Executive Director, ACI Motors Limited for allowing me the role of Assistant Manager, Manager to practice and knowledge generation of after-sales service at ACI Motors Limited without those contributions, it would have not been possible for me to conduct this period of work.

Abstract

This report is based on my experience in the Motors Industry of Bangladesh. This research helped me understand the challenges in Customer Relationship Management and how to effectively manage relationships with customers in the Motor Industry of Bangladesh. The findings and analysis encompass both primary and secondary data. Primary data were collected through face-to-face conversations with after-sales service officials, service correspondents, and relevant service sources. Secondary data were gathered from various organization publications, including newsletters, service guidelines, reports, handbooks, websites, and yearly reports. The report also provides an overview of the mission, vision, corporate philosophy, awards, achievements, and corporate milestones of Customer Relationship Management. The Motor industry in Bangladesh has experienced significant growth in recent years due to factors such as increasing disposable income, improved road infrastructure, and changing consumer preferences. This thesis presents a comprehensive analysis of customer relationship management by the motor industry in Bangladesh, with a focus on ACI Motors Limited. The study utilizes a case study approach, incorporating both qualitative and quantitative research methods. ACI Motors Limited has introduced a wide range of automobile & and mechanical products 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 ACI Motors Limited in the Bangladeshi motorbike industry. These 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 Motor industry in Bangladesh.

Table of Contents

Contents	Page Number
Title Page	i
Letter of Transmittal	ii
Declaration of the Student	iii
Supervisor's Certificate	iv
Acknowledgment	iv
Abstract	vi
Table of Content	vii-viii
Chapter: 01	**1-4**
Introduction	
1.1 Introduction	2
1.2 Origin of the project	2
1.3 Scope of the study	2
1.4 Background of study	3
1.5 Objective of the study	3
1.6 Methodology of the study	3
1.7 Limitations of the	4
Chapter: 02	**5-8**
Literature Review	
2.1 Literature Review	6
2.1.1 Definition and Components of CRM	6
2.1.2 Technology in CRM	6
2.1.3 Customer Loyalty and Retention	6
2.1.4 Challenges and Success Factors in CRM Implementation	6
2.1.5 Social CRM and Customer	6
2.1.6 Customer-Centric	6
2.1.7 Measurement of CRM Success	7
2.1.8 Ethical Considerations in	7
2.1.9 Global Perspective on	7
2.1.10 Integration of CRM and Marketing	7
2.1.11 Emotional Intelligence in Customer	7
2.1.12 Mobile CRM and Omnichannel	7
2.1.13 Social CRM and Community	7
2.1.14 CRM in the E-commerce	7
2.1.15 CRM and Customer	8
2.2 Case Study: ACI Motors Limited	8
Chapter-03	**9-30**
Organizational Profile	
3.1 History	10
3.2 Mission	10

3.3 Vision	10
3.4 Business Units	10
3.5 Subsidiaries	10
3.6 Joint Ventures	11
3.7 Location	11
3.8 Corporate Information	11
3.9 Organizational Structure	11
3.10 Departmental Activities	12-13
3.11 SWOT Analysis of ACI Motors	13-15
3.12 Product List	15-31
3.12.1 Agriculture Machinery	15-22
3.13 Automobiles	23-27
3.12 Infrastructure Development	28-29
3.13 Others Machinery	30-31
Chapter-04	**32-42**
Customer Relationship Management of ACI Motors Limited	
4.1 Customer Relationship Management	33
4.2 Types of Customer Relationship	33
4.3 CRM in the B2B	33
4.4 Customer Relationship Management Influencing	34
4.5 Customer Relationship Management's Essential	34
4.6 Customer Relationship Management's	34
4.7 Software for Customer Relationship	35
4.8 Purpose of Customer Relationship	35
4.9 Customer's Satisfaction & Loyalty	35
4.10 CRM Increases Customer Satisfaction &	35
4.11 Four C's of Customer Relationship	36
4.12 Customer Relationship Management	36
4.13 Understand and	37
4.14 Development and Customization	37
4.15 Importance of CRM at ACI Motors	37
4.16 CRM Implementation at ACI Motors	38-39
4.17 Customer Interaction Using CRM	39-42
Chapter-05	**43-44**
Findings	
5.1 Findings	44
Chapter-06	**45-47**
Recommendations and Conclusion	
6.1 Recommendations	46-47
6.2 Conclusion	47
Bibliography	**48**
References	**49**

Chapter: 01

Introduction

1.1 Introduction:

Bangladesh's economy depends heavily on various sectors including agriculture, automobiles, consumer goods, and RMG sectors. It is known that the service sector brings a major part of the economic earnings. Along with that imports of high-demand products also bring high economic support in this growing country. Almost one-third of Bangladeshi people are working in automobile activities now. Major macroeconomic factors including employment generation, poverty line improvement, development of human resources, and automobile manufacturing depend largely on the performance of the automobile sector. Continuous research is being done to catch advanced technologies so that new vehicles can be produced, and designed, and related steps of manufacturing can be done more efficiently. To ensure continuous progress in this industry we need to provide our workers with modern technologies for making something new. Keeping this in mind ACI Motors began its operation with a good range of machinery which is needed to manufacture, align, paint, assemble, disassemble, dent, and guarantee a supply of quality machinery and better after-sales service. All of these machines have got noticeable responses from customers. It is also to be noted that ACI Motors is the only Sole distributor of Yamaha Motors in Bangladesh which provides very reputed and demanding motorbikes in this local market such as FZS, FAZER, and R15 (in various versions). These models are manufactured in Bangladesh using Bangladeshi labor which also reduces a good amount of unemployment. Along with this, it should be noted that ACI Motors has recently selling construction equipment, commercial vehicles, and Agri-Machinery in Bangladesh. ACI Motors imports these quality products from China, India, Japan, and other countries. ACI Motors operates its sales activities by establishing sales and service centers all over the country and appointing dealers based on regions. To stay gently on the business track, perception, and brand awareness are very important. Some of the products could be more expensive to the customers, so customers are not able to buy in cash. In these cases, ACI Motors allows them to buy them on credit where they can pay the payment over the period in installments.

1.2 Origin of the Report:

This thesis paper is the outcome of extensive research conducted on the customer relationship management of the motor industry in Bangladesh. The author, havinga keen interest in marketing and a passion for the automobile sector, identifiedthe need for a comprehensive analysis of the customer relationship management employed by major automobile manufacturers and importers. The report draws upon various primary and secondary sources, including interviews with industry experts, market reports,company publications, and academic literature.

1.3 Scope of the Study:

The study will be conducted on "**Customer Relationship Management of Motor Industry in Bangladesh: A Case Study on ACI Motors Limited**" The report is descriptive. The study covers only various functional areas of Customer Relationship Management and focuses on the challenges in Establishing Sustainable Customer Relationship Management in the motor

industry of Bangladesh. No attempt is made to perform a detailed analysis of the effectiveness of the department. The findings are strictly based on the information provided by respective personnel and the information gathered from different sources. The concentration is on the facts as discovered.

1.4 Background of the Study:

The motor industry in Bangladesh has experienced remarkable growth in recent years, driven by factors such as rapid urbanization, improved road infrastructure, and increasing purchasing power of consumers. The entry of both domestic and international manufacturers has intensified competition, leading to a diverse range of automobile & and mechanical products available in the market. To gain customer satisfaction, companies need to develop effective customer relationship management with consumer preferences and market demands.

1.5 Objectives of the Study:

1.5.1 Broad Objective:

The broad objective of the report is the partial fulfillment of the degree of a Regular Master of Business Administration

1.5.2 Specific Objectives:

To frame the challenges in adopting an optimum sustainable Customer Relationship Management in Bangladesh. The objectives of the study are given below:

- Evaluate the Effectiveness of Current CRM Strategies.
- Explore the Integration of Advanced Technologies in CRM.
- Analyze the Impact of CRM on Customer Retention and Acquisition.
- Enhance Customer Satisfaction and Loyalty.
- Optimize Customer Engagement and Interactions.
- Data-Driven Decision Making and Personalization.

1.6 Methodology of the Study:

This study is based on secondary data to investigate the customer relationship management of ACI Motors Limited within the context of the motor industry in Bangladesh. To enhance the meaningfulness of the report, primary data was gathered through informal interviews with industry experts, including service managers, customer relationship managers, and executives from various companies.

1.6.1 Source of Data:

- **Primary Data:** Primary data was collected through informal interviews with industry experts, including service managers, customer relationship managers, and executives from different companies.
- **Secondary Data:** Secondary data is sourced from company annual reports, industry

publications, academic journals, and relevant books. To augment the report's significance, websites and relevant documents were utilized. Secondary data, collected from external sources, includes information related to the company obtained directly from internal and external sources. The sources of secondary data for this report encompass the company's annual report and official website, the company's official Facebook page, publications, and various articles on the internet.

1.7 Limitations of the Study:

There were some problems while I was preparing this report. A wholehearted effort was applied to complete the report and to bring a reliable and fruitful result. Despite having a wholehearted effort, there exist some limitations, which act as barriers. The limitations were:

- The time limit of the report was not sufficient.
- Detailed information was not possible due to regulations and restrictions given by the organization.
- The adoption of the organization takes a lot of time.
- Relevant papers and documents were not enough.

Chapter: 02

Literature Review

2.1 Literature Review:

Customer Relationship Management (CRM) is a strategic business approach that integrates people, processes, and technology to maximize relationships with customers. It has garnered significant attention in the literature due to its potential to enhance customer satisfaction, loyalty, and overall business performance.

2.1.1 Definition and Components of CRM:

CRM is defined as a comprehensive business strategy aimed at acquiring, retaining, and growing profitable customer relationships (Kumar & Reinartz, 2018). It comprises various components, including technology, processes, and people, working together to manage and analyze customer interactions throughout the customer lifecycle.

2.1.2 Technology in CRM:

Information technology plays a central role in CRM implementation. Advances in CRM technology, such as Customer Data Platforms (CDPs) and Artificial Intelligence (AI), enable businesses to collect, analyze, and utilize customer data more effectively, leading to personalized customer experiences (Rigby et al., 2019).

2.1.3 Customer Loyalty and Retention:

CRM is instrumental in building and maintaining customer loyalty. It emphasizes understanding customer needs, preferences, and behaviors, enabling businesses to tailor offerings and communication strategies that foster long-term relationships (Peppers & Rogers, 2016).

2.1.4 Challenges and Success Factors in CRM Implementation:

The literature recognizes challenges in CRM implementation, including issues related to data quality, employee resistance, and integration complexities (Chen & Popovich, 2003). Success factors often involve aligning CRM strategies with overall business objectives and ensuring organizational commitment.

2.1.5 Social CRM and Customer Engagement:

The advent of social media has led to the emergence of Social CRM, which focuses on engaging customers through social platforms. It emphasizes two-way communication, allowing businesses to respond to customer feedback and build a more interactive relationship (Greenberg, 2010).

2.1.6 Customer-Centric Approach:

CRM emphasizes a customer-centric approach, where businesses prioritize understanding and meeting customer needs. This approach involves collecting and leveraging customer data to personalize interactions, leading to increased customer satisfaction and loyalty (Buttle, 2009).

2.1.7 Measurement of CRM Success:

Effectively measuring the success of CRM initiatives is a critical aspect. Metrics such as customer lifetime value, customer satisfaction scores, and Net Promoter Score (NPS) are commonly used to evaluate the impact of CRM strategies on overall business performance (Reinartz et al., 2004).

2.1.8 Ethical Considerations in CRM:

The ethical implications of CRM practices have gained attention. Maintaining customer privacy, transparent data usage, and responsible handling of customer information are crucial to building and maintaining trust in CRM relationships (Kaplan & Haenlein, 2010).

