

Internship Report on

“Marketing Practices & Strategies of Walton Hi-Tech Industries PLC”

Submitted by

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ID: BBA2201025046

Program: Bachelor of Business Administration

Major: Marketing

Semester: Fall 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: January 03, 2026

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Supervised by

Shakila Yesmin
Lecturer
Department of Business Administration
Sonargaon University (SU)

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



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Letter of Transmittal

January 03, 2026

To
Shakila Yesmin
Lecturer
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of Internship Report.

Dear Madam,

With humble honor and respect, I am submitting my internship report on “Marketing Practices & 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 coursework in completing the BBA program, which has allowed me to gain insight into 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. Mahibulla Saikat

Id: BBA2201025046

Program: Bachelor of Business Administration (BBA)

Major: Marketing

Department of Business Administration

Sonargaon University (SU)

Student's Declaration

This is Md. Mahibulla Saikat, a student of Bachelor of Business Administration, ID: BBA2201025046 from Sonargaon University (SU) would like to solemnly declare that I have authentically prepared this report on the “Marketing Practices & Strategies of Walton Hi-Tech Industries PLC.” under the supervision of Shakila Yesmin, Lecturer, Department of Business Administration, Sonargaon University.

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. Mahibulla Saikat

ID: BBA2201025046

Program: Bachelor of Business Administration (BBA)

Major: Marketing

Department of Business Administration

Sonargaon University (SU)

Letter of Authorization

This is to certify that Md. Mahibulla Saikat, ID No: BBA2201025046, Department of Business Administration, has completed his internship report “Marketing Practices & Strategies of Walton Hi-Tech Industries PLC” under my supervision as a part of the partial requirement for obtaining Bachelor of Business Administration (BBA) degree in Marketing major. This report can be accepted for evaluation. To the best of my knowledge, the abovementioned work has been conducted by the student himself. Any opinion or suggestion made in this study is entirely that of the author of this internship report.

I wish him every success in life.

.....

Shakila Yesmin

Lecturer

Department of Business Administration

Sonargaon University (SU)

Acknowledgment

I would like to express my sincere gratitude to Almighty Allah for giving me the strength, patience, and ability to complete my internship and prepare this report successfully.

I am deeply thankful to Walton Hi-Tech Industries PLC for providing me the opportunity to complete my internship and gain practical exposure to real corporate marketing activities. I am especially grateful to my respected supervisor, Rayhan Khan, Manager, for the continuous guidance, valuable suggestions, and support throughout the internship period. I also appreciate the cooperation of the entire team of the Marketing department for their assistance, professional advice, and friendly working environment, which helped me learn efficiently.

I would like to convey my sincere appreciation to my honorable faculty supervisor, Shakila Yesmin, Lecturer, Department of Business Administration, Sonargaon University, for her academic direction, constructive feedback, and encouragement in preparing this report. I am also thankful to all my teachers in the department for providing the knowledge and skills that supported this work.

Finally, I would like to thank my family and friends for their continuous support and motivation during the internship and the preparation of this report.

Executive Summary

This internship report analyzes the marketing practices & strategies of Walton Hi-Tech Industries PLC to understand how the company plans and executes marketing activities in Bangladesh's consumer electronics and home appliances market. The study is based on primary learning from internship observation and assigned tasks, supported by secondary sources such as academic literature and publicly available company and industry information. The analysis uses STP (Segmentation, Targeting, and Positioning), the marketing mix (4Ps/7Ps), IMC, SWOT, and competitor benchmarking. The findings indicate that Walton's marketing performance is mainly supported by a wide product portfolio, competitive pricing, strong distribution coverage, and extensive aftersales service and warranty support. Promotional activities combine traditional and digital channels, with campaign-driven sales promotions playing an important role in demand generation. Distribution reach and service facilities also function as key marketing advantages by strengthening availability and customer trust. The report also identifies areas for improvement, including the need for more consistent brand messaging across channels, stronger category-wise positioning to reduce dependence on price competition, and more data-driven digital marketing and CRM practices for better targeting and retention. The report concludes that Walton holds a strong market position, but long-term competitiveness will depend on clearer differentiation, integrated communication, and improved customer relationship management.

