Internship Report
on
Marketing Practices and Strategies of Walton Hi-Tech Industries PLC.

Submitted By:

MD. NAYEEM

ID: BBA2103024086

Program: Bachelor of Business Administration

Department of Business Administration

Major in Marketing

Semester: Summer 2025

Submitted To:

Department of Business Administration

Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of
Bachelor of Business Administration



Sonargaon University (SU)

147/1, Green Road, Tejgaon, Dhaka-1215, Bangladesh

Date of Submission: August 30, 2025

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Supervised by:

Sharmila Sikder

Assistant Professor

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Date of Submission: August 30, 2025

Letter of Transmittal

August 30, 2025

To
Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of Internship Report.

Dear Madam,

With humble honour and respect, I am submitting my internship report on **Marketing Practices and Strategies of Walton Hi-Tech Industries PLC.** In partial fulfillment of the requirements for the BBA degree, I completed an internship at **Walton Hi-Tech Industries PLC, Dhaka.** As per the partial accomplishment of the requirements for the BBA degree, this report has been carried out under your supervision.

This report is an integral part of our academic courses in the completion of the BBA program, which has allowed me to gain insight into the Marketing Strategy. I hope this report reflects the contemporary issues in Marketing that organizations in our country are facing.

In completing the report, I tried my best to blend all my knowledge and impart every available detail, and also attempted to avoid unnecessary amplification of the report.
I humbly request that you accept this report for your kind evaluation.

Sincerely yours,

……..
Md. Nayeem
Id: BBA2103024086
Program: Bachelor of Business Administration (BBA)
Major: Marketing
Department of Business Administration
Sonargaon University (SU)

Student's Declaration

I am **Md. Nayeem**, a student of Bachelor of Business Administration, **ID: BBA2103024086** from **Sonargaon University,** would like to solemnly declare here that I have authentically prepared this report on Marketing Practices and Strategies of Walton Hi-Tech Industries PLC. While preparing this report, I didn't breach any copyright internationally. I further declare that I did not submit this report in connection with the awarding of any degree, diploma, or certificate.

……

Md. Nayeem

ID: BBA2103024086

Program: Bachelor of Business Administration (BBA)

Major: Marketing

Department of Business Administration

Sonargaon University (SU)

Certificate of Supervisor

This is to certify that the internship report on **Marketing Practices and Strategies of Walton Hi-Tech Industries PLC.** has been prepared as a part of the completion of the BBA program from the **Department of Business Administration, Sonargaon University (SU),** carried out by **Md. Nayeem** bearing **ID: BBA2103024086** under my supervision. The report or the information will not be used for any other purposes.

……

Sharmila Sikder

Assistant Professor

Department of Business Administration

Sonargaon University (SU

Letter of Authorization

Certified that this internship report titled **Marketing Practices and Strategies of Walton Hi-Tech Industries PLC,** is the bona fide work of **Md. Nayeem**, who carried out the research under my supervision. Certified further that to the best of my knowledge, the work reported here in does not form part of any other project report or dissertation based on which a degree or award was conferred on an earlier occasion on this or any other candidate.

……

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Acknowledgment

First of all, I wish to express my thanks to the almighty Allah for giving me the strength to perform my responsibilities as an intern and complete the report within the stipulated time. I want to express my gratitude to my respected supervisor & faculty, Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University, who provided me with the proper guidelines and direction while I analyzed **"Marketing Practices and Strategies of Walton Hi-Tech Industries PLC."** My Sincere thanks go to **S.M. Nurul Alam Rizvi, Chairperson of Walton Group**. He gave me this opportunity to complete my internship in this Organization.

However, I tried very hard and worked very sincerely on this report to make an informative one. At last, I offer my sincere apologies, if any, to the reader for any conceptual and printing mistakes that may have occurred.

Executive Summary

This report looks at the **Marketing Practices and Strategies of Walton Hi-Tech Industries PLC**, based on a three-month internship experience. Walton is the largest manufacturer of electronics and home appliances in Bangladesh. It is also the country's first truly global brand, exporting to over 50 countries.

The study finds that Walton's marketing success comes from its ability to combine affordability, innovation, and national branding. It leads the domestic market, accounting for nearly 75% of refrigerator sales and 50% of television sales, supported by an extensive distribution network comprising over 21,000 outlets. Walton uses integrated marketing communication, mixing traditional advertising with digital campaigns, sponsorships, and CSR efforts. Its **"Made in Bangladesh"** identity builds strong consumer trust locally and shapes its international image.

Despite this success, Walton faces challenges. Global competition from brands like Samsung, LG, and Haier reveals their weaker international recognition. Rapid changes in consumer behaviour, supply chain disruptions, and a heavy reliance on the domestic market also present risks.

The report uses frameworks such as SWOT, Porter's Five Forces, segmentation, and the marketing mix to analyse Walton's strategies. It concludes that Walton needs to strengthen its global brand, invest in CRM and digital-first marketing, and focus on premium positioning in international markets. The recommendations also include enhancing sustainability initiatives and leveraging fintech partnerships to target young urban consumers.

The internship experience demonstrated how marketing theories can be applied in real-world situations, especially in developing markets. It provided practical lessons in brand management, integrated communication, and the challenges of transitioning from a domestic leader to a global competitor.

List of Acronyms

SU – Sonargaon University

BBA – Bachelor of Business Administration

DBA – Department of Business Administration

RB – Rizvi & Brothers

PLC – Public Limited Company

B2B – Business to Business

B2C – Business to Consumer

HR – Human Resource

DITF – Dhaka International Trade Fair

SWOT- Strengths, Weaknesses, Opportunities, Threats

WHIPLC- Walton Hi-Tech Industries Public Limited Company

PPC – Premier Pavilion Category

SPC – Standard Pavilion Category

GTS – Globe Tigers Summit Awards

ATS – Advanced Technology Solution

4Ps – Product, Price, Place, Promotion

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Chapter-One

Introduction

1.1 Introduction

Internships offer an important link between what students learn in school and real-world experience. They help students apply their classroom knowledge in practical business situations. This report details my internship at Walton Hi-Tech Industries PLC, the top electronics and technology brand in Bangladesh. Walton has become well-known for its wide range of products. These include refrigerators, air conditioners, televisions, washing machines, and mobile phones. The company has also successfully expanded into over 50 international markets.

This report focuses on Walton's marketing practices and strategies. It looks at how the company maintains its competitive edge in the local market while establishing itself as a growing global brand. The study covers important areas such as branding, promotional activities, pricing, and distribution channels. It also assesses Walton's strengths, challenges, and opportunities for future growth.

By linking academic concepts with real-life observations, this report seeks to offer insights into Walton's contribution to shaping Bangladesh's electronics industry and its goal of becoming a top-five global electronics brand by 2030.

1.2 Origin of the Report

As part of the Bachelor of Business Administration (BBA) program, students must complete an internship to gain practical experience in real-world business. This internship connects academic learning with hands-on organizational experience. It allows students to apply theoretical knowledge in a real setting.

I had the chance to intern at Walton Hi-Tech Industries PLC, the leading electronics and technology company in Bangladesh. During my tenure, I focused on observing and learning about the company's marketing operations, both locally and globally. My academic supervisor then asked me to prepare a report titled "Marketing Practices and Strategies of Walton Hi-Tech Industries PLC."

This report comes from the practical requirements of the BBA program and reflects the knowledge and insights I gathered during my internship at Walton.

1.3 Objective of the Report

1.3.1 Broad Objective

The broad objective of this internship report is to meet the requirements of the BBA internship program. This report focuses on the marketing practices and strategies of Walton Hi-Tech Industries PLC. It is a necessary part of my undergraduate program. The study is prepared to fulfill an academic requirement of Sonargaon University, which is essential for completing the BBA curriculum. The primary purpose of this report is to show a practical example of Walton's marketing methods, particularly in branding, pricing, promotion, and distribution strategies. One of the key challenges I faced as a graduating student was connecting theoretical marketing concepts with the real business practices I observed during the internship.