2.1.9 Global Perspective on CRM:

With the globalization of markets, CRM has evolved to address the challenges of managing customer relationships across diverse cultures and markets. A global perspective considers cultural nuances and variations in customer behavior (Peelen & Beltman, 2013).

2.1.10 Integration of CRM and Marketing Automation:

The integration of CRM with marketing automation tools has become instrumental in delivering seamless customer experiences. This integration streamlines marketing processes, enhances lead nurturing, and ensures consistent messaging across channels (Bull, 2015).

2.1.11 Emotional Intelligence in Customer Interactions:

The role of emotional intelligence in CRM is increasingly recognized. Understanding and responding to customers' emotions positively impacts relationship building. Emotional intelligence skills among customer-facing staff contribute to enhanced customer satisfaction and loyalty (Goleman, 1995).

2.1.12 Mobile CRM and Omnichannel Experiences:

With the proliferation of mobile devices, the literature highlights the importance of Mobile CRM. Businesses are increasingly adopting mobile CRM strategies to engage customers on the go, contributing to seamless omnichannel experiences (Chaffey et al., 2016).

2.1.13 Social CRM and Community Building:

CRM extends beyond social media interactions, encompassing the creation of customer communities. Building online communities fosters customer engagement, enables peer-to-peer support, and facilitates valuable user-generated content (Greenberg, 2009).

2.1.14 CRM in the E-commerce Sector:

E-commerce businesses leverage CRM strategies to personalize online shopping experiences. Understanding customer preferences, recommending products, and providing tailored

promotions contribute to increased customer satisfaction and repeat purchases (Riquelme & Román, 2014).

2.1.15 CRM and Customer Analytics:

Customer analytics plays a vital role in CRM, enabling businesses to derive actionable insights from customer data. Predictive analytics, segmentation, and data-driven decision-making contribute to effective CRM strategies (Sheth, Parvatiyar, & Shainesh, 2002).

2.2 Case Study: ACI Motors Limited

A pertinent case study within the context of the motor industry in Bangladesh is ACI Motors Limited. Established as a subsidiary of ACI Limited, a Bangladeshi conglomerate, the company has leveraged its parent's expertise and experience to create a distinctive market presence. ACI Motors Limited has demonstrated an astute understanding of customer preferences, evidenced by the launch of innovative models equipped with features tailored to local requirements. The company's customer relationship management emphasizes a balance between company and consumer, aligning with the demands of the Bangladeshi market.

ACI Motors Limited's CRM efforts have contributed to its growing market share. Through effective communication and promotional activities, the company has managed to foster customer loyalty and increase consumer recognition. Furthermore, the company's commitment to after-sales service and customer support has reinforced its positive brand image, contributing to sustained customer patronage.

In conclusion, the motor industry in Bangladesh is experiencing rapid expansion driven by factors such as urbanization and increasing income levels. A comprehensive customer relationship management (CRM) strategy is crucial for automobile manufacturers seeking success in this competitive landscape. A nuanced understanding of customer preferences, continuous innovation, and effective communication are fundamental for differentiation and gaining a competitive advantage. Case studies, exemplified by ACI Motors Limited, showcase how companies can maintain effective CRM and align with local market requirements to achieve sustainable growth.

This literature review provides insights into the multifaceted nature of CRM, encompassing technological aspects and its impact on customer loyalty and engagement. A more in-depth exploration of these themes can further enhance our understanding of CRM's pivotal role in modern business practices. Additional perspectives, including emotional intelligence, mobile CRM, social CRM, e-commerce applications, and the integration of analytics into CRM practices, contribute to a comprehensive understanding of CRM's multifaceted nature. This expanded literature review also delves into ethical considerations, global perspectives, and the integration of CRM with emerging technologies, collectively contributing to a holistic understanding of Customer Relationship Management in contemporary business practices.

Chapter: 03

Organizational Profile

3.1 History:

ACI Motors was launched in 2007, to propagate a systemic change in the agricultural sector through increased mechanization of the agricultural process. To fulfill this vision, ACI Motors is striving to provide a "Complete Farm Mechanization Solution" to farmers by offering a wide range of agriculture machinery - Tractors, Power tillers, Reaper, Mini Combine Harvester, Rice Transplanters etc. covering the full cycle from land preparation and cultivation to crop preservation. ACI Motors entered the Construction Equipment Industry of Bangladesh in 2014 introducing CASE Construction Equipment. ACI Motors also became the distributor of the world-famous YAMAHA Motorcycles in Bangladesh in 2016.

3.2 Mission:

ACI's mission is to provide a quality of life to a massive number of people through the responsible application of knowledge, skills, and technologies. ACI is committed to excellence in their field through world-class innovative products and services along with active employees to provide the highest level of satisfaction to their customers.

3.3 Vision:

- To be in the highest position of leadership in each category of their businesses.
- Achieve the highest level of productivity in all sectors by using effective and efficient resources.
- To adopt relative technology and be familiar with their core competencies.
- Concern about the development of their employees by encouraging fulfillment of their demands and rewarding good innovation.
- Opportunities for learning and personal growth of its employees.
- Provide products and services of high and consistent quality, ensuring value for money to its customers.
- Provide qualitative improvement of the services to the suppliers and distributors.
- Establish harmonious relationships with the community and promote greater environmental responsibility within its sphere of influence.

3.4 Business Units:

- Pharmaceuticals.
- Consumer Brands & Commodity Products.
- Agribusinesses.

3.5 Subsidiaries:

- ACI Formulations Limited.
- ACI Salt Limited.
- ACI Pure Flour Limited.

- ACI Foods Limited.
- Consolidated Chemicals Limited.
- Premio Flex Plastics Limited.
- Creative Communication Limited.
- ACI Motors Limited.
- ACI Logistics Limited.

3.6 Joint Ventures:

- ACI Godrej Argo Vet Limited.
- Tetley ACI (Bangladesh) Limited.
- Asian Consumer Care (Pvt.) Limited.
- ACI Consumer Electronics.

3.7 Location:

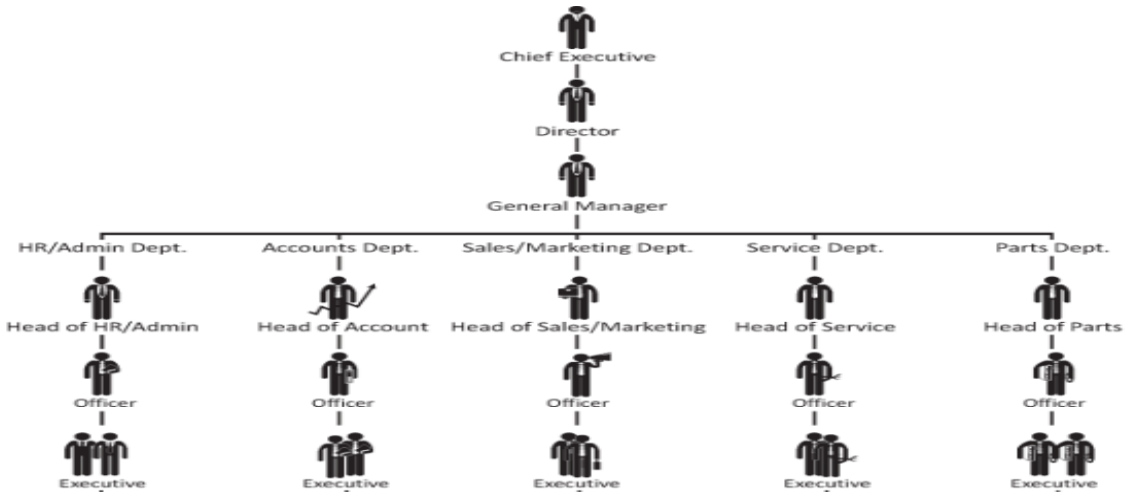
ACI Limited is headquartered in Tejgaon, Dhaka, Bangladesh, and has distribution facilities spread across the country. Additionally, the company has a national presence with sales and service networks in several countries.

3.8 Corporate Information:

Company Name: ACI Limited
Sister Concern: ACI Motors Limited
Industry: Automobile & Agriculture Machinery, Consumer, Pharmaceuticals
Founded: 1992
Chairman: Dr. M Anis Ud Dowla
Managing Director: Dr. M Arif Ud Dowla
Employees: Several thousand countrywide

3.9 Organizational Structure:

The typically hierarchical arrangement of lines of authority, communications, rights, and duties of organization. Organizational structure determines how the roles, power, and responsibilities are assigned, controlled, and coordinated, and how information flows between the different levels of management. A structure depends on the organization's objectives and strategy. In a centralized structure, the top layer of management has most of the decision-making power and has tight control over departments and divisions. In a decentralized structure, the decision-making power is distributed and the departments and divisions may have different degrees of independence. The managing director is regarded as the main head of the organization under which the director and General Manager fall. Under GM various department heads fall through. The HR Department, Account/finance Department, Sales/Marketing Department, Service Department, and Parts Department lies where all department heads are responsible for each department. An organizational chart illustrates the organizational structure of ACI Motors.



3.10 Departmental Activities:

3.10.1 HR Department:

The HR department of ACI Motors thinks of creating a supportive work environment where creativity, innovation, and productivity are practiced. They know if these things are being practiced successfully then they can easily dynamically achieve the business excellence. Human resources are the main and most important resource for any company. So training is a must for human

resources to prepare them for a competitive market. ACI Motors thinks about its training activities and provides needed support to develop the knowledge and skills of human resources. They practice team building and leadership meetings regularly. They also ensure an enjoyable work environment to fulfill the potentiality of an employee.

3.10.2 Administration department:

The administration department especially works to maintain a friendly environment through proper monitoring of the company policy.

3.10.3 Finance and Planning:

The Finance and Planning function of ACI Ltd. is the nerve center of the conglomerate. The major areas of its activities include:

- Corporate Finance
- Treasury
- Insurance and risk management
- Costing
- Credit Management
- Accounts payable management
- General Accounting
- Taxation
- New business management

3.10.4 Commercial Department:

The commercial department of ACI Motors is a functional and most operative department of the company. All the supply chain activities deals are served here. To run the business flawlessly this department is full of dedicated and hardworking employees and they are maintaining a good customer relationship between customers in both cases including national and international. They are achieving the best prices of the products and also measure the amount of cost savings of the employees. It spreads professionalism and expertise in commercial activities.

3.10.5 MIS Department:

- Related supports are solved in this department.
- It manages the internet support, LAN support, any bugs in software or hardware, and any linked support solution.

3.10.6 Distribution Department:

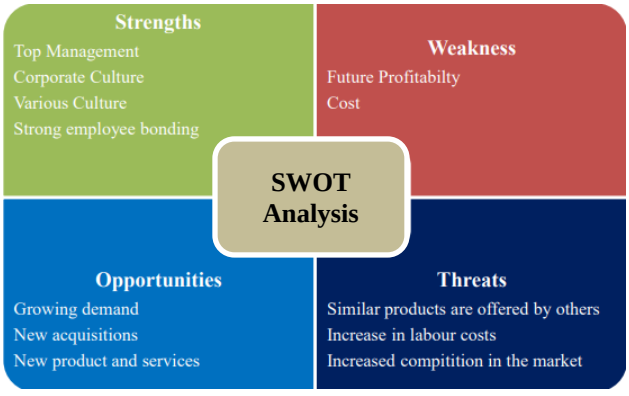
- ACI Motors strategically finds out the potential sales centers in twenty different locations all over the country.
- Through this department, it's are more than two fifty highly skilled and well-trained manpower covered all over the country.
- This department ensures the orders and deliveries at the proper time as well.

