**Report On**

**Walton Hi-Tech Industries PLC**

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# **Executive Summary**

Walton is the latest multinational electrical, electronics, automobiles and other appliances brand with one of the largest well equipped R & I facilities in the world carried out its production through different subsidiaries under the banner of Walton group headquarters in Bangladesh. Today, Walton has a workforce of more than 30000+ in total 22 production bases under 700+ acres of factory area. The capacity of yearly production is 10 million units based on the market demands. Walton is the giant professional manufacturer in the relevant industry and has gained high reputation in terms of its unbeatable capability for producing Electrical and Electronics goods in the most competitive way in aspect of quality, cost, design and innovation.

# **Chapter: 1**

[**Products and Services**](https://waltonbd.com/)

**Walton** is a prominent brand in Bangladesh, renowned for its wide range of consumer electronics, home appliances, and industrial products. Walton Hi-Tech Industries Limited, under the Walton brand, has established itself as a leader in the manufacturing and distribution of cutting-edge technology products. Here is an overview of the key product categories and services offered by Walton BD:

**1.1 Consumer Electronics:**

Walton is well known for its extensive range of consumer electronics, which are designed to cater to modern households. Some of the most popular electronics include:

### **1.1.1 Televisions**

Walton produces a variety of televisions including LED, Smart, and 4K TVs. Their televisions offer a rich viewing experience with vibrant displays, smart features like built-in Wi-Fi, and access to streaming platforms.



### **1.1.2 Mobile Phones**:

Walton manufactures a wide range of smartphones and feature phones. Their smartphones are equipped with advanced technology, offering consumers affordable yet high-performance devices.

[Click Here](https://waltonbd.com/)

**1.1.3 Laptops and Tablets**:

Walton’s range of laptops and tablets is designed to cater to both professionals and students, providing sleek, efficient, and affordable devices with up-to-date features.



**1.2 Home Appliances:**

Walton offers a wide array of home appliances that aim to improve daily household activities and ensure convenience for customers. These include:

### **1.2.1 Refrigerators and Freezers:**

Walton’s refrigerators and freezers come in various sizes and models, including energy-efficient options with features such as multi-door designs, inverter technology, and frost-free systems.



### **1.2.2** **Air Conditioners**:

Walton’s air conditioners are designed for different types of spaces and are equipped with energy-saving technology and inverter systems. They offer both split and window AC options with eco-friendly cooling systems.



### **1.2.3 Washing Machines:**

Walton provides semi-automatic and fully automatic washing machines that make laundry easy and efficient, with features such as energy-saving modes and advanced washing programs.



### **1.2.4 Microwave Ovens**:

Walton’s microwave ovens are popular for their multi-functional capabilities, including grilling, baking, and reheating.



## **1.3 Kitchen Appliances**

Walton’s kitchen appliance range includes a variety of products aimed at making cooking more efficient and enjoyable. These products include:

### **1.3.1** **Blenders and Grinders**:

High-quality blenders and grinders designed to handle everything from simple blending tasks to complex grinding for cooking.

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### **1.3.2 Rice Cooker and Induction Cooker**

Electric rice cookers of various sizes, designed to make cooking rice simple and convenient. Energy-efficient induction cookers with precise temperature control and safety features.



## **1.4 Services by Walton BD**

Walton BD not only excels in manufacturing and distributing a wide range of electronics and appliances but also offers comprehensive services to enhance customer satisfaction. Their service offerings are designed to provide support before, during, and after a purchase, ensuring a seamless experience for their customers. Here are the key services provided by Walton.

### **1.4.1 Warranty Services**

Walton offers warranty coverage for most of its products, ensuring that customers can get repairs or replacements in case of defects or malfunctions during the warranty period. The length and terms of the warranty vary by product category, but they typically include:

* **Extended Warranty Options**: In addition to the standard warranty, customers can opt for extended warranty packages for an additional fee, providing longer coverage.

### **1.4.2 After-Sales Service:**

Walton is committed to providing exceptional after-sales service, which includes repair and maintenance services for its products. They have a dedicated team of technicians who are trained to handle a wide range of issues:

* **Authorized Service Centers**: Walton has a network of service centers across Bangladesh, making it convenient for customers to get their products repaired or serviced close to home.
* **On-Site Service**: For large appliances such as refrigerators, air conditioners, and washing machines, Walton offers on-site repair services, where technicians visit the customer’s home to perform repairs.