1.3.2 Specific Objectives

The main goal of this internship is to gain practical insights into the marketing practices and strategies of Walton Hi-Tech Industries PLC. It also aims to connect theoretical knowledge with real-world applications. The specific objectives are:

- To analyse Walton's marketing strategies in domestic and international markets.
- To examine how effective promotional tools like advertising, branding, sponsorships, and digital campaigns are.
- To evaluate Walton's competitive position in the Bangladeshi market and global markets.
- To identify strengths, weaknesses, opportunities, and threats (SWOT) in Walton's marketing approaches.
- To understand how consumers perceive and behave toward Walton's products.
- To assess Walton's global expansion strategy and its role in building international brand recognition.
- To recommend improvements in marketing based on observed gaps and 2025 marketing trends.

1.4 Scope of this Report

The report focuses on the marketing practices and strategies of Walton Hi-Tech Industries PLC, based on a three-month internship experience. It examines Walton's marketing mix, which encompasses product, price, place, promotion, branding, integrated marketing communication (IMC), distribution, and customer relationship management activities. The report also covers Walton's financial situation, promotional campaigns, and corporate social responsibility (CSR) initiatives as part of its marketing efforts.

This study examines both domestic operations, where Walton holds a strong market position, and its international expansion into more than 50 countries. The findings come from direct internship activities, company documents, financial reports, and secondary sources. However, the study does not address all parts of Walton's business operations, such as production, HR, or R&D, due to time and data constraints.

1.5 Methodology of this Report

This internship report combines hands-on experience with secondary research. It collects, examines, and presents information on the marketing practices and strategies of Walton Hi-Tech Industries PLC, from a three-month internship.

1.5.1 Primary Sources

This data comes from direct observation during the internship at Walton Hi-Tech Industries PLC, along with informal discussions with employees, customers, and showroom staff. These interactions provided valuable insights into Walton's marketing activities, customer behaviour, and operational practices.

1.5.2 Secondary Sources

This data was gathered from annual reports, company websites, journals, newspapers, published research papers, and trusted online sources. This information helped to clarify Walton's market position, international presence, and strategic initiatives.

The analysis focuses on Walton's marketing framework, competitive strategies, challenges, and opportunities. This mixed-method approach provides a complete view of the company's marketing practices in both domestic and global contexts.

1.6 Significance of the Report

This report is significant because it provides valuable insights into the marketing practices and strategies of Walton Hi-Tech Industries PLC, the leading electronics brand in Bangladesh. It examines Walton's methods for branding, promotion, pricing, and international expansion.

The report demonstrates how a local company has evolved into a globally recognized brand.

For students and researchers, the report links marketing theories with real-world examples, improving academic understanding. For business professionals and policymakers, it explains the challenges and opportunities in Bangladesh's electronics industry and the strategies needed to compete globally. For Walton, the findings can provide helpful feedback to improve its marketing methods and boost its competitiveness abroad.

In the end, the report highlights the importance of innovation, affordability, and strategic marketing in building a sustainable global brand from Bangladesh.

1.7 Limitations of the Report

Although this report provides valuable insights into Walton's marketing practices and strategies, several limitations should be noted. The study is mainly based on a short internship, which limited direct observation and thorough analysis. Access to some confidential company information was restricted, which may have affected the depth of the findings. Time constraints and reliance on secondary data sources, like reports, journals, and online publications, may also have impacted the completeness and accuracy of the analysis.

Furthermore, since the study focuses primarily on marketing activities, it does not address Walton's financial, technical, or detailed operational aspects.

Chapter-Two

Literature Review

2.1 Literature Review

Walton maintains 100% compliance to its established and certified ISO 14001: 2004 refrigerators and air conditioners division, ISO 9 001: 2008 refrigerators and air conditioning department, and OHS 18001: 2007 certified world for successful occupational health and safety management systems. Management, reduce the risk of accidents and ensure adequate corporate reputation to ensure the quality of the product and lower the cost of production, and add up.

(ISO 14001:2004& OHSAS 18001:2007)

Our strategic charity and Corporate Social Responsibility (CSR) efforts combine with our core business and especially focus on sports and culture, technology and environment, which emphasize on innovation in each of those areas. As the world leader in the consumer electronics industry, Walton is fully committed for corporate citizenship and environmental responsibility responsible for its products, its programs, its habits and its people.

(An article WALTON AT a GLANCE&CSR)

Walton is actively pushing toward global brand recognition with a strategy targeting a **$5 billion export volume by 2030**. The company intends to establish manufacturing hubs closer to key markets like Europe, the Middle East, Africa, and South Asia. It's adapting products for regional norms—design, power standards, and cultural preferences—to position itself as a thoughtful, quality-driven brand, rather than just a low-cost alternative. (Walton Bangladesh E&E Champion and Global Ambitions- The Harmonic Times)

Beyond home appliances, Walton is expanding its portfolio into emerging tech sectors. Plans are underway to launch **electric vehicles by 2025**, alongside a **smart home ecosystem** featuring connected, AI- and IoT-enabled devices. This approach aims to hedge against saturation in traditional markets and establish Walton as a forward-driven technology brand. (Walton Bangladesh E&E Champion and Global Ambitions- The Harmonic Times)

Walton's supply chain strategy includes deepening vertical integration and leveraging digital transformation. With real-time ERP systems and machine learning-driven inventory forecasts, Walton is optimizing production and distribution efficiency. These steps also

reflect a sustainability-first mindset—using energy-efficient manufacturing processes, local sourcing, and eco-conscious logistics. (Walton Bangladesh E&E Champion and Global Ambitions- The Harmonic Times)

Domestically, Walton dominates the electronics market in Bangladesh with roughly **70% market share**, operates within a $1 billion turnover range, and exports to **more than 50 countries**. The company employs over **700 in-house R&D engineers**, including professionals from Bangladesh, Korea, and Europe. Key focus areas include AI integration, electric vehicles, and backward-linkage manufacturing.

Walton recently won the **'Excellence in Investment Award 2025'**, largely due to its eco-conscious industrial footprint—such as a solar-powered facility at its headquarters in Gazipur—and its alignment with the government's green development goals.

Walton expands brand business to 7 new countries in FY25- The Daily-Sun. Over the 2024–25 fiscal period, Walton officially launched its brand in **Sri Lanka** and expanded its brand presence into **seven new countries**, reinforcing its international footprint.

2.2 Revisiting the Marketing Mix

Authors such as Stanton, Etzel & Walker (1991:13); McCarthy & Perreault (1993:46); and Kotler & Armstrong (1997:52) agree that the traditional marketing mix has been defined as a set of controllable instruments to manage the uncontrollable and dynamic marketing environment and consists of four major elements ("Ps"): price, product, promotion or marketing communication, and place (distribution) McCarthy's original classification (of the 4Ps) is especially useful from a pedagogical point of view. "Nevertheless, the feeling remains that some other classification, still to be born, will develop better conceptual distinctions among the large variety of marketing decision variables" (Kotler, 1989:10).

2.2.1 Other Criticism

Other criticism against McCarthy's 4P-model exists. According to Liswood (1987:73-77) and Grönroos (1994:4) the 4Ps focuses on consumer acquisition. Acquisition is essential, but the marketing emphasis needs to shift to retaining consumers and managing customer loyalty.

An essential application of sport marketing is that sponsorships might be aimed at increasing loyalty among fans, spectators, and even participants towards events, teams, and individual athletes. According to Donath (1991:14), there is an overemphasis on price and product as marketing instruments and an underemphasis on place and promotion. A danger exists that organizations will therefore make a misallocation of organizational resources between the four marketing mix instruments (Chintagunta & Vilcassim, 1994:87). The 4Ps of McCarthy were acceptable in the past, but increasing criticism places the need to review and extend McCarthy‘s model (Van Waterschoot & Van den Bulte, 1992:83-93). Van Waterschoot & Van den Bulte (1992:83-93) did an evaluation on McCarthy‘s 4Ps and suggested a new classification which can be applied more effectively for theoretical development, empirical research, and management decision-making. The basic findings of their evaluation are: University of Pretoria etd 31. The marketing mix consists of a basic mix (product, price, distribution, and communication). The communication mix consists of mass communication, personal communication, and publicity instruments or elements, and a promotion mix which consists of a product promotion mix, a price promotion mix, a distribution promotion mix, a mass communication promotion mix, a personal promotion mix, and a publicity promotion mix. These views indicate some discomfort with McCarthy's traditional 4Ps- model. One of the possibilities might be that the Ps need to be extended to enable management to adapt quicker to a fast-changing environment.