3.10.7 Training department:

ACI Motors organizes a training program each month and here they want to maintain a practice of good output from the employers. Through training sessions, the employers get the necessary knowledge and strategies for better and new strikes.

3.11 SWOT Analysis of ACI Motors Limited:

SWOT analysis refers to the analysis of strengths, weaknesses, opportunities, and threats of an organization. This facilitates the organization to make its future performance in comparison to its competitors. An organization can also study its current position through SWOT analysis. For all of these, SWOT analysis is considered an important tool for making changes in the strategic management of an organization.



3.11.1 Strength:

ACI motors in the pick-up/covered van market find some strengths. ACI is a very well-known company and they are playing with their brand name. ACI has a large number of dealers and retailers who convince potential customers to buy their products. ACI is an established company with skilled employees and it has better credit management than other competitors. Through direct observation and discussion with the ACI officials, I can point out some major strengths and weaknesses as well as some threats and opportunities regarding the various issues of ACI such as:

- Service Level.
- Operational efficiency.
- Technology.
- Employee efficiency etc. along with many other issues.

Top Management: The management group of ACI Motors is very efficient. All the officials and especially top management employees have experience from reputed companies in Bangladesh. Their skills, experience, and ambitions are the source of the company's long-term expansion. So, the top management of ACI is the vital strength of ACI motors.

Corporate Culture: ACI has an interactive corporate culture. Their friendly environment can give an employee trust retention and loyalty to the organization. ACI motors give good incentives for the fulfillment of targets. Employees can communicate between top-level management the lower-level management without barriers. And this is the main motivation factor for the employees.

Various Products and Services: ACI offers various types of products and services to its customers. So, customers can choose the right products that will fulfill their needs.

Strong Employee Bonding and Belongings: One of the major assets for the companies is loyal employees. A strong sense of commitment makes an organization stronger than others. The main cause of the strength is the strong organizational culture.

3.11.2 Weakness:

Competitive Market: Every organization has competitors in the market. The same happens to ACI. They have to think about their competitors when deciding products, prices, and promotional activities. They have to set a standard price if sustained in the market. It also takes effect on the company's profits.

Cost: Cost is a vital part of any manufacturing company. Each company always has to evaluate its costs before marketing any product. Though the cost gradually decreases after year after year here ACI motors cannot reduce their cost much.

3.11.3 Opportunities:

Growing Demand: Day-by-day pick-up/covered van demands are increasing and ACI Motors grabs this opportunity to show up a new product to their customers. They have to find more opportunities like this that can strike and make a noticeable profit shortly.

New Acquisitions: Already ACI motors are having deals with little vendors about acquisition. It is a very good strategy for both parties. ACI Motors can easily find vendors who are interested in doing business with them then they can go for it. In the future, if they do some acquisition contract with some renowned brand then they can earn more profit from this segment.

New Products and Services: Finding new products or ideas always makes a good forecast of success. As this business is not new in this country ACI Motors gradually posts new tastes and features that will be eye-catching for the customers.

3.11.4 Threats:

Similar Products Are Offered by Others: ACI Motors introduces a new brand of truck in the local market. These may be matched with competitors in some cases. So ACI motors have to be more creative to introduce new products and should have some verities on their product.

Increase in Labor Costs: As an assembling company, labor cost is a very big threat to the organization. ACI labor costs are comparatively higher than their compactors.

Increased Competition in The Market: ACI Motors doing business in a competitive market. So, this is a big threat for ACI limited to doing business in the competitive market.

3.12 Product List:

3.12.1 Agriculture Machinery:

ACI Motors offers the most complete lineup of high-horsepower agricultural machinery on the market. ACI Motors started its operation with a product range of agriculture machinery like tractors and Power tillers and ensured the supply of high-quality spare parts and exceptional after-sales service. ACI Motors has introduced Sonalika Tractor of ITL (International Tractors Limited), which has been specially designed for Bangladesh making it suitable for small land sizes & and roads. Subsequently, a Diesel Engine and Dandong Combine Harvester were added. Now, ACI Motors has the most diversified portfolio that also includes ACI Diesel Engine, ACI Reaper, ACI Rice Transplanter, ACI Water Pump, and ACI Mini Combine Harvester that have been customized keeping in mind the need for fuel efficiency and unique soil condition of the country and also, Crop Preservation technologies to provide 360° service for the advancement of the rural scene of Bangladesh. All the brands introduced by ACI have received tremendous responses from the farmers. ACI Motors has opened a refurbishment unit for Tractors to promote agricultural growth.



Sonalika Tractor



Sonalika Rotavator



ACI Diesel Engine



ACI Power Tiller



Yanmar Combine Harvester



Yanmar Rice Transplanter

সোনালীকা ট্রাক্টরে বিনিয়োগ ও লাভের হিসাব

		চাষের ট্রাক্টর (৩ মাসের বা ১ সিজনের হিসাব)	পরিবহনের ট্রাক্টর (৯ মাসের বা ১ সিজনের হিসাব)
ব্যয়	ডিজেল/লিঃ (৬৫ টাকা)	৬০ লিটার	২৫ লিটার
	শ্রমিক	২ জন	৪ জন
	সময়	১ দিন	১ দিন
প্রতিদিন খরচ	ডিজেল খরচ	৪০০০	১৭০০
	শ্রমিকের খরচ	১৬০০	২০০০
	মেইনটেনেন্স	৩৫০	১৫০
	মোট খরচ	৫৯৫০	৩৮৫০
আয়ের হিসাব	প্রতিদিন মোট আয়	১২০০০	৫৮০০
	প্রতিদিন সকল খরচ বাদে আয়	৬০৫০/-	১,৯৫০/-
	এক সিজনে আয়	৫,৪৪,৫০০/-	৫,২৬,৫০০/-

* দুই থেকে তিন সিজনেই বিনিয়োগকৃত অর্থ ফেরত পাওয়া সম্ভব।

চাষে সেরা ফিনিশিংয়ের জন্য থাকছে



সমৃদ্ধ মডেল সোনালীকা স্মার্ট রোটোভেটর

- সোনালীকা ট্রাক্টরের গতির সাথে সামঞ্জস্য রেখে প্রচলিত রোটোভেটর বা কোদাল সিলন অন্য রোগের ব্লেড ও অধিক সলন হার করতে সাহায্য করে
- গভীরতা পেরেকিং করা, যা দীর্ঘস্থায়ী উন্নত ও নিশ্চিত করে এক সহিতা প্রতিরোধক।



সিকমা রোটোভেটর

- কুচনের সহিত পিটিও ড্রাইভ শাফট ও ৪ পিন পিয়ার বক্স
- সিকমা রোটোভেটরের গেয়ারের টেপার, থাকায় প্রচলিত অন্যান্য রোটোভেটরের তুলনায় বেশি থাকায় সিকমা রোটোভেটর মজবুত ও দীর্ঘস্থায়ী।

এ সি আই মটরস্ এর শো-রুম

ঠাকুরগাঁও শো-রুম
পশ্চিম পোরশাপাড়া, পঞ্চগড় রোড, ঠাকুরগাঁও
মোবাইল: ০১৭৯৯৯৯৩১৪৬

যশোর শো-রুম
৭৭ চাঁচড়াসোড়, বেনাপোল রোড, যশোর
মোবাইল: ০১৭০০০১৫৮০৭।

দিনাজপুর শো-রুম
সিরাপুর বাসস্ট্যান্ডের নিকট (দক্ষিণ)
দিনাজপুর। মোবাইল: ০১৭০০০১৫৮৩৬

বরিশাল শো-রুম
হুলাতলী মোড়, বরিশাল
মোবাইল: ০১৭৫৫৫৮২৬১০

রংপুর শো-রুম
বাস লেইন রোড, হাজীপাড়া, রংপুর
মোবাইল: ০১৭০০০১৫৮১১

গাজীপুর শো-রুম
টেকেরপাড়া, জয়দেবপুর চৌরাস্তা, গাজীপুর
মোবাইল: ০১৭০৮৫৫৪৬০৫

বগুড়া শো-রুম
জয়পুর পাড়া, বগুড়া
মোবাইল: ০১৭১৪১৬৩২৮২

সিলেট শো-রুম
দক্ষিণ সুরমা, শিরোজপুর, সিলেট
মোবাইল: ০১৭০০০২৪২৬৮

কুমিল্লা শো-রুম
পদুয়ার বাজার, বিশ্বরোড, লাকসাম
রোড, কুমিল্লা
মোবাইল: ০১৭৫৫৫৮২৬২২।

এ সি আই সেলস্ টিম

রংপুর	০১৭০৮৪০৭৫১২	খোলা	০১৭৫৫৫৮২৬২৬
পঞ্চগড়সিদাকট	০১৭৯৯৯৯০০৮১	সিলেট	০১৭০০০২৮৪৬১
ঠাকুরগাঁও	০১৭৫৫৫৮২৬২৩	ময়মনসিংহ	০১৭০০৭৬৮৭৫১৪
দিনাজপুর	০১৭০০০২৪৪৯৫	গাজীপুর	০১৭০৮৪৫৫৬০৫
বগুড়া	০১৭৩৯৫৪৬৮৫৫	কিশোরগঞ্জ	০১৭১৪১৬৩৩৮৫
সিরাজগঞ্জ	০১৭১৫৪৩৫১০৩	ঢাকা	০১৭১৪১৬৩৩৬৭
রাজশাহী	০১৭১০৫৩২৬১	কুমিল্লা	০১৭৫৫৫৮২৬২০
যশোর	০১৭১৪১৬৩৩২৯	নোয়াখালী	০১৭০০০২৪৩৬১
চুয়াডাঙ্গা	০১৭০০০২৪২৭৬	চট্টগ্রাম	০১৭৫৫৫৩৪১৮৭
ফরিদপুর	০১৭০০০২৪২৭১		











সোনালীকা ট্রাক্টরের বিশেষ বৈশিষ্ট্যসমূহ

২০০০ ঘন্টা অথবা ২৪ মাসের ওয়ারেন্টি ও ফ্রি সার্ভিসিং এর সুবিধা

আমাদের সকল মডেলের জন্য রয়েছে আজীবন বিক্রয়োত্তর সেবা



- **আরামদায়ক ও প্রশস্ত প্লাট ফর্ম ঃ** বড় স্পেস সকল কাজে সুবিধা
- **আধুনিক স্টিয়ারিং ঃ** ট্রাক্টর চালানোকে করে আরও সহজ
- **প্রোজেকশন হেডলাইট ঃ** জোড়ালো আলোতে পথ চলা করে সহজতর
- **নেক্সট জেনারেশন সিট ঃ** অধিক সময় ক্লান্তিহীন কাজ
- **স্টাইলিশ লুক ও অ্যারোডায়নামিক বডিঃ** অধিক গতি ও সেরা পারফরমান্স
- **আধুনিক হাইড্রোলিক সিস্টেম ঃ** অধিক নিয়ন্ত্রণ ও অধিক ভার উত্তোলনে সক্ষম
- **ডিজিটাল ইনস্ট্রুমেন্ট ক্লাস্টারঃ** অত্যাধুনিক মনিটরিং সুবিধা
- **হাই গ্রাউন্ড ক্লিয়ারেন্স ঃ** জমির আইল ও ডাইভারশন সহজে পার হতে পারে
- **HS-HT গিয়ার বক্সঃ** অধিক গতি ও ব্যাকআপ টর্ক
- **HDM ইঞ্জিন ঃ** অধিক শক্তিশালী ও তেল সাশ্রয়ী ইঞ্জিন
- **হিট প্রটেকটর শিল্ড ঃ** ইঞ্জিন এর তাপ থেকে রক্ষা করে