### **1.4.3** **Spare Parts Availability:**

Walton ensures that spare parts for its products are readily available. This allows customers to maintain and repair their appliances over time without having to replace the entire product. Walton’s service centers are equipped with genuine spare parts to ensure longevity and reliability of their products.

### **1.4.4 Customer Support:**

Walton provides 24/7 customer support through multiple channels to address any product-related queries or issues. Their customer service includes:

* **Hotline Support**: Customers can call Walton’s hotline to report issues, seek advice, or schedule repairs.
* **Online Support**: Walton offers online support via their website and social media platforms, allowing customers to get help or track service requests easily.
* **Live Chat**: Through the Walton website or mobile app, customers can engage in live chat with a representative to resolve issues in real time.

### **1.4.5 Installation Services**

Walton provides professional installation services for large appliances such as air conditioners, refrigerators, and washing machines. These services are conducted by trained technicians who ensure the product is set up correctly and is functioning optimally:

* **Free Installation**: For certain high-end products, Walton may offer free installation services as part of the purchase package.
* **Product Demonstration**: As part of the installation process, Walton technicians provide a product demonstration to help customers understand the functions and features.

Walton’s extensive range of services from warranty and repairs to customer support and product customization reflects the company’s commitment to ensuring customer satisfaction. These services provide peace of mind to customers, knowing that they have the necessary support throughout the product lifecycle.

## **1.5 Flowchart of Products and Services by Walton BD**

**Figure 1.1 Product by Walton BD**

**Figure 1.2 Services by Walton BD**

# **Chapter: 2**

**Business Plan**

A well-structured operational, financial, and marketing plan is crucial for Walton BD's sustained growth and competitiveness. By optimizing operations, ensuring financial stability, and executing effective marketing strategies, Walton BD can strengthen its market position domestically and expand its footprint globally. Continuous innovation, customer-centric approaches, and strategic investments will drive Walton BD toward achieving its long-term vision and mission.

Three types of business plan of Walton BD:

## **2.1 Operational Plan**

The operational plan outlines how Walton BD will execute its business strategies on a day-to-day basis to achieve its objectives. Key components include:

### **2.1.1 Manufacturing and Production**

* **Facilities Management**: Optimize existing manufacturing plants in Bangladesh, ensuring they are equipped with state-of-the-art machinery to maintain high-quality production standards.
* **Quality Control**: Implement stringent quality assurance processes to ensure all products meet international standards, reducing defects and returns.
* **Capacity Expansion**: Invest in expanding production capacities to meet increasing demand, particularly for high-demand products like smartphones, refrigerators, and televisions.

### **2.1.2 Supply Chain Management**

* **Supplier Relationships:** Strengthen partnerships with key suppliers to ensure a steady flow of raw materials and components, negotiating favorable terms to reduce costs.
* **Inventory Management:** Utilize advanced inventory management systems (e.g., ERP software) to maintain optimal stock levels, minimizing excess inventory and stakeouts.
* **Logistics Optimization:** Enhance logistics and distribution networks to ensure timely delivery of products both domestically and internationally. Explore partnerships with reliable logistics providers.

### **2.2.3 Research and Development (R&D)**

* **Innovation Hub**: Establish dedicated R&D centers focused on product innovation, incorporating the latest technologies such as IOT, AI, and sustainable materials.
* **Product Development**: Continuously develop new products and improve existing ones based on market trends and consumer feedback.
* **Intellectual Property**: Protect innovations through patents and trademarks to maintain a competitive edge.

## **2.2 Financial Plan**

The financial plan provides a roadmap for Walton BD's financial health and growth, encompassing budgeting, forecasting, and investment strategies.

### **2.2.1 Revenue Projections**

* **Sales Forecasting**: Project sales based on historical data, market trends, and new product launches. Segment projections by product lines (e.g., electronics, appliances, automobiles) and geographical regions.
* **Diversification**: Expand product offerings to tap into new revenue streams, reducing dependency on any single product category.