2.2.2 New Ps

Due to the strong development of other marketing applications, new dimensions such as service marketing have emerged that should not be ignored. The 4P-model should not only apply to product and/or production organizations, but should therefore also apply or be modified to address non-product activities such as services and sport. The retail marketing mix is another application that comes to mind when revisiting the marketing mix - there is no real agreement in marketing texts on whether a different mix exists in retail marketing strategy and practices. It must be pointed out that a marketing application field is regarded as a specialized derivation of the traditional marketing approach. For example, the marketing of services is a derivation of traditional marketing but the focus of marketing strategy has been adapted to fit the specific characteristics of services such as intangibility and heterogeneity. The same would apply to sport marketing where the marketing situation differs from that of services marketing but many similarities exist such as the relative intangibility of sport as a product.

Mitchell (1991:21) says that marketers have been groping towards a bigger whole, they increasingly cross over into other functional specialisms". This is perhaps one of the reasons why marketing texts differ on the exact composition and extent of the marketing communication mix. Mitchell (1991:21) adds that marketers are also more and more concerned by the way the whole organization presents itself to its different stakeholders. It can therefore be expected that corporate and brand image might be important sponsorship objectives and that the functional crossover will increasingly overlap between marketing and public relations. This "groping" contributed to the proliferation of a conglomerate of Ps because, in many application fields, additional marketing mix instruments have been developed to suit strategy implementation and to make the application of marketing strategy more suitable to the specific marketing situation in a given field or industry.
A case in point is Mullin et al (1993:203 & 247), who have added promotional licensing to the promotion mix and public relations as a separate P to the four traditional Ps in an attempt to define a sport marketing mix. A brief review of the literature by Herbst & Van Heerden (1995: 1- 15) identified a considerable number of other Ps, as outlined in Table 2.1.

Some of these newly identified Ps do not fall into the ambit of the original 4P-model. Collier (1991:45) warns, though, that any additional Ps should have to broaden management perspectives towards a broader spectrum of service delivery and product augmentation. Newer marketing concepts are forcing marketers to realize that traditional marketing methods are no longer as effective as they used to be, and the search is on for new and more appropriate methods. Internet marketing and relationship marketing are among the most discussed new concepts, as evidenced by the increasing number of research reports in reputable academic journals. Shani & Chalasani (1993:58) argue that the 4P-model suddenly seems to be outdated.

2.2.3 The New Range of "Ps"

The lack of agreement on the composition of the marketing mix and the fact that it was developed for tangible products are essential factors that have probably led to the proliferation of a large number of additional marketing mix elements (e.g., people, process, and physical evidence for services marketing).

Chapter-Three
Overview
of
Walton Hi-Tech Industries PLC

Walton at a glance

Type:	:	Public Limited Company
Industry	:	Conglomerate
Founded	:	1977; 40 years ago,
Headquarters	:	Kaliakair, Gazipur, Bangladesh
Area served	:	Bangladesh and 50+ countries
Key people	:	1. S.M. Shamsul Alam Chairman) 2. S.M. Mahbubul Alam (Managing Director)
Revenue	:	**BDT 78.24 billion** (for the 12 months ending March 31, 2025)
Operating Income	:	**BDT 17.71 billion**
Net Income	:	**BDT 12.91 billion**
Products	:	Consumer Electronics, Automobile, Mobile Phone, Home Appliances
Number of employees	:	30,000+

3.1 Background of the Organization: Walton Hi-Tech Industries PLC

Walton Hi-Tech Industries PLC began in 1977 as an electronics importer and has transformed into Bangladesh's dominant electronics manufacturer, controlling over 70% of the domestic refrigerator market. It achieves this through vertical integration, a vast network exceeding 25,000 sales points, and strong R&D investments.

Walton has also expanded its reach globally. As of FY 2024–25, it exports to 67 countries and operates R&D centres in Bangladesh, South Korea, and China. Notably, 80% of its exports now carry the Walton brand, reflecting a deliberate shift from contract manufacturing toward global brand-building.

The company's ambition aligns with its visionary goal: to become a top-five global electronics brand by 2030, aiming for $5–7 billion in revenue, while driving innovation in sustainable manufacturing and exploring new product areas, including electric vehicles.

3.2 Logo of the Company



3.3 Tagline of the Company

"It's Our Product"

3.4 Waltons Key Dates: A journey at a Glance

1971

- Post-independence backdrop in which the founder, **S. M. Nazrul Islam**, began his entrepreneurial journey.

1977

- Founded **Rezvi & Brothers (RB Group)**—named after his eldest son—initially focused on importing black-and-white TVs.

1990s

- Expanded into:
    - **1992**: Importing raw materials like CI sheets and selling finished goods
    - **1995**: Entry into the electrical and electronics business.
    - **1998**: Established **Tricon Electronics Ltd**, starting TV production.
    - **2000**: Official electronics business launch.

2006

- Incorporated **Walton Hi-Tech Industries Ltd (WHIL)** on **April 17, 2006,** as a private limited company.

2007–2008

- Built factories in **Chandra, Gazipur,** for refrigerators, TVs, ACs, and motorcycles (2007).
- Began commercial operations in **2008**.

2010–2015

- **2010**: Designated as a "Private Hi-Tech Park" and entered mobile phone production.
- **2011**: Started exporting home appliances.
- **2012**: Tubed into TV production.
- **2013**: Launched a TV manufacturing plant.
- **2014**: Entered kitchen appliance manufacturing.
- By **2015**, Walton was manufacturing fans, capturing ~80% of refrigerators and ~30% of the TV market share.

2017

- Opened Bangladesh's **first-ever compressor manufacturing plant**.
- Launched **smartphone & tablet plant** ("Walton Digi-Tech Industries") on **October 5, 2017**; "Made in Bangladesh" smartphones hit market in January 2018.

2018

- Converted to a **Public Limited Company** on **May 14, 2018,** and listed on **Dhaka & Chittagong Stock Exchanges** on **September 23, 2020**.
- **January 18, 2018**: Inaugurated the **computer and laptop manufacturing plant**.

2020

- Started exporting **handsets to the United States** as an OEM.
- Opened a **lift manufacturing plant**, exported washing machines to India, and entered the capital market via IPO.

2021–2022

- **April 2022**: Acquired European brands **Zanussi Elettromeccanica (ZEM)** and **Verdichter (VOE)**—increasing compressor output to 4.8 million units annually.
- **June 2022**: Opened a **Research & Innovation Centre in South Korea**.

By 2023–2025

- Export footprint expanded to **40+ countries**; by **2023**, presence in **19+ countries**.
- **2025 goals** include reaching the top 5 global electronics brands and targeting $5–7 billion in revenue.

March 20, 1999: **"Walton Day"**

- Though the company's roots are earlier, **March 20, 1999,** is officially celebrated as **"Walton Day"**—marking its establishment under that brand name.

3.5 Organizational Structure

Walton now has more than 30000 employees. Walton is divided into various categories, including technical, sales and marketing, administration, customer relations, human resources, IT, and finance. There is a change in organizational structure needed for recent management time. The Hi-Tech management and organizational structure of Walton PLC is as follows.

Tier/Function	Key Roles
Top Leadership	Chairman, Vice Chairman, MD/CEO
Board of Directors	Senior family members and next-gen leaders
Company Secretary & Governance Teams	Md. Rafiqul Islam and committees (Audit, Risk, CSR, NRC)
Executive Team	Additional MDs, Deputy MD, CFO, Head of Audit & Compliance
Product-Based Divisions	Vice Presidents or CBOs for each product line
Senior Technical & Commercial Leads	Deputy CBOs, R&D Heads, Sales Heads
Functional Departments (Centralized)	Production, Finance, HR, IT, R&D, SCM, Maintenance, Transport

3.6 Company's Objectives

- **Set up international-standard production facilities** and enhance the product range.
- **Ensure product excellence** via advanced quality testing and global certifications.
- **Broaden global outreach** by exporting to markets such as Australia, Europe, the USA, South Africa, Singapore, Poland, Saudi Arabia, Sri Lanka, and CIS countries.

3.7 Company's Vision, Mission, Goal & Core Values

3.7.1 Vision

To become **one of the top five global electronics brands by 2030**, rooted in technological excellence and sustainable growth. The company aims to establish strong international recognition for both Walton and Bangladesh.