Table of Contents

Sl. No	Name of Contents	Page No.
	Title Page	i
	Letter of Transmittal	ii
	Student's Declaration	iii
	Letter of Authorization	iv
	Acknowledgement	v
	Executive Summary	vi
	Table of Contents	vii
	List of Acronyms	ix
	Chapter One: Introduction	1-5
1.1	Introduction	2
1.2	Background of the Study	2-3
1.3	Objectives of the Study	3
1.4	Methodology of the Study	3-4
1.5	Limitations of the Study	4-5
	Chapter Two: Organizational Overview	6-10
2.1	Background of the Company	7
2.2	Company's Vision, Mission, Goal and Core Values	7-8
2.3	Company's objectives	8
2.4	Organizational Structure	8
2.5	Volume Growth Ahead in Walton's Markets	9-10
	Chapter Three: Internship Position & Duties	11- 16
3.1	Department of Attachment	12-13
3.2	Reporting Structure and Supervision	13
3.3	Internship position and duties learning point	13-14
3.4	Duties performed During The Internship	14-15
3.5	Difficulties faced during the Internship	15
3.6	Application of Academic Knowledge in Practical Environment	15-16
	Chapter Four: Market Overview and Strategic Situation	17- 29
	Analysis	
4.1	Industry Overview: Consumer Electronics and Home Appliances Market in Bangladesh	18
4.2	Market Analysis of Walton Hi-Tech Industries PLC	19-20

4.3	Customer Profile and Buying Behavior	20
4.4	Market Segmentation	21-22
4.5	Competitors Analysis	23-24
4.6	Market Leadership in the Domestic Market	24
4.7	International Market Presence	24-25
4.8	Macro-Environmental Factors (PESTEL Overview)	25
4.9	Porter's Five Forces Analysis of Walton Hi-Tech Industries PLC	26-27
4.10	SWOT analysis of Walton Hi-Tech Industries PLC	27-29
	Chapter Five: Marketing Strategy Analysis and Findings	30-36
5.1	Marketing Strategies of Walton Hi-Tech Industries PLC	31-34
5.2	Advertising Practices of Walton Hi-Tech Industries PLC	34-35
5.3	Findings	36
	Chapter Five: Recommendations and Conclusion	37- 39
6.1	Recommendations	38
6.2	Conclusion	39
	Bibliography	40

List of Acronyms

PLC – Public Limited Company

B2B – Business to Business

B2C – Business to Consumer

HR – Human Resource

STP – Segmentation, Targeting, and Positioning

PESTEL – Political, Economic, Social, Technological, Environmental, and Legal

SWOT- Strengths, Weaknesses, Opportunities, Threats

WHIPLC- Walton Hi-Tech Industries Public Limited Company

IMC – Integrated Marketing Communication

IoT – Internet of Things

R&D – Research and Development

SDGs – Sustainable Development Goals

ATS – Advanced Technology Solution

4Ps – Product, Price, Place, Promotion

Chapter: One

Introduction

1.1 Introduction

This internship report focuses on the **marketing practices and strategies of Walton HiTech Industries PLC**, with the intention of understanding how the organization plans, executes, and controls marketing activities in a competitive business environment. In the consumer electronics and home appliances sector, marketing is not limited to advertisements or promotional campaigns. It includes the complete process of identifying customer needs, designing suitable products, selecting appropriate pricing methods, ensuring product availability through effective distribution channels, and communicating value through coordinated promotional tools. Because customer decisions in this sector depend heavily on price, product reliability, brand trust, warranty assurance, and service performance, a firm's marketing strategy must be consistent and practical across all customer touchpoints.

The report is prepared as part of the academic internship requirement and aims to connect theoretical knowledge with real-world organizational practice. By analyzing Walton's marketing activities, the report attempts to provide a structured understanding of how a large domestic manufacturer competes with local and international brands and how it builds market presence through product management, branding, distribution strength, and aftersales service.

1.2 Background of the Study

The Bangladeshi consumer electronics and home appliance market has expanded over the years due to urbanization, increased purchasing power in certain segments, availability of installment facilities, and changing lifestyle needs. At the same time, competition has intensified as multiple brands offer similar features at close price points. As a result, marketing decisions increasingly determine whether a brand can sustain growth. Customers now compare alternatives based on perceived value, durability, energy efficiency, modern design, warranty coverage, service availability, and promotional benefits. Moreover, digital platforms have strengthened their influence on consumer decision-making through online search behavior, social media content, reviews, and influencer-led communication, even when the final purchase occurs at a physical outlet.