### **2.2.2 Cost Structure**

* **Fixed Costs**: Manage fixed costs such as salaries, rent, and utilities by optimizing operational efficiency and leveraging economies of scale.
* **Variable Costs**: Control variable costs related to raw materials, manufacturing, and distribution through strategic sourcing and efficient production processes.
* **Cost Reduction Initiatives**: Identify areas for cost savings without compromising quality, such as bulk purchasing, renegotiating supplier contracts, and reducing waste.

### **2.2.3 Profitability Analysis**

* **Gross Margin**: Monitor gross margins across different product lines to ensure profitability. Focus on high-margin products and optimize pricing strategies.
* **Net Profit Margin**: Aim to improve net profit margins through efficient cost management, increased sales, and strategic investments.
* **Break-Even Analysis**: Calculate break-even points for new products and investments to assess financial viability.

## **2.3 Marketing Plan**

The marketing plan outlines strategies to promote Walton BD's products, build brand awareness, and drive sales growth.

### **2.3.1 Market Analysis**

* + **Target Market Identification**: Define and segment target markets based on demographics, psychographics, and purchasing behavior. Focus on key segments such as middle-income consumers, tech enthusiasts, and urban households.
  + **Competitive Analysis**: Analyze competitors' strengths, weaknesses, market positioning, and strategies to identify opportunities and threats.
  + **SWOT Analysis**: Conduct a SWOT analysis to leverage Walton's strengths, address weaknesses, capitalize on opportunities, and mitigate threats.

### **2.3.2 Branding and Positioning**

* **Brand Identity**: Strengthen Walton's brand identity by emphasizing quality, affordability, innovation, and reliability.
* **Unique Selling Proposition (USP)**: Highlight Walton's unique features, such as locally manufactured products tailored to Bangladeshi consumers, superior after-sales service, and cutting-edge technology.
* **Brand Loyalty Programs**: Implement loyalty programs to retain existing customers and encourage repeat purchases.

**2.3.3 Pricing Strategy**

* **Competitive Pricing**: Set pricing strategies that are competitive yet profitable, considering factors like production costs, competitor pricing, and perceived value.
* **Promotional Pricing**: Utilize discounts, bundling, and limited-time offers to stimulate sales during promotional periods.
* **Value-Based Pricing**: Price products based on the value they provide to customers, emphasizing quality and features that justify the cost.