3.7.2 Mission

To improve everyday life through smart, accessible technology via continuous innovation and manufacturing excellence. Committed to quality, affordability, and extensive reach, Walton serves millions globally with competitive pricing, reliable products, and outstanding after-sales service.

3.7.3 Goal

- Establish Walton among the **Top Five Electronics Brands globally by 2030**.
- Expand exports with international production units, advanced testing labs, and certifications across new markets, including Australia, Europe, the USA, and more.

3.7.4 Core Values

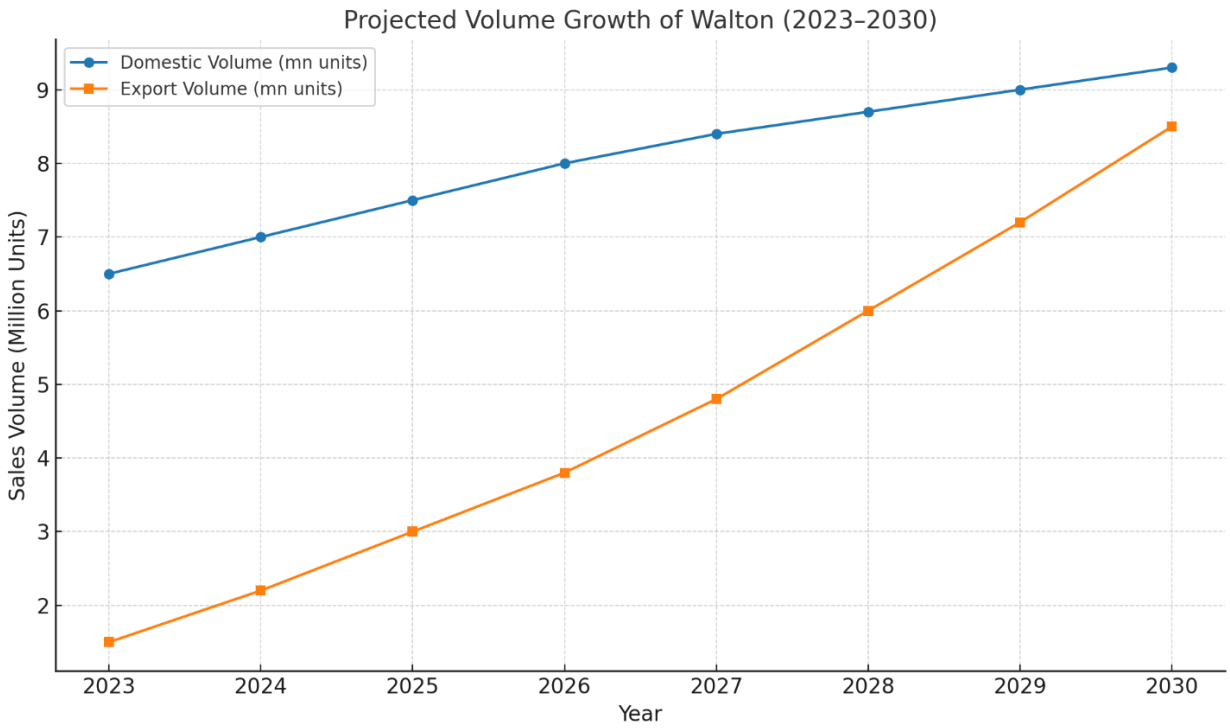
- **Consumers are priority one**: Every strategy begins with addressing customer needs.
- **Competent, innovative brilliance**: A dedicated R&I team drives innovation and sustainable product design.
- **Dynamic quality and compliance**: High-quality standards and compliance form the backbone of Walton's operations.
- **Demand-facing, predictive market presence**: Walton emphasizes strong after-sales support and anticipates market needs.
- **Our people, our family**: The company values its employees as essential to its success and invests in developing a lasting, supportive culture.

3.8 Volume Growth Ahead in Walton's Markets

Walton Hi-Tech Industries PLC is well-positioned for continued volume growth in both

domestic and international markets. In Bangladesh, the company already leads in refrigerators, televisions, and air conditioners. Rising urbanization, a growing middle class, and increasing electrification in rural areas will keep boosting unit sales in these categories. The trend toward energy-efficient appliances, like inverter ACs and LED televisions, is expected to drive more household purchases and replacement demand.

Globally, Walton operates in over 50 countries, providing a solid foundation for volume growth. In recent fiscal years, the company entered markets in Asia, Africa, and Europe, including new territories like Singapore, Sri Lanka, Barbados, and Fiji. By taking advantage of competitive pricing, backward integration in compressor and component manufacturing, and the "Made in Bangladesh" cost benefit, Walton can increase volumes in emerging markets where demand for affordable electronics is rising.



The projection shows that Walton's domestic sales are expected to grow steadily. However, the real boost will come from exports. Export volumes are set to increase nearly sixfold between 2023 and 2030. This growth will be driven by entering new markets, forming strategic brand partnerships, and focusing on cost-effective and energy-efficient products. Domestic sales will keep growing, but more slowly as the market matures. This change highlights Walton's shift from a domestic leader to an emerging global electronics brand.

Additionally, Walton's investment in research and development centers in South Korea and Europe positions it to improve product quality and launch innovative models for global consumers. This strategy should boost volumes in premium segments like smart televisions, laptops, and advanced commercial air conditioners.

Looking ahead, Walton aims to become one of the top five global consumer electronics brands by 2030, highlighting its strong commitment to increasing exports. If successful, export volume growth could surpass domestic sales, transforming Walton from a Bangladesh-focused manufacturer into an internationally recognized player.

3.9 Walton's Awards

3.9.1 National Awards

- ✓ **Best Refrigerator Brand Awards (2014–2019)** – Multiple awards for leading the refrigerator market in Bangladesh.
- ✓ **Best IT Hardware Product Exporter 2019** – Acknowledged for excellence in exporting IT hardware products.
- ✓ **President's Award for Industrial Development 2019** – Recognized in the Hi-Tech Industry category for significant contributions to industrial development.
- ✓ **HSBC Business Excellence Award 2020** – Recognized for outstanding business performance and operational excellence.
- ✓ **ICMAB Best Corporate Award 2021** – Awarded for excellence in corporate governance and management practices.
- ✓ **National Export Trophy (Gold Crest) 2022** – Recognized for outstanding contribution to exports in the electrical and electronics sector.
- ✓ **Best Premier Pavilion Award at CITF-2023** – Recognized for an outstanding pavilion at the Chattogram International Trade Fair.
- ✓ **Excellence in Investment Award 2025** – Honored by the Bangladesh Investment Development Authority (BIDA) for impactful investments under the ESG category
- ✓ **Green Factory Award 2025** – Awarded for implementing eco-friendly technologies and maintaining safe working environments in manufacturing.

- ✓ **SDG Brand Champion Awards 2025** – Received in three categories: Most Sustainable Electronic Item Manufacturer, Affordable and Clean Energy, and Honorable Mention in Climate and Environment

3.9.2 International Awards

Walton has earned multiple international accolades that highlight its growing reputation as a global brand:

- ✓ **Global Brand Excellence Award (2014, Singapore)** – Recognized for achieving consumer confidence in global markets.
- ✓ **Golden Globe Tigers Summit Award (2015, Malaysia)** – Honored for excellence in branding and marketing in the Asian region.
- ✓ **Superbrand of the Year (2020–2021)** – Internationally recognized as one of Bangladesh's strongest consumer brands.
- ✓ **International Trade Fair Awards (2020 & 2022)** – Recognized for excellence in international trade exhibitions.
- ✓ **SAFA Gold Award & Overall Winner (2022)** – Best Annual Report in the manufacturing category, awarded by the *South Asian Federation of Accountants (SAFA)* for corporate transparency and governance.
- ✓ **Global Brand Award (2024, UK)** – Walton Digi-Tech won "Most Trusted IT and Electronics Manufacturer" by *Global Brands Magazine*.
- ✓ **SDG Brand Champion Awards (2025)** – Recognized in multiple categories, including Most Sustainable Electronics Manufacturing Company of the Year, Affordable and Clean Energy, and Climate & Environment initiatives.
- ✓ **Global Brand Award 2025** – Named 'Most Trusted IT and Electronics Manufacturer' by Global Brands Magazine.