Walton operates in this competitive environment as a major local brand with wide product coverage and strong market visibility. Its marketing approach is significant because it combines manufacturing capabilities with large-scale distribution and service networks. This makes Walton a relevant case for studying how a domestic company designs marketing strategies to compete with well-established rivals, maintain customer trust, and manage both short-term sales objectives and long-term brand building. Therefore, this report examines Walton's marketing practices to identify strengths, gaps, and improvement opportunities in relation to market realities and theoretical marketing principles.

1.3 Objectives of the Study

General Objective

- To analyze the marketing practices and strategies of Walton Hi-Tech Industries PLC and assess how effectively these practices support competitiveness, customer satisfaction, and brand performance in the Bangladeshi market.

Specific Objectives

- To review Walton's overall marketing approach and strategic priorities across major product categories.
- To identify the segmentation, targeting, and positioning practices used by Walton in addressing different customer groups.
- To analyze Walton's marketing mix decisions, including product strategy, pricing methods, distribution channels, and promotional activities.
- To evaluate Walton's communication strategy, including the use of traditional media, sales promotions, public relations, and digital marketing.
- To examine the role of distribution coverage, showroom/dealer support, and aftersales service in Walton's marketing performance.
- To conduct strategic assessment using standard tools and identify key strengths, weaknesses, opportunities, and threats.

1.4 Methodology of the Study

This report is prepared using a combination of **primary** and **secondary** sources to ensure both practical relevance and academic reliability.

Primary Sources of Data

- **Direct observation:** Learning from day-to-day organizational activities, marketing support tasks, and operational practices during the internship period.
- **Practical exposure:** Knowledge gained from assigned responsibilities, departmental coordination, and interaction with ongoing marketing activities.
- **Informal discussions:** Conversations with employees and relevant personnel (as permitted) to understand procedures, campaign execution methods, and channel practices.
- **Customer/market exposure (if applicable):** Observations related to customer behavior, retail interactions, promotional impact, and service expectations.

Secondary Sources of Data

- Academic textbooks and journal articles on marketing strategy, consumer behavior, brand management, and digital marketing.
- Publicly available company information, including reports, website content, and published materials.
- Market-related sources such as industry articles, business news, and general market reports used to understand the competitive environment.

1.5 Limitations of the Study

- **Time Constraint:** The internship period was limited, which reduced the opportunity to observe long-term marketing planning cycles, campaign evaluation processes, and seasonal strategy changes in detail.
- **Restricted Access to Confidential Information:** Detailed data such as marketing budgets, sales figures, profit margins, customer databases, and internal campaign performance reports were not fully accessible due to confidentiality policies.
- **Limited Coverage of Departments and Activities:** The analysis is based on the departments and activities I was exposed to during the internship. Therefore, some marketing functions may not be covered comprehensively.

- **Limited Geographic and Channel Representation:** Walton operates across diverse regions and multiple channels (dealers, showrooms, modern trade, online). Observations were confined to selected locations and touchpoints, which may not reflect the overall national scenario.
- **Dependence on Observation and Informal Discussions:** A portion of the primary information was collected through observation and informal conversations, which may include subjective interpretations and may not always be independently verifiable.
- **Secondary Data Constraints:** Some secondary sources were general in nature or not fully updated, and certain industry reports were not available in sufficient detail for deeper category-level market analysis.
- **Competitor Information Limitations:** Competitor benchmarking relied mainly on publicly available sources, which may not capture competitors' internal strategies, channel agreements, promotional spending, or real-time pricing decisions.
- **Limited Measurement of Marketing Impact:** Due to unavailable analytics and time restrictions, it was not possible to quantify the exact impact of specific marketing activities on sales, brand equity, or customer retention using statistical methods.

Chapter: Two

Organizational Overview

2.1 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.

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

2.2.1 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.

2.2.2 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.

2.2.3 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.

2.2.4 Core Values

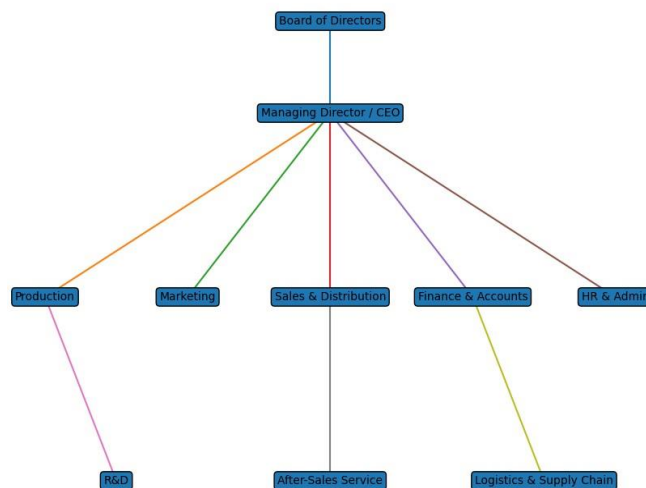
- **Consumers are priority one:** Every strategy begins with addressing customer needs.
- **Competent, innovative brilliance:** A dedicated R&I team drives innovation and sustainable product design.
- **Dynamic quality and compliance:** High-quality standards and compliance form the backbone of Walton's operations.
- **Demand-facing, predictive market presence:** Walton emphasizes strong aftersales 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.