## **2.4 SWOT Analysis of Walton BD**

**Figure: 2.1 SWOT Analysis**

# **Chapter: 3**

**Sales and Cost statistics**

## **Table 3.1: Sales Report of Walton BD**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sales Report of Walton BD** | | | | | | |
|
| **Date** | **Region** | **Sales Rep** | **Product** | **Quantity** | **Unit Price (BDT)** | **Total Sales (BDT)** |
| 1/5/2024 | Barishal | Arif Hossain | Laptop | 5 | 70000 | 350000 |
| 1/6/2024 | Chittagong | Oishi Das | Desktop | 10 | 50000 | 500000 |
| 1/7/2024 | Khulna | Parvez Hasan | Tablet | 7 | 20000 | 140000 |
| 1/8/2024 | Rajshahi | Nabila Sultana | Smartphone | 15 | 30000 | 450000 |
| 1/9/2024 | Sylhet | Eva Karim | Laptop | 3 | 70000 | 210000 |
| 1/10/2024 | Dhaka | Farhan Islam | Desktop | 6 | 50000 | 300000 |
| 1/11/2024 | Chittagong | Parvez Hasan | Tablet | 4 | 20000 | 80000 |
| 1/12/2024 | Khulna | Nabila Sultana | Smartphone | 10 | 30000 | 300000 |
| 1/13/2024 | Barishal | Arif Hossain | Laptop | 8 | 70000 | 560000 |
| 1/14/2024 | Sylhet | Arif Hossain | Desktop | 12 | 50000 | 600000 |
| 1/15/2024 | Dhaka | Oishi Das | Tablet | 9 | 20000 | 180000 |
| 1/16/2024 | Chittagong | Parvez Hasan | Smartphone | 5 | 30000 | 150000 |
| 1/17/2024 | Khulna | Nabila Sultana | Laptop | 11 | 70000 | 770000 |
| 1/18/2024 | Rajshahi | Eva Karim | Desktop | 7 | 50000 | 350000 |
| 1/19/2024 | Sylhet | Farhan Islam | Tablet | 6 | 20000 | 120000 |
| 1/20/2024 | Dhaka | Parvez Hasan | Smartphone | 13 | 30000 | 390000 |
| 1/21/2024 | Barishal | Nabila Sultana | Laptop | 9 | 70000 | 630000 |
| 1/22/2024 | Khulna | Eva Karim | Desktop | 8 | 50000 | 400000 |
| 1/23/2024 | Rajshahi | Farhan Islam | Tablet | 14 | 20000 | 280000 |
| 1/24/2024 | Sylhet | Parvez Hasan | Smartphone | 7 | 30000 | 210000 |
| 1/25/2024 | Dhaka | Nabila Sultana | Laptop | 10 | 70000 | 700000 |
| 1/26/2024 | Chittagong | Arif Hossain | Desktop | 5 | 50000 | 250000 |
| 1/27/2024 | Barishal | Oishi Das | Tablet | 8 | 20000 | 160000 |
| 1/28/2024 | Rajshahi | Parvez Hasan | Smartphone | 6 | 30000 | 180000 |
| 1/29/2024 | Sylhet | Nabila Sultana | Laptop | 7 | 70000 | 490000 |
| 2/1/2024 | Dhaka | Eva Karim | Laptop | 8 | 70000 | 560000 |
| 2/2/2024 | Chittagong | Farhan Islam | Desktop | 6 | 50000 | 300000 |
| 2/3/2024 | Khulna | Parvez Hasan | Tablet | 10 | 20000 | 200000 |
| 2/4/2024 | Rajshahi | Arif Hossain | Smartphone | 20 | 30000 | 600000 |
| 2/5/2024 | Barishal | Eva Karim | Laptop | 4 | 70000 | 280000 |
| 2/6/2024 | Dhaka | Farhan Islam | Desktop | 9 | 50000 | 450000 |
| 2/7/2024 | Chittagong | Eva Karim | Tablet | 5 | 20000 | 100000 |
| 2/8/2024 | Barishal | Farhan Islam | Smartphone | 15 | 30000 | 450000 |
| 2/9/2024 | Rajshahi | Parvez Hasan | Laptop | 7 | 70000 | 490000 |
| 2/10/2024 | Sylhet | Nabila Sultana | Desktop | 11 | 50000 | 550000 |
| 2/11/2024 | Dhaka | Arif Hossain | Tablet | 12 | 20000 | 240000 |
| 2/12/2024 | Chittagong | Arif Hossain | Smartphone | 10 | 30000 | 300000 |
| 2/13/2024 | Khulna | Oishi Das | Laptop | 9 | 70000 | 630000 |
| 2/14/2024 | Rajshahi | Parvez Hasan | Desktop | 8 | 50000 | 400000 |
| 2/15/2024 | Sylhet | Nabila Sultana | Tablet | 11 | 20000 | 220000 |
| 2/16/2024 | Barishal | Eva Karim | Smartphone | 14 | 30000 | 420000 |
| 2/17/2024 | Chittagong | Farhan Islam | Laptop | 10 | 70000 | 700000 |
| 2/18/2024 | Khulna | Parvez Hasan | Desktop | 9 | 50000 | 450000 |
| 2/19/2024 | Rajshahi | Nabila Sultana | Tablet | 13 | 20000 | 260000 |
| 2/20/2024 | Sylhet | Eva Karim | Smartphone | 8 | 30000 | 240000 |
| 2/21/2024 | Dhaka | Farhan Islam | Laptop | 12 | 70000 | 840000 |
| 2/22/2024 | Chittagong | Parvez Hasan | Desktop | 7 | 50000 | 350000 |
| 2/23/2024 | Khulna | Nabila Sultana | Tablet | 9 | 20000 | 180000 |
| 2/24/2024 | Barishal | Arif Hossain | Smartphone | 12 | 30000 | 360000 |
| 2/25/2024 | Sylhet | Oishi Das | Laptop | 5 | 70000 | 350000 |
| 3/1/2024 | Dhaka | Arif Hossain | Laptop | 12 | 70000 | 840000 |
| 3/2/2024 | Chittagong | Arif Hossain | Desktop | 8 | 50000 | 400000 |
| 3/3/2024 | Khulna | Eva Karim | Tablet | 7 | 20000 | 140000 |
| 3/4/2024 | Rajshahi | Farhan Islam | Smartphone | 9 | 30000 | 270000 |
| 3/5/2024 | Sylhet | Eva Karim | Laptop | 6 | 70000 | 420000 |
| 3/6/2024 | Barishal | Farhan Islam | Desktop | 10 | 50000 | 500000 |
| 3/7/2024 | Chittagong | Parvez Hasan | Tablet | 8 | 20000 | 160000 |
| 3/8/2024 | Barishal | Nabila Sultana | Smartphone | 13 | 30000 | 390000 |
| 3/9/2024 | Rajshahi | Arif Hossain | Laptop | 9 | 70000 | 630000 |
| 3/10/2024 | Sylhet | Parvez Hasan | Desktop | 5 | 50000 | 250000 |
| 3/11/2024 | Dhaka | Oishi Das | Tablet | 11 | 20000 | 220000 |
| 3/12/2024 | Chittagong | Parvez Hasan | Smartphone | 14 | 30000 | 420000 |
| 3/13/2024 | Khulna | Nabila Sultana | Laptop | 10 | 70000 | 700000 |
| 3/14/2024 | Rajshahi | Eva Karim | Desktop | 6 | 50000 | 300000 |
| 3/15/2024 | Barishal | Farhan Islam | Tablet | 8 | 20000 | 160000 |
| 3/16/2024 | Dhaka | Parvez Hasan | Smartphone | 12 | 30000 | 360000 |
| 3/17/2024 | Chittagong | Nabila Sultana | Laptop | 9 | 70000 | 630000 |
| 3/18/2024 | Barishal | Oishi Das | Desktop | 7 | 50000 | 350000 |
| 3/19/2024 | Rajshahi | Parvez Hasan | Tablet | 14 | 20000 | 280000 |
| 3/20/2024 | Sylhet | Nabila Sultana | Smartphone | 8 | 30000 | 240000 |
| 3/21/2024 | Dhaka | Eva Karim | Laptop | 11 | 70000 | 770000 |
| 3/22/2024 | Barishal | Farhan Islam | Desktop | 5 | 50000 | 250000 |
| 3/23/2024 | Khulna | Parvez Hasan | Tablet | 10 | 20000 | 200000 |
| 3/24/2024 | Rajshahi | Nabila Sultana | Smartphone | 9 | 30000 | 270000 |
| 3/25/2024 | Sylhet | Farhan Islam | Laptop | 10 | 70000 | 700000 |
| 3/30/2024 | Barishal | Nabila Sultana | Smartphone | 5 | 30000 | 150000 |