3.10 Financial Situation of Walton Hi-Tech Industries PLC

Walton Hi-Tech Industries PLC remains financially strong but is facing short-term pressures. In the first nine months of FY 2024-25, the company earned a net profit of BDT 696.44 crore, a slight decrease from the previous year. Earnings per share (EPS) fell to BDT 22.99, and the operating margin dropped to 22.09% because of higher costs and

foreign exchange losses. Finance expenses rose to 7.29% of sales, reflecting more borrowing and currency fluctuations.

Cash flow weakened, with net operating cash flow per share (NOCFPS) becoming negative (–BDT 1.83). Walton prioritized supplier and tax payments before the peak season. Despite these challenges, Walton's Net Asset Value per Share (NAVPS) remained at BDT 277.04 (without revaluation), showing a solid financial base. The company is also investing in long-term projects, such as a Lithium-Ion Battery Cell Plant, to boost innovation, exports, and global competitiveness.

In summary, while current profits and cash flows face pressure, Walton's strong fundamentals and forward-looking investments suggest ongoing growth potential.

Chapter-Four

Market Overview of

Walton Hi-Tech Industries PLC

4.1 Industry Landscape and Company Profile

4.1.1 A Domestic Powerhouse

Walton Hi-Tech Industries PLC (WHIPL), founded in 2006 and operating since 2008, is Bangladesh's first electrical and electronics manufacturer. Over the years, it has become a major player in various categories, including refrigerators, TVs, air conditioners, compressors, and more.

4.1.2 Strategic Manufacturing Base

Its main manufacturing complex in Chandra, Gazipur, covers nearly 5.9 million square feet, featuring 21 buildings. This includes the country's first compressor facility established in 2017, putting Bangladesh among the few countries worldwide with such capabilities.

4.1.3 Forward-Thinking R&D and Innovation

Walton's focus on technology and innovation is strong. Their extensive R&D operations include facilities in Bangladesh and a Global Research and Innovation Centre in South Korea. The company actively develops AI-enabled.

4.2 Market Leadership in the Domestic Market

- **Unrivaled Market Share**

  Walton holds commanding domestic market shares estimated at:

  - **Refrigerators:** ~75%
  - **Televisions:** ~50%
  - **Air Conditioners:** ~20–30%

- **Robust Distribution & After-Sales Network**

Walton's reach extends via over 21,000 sales points across Bangladesh, including Walk-in Walton Plazas, exclusive e-plazas, dealerships, and sub-dealers. They support this with more than 76 ISO-certified service centers and a large team of trained engineers offering prompt after-sales service.

4.3 Financial Performance & Capital Market Presence

4.3.1 Rapid Growth & Profitable Operations

The company saw impressive financial growth:

- FY 2019–20: Revenue of BDT 4,110 crore (net profit BDT 730 crore)
- FY 2020–21: Revenue surged to ~BDT 8,000 crore; net profit rose to BDT 1,642 crore.

4.3.2 Strong Stock Market Response

Since its listing on both the Dhaka and Chittagong Stock Exchanges in 2020, Walton has exhibited strong investor confidence. It delivered consistently high dividend payouts—250% in FY 2020–21, and even higher in subsequent years—and its market cap accounted for over 6% of DSE at one point.

4.3.3 Recent Financial Snapshot

As of 2024/2025:

- Market Cap: BDT 13,444 crore
- Trailing Revenue (TTM): BDT 7,824 crore
- Net Income: BDT 1,291 crore
- EPS: BDT 42.61; P/E: ~10.4

4.4 International Expansion & Global Strategy

4.4.1 Export Footprint Across Continents

Walton exports to over 50 countries, including markets in Asia, Africa, Europe, and North America. Recent expansion includes new markets such as Barbados, Fiji, Vanuatu, Cameroon, Sri Lanka, Singapore, and Cape Verde.

4.4.2 Global Ambitions & Acquisitions

Walton aims to be *one of the top five global electronics brands by 2030*, with an ambitious target of $5–7 billion in export revenue. Strategic moves include acquiring European brands such as ACC, Zanussi Elettromeccanica, and Verdichter to build production capabilities and expand its global reach.

4.4.3 Export Strategy & Localization

Walton is exploring manufacturing hubs closer to key markets and adapting products to local standards. They're also preparing to enter new product domains, including EVs, AI-based smart appliances, and an integrated smart home ecosystem.

4.5 Competitors of Walton Hi-Tech Industries PLC

Walton operates in highly competitive markets where both local and global brands compete across different product categories.

4.5.1 Domestic Competitors (Bangladesh Market)

- **Singer Bangladesh** – Strong presence in home appliances and a trusted legacy brand.
- **Vision Electronics (PRAN-RFL Group)** – Competes in televisions, refrigerators, and small appliances with aggressive pricing.
- **Minister Hi-Tech Park Ltd.** – Expanding in refrigerators, TVs, and ACs with mass-market appeal.
- **Jamuna Electronics & Automobiles Ltd.** – Fast-growing brand focusing on refrigerators, TVs, and motorcycles.
- **Butterfly Group** – Distributor of LG and Whirlpool, strong in refrigerators and washing machines.

4.5.2 International Competitor

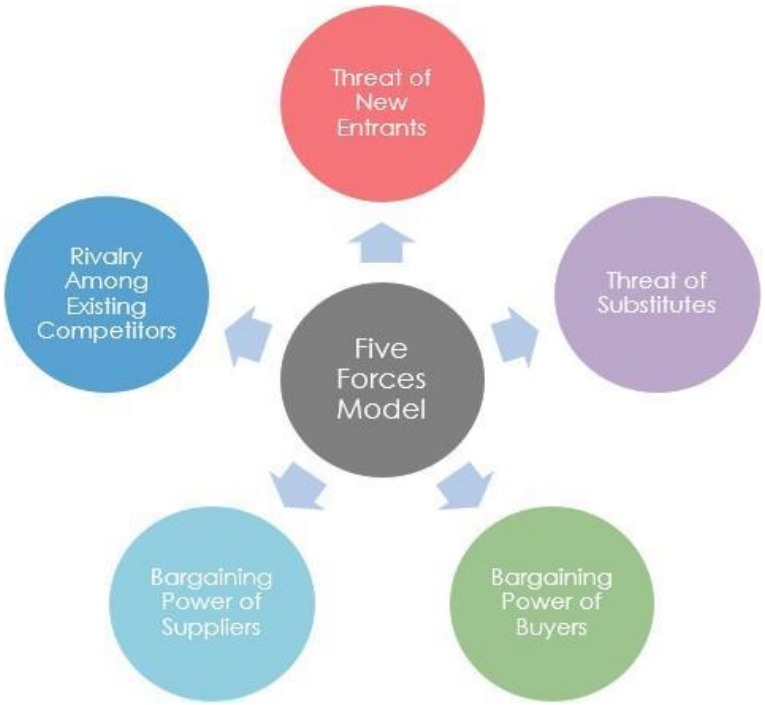
- **Samsung (South Korea)** – Global leader in TVs, smartphones, refrigerators, and ACs; strong brand value.
- **LG (South Korea)** – Major rival in refrigerators, washing machines, TVs, and air conditioners.
- **Sony (Japan)** – Premium competitor in televisions and audio-visual products.
- **Panasonic (Japan)** – Competes in refrigerators, ACs, and consumer electronics.
- **Haier (China)** – Strong in refrigerators, washing machines, and home appliances; rapidly growing globally.
- **Xiaomi (China)** – Competes in smartphones, smart TVs, and IoT devices, gaining traction in South Asia.

- **Gree & Midea (China)** – Global leaders in air conditioning and cooling systems.
- **Whirlpool (USA)** – Strong in refrigerators, washing machines, and kitchen appliances.

4.5.3 Automobile & Motorcycle Segment Competitors

- **Bajaj (India)**
- **Hero (India)**
- **Honda (Japan)**
- **TVS (India)**
- **Dayun (China)**

4.6 Porter's Five Forces Analysis of Walton Hi-Tech Industries PLC



4.6.1 Competitive Rivalry (High)

Walton faces strong competition both locally and globally. In Bangladesh, competitors like S**inger, Vision, Jamuna, Minister, and Butterfly** challenge its market share. Internationally, **Samsung, LG, Sony, Haier, Whirlpool, and Xiaomi** lead in the premium and mid-range markets. The quick innovation in the electronics market and aggressive pricing strategies create a highly competitive environment.