2.3 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, USA, South Africa, Singapore, Poland, Saudi Arabia, Sri Lanka, and CIS countries.

2.4 Organizational Structure

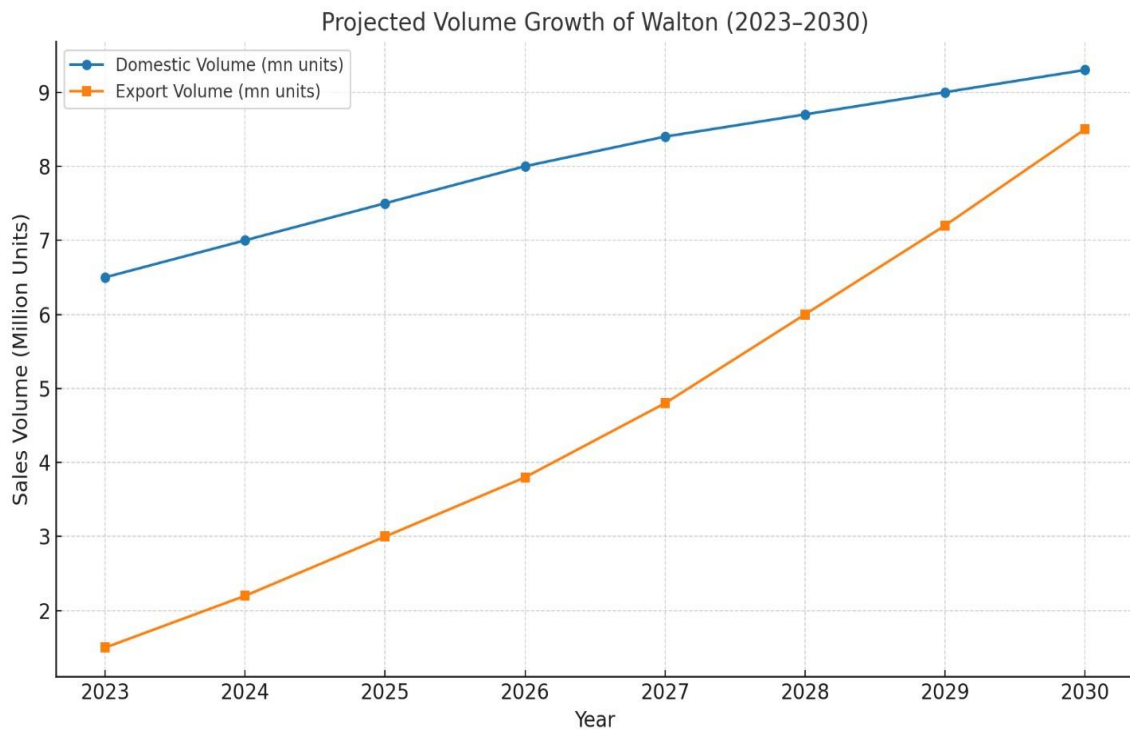
Walton now has more than 30000 employees. Walton is divided into various categories, including technical, sales and marketing, administration, customer relations, human resources, IT, and finance. The Hi-Tech management and organizational structure of Walton PLC is as follows.



2.5 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.

Chapter: Three

Internship Position & Duties

The internship program was undertaken as a mandatory requirement for the completion of the Bachelor of Business Administration (BBA) degree with a major in Marketing at Sonargaon University. The primary objective of the internship was to bridge the gap between theoretical knowledge acquired through academic coursework and practical exposure within a real corporate environment. This internship provided an opportunity to observe, understand, and participate in professional marketing activities conducted by a large manufacturing and consumer electronics organization.