DI সিরিজ



মডেল	হর্স পাওয়ার	সিলিন্ডার	ইঞ্জিনের সিসি	গিয়ারবক্স	ব্রেক	টায়ার সাইজ
DI-745 III	৭৪	৩	২৭৮০	সেকানিক্যাল	ওয়েটবি	পিছনে 13.6 X 28, সামনে 6.0 X 16
DI-750	৫০	৩	৩৬৯৭	সেকানিক্যাল	ওয়েটবি	পিছনে 14.9 X 28, সামনে 6.0 X 16

সুপ্রিম সিরিজ



মডেল	হর্স পাওয়ার	সিলিন্ডার	ইঞ্জিনের সিসি	গিয়ারবক্স	ব্রেক	টায়ার সাইজ
সিগমা ৩৫ প্লাস	৩৯	৩	২৭৮০	সেকানিক্যাল	ওয়েটবি	পিছনে 13.6 X 28, সামনে 6.0 X 16
সিগমা ৪৫ প্লাস	৪৫	৩	২৮৯১	সেকানিক্যাল	ওয়েটবি	পিছনে 13.6 X 28, সামনে 6.0 X 16
সিগমা ৪৮ প্লাস	৪৮	৩	৩৩৬৭	সেকানিক্যাল	ওয়েটবি	পিছনে 18.4 X 28, সামনে 6.0 X 16
সিগমা ৫০ প্লাস	৫০	৩	৩৩৬৭	সেকানিক্যাল	ওয়েটবি	পিছনে 18.4 X 28, সামনে 6.0 X 16
সিগমা ৫৫ ফাইনাম্যাক্স	৫৫	৪	৩৭৩৭	পাওয়ার	ওয়েটবি	পিছনে 16.9 X 28, সামনে 7.5 X 16

টাইগার সিরিজ



মডেল	হর্স পাওয়ার	সিলিন্ডার	ইঞ্জিনের সিসি	গিয়ারবক্স	ব্রেক	টায়ার সাইজ
৫২ প্লাস	৫২	৩	৩৩৬৭	পাওয়ার	ওয়েটবি	পিছনে 16.9 X 28, সামনে 6.0 X 16
৬০ প্লাস	৬০	৪	৩৭৩৭	পাওয়ার	ওয়েটবি	পিছনে 16.9 X 28, সামনে 7.5 X 16
৭৫ প্লাস	৭৫	৪	৩৭৩৭	পাওয়ার	ওয়েটবি	পিছনে 16.9 X 28, সামনে 7.5 X 16

এ সি আই রিপার

Kubota প্রযুক্তির ধান/গম কাটার যন্ত্র

সরাসরি ভিয়েতনাম থেকে আমদানীকৃত



অরজিনাল HONDA ইঞ্জিন

১ ফটায় ১০০ শতাংশ জমির ধান/গম কাটা যায়

এক মৌসুমেই মূলধন ফেরত

এই মেশিন ব্যবহারে খরচ সাশ্রয় হবে ৮৭%

- ধান কাটার মৌসুমে শ্রমিক সমস্যার সমাধান দিবে
- কম সময়ে বেশী ফসল কাটার জন্য দূর্যোগের সময় ফসল রক্ষা পাবে
- গাছের গোড়া থেকে কাটা যায় বলে খড়ের কোন ক্ষতি হয় না
- পেট্রোল কম লাগে তাই উৎপাদন খরচ বাঁচায়


অবিরাম সেচে নেই যার তুলনা
এ সি আই ডিজেল ইঞ্জিন
নামটা তার ভুলো না
ACI MOTORS R170A CD
ACI ডিজেল ইঞ্জিন
ACI এ সি আই মটরস্


ACI পাওয়ার টিলার
ACI এ সি আই মটরস্
পুরানো টিলার বদলে এবার
নিয়ে নিন
নতুন টিলার
যেকোনো ব্র্যান্ডের পুরানো পাওয়ার টিলার বদলে
নিয়ে নিন নতুন এ সি আই পাওয়ার টিলার
এই অফারটি চলবে পুরো নভেম্বর ও ডিসেম্বর মাসজুড়ে
*শর্ত প্রযোজ্য


YANMAR
ACI
এ সি আই মটরস্
আমন মৌসুমে
ধান সংগ্রহে কৃষকের ভরসা যখন
ইয়ানমার এ
সফল্য আসবেই
ধান কাটার পর খড় আস্ত থাকে
স্মার্ট অ্যাসিস্ট রিমোট সম্বলিত হারভেস্টার
২৫০০-৩০০০ টাকা একর প্রতি গড়ে লাভ হয়
৪ সিজনে (২ বছর) ধান কাটলে বিনিয়োগের টাকা তুলে আনা সম্ভব
YANMAR
YANMAR AG 600
সারাদেশ ব্যাপী
৫০% বা ৭০%
সরকারী ভর্তুকিতে
পাওয়া যাচ্ছে


ওয়াটার পাম্প
সারফেস জেট পাম্প
শহরের পানি সমস্যা
দূর করতে..
২ বছরের
ওয়ারেন্টি
16509

3.12.2 Automobiles:

ACI Motors became the distributor of YAMAHA Motorcycles in 2016. ACI Motors brings the best of YAMAHA, meeting the demand of the people - the sporty FAZER FI, YZF R15, and FZS FI, designed with excellent ergonomics for the adventurous with the comfortable riding position and seat ensuring the rider can enjoy a weekend getaway or head off on a touring holiday, the befitting family bikes SALUTO Disc and SALUTO Drum, designed with a priority on fuel economy and practicality and SZ-RR for the 'Powerful and Stylish Commuter.
Also, we are happy to announce that FOTON is now with ACI Motors. FOTON Motor Group is one of the renowned Group of company that designs and manufactures a full series of commercial vehicles including medium and heavy-duty trucks, light-duty trucks, vans, pickups buses.




ACI Motors
YAMAHA
Revs Your Heart
FZ-S FI V3.0 BS6 NOW AT
267,000 TK
PRICE: 270,000/-
FZ-S FI V3.0 NOW AT
230,000 TK
PRICE: 233,000/-
REVVED-UP WINTER
* CASHBACK OFFER ON YAMAHA FZ-X IS APPLICABLE ON PRE-BOOKINGS ONLY. * THE OFFERED PRICE WILL BE VALID UNTIL FURTHER ANNOUNCEMENT.
*CONDITIONS APPLY


YAMAHA
Revs Your Heart
ITS!YAMAHA
SALUTO
THE CHAMPION OF MILEAGE
Saluto Disk
Tk.170,000
Saluto Drum
Tk.160,000
78kmpl*
125cc
BLUE CORE
FUN & ECO
YAMAHA
ACI Motors


ACI Motors
YAMAHA
Revs Your Heart
PRE-BOOK NOW
aerox 155 with ABS
GREY VERMILLION | METALLIC BLACK | RACING BLUE | SILVER
FZ-X
DARK MATTE BLUE | MATTE COPPER | MATTER BLACK
BDT 530,000/-
BDT 299,000/-
305,000/-


FOTON
ACI Motors
VIEW CS2
Beyond Big


FOTON
ACI
ACI Motors
Technology
Leading Into The Future
HOSPITAL
AMBULANCE
AMBULANCE
VIEW C2
Isuzu Technology Engine


FOTON
ACI Motors
Technology
Leading Into The Future
PARTS & SERVICE NETWORK
FOTON
1.5 Ton
PICKUP
COVERED VAN
Isuzu Technology Engine
Low Fuel Cost


FOTON
ACI Motors
Technology
Leading Into The Future
PARTS & SERVICE NETWORK
FOTON
3.5 Ton
MINI TRUCK
COVERED VAN
Powerful 3.76L Engine
Long & Strong Cargo body

3.12.3 Infrastructure Development Machinery:

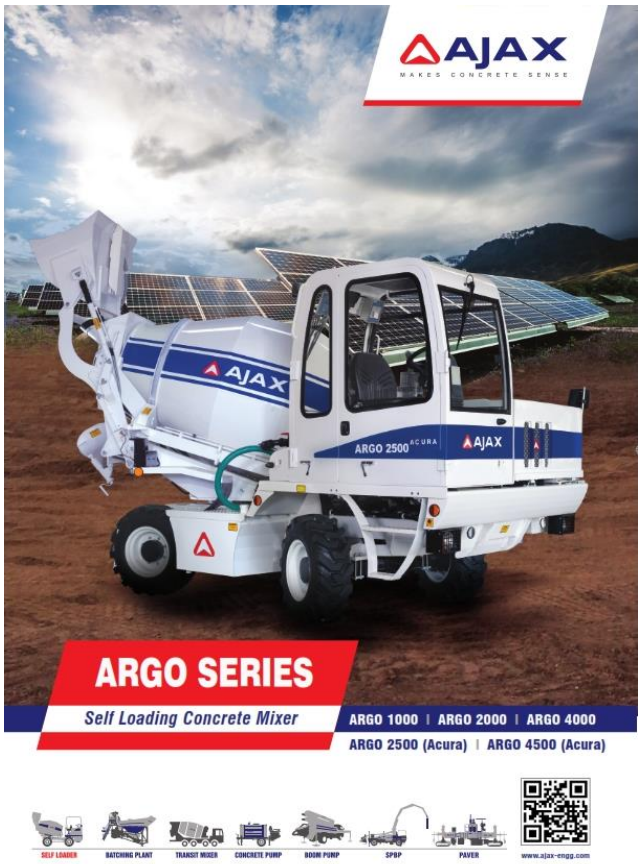
ACI Motors entered the Earth Moving Industry of Bangladesh in 2014 and represents the world's leading full-line construction equipment manufacturers in "Case Construction Equipment" providing Backhoe Loader, Soil Compactor, Tandem Roller, etc. In 2017, ACI Motors added China's leading brand "LOVOL Construction Equipment" for the Wheel Loader and Mini Excavator segment. Another milestone ACI Motors has reached by introducing the World's most famous Japanese Brand "KOBELCO" in the segment of premium brand Excavator. KOBELCO ensures its product's excellence and prestigious approach to customers by infusing the most advanced technology throughout the machines. In 2019, ACI Motors Ltd. brought the world's best Pick-&-Carry crane from Indo Farm Equipment Ltd. Indo Power offers cranes from 12 Ton to 30 Ton based on Hydra, FNX, and FN series.