4.6.2 Threat of New Entrants (Moderate)

Starting large-scale electronics manufacturing needs substantial capital, advanced technology, and distribution networks. However, Bangladesh has seen an increase in local brands such as Vision, Jamuna, and Minister. Government incentives for local manufacturing can make it easier for new companies to enter. Still, Walton's brand reputation, scale, and established distribution create significant hurdles for newcomers.

4.6.3 Bargaining Power of Suppliers (Low to Moderate)

Walton depends on imported raw materials, components, and advanced machinery. Its vertical integration (compressor, R&D, and component production) lowers reliance on outside suppliers. High production volumes also strengthen Walton's bargaining power, although global price changes, particularly in semiconductors and metals, still pose risks.

4.6.4 Bargaining Power of Buyers (High)

Customers have many local and global choices, so price sensitivity is a crucial factor. Global brands offer advanced features while budget brands compete on price, giving buyers significant bargaining power. Walton responds by providing affordable pricing, instalment options, and strong after-sales service.

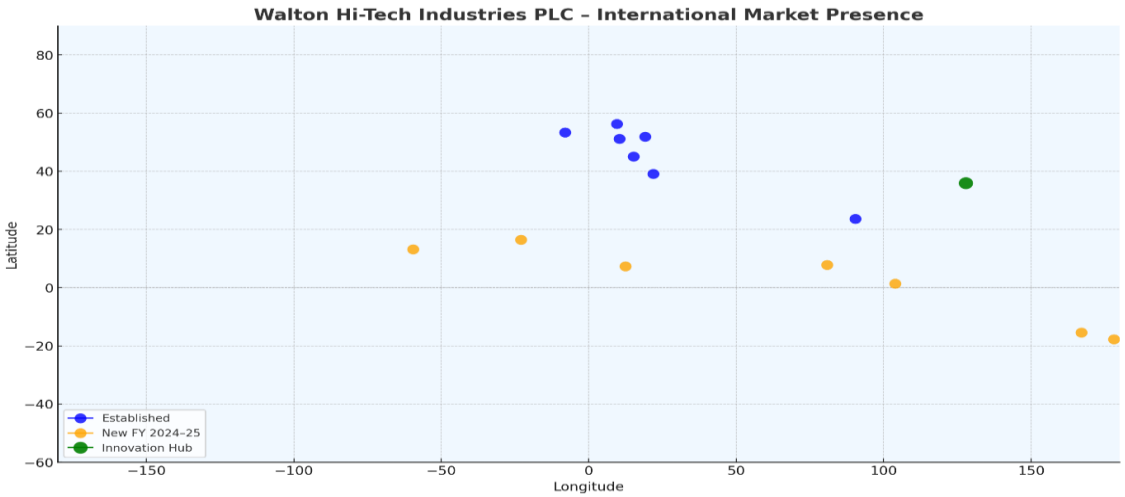
4.6.5 Threat of Substitutes (Moderate)

The risks from substitutes vary by product:

- Refrigerators → traditional storage methods (low risk).
- TVs → streaming on laptops and smartphones.
- Mobile phones → high substitute risks due to quick technological advancements.

4.7 International Market Presence

Walton has established a strong international presence, exporting to over 50 countries across Asia, Africa, Europe, and Oceania. In the 2024-25 fiscal year, the company entered seven new markets, including Singapore, Sri Lanka, Barbados, Fiji, Vanuatu, Cameroon, and Cape Verde. Walton has formed essential partnerships, like its distribution agreement



in Singapore, and has started exporting commercial ACs to high-tech markets. In Europe, the company supplies TVs to about 14 countries, with significant sales in Denmark, Germany, Greece, Croatia, Ireland, and Poland. To enhance its global presence, Walton established a Global Research and Innovation Centre in South Korea along with regional offices overseas. With exports now exceeding domestic sales, Walton aims to become a top-five global electronics brand by 2030, focusing on technology-driven products and market diversification.

4.8 International fame

Walton has gained international recognition as Bangladesh's first global electronics brand, now exporting to over 50 countries. Its reputation stems from offering affordable and innovative products, such as refrigerators, TVs, air conditioners, and home appliances, that meet international standards. Walton has a strong presence in Europe and has successfully entered markets in Asia, Africa, and Oceania. The brand has received awards for sustainability and investment excellence, which have boosted its global image. With exports now outpacing domestic sales, Walton is increasingly seen as a growing challenger to established multinational brands, strengthening Bangladesh's presence on the global technology map.

4.9 SWOT analysis of Walton Hi-Tech Industries PLC

4.9.1 Understanding SWOT Analysis

A SWOT Analysis is a straightforward way to assess a company's current situation. It helps us see what a business is doing well, where it struggles, what chances it has to grow, and what risks it might face.

- **Strengths** → The strong points that give the company an advantage.
- **Weaknesses** → The areas where the company needs improvement.
- **Opportunities** → The chances in the market or environment that can help the company grow.
- **Threats** → The challenges from outside factors that can harm the company.

Diagram of SWOT Analysis

SWOT ANALYSIS

Strengths (What we do well)	**Weaknesses** (Where we lack)
Opportunities (Chances to grow)	**Threats** (Risks we face)

4.9.2 Strengths (Internal Positive Factors)

- ✓ **Market Leadership in Bangladesh**.** It holds dominant domestic shares in refrigerators (about 75%), TVs (around 50%), and ACs (approximately 20-30%).
- ✓ **Strong Brand Recognition.** Walton is the first name that comes to mind for electronics and appliances among Bangladeshi consumers.
- ✓ **Vertically Integrated Manufacturing.** From compressors to batteries, Walton produces key components in-house, which lowers dependence on imports.
- ✓ **Extensive Distribution Network.** There are over 21,000 sales points across the nation, along with strong after-sales service centers.
- ✓ **Strong Financial Base.** It enjoys high revenue growth, consistent profitability, and success in the stock market.
- ✓ **Innovative R&D**. Walton invests in AI-enabled appliances and smart electronics and has a Global Research & Innovation Centre in South Korea.

- ✓ **Eco-Friendly Manufacturing.** It has received the Green Factory Award and recognition as an SDG Brand Champion.

4.9.3 Weaknesses (internal Negative Factors)

- **Overdependence on Local Market**. The majority of sales still come from Bangladesh, making it vulnerable to domestic economic slowdowns.
- **Relatively Low Global Recognition.** Despite expansion efforts, brand awareness remains limited outside South Asia and a few emerging markets.
- **High Cost of Advanced Technology Imports**. Some raw materials and cutting-edge technology still need to be sourced internationally.
- **Product Diversification Risks.** Expanding into numerous product categories (like elevators, batteries, and IT) may stretch resources too thin.
- **Customer Perception Challenges.** International buyers might view Walton as a "low-cost" brand rather than one of premium quality.

4.9.4 Opportunities (External Positive Factors)

- ✓ **Global Market Expansion.** Walton exports to over 50 countries and has the potential to penetrate Europe, North America, and the Middle East further.
- ✓ **Rising Demand for Affordable Electronics.** The growing middle class in Asia and Africa creates a strong demand base.
- ✓ **Government Support & Policy Incentives.** Benefits like foreign direct investment support, tax incentives, and "Made in Bangladesh" branding help Walton's growth.
- ✓ **Technology Integration**. There's an opportunity to lead in smart homes, IoT appliances, and AI-powered devices.
- ✓ **Electric Vehicles (EVs) and Renewable Energy.** Walton's investment in lithium-ion batteries and green technology positions it for future growth.
- ✓ **Mergers & Acquisitions Abroad.** Acquiring global brands like Zanussi Elettromeccanica provides technology transfer and international credibility.

4.9.5 Threats (External Negative Factors)

- **Intense Competition.** Walton competes with global giants like Samsung, LG, Whirlpool, and emerging Chinese brands.
- **Global Economic Uncertainty.** Factors like inflation, currency volatility, and changing trade policies may affect exports.
- **Technological Disruption.** Rapid innovation cycles in electronics require ongoing investment in R&D to stay competitive.
- **Quality Perception Abroad.** Competing in premium international markets involves overcoming stereotypes about products from Bangladesh.
- **Supply Chain Risks.** Global raw material shortages and rising shipping costs may impact production.
- **Environmental Regulations.** Stricter global standards on e-waste and emissions could raise compliance costs.

