**Assigned by**

A project on my fictional company

**Walton Electronics**

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# **Executive Summary**

Walton Electronics is a leading conglomerate in Bangladesh, renowned for its diverse range of products and services. Founded with a vision of innovation and excellence, Walton has become a market leader in electronics, automobiles, home appliances, and information technology. The Electronics division, particularly under the Walton brand, is a flagship segment offering high-quality consumer electronics such as laptops, desktops, tablets, and smartphones.

In the past year, Walton Electronic has achieved remarkable growth, driven by substantial investments in research and development. This commitment has resulted in cutting-edge products that meet customers' evolving needs. Walton’s state-of-the-art manufacturing facilities ensure top-tier quality and innovation in every product.

Financially, Walton Electronics has shown robust performance with significant increases in revenue and profitability. The company’s strategic expansion into international markets has diversified its revenue streams and strengthened its market position. Walton's dedication to sustainable business practices and corporate social responsibility highlights its commitment to positive societal and environmental impact.

Walton Electronics aims to continue its growth trajectory by expanding its product range, exploring new markets, and leveraging emerging technologies. With a dedicated workforce and strong leadership, Walton Electronics is well-positioned to achieve its vision of becoming a global industry leader.

# Products of Walton Electronics

Walton Electronics offers a diverse range of high-quality electronic products designed to meet the needs of modern consumers. The product lineup includes

## 2.1 Walton Electronics:

### 2.1.1 Laptops

Walton laptops are highly regarded for their blend of performance, portability, and affordability. Known for their sleek designs and robust build quality, Walton laptops cater to a wide range of users from students to professionals. The inclusion of the latest processors and high-definition displays has earned them a reputation for reliability and efficiency.

### 2.1.2 Desktops

Walton desktops are synonymous with power and dependability. These desktops are favored by both home users and businesses for their high performance and customizable configurations. With a strong emphasis on quality components and user-friendly designs, Walton desktops are known for their longevity and excellent performance in demanding tasks.

### 2.1.3 Tablets

Walton tablets are celebrated for their versatility and innovative features. Popular among digital artists, students, and professionals on the go, these tablets offer high-resolution displays, long battery life, and robust processing power. Walton's focus on user experience and functionality has made their tablets a preferred choice in the market.

### 2.1.4 Smartphones

[Walton](https://waltonbd.com/) Smartphone’s enjoy a stellar reputation for advanced features, including high-resolution cameras, fast processors, and 5G capabilities. They are appreciated for their affordability without compromising on quality, making them accessible to a broad audience. The brand's continuous innovation and stylish designs have cemented Walton Smart phones as a leading choice among consumers.

# Flow Chart of Business Plan

### Sells report

According to the latest filings, Walton sold shares totaling over $707 million, with prices ranging from $76.9625 to $77.7971.

The transactions, which took place between September 3rd and September 5th, were executed in multiple trades. On September 3rd, Walton sold 2,708,269 shares at a weighted average price of $77.3745, and another smaller batch of 894 shares at an average of $77.7971. A few days later, on September 5th, he continued to sell, offloading 2,366,946 shares at $76.9625 and 8,617 shares at $77.423.

These sales were made through a trust, indicating Walton's indirect ownership of the shares. After the transactions, the trust still holds a substantial number of Walmart shares. The filings also noted that Walton is a trustee of the Walton Family Holdings Trust and a member of Walton Enterprises, LLC, which owns a significant portion of Walmart stock.

|  |  |
| --- | --- |
| **The sum of Total Sales (BDT)** |  |
| **Product** | **Total** |
| Desktop | 6950000 |
| Laptop | 12250000 |
| Smartphone | 6150000 |
| Tablet | 3320000 |
| **Grand Total** | **28670000** |

### Statistics of sold products in the last 3 months ( January – March 2024)

### 3.1.3 Sales Report of Walton Electronic of the Month January – March 2024

|  |  |
| --- | --- |
| **The sum of Total Sales (BDT)** | |
| **Months (Date)** | **Total** |
| Jan | 8750000 |
| Feb | 9920000 |
| Mar | 10000000 |
| **Grand Total** | **28670000** |

# Yearly report of Walton Electronics

|  |  |  |  |
| --- | --- | --- | --- |
| **Yearly report** | | | |
| Month | Expenses | Sales | Profit |
| January | 9288500 | 8750000 | -538500 |
| February | 9744300 | 9920000 | 175700 |
| March | 8904700 | 10000000 | 1095300 |
| April | 7345200 | 7957400 | 612200 |
| May | 8987000 | 9876500 | 889500 |
| June | 5215400 | 5164500 | -50900 |
| July | 9976500 | 11543600 | 1567100 |
| August | 7976700 | 8087900 | 111200 |
| September | 9879000 | 9969800 | 90800 |
| October | 6234800 | 7024000 | 789200 |
| November | 4534800 | 4809300 | 274500 |
| December | 8348700 | 8834800 | 486100 |

# Conclusion

In summary, Walton’s marketing success can be attributed to its commitment to innovation, strategic global branding, and adaptability to market dynamics, customer-centric focus, effective use of digital platforms, and a robust retail strategy. These elements combined have solidified Walton’s position as a leader in the market.