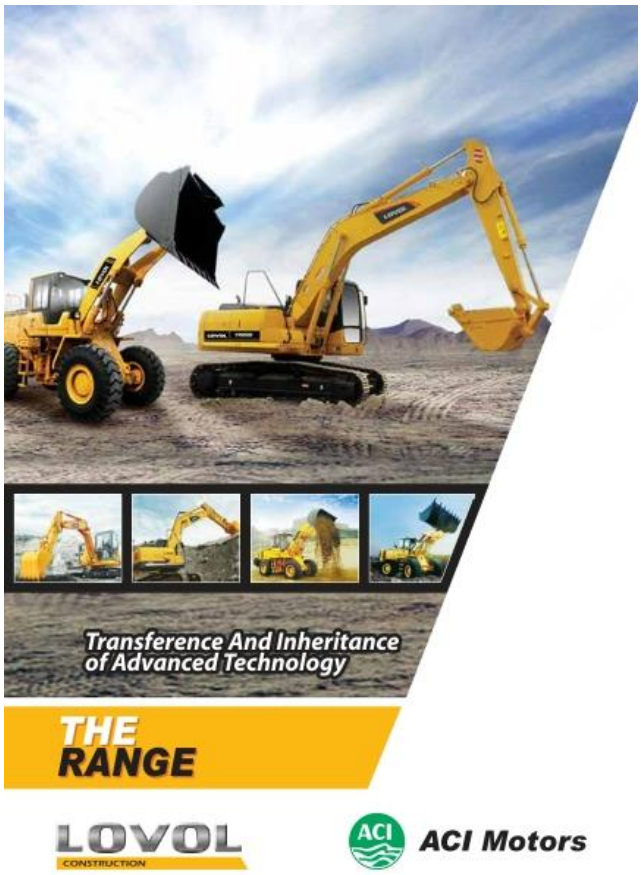




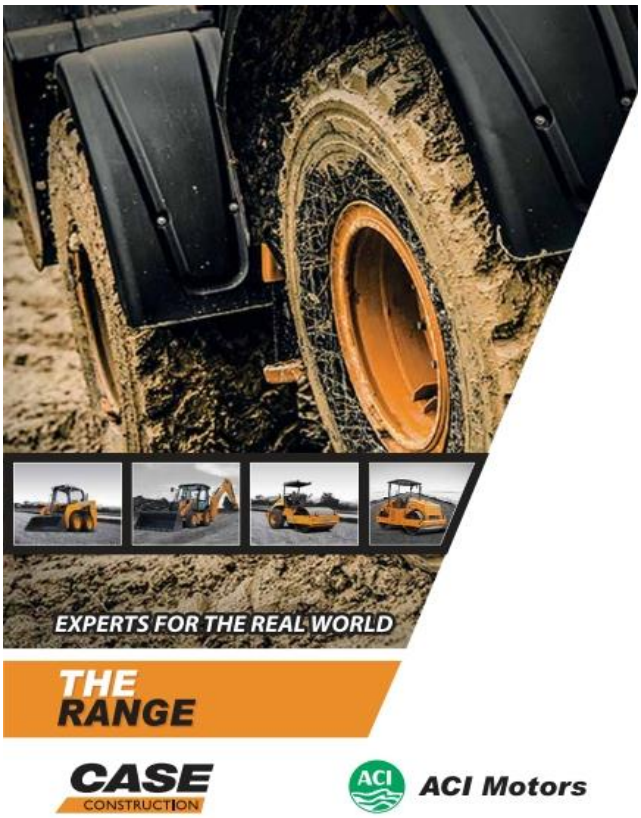





AJAX
MAKES CONCRETE SENSE
ARGO SERIES
Self Loading Concrete Mixer
ARGO 1000 | ARGO 2000 | ARGO 4000
ARGO 2500 (Acura) | ARGO 4500 (Acura)
SELF LOADER
BATCHING PLANT
TRANSIT MIXER
CONCRETE PUMP
BOOM PUMP
SPBP
PAVER
www.ajax-engg.com

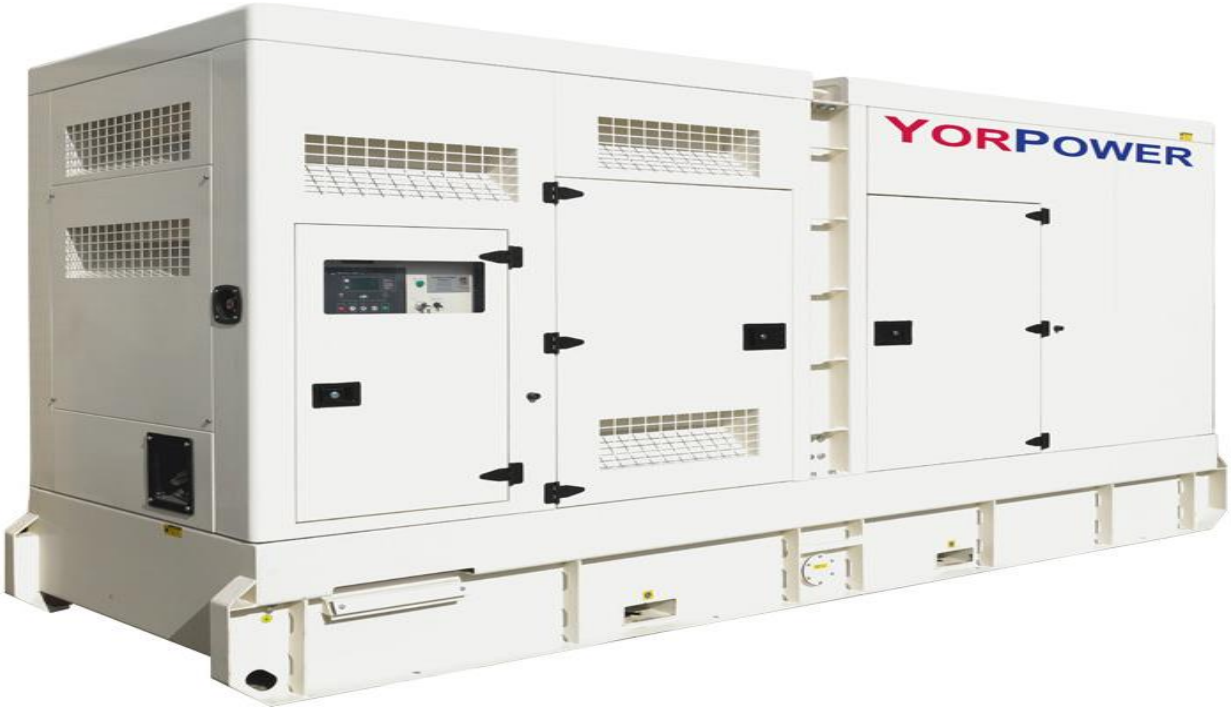

Transference And Inheritance
of Advanced Technology
THE
RANGE
LOVOL
CONSTRUCTION
ACI
ACI Motors


We Save You Fuel
Achieving a Low-Carbon Society
THE
RANGE
Save Further Fuel
XD - Extreme Duty Structures & Components
Highest Forces & Speed for Highest Productivity
• 35% Less Operator Effort • International Level Cabin
POWER MEETS EFFICIENCY
GENERATION 10
KOBELCO
ACI
ACI Motors


EXPERTS FOR THE REAL WORLD
THE
RANGE
CASE
CONSTRUCTION
ACI
ACI Motors

3.12.4 Other Machinery:

ACI Motors has set the industry benchmark of providing the best after-sales service in only 6 hours anywhere in Bangladesh. We have established a large network with our own sales and service center at 8 locations and hundreds of Authorized Parts Dealers all across the country. We have a Customer Care Helpline (09606666677) that operates from 9:00 am to 6:00 pm every day.






YAMAHA
EF2600 FW


YAMAHA


24 L
Oil Free
ACI
AIR COMPRESSOR
6


YAMAHA
EF
EF10500E


ACI
SMART
HARDWARE TOOLS
3.0m


ACI
SMART
POWER TOOLS

Chapter: 04

Customer Relationship Management of ACI Motors Limited

4.1 Customer Relationship Management:

In this dynamic world, where businesses are rapidly expanding and customers minds are continually seeking change, it is challenging to sustain and excel in a competitive market without establishing proper relationships and effective communication with customers. Maintaining a robust relationship with customers is imperative for sustained success.
As a leading player in the automotive sector and an organization that has grown rapidly alongside its customers, bringing about significant changes in their lives, ACI MOTORS recognizes the paramount importance of effectively managing customer interactions and experiences. This chapter explores how ACI Motors has strategically implemented CRM practices and leveraged sophisticated software tools to enhance customer relationships, drive sales, and foster brand loyalty.

4.2 Types of Customer Relationship Management:

4.2.1 Marketing and Customer Service:

CRM systems track and measure marketing campaigns over multiple networks. These systems can track customer analysis by customer clicks and sales. Places where CRM is used include call centers, heavily used in social media, direct mail, data storage files, banks, and customer data queries.

4.2.2 CRM in Customer Contact Centers:

CRM systems are customer relationship management platforms. It is a platform for progressing the payments and other related query management. Their goal is to track, record, store in databases, and then data mine the information in a way that increases customer relations.

The CRM codifies the interactions between you and your customers. So, that you can maximize sales and profits using analytics to give the users as much information on where to focus your marketing, and customer service to maximize revenue and decrease idle and unproductive contact with your customers. The CRM software is installed in the contact Centers and helps direct customers to the right agent or self-empowered knowledge. CRM software can also be used to identify and reward loyal customers over some time.

4.3 CRM in the B2B market:

The modern environment requires one business to interact with another via the web. According to a Sweeney Group definition, CRM is “all the tools, technologies and procedures to manage, improve, or facilitate sales, support and related interactions with customers, prospects, and business partners throughout the enterprise”. It assumes that CRM is involved in every B2B transaction. Despite the general notion that CRM systems were created for customer-centric businesses, they can also be applied to B2B environments to streamline and improve customer management conditions. B2C and B2B CRM systems are not created equally and different CRM software applies to B2B and B2C conditions. B2B relationships usually have longer maturity times than B2C relationships. For the best level of CRM operation in a B2B

environment, the software must be personalized and delivered at individual levels.

4.4 Customer Relationship Management Influencing Factor:

CRM success is influenced by various factors, with reliability standing out as a crucial element. The dependability of IT systems managing customer relations directly impacts CRM reliability. Meeting customer expectations and providing excellent service hinge on the consistent and accurate completion of tasks, encompassing aspects like order fulfillment, billing accuracy, and error-free transactions. Customization plays a central role, offering personalized products, timely delivery, and reasonable prices. Customer attraction, fueled by satisfied customers, motivates retention a key goal in relationship marketing, especially in saturated markets. It is pivotal, in aiding CRM process redesign and fostering innovative connections with stakeholders. Responsiveness, customer orientation, and commitment are integral, to ensuring prompt service, customer-focused management, and unwavering dedication to CRM projects, crucial for delivering customer value efficiently.

4.5 Customer Relationship Management's Essential Elements:

CRM has several components. CRM is commonly used effectively in three fields:
Customer service: A business has an office where employees can interact with customers. These are the mechanisms through which the company manufactures goods and provides services to its customers, communicates with you, and works with its customers. Every customer contact is recorded and processed in the CRM database, which other employees can access if necessary.

Salesforce automation: The company's sales divisions are constantly looking to sell to new and existing customers. The CRM software's sales power management feature allows the sales team to document each customer's contact information. Because there are few opportunities for doubling effort, it can increase sales force productivity. Instead of a sales team, the other employees ensure that they have up-to-date contact information for customers. It is necessary when customers approach employees rather than the sales team.

Campaign management: primarily a sales team focused on a program where requirements are met by a diverse group of customers. As an enticement, these customers are given targeted products and occasionally special offers. CRM applications for collecting campaign and customer response data.

4.6 Customer Relationship Management's Components:

Customer: Customers play an important role. Every business's future growth or benefit is dependent on customers. CRM aids in the control or evaluation of customers through the development of tools. CRM is in charge of customer-company relationships. The relationship requires two-way communication and ongoing contact. Exchanging, attracting, converting, retaining, and rising are some of the connections.

Management: The marketing team's responsibilities do not end with CRM. It includes the analysis of data gathered from customer experiences. It translates into insight through

awareness and aids in the discovery of new marketing opportunities.