The internship was completed at Walton Hi-Tech Industries PLC, one of the leading consumer electronics and home appliance manufacturers in Bangladesh. The organization operates in a highly competitive and fast-changing market, making it an appropriate setting for practical learning in marketing strategy, execution, and coordination. The internship allowed direct exposure to how marketing decisions are aligned with organizational objectives, market conditions, and operational capabilities.

The duration of the internship covered the standard academic requirement, during which the intern was attached to the marketing-related functions of the organization. Throughout this period, emphasis was placed on observation, participation in assigned tasks, and understanding of real-life marketing practices rather than independent decision-making.

3.1 Department of Attachment

The internship was conducted under the Marketing Department of Walton Hi-Tech Industries PLC. This department plays a critical role in planning and executing marketing strategies for Walton's diverse product portfolio, including consumer electronics, home appliances, and technology-based products.

The Marketing Department is responsible for:

- Market analysis and consumer insight generation
- Planning promotional campaigns and brand communication
- Coordinating with sales, distribution, and service teams
- Supporting dealer and showroom-level marketing activities
- Managing advertising, digital presence, and event-based promotions

During the internship period, exposure was mainly focused on understanding how marketing activities are coordinated across different levels of the organization rather than performing specialized analytical tasks. The department functions in close coordination with sales, distribution, after-sales service, and corporate communication units, highlighting the integrated nature of marketing operations within Walton.

3.2 Reporting Structure and Supervision

The intern worked under the supervision of a designated departmental supervisor at Walton Hi-Tech Industries PLC. Instructions, work allocation, and guidance were provided on a regular basis to ensure that assigned tasks were completed accurately and within the organizational framework.

The reporting structure followed a hierarchical approach, where instructions were communicated through immediate supervisors or senior officers within the department. This structure helped the intern understand professional reporting lines, communication protocols, and the importance of accountability in a corporate environment.

3.3 Internship Position and Duties Learning Point

Internship Position: Marketing Intern (Support Role)

The internship position was primarily supportive and learning-oriented. The role did not involve independent decision-making authority; instead, it focused on assisting ongoing marketing activities, observing professional practices, and developing practical understanding of how marketing strategies are executed in a large organization. This positioning ensured exposure to real business operations while maintaining academic and ethical boundaries.

Key Learning Points from the Position:

- Understanding how marketing strategy is translated into operational activities at showroom and dealer levels
- Learning the importance of coordination between marketing, sales, and after-sales service

- Gaining insight into customer expectations related to price, warranty, service, and brand trust
- Observing how promotional campaigns are planned, communicated, and monitored
- Developing professional discipline, reporting etiquette, and workplace communication skills
- Gained practical understanding of marketing beyond advertising, including pricing, coordination, dealer support, and service assurance.
- Developed awareness of real market dynamics such as price sensitivity, promotional influence, and the role of brand trust.
- Improved professional communication skills, teamwork, time management, and workplace discipline.
- Learned the importance of distribution networks and after-sales service as effective marketing tools that reduce customer risk and build loyalty.

3.4 Duties Performed During the Internship

The duties performed during the internship were designed to provide exposure to practical marketing operations rather than specialized analytical tasks. The major responsibilities included:

Marketing Support Activities

- Assisting in preparing and organizing marketing-related documents and materials
- Supporting senior staff in coordinating routine marketing tasks
- Observing execution of promotional activities at showrooms and dealer outlets

Campaign Observation and Coordination

- Monitoring seasonal campaigns such as Eid and festival-based promotions
- Assisting in the distribution and display of promotional materials
- Learning how campaign instructions are communicated to sales points

Market and Customer Observation

- Observing customer interactions at retail points
- Identifying common customer concerns regarding pricing, product features, warranty, and after-sales service

- Understanding how sales representatives influence purchase decisions

Interdepartmental Coordination Exposure

- Observing coordination between marketing, sales, logistics, and service departments
- Understanding the role of internal communication in campaign execution and service delivery

3.5 Difficulties Faced During the Internship

Despite the overall positive learning experience, several challenges were faced during the internship period:

- **Limited Access to Confidential Information:** Strategic data such as marketing budgets, sales figures, and campaign performance metrics were not accessible due to confidentiality restrictions.
- **Restricted Decision-Making Authority:** As an intern, participation was limited to observation and support roles, which restricted hands-on involvement in strategic planning.
- **Communication Barriers:** Coordinating with multiple departments sometimes caused delays due to hierarchical communication structures.
- **Time Constraints:** The limited duration of the internship restricted exposure to long-term marketing planning and post-campaign evaluation.
- **Adaptation to Corporate Environment:** Adjusting to professional discipline, reporting structures, and fast-paced operations required initial adaptation.