Chapter-Five

Marketing Strategy

&

Strategic Situation Analysis

5.1 Market Segmentation

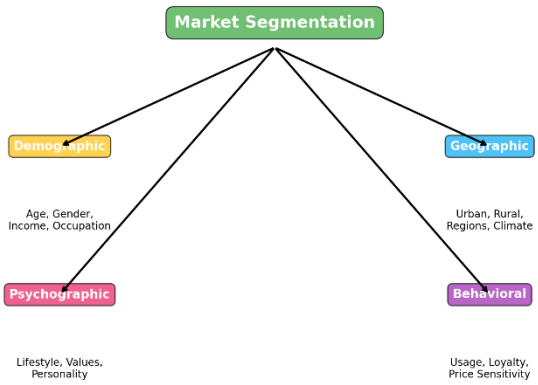
5.1.1 Understanding Market Segmentation

Market segmentation is the process of dividing a broad market into smaller groups of consumers who have similar needs, characteristics, or behaviors. It helps a company design products, pricing, promotions, and distribution strategies that best fit each customer group. Instead of treating all customers the same, segmentation enables businesses to target the right audience with the right product.

5.1.2 Types of Market Segmentation

1. **Demographic** – based on age, gender, income, occupation, and education.
2. **Geographic** – based on location, such as rural, urban, regional, or international.
3. **Psychographic** – based on lifestyle, values, personality, or social class.
4. **Behavioral** – based on usage patterns, brand loyalty, price sensitivity, or buying occasions.

5.1.3 Diagram for Market Segmentation



Market segmentation enables Walton (and any company) to identify its customers, understand their needs, and determine the most effective way to serve them. By applying segmentation, Walton can design affordable appliances for rural households while also offering innovative and premium products for urban and international markets.

5.2 Market Segmentation of Walton Hi-Tech Industries PLC

Walton targets a wide range of customers by dividing its market based on demographic, geographic, psychographic, and behavioural factors.

5.2.1 Demographic Segmentation

- ✓ **Income Level:** Walton offers products for both middle-income and upper-middle-income groups by balancing affordable options with premium choices.
- ✓ **Age Group:** Younger consumers are drawn to Walton's innovative, modern appliances, while middle-aged buyers prioritize durability and affordability.
- ✓ **Occupation:** Professionals and urban families typically buy premium models, while rural households opt for budget-friendly options.

5.2.2 Geographic Segmentation

- ✓ **Urban Market:** Focuses on smart TVs, refrigerators, and air conditioners that meet the lifestyle needs of city consumers.
- ✓ **Rural Market:** Provides affordable refrigerators, fans, and basic appliances, backed by strong distribution and payment options.
- ✓ **International Market:** Targets various customer groups across Asia, Africa, Europe, and Oceania with products tailored to regional preferences.

5.2.3 Psychographic Segmentation

- ✓ Appeals to consumers who take pride in "Made in Bangladesh" branding.
- ✓ Attracts customers looking for modern lifestyles through stylish, tech-focused products.
- ✓ Eco-conscious buyers appreciate Walton's energy-efficient and environmentally friendly items.

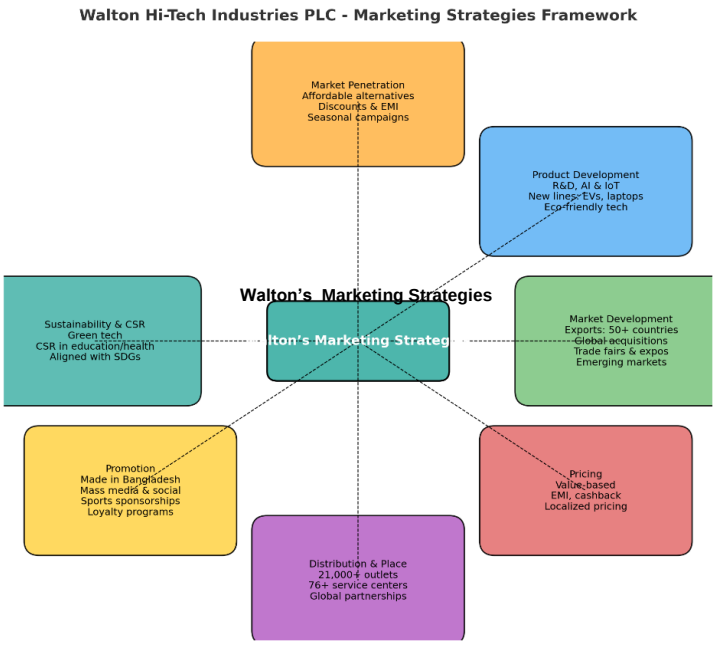
5.2.4 Behavioural Segmentation

- ✓ **Price Sensitivity:** Walton creates affordable products that suit the purchasing power of most Bangladeshi households.
- ✓ **Brand Loyalty:** Customers prefer Walton because of its reliable after-sales service and extensive service network.
- ✓ **Occasional Buyers:** Seasonal campaigns and festival promotions entice first-time or infrequent customers.

Walton's market segmentation strategy allows it to serve both urban and rural customers, balance affordability with innovation, and grow internationally while maintaining strong brand loyalty at home.

5.3 Marketing Strategies of Walton Hi-Tech Industries PLC

Marketing strategies are long-term plans that direct how a company creates value for customers and secures an edge over its competitors. They include aspects like branding, product development, pricing, distribution, promotion, and managing customer relationships to support steady growth and leadership in the market. For Walton Hi-Tech Industries PLC, these strategies strike a balance between local market strength and global development. They use affordability, innovation, and strong distribution networks to stay competitive.



5.3.1 Market Penetration Strategy

- Walton dominates the Bangladeshi electronics market by offering **affordable alternatives to imported brands**.
- It strengthens its presence with **discount campaigns, exchange offers, and instalment facilities (EMI)** to attract price-sensitive customers.
- Regular **seasonal campaigns (Eid, Puja, New Year, etc.)** boost short-term sales and reinforce loyalty.

5.3.2 Product Development Strategy

- Continuous investment in **R&D and innovation**, including AI-enabled smart TVs, energy-efficient refrigerators, and IoT-based appliances.
- Walton offers a wide range of electrical and electronic appliances, including refrigerators, air conditioners, televisions, washing machines, elevators, smartphones, laptops, and IT hardware.



- The company emphasizes **local manufacturing with global standards**, ensuring affordable pricing without compromising quality.
- Walton is expanding into **future-focused products** such as electric vehicles, lithium-ion batteries, and smart home solutions.
- Expansion into **new product lines** such as elevators, lithium-ion batteries, laptops, and electric vehicles to diversify the portfolio.
- Commitment to **eco-friendly technologies**, winning awards like the Green Factory Award for sustainable manufacturing.

5.3.3 Market Development Strategy

- Aggressive **global expansion** by exporting to over 50 countries in Asia, Africa, Europe, and Oceania.
- Strategic acquisitions of global brands (e.g., Zanussi Elettromeccanica in Italy) to gain technology and access to European markets.
- Active participation in **international trade fairs and expos** to build global brand visibility.
- Targeting emerging markets with **affordable yet reliable electronics** as an alternative to high-cost global brands.

5.3.4 Pricing Strategy

- Walton follows a **value-based pricing strategy**, offering quality products at affordable prices compared to foreign competitors like Samsung and LG.
- In the domestic market, Walton leverages **competitive pricing** to maintain dominance while ensuring accessibility for middle-class consumers.
- Uses **EMI, installment options, and cashback offers** to attract a broader customer base.

5.3.5 Distribution & Place Strategy

- Walton has one of the **largest distribution networks** in Bangladesh, with:

    - ✓ Over **21,000 sales outlets** (dealers, sub-dealers, and retail partners).
    - ✓ **Walton Plaza showrooms** across the country.
    - ✓ A strong **online sales platform (E-Plaza)** for direct consumer purchases.