4.7 Software for Customer Relationship Management:

Customer relationship management began to emerge in the early 1970s when customer satisfaction was measured through annual surveys or front-line questioning. Businesses had to rely on individual mainframe systems to automate sales at the time, but technological advancements allowed them to categorize customers in spreadsheets and lists. The pivotal year was 1982 when Kate and Robert Kestnbaum pioneered the concept of database marketing, which involved using statistical methods to analyze and collect customer data. Four years later, Pat Sullivan and Mike Muhney of Dallas released an act, a customer evaluation system based on the digital Rolodex principle, offering for the first time a well-structured contact management service. Numerous developers tried to maximize the potential of leads, including Tom Siebel, who signed the first CRM product Siebel Systems in 1993. Nonetheless, CRM as a term gained popularity only in 1997, thanks to the efforts of the companies Siebel, Gartner, and IBM. Leading CRM products were enhanced with enterprise resource planning ERP functions, as well as shipping and marketing capabilities, between 1997 and 2000.

4.8 Purpose of Customer Relationship Management:

- Business users can easily access and control customer information.
- Management of customer relationships and improved service delivery.
- Recruitment and retention in business.
- Product evaluation of market or service hype.
- Marketing cost reduction Marketing campaign to increase awareness capability.

4.9 Customer’s Satisfaction & Loyalty

Customer satisfaction means that during the product cycle, customer demands, preferences, or needs are met or resolved, increasing repurchasing and consumer loyalty. "Customer satisfaction is an assessment of a company's pre-purchase desires and the outcomes obtained following the purchase act." A very pleased customer

- He's been shopping for quite some time.
- Purchase more as you develop new products and expand existing ones.
- Talks highly of the company and its products.
- Ignores trademarks that compete with the company's products focus on price rather than quality, and offer the firm suggestions and ideas about products and services.

4.10 CRM Increases Customer Satisfaction & Loyalty:

A customer is loyal when committed to repurchasing a preferred service or product despite marketing efforts and situational influences that may cause switching behavior. Companies should invest in relationship building and customer intimacy with loyal customers, leading to stronger loyalty. Customers who buy a company's product regularly tend to generate more

revenue and are less expensive to serve than other customers. CRM ensures increased customer profitability. CRM adds value to the customer, so it undoubtedly helps to build profitable customer relationships.

4.11 Four C's of Customer Relationship Management:

4.4.1 Correlate:

A series of transactions and interactions that make up a dialogue between the customer user and the organization.

4.4.2 Combine:

The mapping and management interaction points between a customer/channel/end user and organization.

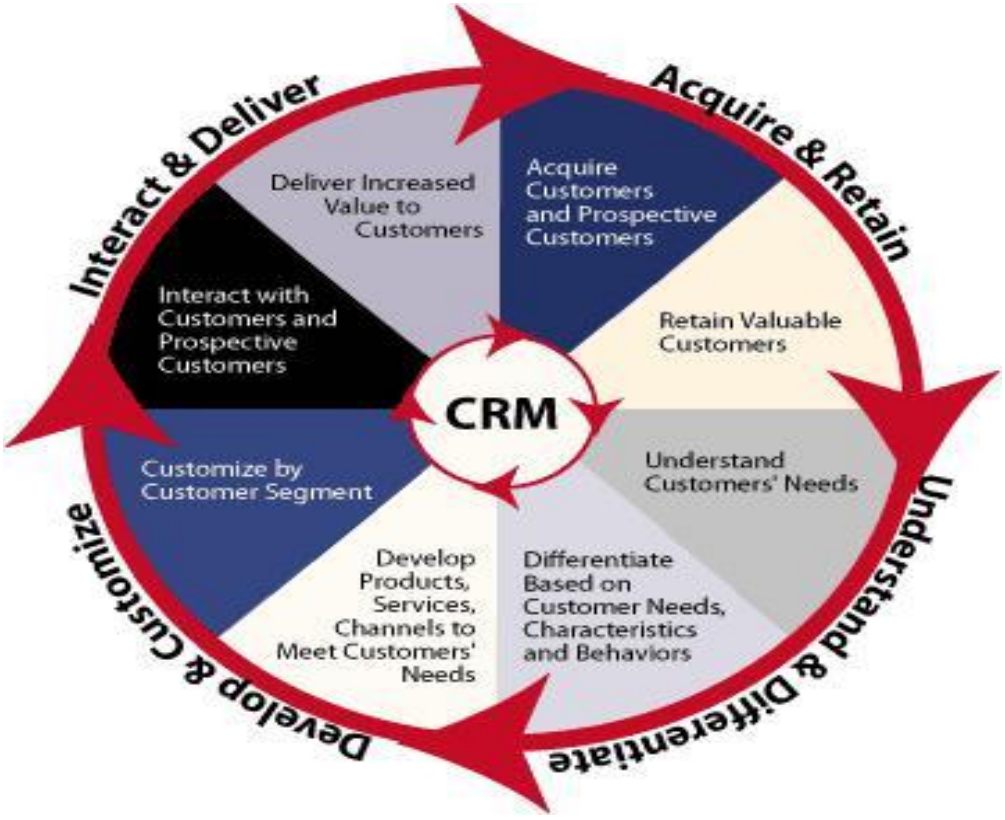
4.4.3 Cognize:

The insight gained through the capture and analysis of detailed information is to create continuous learning from the data warehouse and knowledge base that is created, integrated, and analyzed.

4.4.4 Connect:

The application of insight to create relevant interaction or communication with consumers, customers, channels, suppliers, and partners that build value relationships.

4.12 Customer Relationship Management Cycle:



4.13 Understand And Differentiate:

We cannot have a relationship with customers unless we understand what they value, what types of services are important to them, how and when they like to interact, and what they want to buy. True understanding is based on a combination of detailed analysis and interaction. Several activities are important. Profiling to understand demographics, purchase patterns, and channel preferences. Segmentation to identify logical unique groups of customers that tend to look alike and behave similarly. While the promise of "one-to-one" marketing sounds good, we have not seen many organizations that have mastered the art of treating each customer uniquely. Identification of actionable segments is a practical place to start. Primary research to capture needs and attitudes. Customer valuation to understand profitability, as well as lifetime value or long-term potential. Value may also be based on the customer's ability or inclination to refer other profitable customers.

Analysis and research alone, however, are insufficient. To create and foster a relationship, we have to act on what we learn about customers. Customers need to see that we are differentiating our service and communications based both on what we've learned independently and on what they've told us.

At the same time, differentiation should be based on the value customers are expected to deliver.

4.14 Development And Customization:

In the product-oriented world of yesterday, companies developed products and services and expected customers to buy them. In a customer-focused world, product and channel development have to follow the customer's lead. Organizations are increasingly developing products and services, and even new channels, based on customer needs and service expectations.
Most organizations today are not able to cost-effectively customize products for individual customers. However, products, services, channels, and media can be customized based on the needs of quantitative customer segments. The extent of customization should be based on the potential value delivered by the customer segment.

4.15 Importance of CRM at ACI Motors Limited:

The importance of Customer Relationship Management (CRM) at ACI Motors Limited lies at the core of its business strategy and success. To thrive in the long run, a company must anticipate the future and make wise, strategic decisions. ACI Motors, understanding the importance of making data-driven and customer-centered decisions, has embraced CRM as a valuable tool in achieving this objective.
The significance of CRM at ACI Motors:

- Customer-centric approach.
- Data-driven decision-making.
- Cross-functional integration.

- Adaptability to market changes.
- Targeted marketing campaigns.
- Long-term business growth.

4.16 CRM Implementation at ACI Motors Limited:

ACI Motors Limited leverages advanced CRM software to facilitate seamless customer interaction across various touchpoints. The implemented CRM system, based on multiple Apps, Dashboard, social media, or Call Centre serves as a comprehensive solution for managing leads, automating sales processes, and enhancing customer service.

4.16.1 Overview of CRM Software:

ACI Motors employs a sophisticated CRM system, anchored by **"SELENE-THE CRM SOLUTION".** This comprehensive software suite integrates seamlessly into the company's operations, providing a centralized platform for managing customer data and interactions.

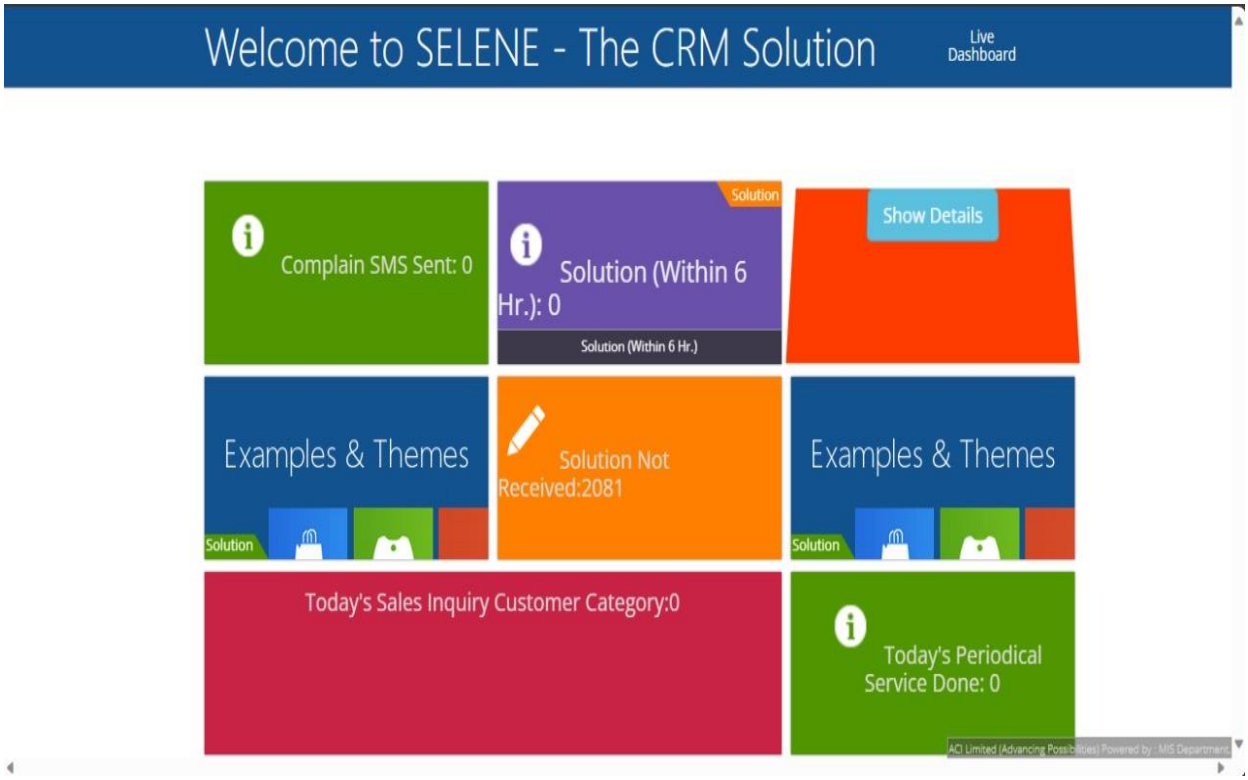


Fig: Live Dashboard- SELENE

The Live Dashboard consolidates all customer-related information, providing a comprehensive overview. This platform ensures transparency regarding the percentage of customers receiving solutions within the promised timeframe at ACI Motors. Individuals employed within the organization have access to the information. Upon logging into their accounts, they utilize the data to address issues or for another work-related task.