These challenges, however, contributed to realistic learning by reflecting actual workplace constraints and professional expectations.

3.6 Application of Academic Knowledge in Practical Environment

The internship allowed the application of several marketing concepts learned during academic coursework. Theoretical models such as the marketing mix (4Ps), segmentation, targeting, and positioning (STP), and integrated marketing communication (IMC) were observed in practice.

For example:

- Product and pricing strategies were aligned with different customer segments
- Promotional campaigns were designed to appeal to mass-market consumers
- Distribution decisions emphasized accessibility and coverage rather than exclusivity

However, it was also observed that real-world decision-making is influenced by practical constraints such as budget limitations, competitive pressure, and operational feasibility, which are not always emphasized in academic theory.

Chapter: Four
Market Overview and Strategic Situation
Analysis

This chapter provides a broad overview of the market environment in which Walton HiTech Industries PLC operates. A market overview is necessary because marketing strategy is shaped by external forces that a firm cannot control, such as customer expectations, competitive behavior, channel power, macroeconomic pressure, technology adoption, and regulatory conditions. In the consumer electronics and home appliances sector, marketing success is rarely achieved solely through advertising; firms must compete through a combination of product reliability, competitive pricing, nationwide availability, strong dealer relationships, service assurance, and credible brand communication. Therefore, understanding market structure and dynamics is essential for evaluating Walton's marketing practices and strategic decisions in later chapters.

4.1 Industry Overview: Consumer Electronics and Home Appliances Market in Bangladesh

The consumer durables market in Bangladesh has experienced steady expansion due to changing lifestyles, improvement of electricity access, increased urbanization, and rising demand for household convenience. Appliances such as refrigerators, televisions, washing machines, air conditioners, and small household electronics have become more common in middle-income households, while entry-level products are increasingly demanded in semiurban and rural areas. Market growth is also supported by the spread of installment facilities, which reduce purchase barriers for higher-priced durable goods.

However, the industry is characterized by strong competition and rapid feature imitation. Many brands introduce similar product specifications, which makes differentiation difficult. As a result, firms must rely on value-based positioning, pricing tactics, availability, and trust-building factors such as warranty and service performance. The market includes both locally manufactured products and imported or internationally branded products. Local manufacturers generally compete through affordability, distribution reach, and service networks, while international brands often use premium positioning, global reputation, and technology-based differentiation. This creates a multilayer market where customers choose based on a combination of budget, perceived quality, and long-term risk considerations.

4.2 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.

Market Growth Drivers and Demand Influencers

Demand for consumer electronics and appliances is influenced by several drivers that directly affect marketing strategy:

-Income and affordability: Purchasing decisions remain highly sensitive to income levels and prices. Even customers with moderate income typically compare brands closely and seek maximum value for their spending.

-Financing and installment facilities: EMI options allow customers to purchase expensive items through manageable monthly payments, increasing market accessibility and supporting faster adoption.

-Urbanization and lifestyle changes: Shifting lifestyles encourage demand for modern appliances that provide comfort, efficiency, and convenience.

Seasonality and climate impact: Demand changes by season; for example, air conditioners peak during warmer months, and sales promotions often intensify during festivals or specific buying seasons.

Energy consumption concerns: Electricity cost makes energy efficiency and durability increasingly important, especially for products like refrigerators and air conditioners.

Brand trust and risk reduction: Buyers consider warranty coverage, service center accessibility, and brand reputation to reduce perceived risk, because durable goods involve long-term usage and higher repair costs if problems occur.

4.3 Customer Profile and Buying Behavior

Consumer behavior in durable goods differs from low-cost consumer items because it is a high-involvement decision. Customers usually go through an extended decision process that includes identifying needs, collecting information, comparing alternatives, evaluating financial capability, and selecting a purchase point. The main influences on customer decision-making generally include:

- Price and promotional benefits
- Product quality and durability perception
- Warranty terms and service reliability
- Brand reputation and familiarity
- Dealer or showroom recommendation
- Availability and delivery convenience
- Online research and reviews