## **Table 3.2 Total Sales by Region**

|  |  |
| --- | --- |
| **Region** | **Sum of Total Sales (BDT)** |
| Barishal | 5010000 |
| Chittagong | 4340000 |
| Dhaka | 5850000 |
| Khulna | 4110000 |
| Rajshahi | 4760000 |
| Sylhet | 4600000 |
| **Grand Total** | **28670000** |

## **Table 3.3 Yearly Report**

|  |  |  |  |
| --- | --- | --- | --- |
| **Yearly Report** | | | |
| **Month** | **Expenses** | **Sales** | **Profit** |
| January | 9,288,500 | 8,750,000 | -538,500 |
| February | 9,744,300 | 9,920,000 | 175,700 |
| March | 8,904,700 | 10,000,000 | 1,095,300 |
| April | 7,345,200 | 7,957,400 | 612,200 |
| May | 8,987,000 | 9,876,500 | 889,500 |
| June | 5,215,400 | 5,164,500 | -50,900 |
| July | 9,976,500 | 11,543,600 | 1,567,100 |
| August | 7,976,700 | 8,087,900 | 111,200 |
| September | 9,879,000 | 9,969,800 | 90,800 |
| October | 6,234,800 | 7,024,000 | 789,200 |
| November | 4,534,800 | 4,809,300 | 274,500 |
| December | 8,348,700 | 8,834,800 | 486,100 |