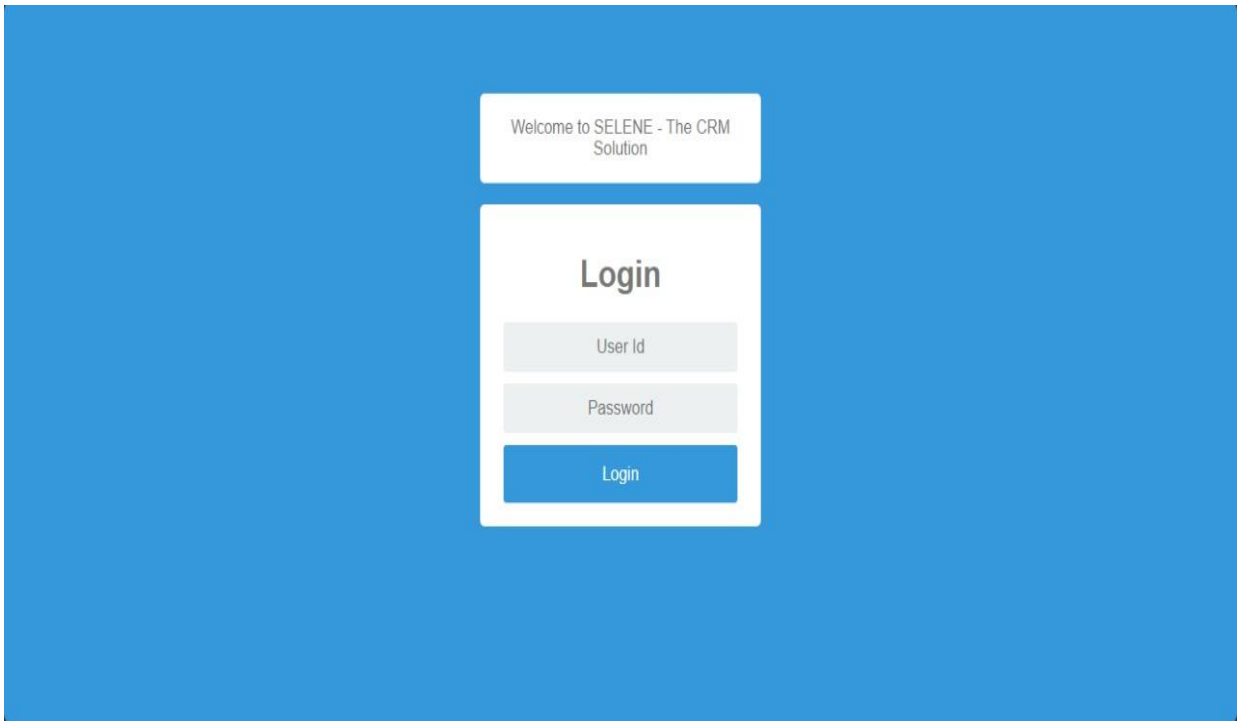


Fig: Login Interphase of SELENE

4.16.2 Integration of CRM Across Departments:

The CRM system is deeply integrated into ACI Motors, connecting various departments like Sales, Marketing, and Service. This integration guarantees a unified method for handling customer interactions, resulting in a seamless and coordinated customer.

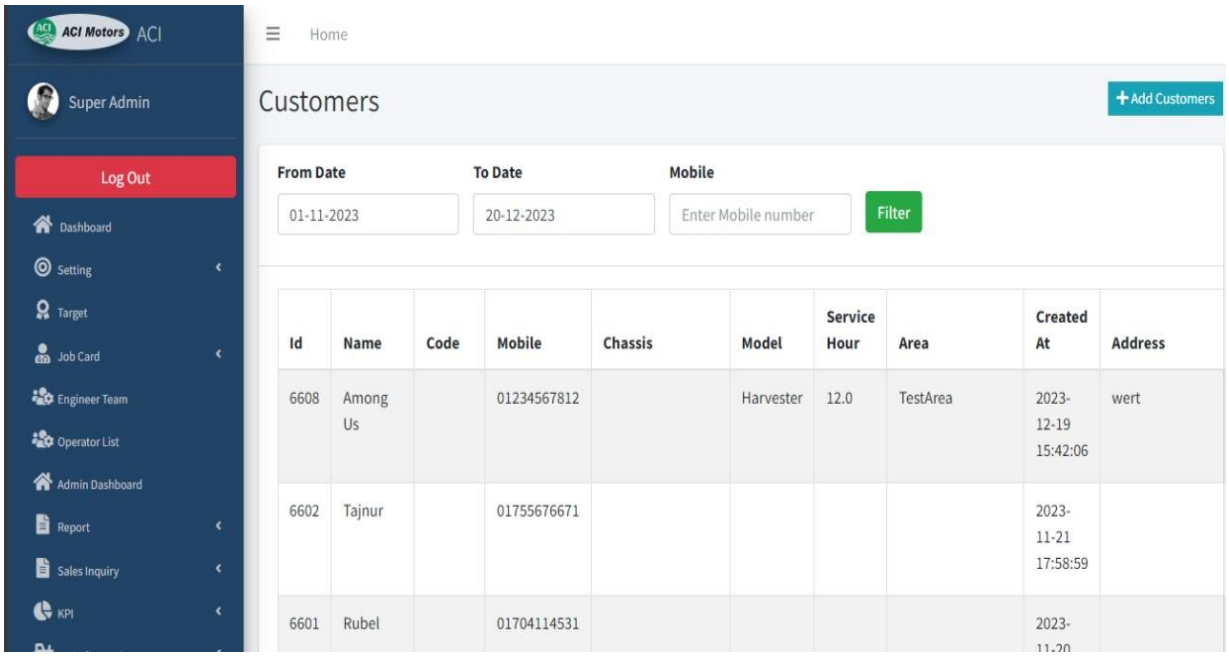


4.17 Customer Interaction Using CRM Software:

4.17.1 Lead Management:

By leveraging data from social media engagements, customer service interactions, and call center interactions, potential customers are systematically identified, tracked, and engaged. The

lead scoring mechanism ensures the sales team prioritizes high-value prospects, thereby optimizing the conversion process.

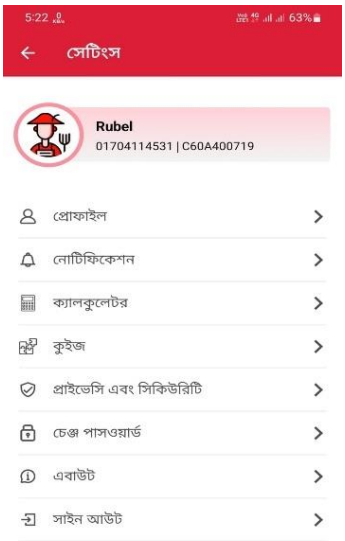


4.17.2 Sales Automation:

From opportunity management to sales forecasting, the software enhances efficiency, accuracy, and responsiveness within the sales team. Automated reminders and task management contribute to a proactive and agile sales approach.

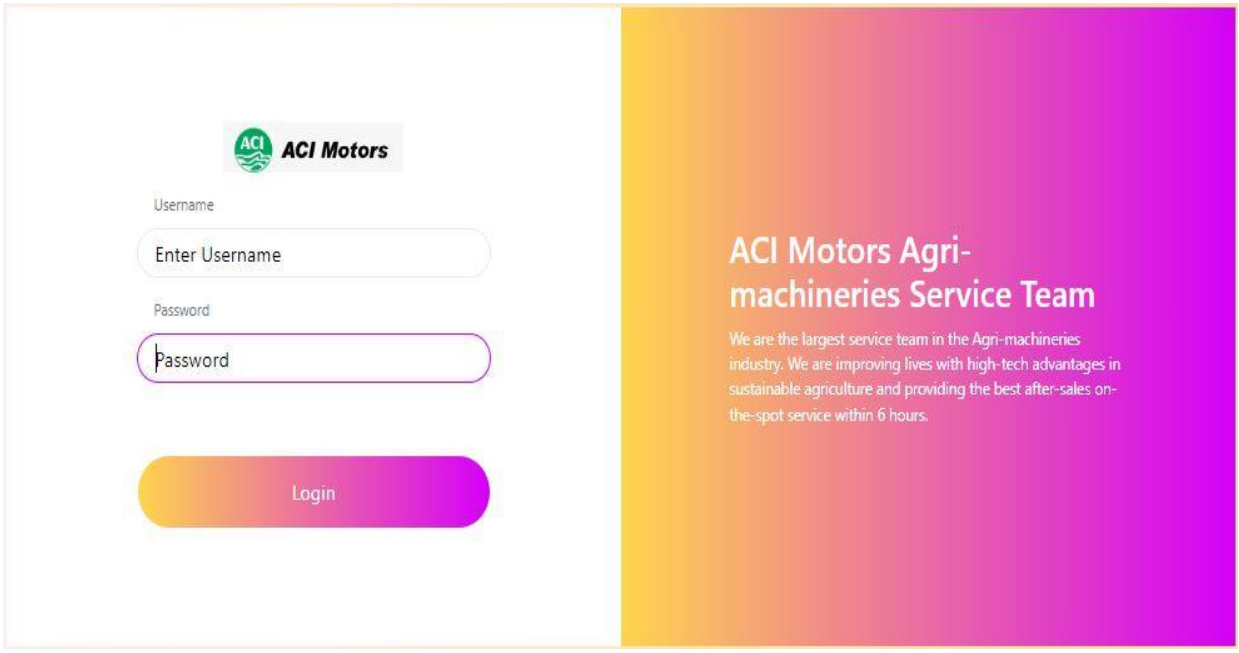






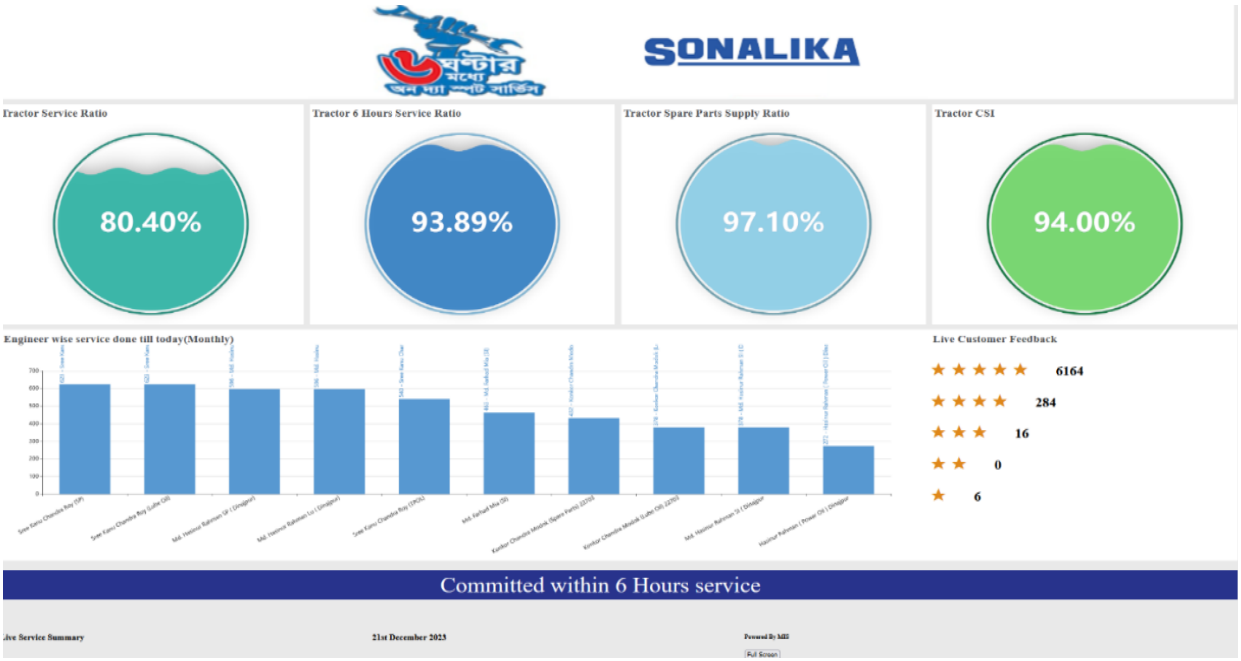
4.17.3 Customer Service and Support:

Customer service representatives access comprehensive customer profiles, enabling them to provide personalized and effective support, thereby enhancing overall customer satisfaction.