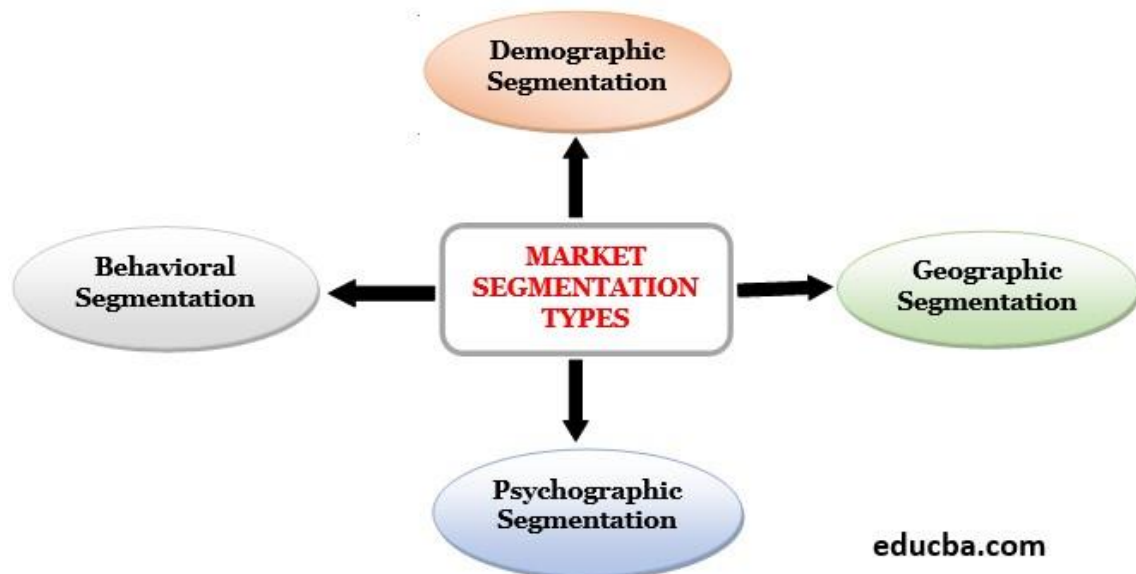
In Bangladesh, many purchases still occur through physical channels, but digital influence has grown rapidly. Customers frequently check product information, compare features, and explore prices online before visiting showrooms or dealers. This means brands must manage both online and offline touchpoints to build trust and guide decision-making.

4.4 Market Segmentation

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

4.4.2 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.

4.4.3 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 behavioral factors.

Demographic Segmentation

- **Income Level:** Walton offers products for both middle-income and upper-middleincome 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.

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.

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.

Behavioral 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.

4.5 Competitors Analysis

Competition in consumer electronics and home appliances is intense because of the high number of brands, low switching barriers, and product similarity. The nature of competition generally includes:

- frequent promotional campaigns and seasonal discount battles
- similar product features across brands, leading to “price plus offers” competition
- heavy influence of dealers, who can promote certain brands due to margin, incentives, or availability
- aggressive advertising during the festival and peak seasons
- growing digital competition through social media and paid advertising

Competition also varies by product category. For example, the intensity and competitor types in air conditioners may differ from refrigerators or televisions. Therefore, firms must design category-based strategies rather than depending on one general approach. Walton operates in highly competitive markets where both local and global brands compete across different product categories.

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.

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.

4.6 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.

4.7 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 Macro-Environmental Factors (PESTEL Overview)

The broader environment influences market performance and marketing strategy in several ways:

-Economic factors: Inflation, purchasing power, interest rates, and exchange rates influence both customer affordability and company costs.

-Technological factors: Growing adoption of digital media and rapid product innovation increase customer expectations and intensify competition.

-Social factors: Lifestyle shifts, urban living patterns, and rising expectations for convenience increase demand for modern appliances.

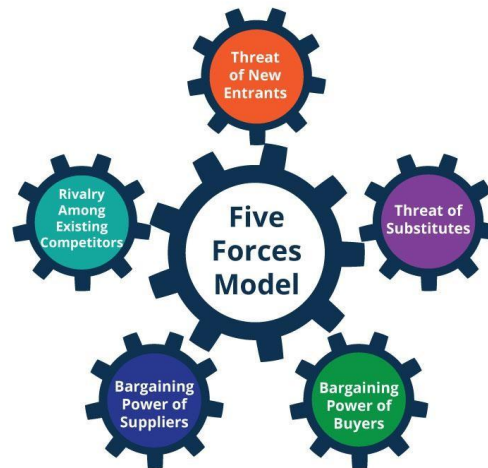
-Legal and regulatory factors: Warranty rules, import duties, VAT structures, and compliance requirements affect pricing and supply decisions.