- The company maintains **over 76 ISO-certified service centers**, ensuring strong after-sales support.
- Internationally, Walton exports to **50+ countries** across Asia, Africa, Europe, and Oceania. Distribution networks include partnerships with overseas distributors and strategic acquisitions of foreign brands (e.g., Zanussi Elettromeccanica in Italy).

- Expands globally through **partnerships with distributors and dealers**, while exploring local assembly/manufacturing in overseas markets to reduce costs and tariffs.

5.3.6 Promotion Strategy

- Builds a strong emotional connection with local consumers through the **"Made in Bangladesh" branding**.
- Walton invests heavily in **advertising and brand-building**, using television, newspapers, social media, billboards, and digital campaigns.
- It sponsors **sports events, cricket teams, and social initiatives**, strengthening brand visibility and emotional connection with consumers.
- Walton promotes its identity as a **"Made in Bangladesh, For the World"** brand, positioning itself as a source of national pride.
- Promotional offers include **discount campaigns, seasonal sales, exchange offers, and warranty services** to attract and retain customers.
- At the global level, Walton participates in **international trade fairs and expos**, showcasing its products to potential distributors and customers.
- Customer engagement through **loyalty programs, trade fairs, ATS Expo, and interactive campaigns**.

5.3.7 Sustainability & CSR Strategy

- Focuses on **sustainable production practices**, renewable energy, and green technologies.
- Runs **CSR activities** in education, healthcare, and environmental conservation, strengthening its corporate image.
- Positions itself as a socially responsible brand aligned with **SDGs (Sustainable Development Goals)**.

5.4 Advertising Practices of Walton Hi-Tech Industries PLC

5.4.1 Traditional Media Advertising

- Walton is one of the largest advertisers in Bangladesh**,** using TV, radio, and newspapers to reach mass audiences.
- TV commercials (TVCs) highlight product features such as energy efficiency, durability, and "Made in Bangladesh" pride.

- Regular ads in daily newspapers showcase new product launches, festival offers, and discounts.

5.4.2 Digital & Social Media Marketing

- Walton has an active presence on Facebook, YouTube, Instagram, and TikTok**,** reaching younger audiences.
- Runs digital ad campaigns with engaging content like product demos, user testimonials, and influencer collaborations.
- Uses targeted Google Ads and online banners to promote e-commerce (E-Plaza) sales.

5.4.3 Outdoor & Event Advertising

- Extensive use of billboards, posters, and banners in cities and rural areas to maintain strong visibility.
- Sponsorship of sports events**,** especially cricket and football, helps Walton connect emotionally with the Bangladeshi public.
- Participates in national and international trade fairs**,** where Walton sets up attractive pavilions to showcase products.

5.4.4 Promotional Campaigns

- Runs seasonal campaigns during Eid, Puja, New Year, and other festivals with discounts, cashback, and exchange offers.
- Uses celebrity endorsements in campaigns to build trust and appeal to mass audiences.
- Emphasizes Walton's positioning as a national pride brand with slogans like ***"Made in Bangladesh, for the World."***

5.4.5 Corporate Image & CSR Advertising

- Promotes its role in sustainability and CSR, such as green factory practices, healthcare support, and education initiatives.

- Advertising often connects Walton’s products to social progress and national development, reinforcing its identity as a socially responsible company.

Walton’s advertising strategy combines traditional mass media with modern digital platforms, ensuring visibility across all customer groups. By blending product-focused ads, national pride messages, and CSR promotion, Walton has built strong brand recognition at home and is gradually using these advertising practices to strengthen its image abroad.

5.5 Market Analysis of Walton Hi-Tech Industries PLC

The electronics and home appliance industry in Bangladesh is growing quickly. Rising incomes, urbanization, and the demand for affordable, quality products fuel this growth. In this market, Walton Hi-Tech Industries PLC has become the leader. It holds nearly 75% of the refrigerator market, 50% of the television market, and a substantial share of the air conditioner market. Walton's success comes from competitive pricing, a variety of products, strong after-sales service, and brand loyalty.

Walton competes with local companies like Singer and Vision, as well as international brands such as Samsung and LG. However, its affordability and “Made in Bangladesh” image give it a decisive advantage. Consumer demand is sensitive to price, but interest in innovative and energy-efficient appliances is increasing. Walton is responding by using its e-commerce platform and exporting to over 50 countries.

Despite challenges like global competition, brand perception abroad, and supply chain risks, Walton has significant opportunities ahead. A growing middle class, government incentives, and rising demand for green technologies support it.

Chapter-Six
Findings

6.1 Findings

During my internship at Walton Hi-Tech Industries PLC, I learned a lot about the company's marketing practices and strategies. From my observations, conversations with employees, and additional research, I identified several key findings:

- **Strong Domestic Market Leadership:** Walton holds a leading market share in refrigerators, televisions, and air conditioners in Bangladesh. This success comes from competitive pricing, strong branding, and an extensive distribution network.

- **Global Recognition Gap:** While Walton exports to over 50 countries, its brand awareness and reputation in international markets are still low compared to major brands like Samsung, LG, and Haier.

- **Integrated Marketing Communication (IMC):** Walton spends significantly on both traditional and digital media. However, its heavy reliance on aggressive advertising can lead to intrusive marketing that may overwhelm customers.

- **Limited Cross-Departmental Collaboration:** There is a need for better coordination between the marketing, R&D, and sales departments. Improving collaboration would help speed up product innovation and enhance campaign execution.

- **Employee Retention Issues:** The marketing and sales teams experience high turnover rates, which could impact service consistency and customer relationship management.

- **Product Portfolio Strength and Gaps:** Walton offers a wide range of products, but it mainly focuses on home appliances. Although it is starting to branch out into IT products, elevators, and electric vehicles, these sectors are still in their early stages.
- **Customer Perception:** In Bangladesh, Walton has a strong national branding with "Made in Bangladesh." However, in international markets, some consumers view it as a low-cost alternative rather than a premium brand.

Chapter-Seven

Recommendations
&
Conclusion

7.1 Recommendations

Based on the findings and current market challenges, the following recommendations are suggested to strengthen Walton's marketing practices and global competitiveness:

- Strengthen **AI-driven marketing personalization** to enhance customer engagement.
- Expand aggressively into **Africa and Latin America** through strategic partnerships.
- Invest in a **blockchain-enabled supply chain** for transparency and cost efficiency.
- Enhance **premium product positioning** to compete with Samsung, LG, and Xiaomi.
- Strengthen **after-sales service** with CRM-powered mobile apps and AI chatbots.
- Expand **sustainability initiatives** by promoting eco-friendly appliances and green energy.
- Build a stronger **digital-first advertising approach** with influencer-led short videos and AR-based product showcases.
- Introduce **flexible instalment payment systems** through fintech collaborations to attract young urban consumers.
- Launch international brand-building campaigns that highlight Walton's **"Made in Bangladesh"** identity to improve global recognition and create an emotional connection with foreign consumers.
- Develop employee training and career development programs to **reduce turnover in sales and marketing teams**, improving consistency and expertise in customer service.
- Invest more in **e-commerce platforms (E-Plaza)** and integrate them with physical retail outlets to create an omnichannel experience for customers.
- Expand Walton's **smart and IoT ecosystem with connected home appliances, EV integration,** and AI-enabled devices to reinforce its image as a future-focused technology brand.
- Tie **CSR and ESG** initiatives directly with marketing strategies, positioning Walton as a socially responsible global brand.

7.2 Conclusion

Walton Hi-Tech Industries PLC has established itself as the leading electronics manufacturer in Bangladesh and is becoming a competitive player globally. Its innovative approach to pricing, extensive distribution networks, and cohesive promotional efforts have built strong brand loyalty in the domestic market. Walton's marketing tactics, especially its "Made in Bangladesh" identity, significantly help to foster customer trust and national pride.

However, the company encounters challenges like low global brand recognition, issues with departmental coordination, high employee turnover, and the challenge of balancing affordability with premium positioning. Tackling these challenges will be essential for Walton to reach its goal of becoming one of the top five global electronics brands by 2030.

This internship has given me a hands-on look at how marketing theories, such as the 4Ps, segmentation, and SWOT analysis, are used in a real business setting. Overall, this experience improved my understanding of strategic brand management and showed me the potential of Bangladeshi companies to compete globally through effective marketing strategies.

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