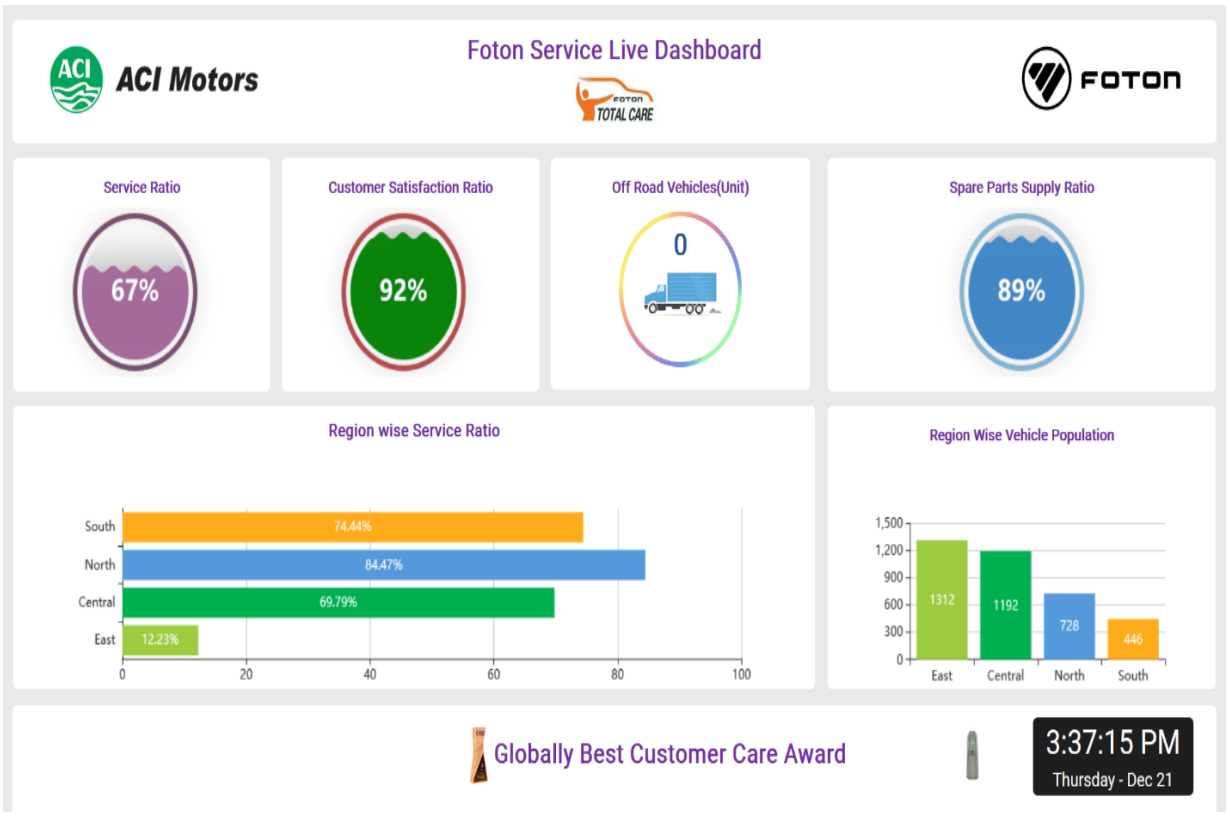


4.17.4 Live Update from the Headquarters:

ACI Motors incorporated a Live Dashboard at its headquarters to consistently monitor customer, sales, and service-related data, as well as satisfaction indices. This tool aids the management in steering the organization based on real-time demand situations.




ACI Motors
Harvester Live Dashboard
Dec 20, 2023
YANMAR
Area wise running Harvester (Teday)
Area | SA-R | Non SA-R | Total
1. Mymensingh 48 15 63
2. Sylhet 45 14 59
3. Netrokona 39 12 51
4. Kishoreganj 38 12 50
5. Habigonj 28 9 37
6. Barishal 23 7 30
7. Cumilla 21 7 28
8. Bhola 5 2 7
9. Sirajgonj 3 1 4
10. Tangail 2 1 3
11. Chandpur 1 1 2
12. Chuadanga 0 0
13. Naogaon 0 0
14. Gaibandha 0 0
15. Chapainawabganj 0 0
16. Rajshahi 0 0
17. Birampur 0 0
18. Kurigram 0 0
19. Bogura 0 0
20. Panchagarh 0 0
Total 334
SMARTASSIST 253
Service Done 119
Within 6 Hours 83%
Breakdown 0
CSI 86.63%
Last 7 days Area wise Running Harvester
Mymensingh
Sylhet
Habigonj
Netrokona
Kishoreganj
Cumilla
Barishal
Area by Running Harvester
2023-12-18


ACI Motors
Foton Service Live Dashboard
FOTON TOTAL CARE
FOTON
Service Ratio
67%
Customer Satisfaction Ratio
92%
Off Road Vehicles(Unit)
0
Spare Parts Supply Ratio
89%
Region wise Service Ratio
South 74.44%
North 84.47%
Central 69.79%
East 12.23%
0 20 40 60 80 100
Region Wise Vehicle Population
1,500
1,200
900
600
300
0
1312
1192
728
446
East Central North South
Globally Best Customer Care Award
3:37:15 PM
Thursday - Dec 21

Chapter: 05

Findings

5.1 Findings:

Based on the analysis of the motor industry in Bangladesh and the Customer Relationship Management (CRM) practices of ACI Motors Limited, several key findings emerge:

- **Customer-Centric Approach:** ACI Motors recognizes the paramount importance of maintaining a customer-centric approach for sustained success. The company understands the dynamic nature of customer preferences and the need for effective communication.
- **Types of CRM Implementation:** ACI Motors strategically implements CRM practices, leveraging advanced software tools for marketing, customer service, and contact centers. The company has adopted CRM in both B2C and B2B environments, tailoring systems for specific customer management conditions.
- **Four C's of CRM:** ACI Motors emphasizes correlating, combining, cognizing, and connecting in its CRM practices to build valuable relationships with customers.
- **CRM Cycle:** The study introduces the CRM cycle, highlighting the continuous nature of customer relationship management.
- **Understanding and Differentiation:** ACI Motors emphasizes the importance of understanding customer needs, preferences, and behaviors through profiling, segmentation, and primary research. The company acknowledges the challenge of achieving true one-to-one marketing but focuses on actionable segments.
- **Development and Customization:** ACI Motors aligns its product and channel development with customer needs, fostering a customer-focused approach. The extent of customization is determined by the potential value delivered by customer segments.
- **Importance of CRM at ACI Motors:** CRM is integral to ACI Motors business strategy, enabling a customer-centric approach, data-driven decision-making, and adaptability to market changes.
- **CRM Implementation at ACI Motors:** ACI Motors employs "SELENE - THE CRM SOLUTION" as its comprehensive CRM software, integrating seamlessly across departments. The CRM system facilitates lead management, sales automation, and customer service, enhancing overall operational efficiency.

ACI Motors Limited possesses strong brand equity, experienced leadership, and a focus on customer segmentation and quality positioning. However, addressing pricing challenges, adapting to new market segments, and refining promotional strategies can further enhance its competitive position in the dynamic Bangladeshi motor industry.

Chapter: 06

Recommendations and Conclusion

6.1 Recommendations:

Improving the Customer Relationship Management (CRM) of ACI Motors Limited involves enhancing processes, technology, and strategies to better understand, engage, and serve customers. Here are some recommendations:

- **Continuous Training and Awareness:** Implement continuous training programs for effective CRM tool utilization. Increase awareness about CRM's importance in enhancing customer relationships and driving business growth.
- **Enhanced Personalization:** Leverage CRM system capabilities for further personalization in customer interactions. Utilize customer profiles for targeted marketing campaigns and tailored services.
- **Feedback Mechanism Improvement:** Enhance CRM system feedback mechanisms to gather direct insights from customers. Utilize customer feedback for real-time improvements in products, services, and overall customer experience.
- **Integration with Emerging Technologies:** Explore the integration of emerging technologies like AI and machine learning for enhanced predictive analytics. Leverage advanced technologies for accurate customer segmentation and personalized recommendations.
- **Cross-Departmental Collaboration:** Encourage collaboration by seamlessly integrating CRM across departments. Ensure CRM serves as a central platform for communication and data sharing among Sales, Marketing, and Service.
- **Regular System Audits:** Conduct regular audits to identify and address potential issues in the CRM system. Ensure the CRM system remains up-to-date with the latest features and functionalities.
- **Adaptation to Changing Customer Needs:** Stay vigilant and adaptable to evolving customer needs by monitoring market trends. Modify CRM strategies to align with changing customer expectations and industry dynamics.
- **Promotion of Customer Advocacy:** Implement strategies to identify and reward loyal customers, encouraging customer advocacy. Leverage CRM data to identify customers serving as brand ambassadors.
- **Implement a Comprehensive CRM System:** Invest in a robust, user-friendly CRM system that integrates with business processes. Ensure the system can handle the specific needs of ACI Motors Limited.
- **Customer Data Management:** Regularly update and clean customer data for accuracy. Implement data quality checks for consistency across the CRM system.

- **Customer Segmentation:** Segment customers based on demographics, purchasing behavior, and preferences. Tailor marketing and communication strategies for each segment.
- **Automation for Efficiency:** Automate routine tasks like data entry and lead follow-ups. Use workflow automation to streamline internal processes.
- **Personalized Communication:** Utilize customer data for personalized communications. Implement targeted campaigns based on preferences and behavior.
- **Customer Service Excellence:** Train representatives for excellent service. Implement tools like chatbots for quick issue resolution.
- **Mobile CRM:** Ensure mobile accessibility for sales representatives. Enable real-time updates and access to customer information.
- **Feedback Mechanism:** Establish a systematic feedback mechanism. Use feedback to identify areas for improvement.
- **Integration with Other Systems:** Integrate CRM with ERP and marketing automation. Ensure consistency and accuracy across departments.
- **Training and User Adoption:** Provide comprehensive training for effective CRM use. Encourage user adoption to maximize benefits.
- **Regular Analysis and Reporting:** Analyze CRM data regularly to identify trends. Generate reports for key performance indicators and adjust strategies.
- **Stay Updated on Industry Trends:** Keep abreast of industry trends and incorporate new technologies. Implement best practices into the CRM strategy.

Implementing these recommendations will contribute to a more effective customer-centric CRM for ACI Motors Limited. Regularly reviewing and refining these strategies based on performance data and feedback will help ensure ongoing success.

6.2 Conclusion:

In Bangladesh, there was a time when only a few companies could import vehicles and they maintained the total commercial market. Then the quality of the product was not good enough and the price was very high. But day by day it has been changed with import policies, rules and regulations, customs restrictions, Duties, and tax policies. By revising these important things now it’s possible to import quality products and also, it’s easy to promote them to the customers through the Internet. The availability of the Internet also helps in this business. ACI Motors has just picked the chance to promote something new and durable commercial vehicle in the Bangladesh market which has been needed for a very long. As they had great goodwill earlier it is expected that the customers will be very loyal to the company.

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- http://www.Agriculture Machineries-global.com/#/
- https://www.facebook.com/Agriculture MachineriesBangladesh/
- https://www.assignmentpoint.com/business/aci-limited-corporate-information.html
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