-Environmental factors: Increasing concern over energy use and sustainability encourages demand for efficient products and responsible business behavior.

-Political factors: Policy stability and industrial support can influence investment, production, and long-term business planning.

For Walton, being a local manufacturer means these macro factors impact both supply-side costs and demand-side purchasing behavior, which directly affects pricing strategy, promotional planning, and product portfolio decisions.

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



Competitive Rivalry (High)

Walton faces strong competition both locally and globally. In Bangladesh, competitors like Singer, 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.

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.

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.

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.

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.

4.10 SWOT analysis of Walton Hi-Tech Industries PLC

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 (Internal Positive Factors)

- **Market Leadership in Bangladesh**.** It holds dominant domestic shares in refrigerators (about 75%), TVs (around 50%), and ACs (approximately 2030%).
- **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.

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.

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.

Threats (External Negative Factors)

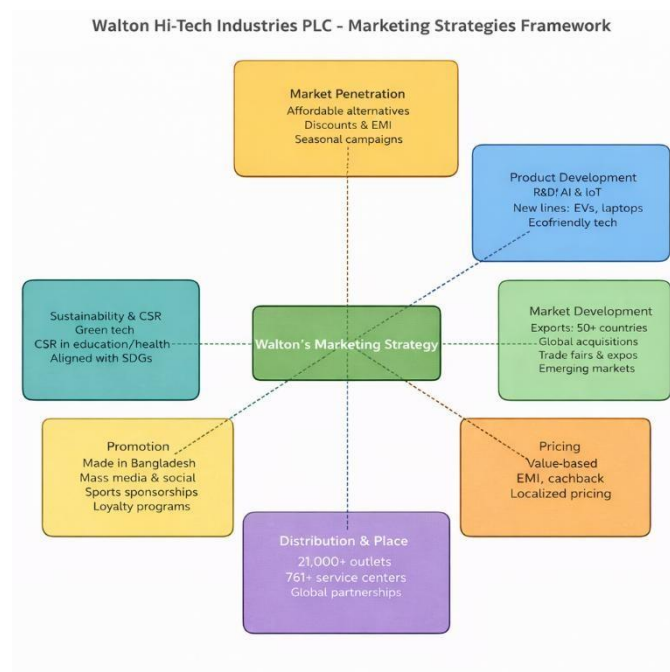
- **Intense Competition.** Walton competes with global giants like Samsung, LG, Whirlpool, and emerging Chinese brands.

- **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 Analysis and
Findings

5.1 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.



5.1.1 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.

5.1.2 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.

5.1.3 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.

5.1.4 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.

5.1.5 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.

5.1.6 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**.

5.1.7 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)**.

5.2 Advertising Practices of Walton Hi-Tech Industries PLC

5.2.1 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.

5.2.2 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.

5.2.3 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.

5.2.4 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.”***

5.2.5 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.

5.3 Findings

Based on internship observation, assigned duties, informal discussions with employees, and analysis of Walton's marketing practices, the following key findings were identified:

- **Strong Domestic Market Leadership:** Walton maintains a dominant position in the Bangladeshi consumer electronics and home appliance market. Competitive pricing, extensive distribution coverage, and strong after-sales service collectively support this leadership.
- **Marketing Relies Heavily on Price and Promotions:** Marketing campaigns are largely driven by discounts, seasonal offers, and installment facilities. While effective for short-term sales growth, this approach increases dependence on promotional intensity.
- **Distribution and Service Act as Major Marketing Strengths:** Walton's nationwide network of showrooms, dealers, and service centers significantly reduces customer perceived risk and functions as a key differentiating marketing asset.
- **Growing Importance of Digital Marketing:** Digital platforms play a strong role in customer awareness and information search. However, digital marketing activities are not yet fully integrated with customer data analytics or personalized targeting.
- **Inconsistent Brand Messaging across Channels:** Although Walton invests heavily in advertising, brand messages vary across traditional media, digital platforms, and showroom communication, which may weaken long-term positioning clarity.
- **Limited Cross-Functional Coordination:** Coordination between marketing, sales, and after-sales service exists but can be improved to ensure smoother campaign execution and faster market feedback integration.
- **International Brand Recognition Remains Limited:** Despite exporting to more than 50 countries, Walton's brand awareness and positioning in global markets remain weaker compared to established international competitors.

Chapter: Six
Recommendations & Conclusion

6.1 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 block chain 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 Omni channel 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.

6.2 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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