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Atlas Honda Limited



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1 EXECUTIVE SUMMARY

This executive summary is a simplified version of a more in-depth examination of Atlas Honda Limited that covers a variety of important topics. The study kicks off with a look back at the company's past, emphasizing significant turning points and development drivers. In addition, it details the company's lofty goals, providing an invaluable glimpse into its plans. The paper details the company's structure, outlining its hierarchical framework so that its inner workings may be understood. Learn how Atlas Honda Limited operates with this detailed overview of the company's divisions and departments. The study also discusses the company's approach to workforce management, providing insight into the HR policies and procedures. Included is an analysis of Atlas Honda Limited's marketing tactics, which shed light on the firm's product positioning in the current market context. When evaluating an organization's advantages, disadvantages, possibilities, and dangers, SWOT analysis is used. Ratio analysis, the policy of dividend evaluation, and the publication of standardized financial statements for in-depth comparison all play important roles in financial analysis. Gaining familiarity with the company's financial condition and performance is facilitated by these details.

The report's most important results are highlighted to provide a concise overview of the report's conclusions. At the end of the research, strategic recommendations are provided, providing takeaway insights that Atlas Honda Limited may use to boost its performance and competitiveness. After the examination of Atlas Honda Limited is complete, an activity report will be written to recap the major projects and responsibilities done during the internship.

2 BACKGROUND OF HOST ORGANIZATION

2.1 Introduction/Background Industry:

Motorcycles produced by Atlas Honda Private Limited (AHPL) are the most popular in Pakistan. The Honda Motor Company of Japan and the Atlas Group of Pakistan have formed a business partnership. Since its founding in 1962, AHPL has manufactured more than 15 million motorcycles. In Pakistan, it now controls more than 70% of the market.

Objective

Through market leadership, quality in service and product, and export maximization, AHPL aspires to be a dynamic, growing organization. Its goals also include providing superior returns to investors, rewarding employees fairly, expanding a talent pool of engineers and scientists, and making a significant impact on the national economy.

Plant

AHPL's facilities in Karachi and Sheikhpura, Pakistan, are among the most advanced in the world. The factory can crank out 1.2 million bikes annually. Over a thousand AHPL dealerships and service locations may be found spread out across Pakistan.

Product quality, dependability, and efficiency are hallmarks of AHPL's offerings. The company provides a large selection of motorcycles for buyers to choose from. The CD70, Pridor, CG125, CD dream, CB125f, CB125s, CG125 gold edition, CG150, CB125F, and CB250f are just a few of its most well-liked models.

Customer trust

AHPL strives to offer the highest quality goods and services to its clientele. Quality and client happiness are two of the company's top priorities. It also spends extensively on R&D to guarantee that its goods are always up-to-date in terms of safety and pollution regulations

Distributor

When it comes to the economics of Pakistan, AHPL is a prominent player. Over 10,000 people get their livelihoods from it, bringing in billions of rupees in taxes. The distribution of motorcycles to those who lack access to other forms of mobility is another way the company contributes to economic growth.

AHPL is a pioneer in Pakistan's car manufacturing sector. It's an organization that cares about doing good for its workers, clients, and the world. AHPL is a corporation destined for future success and expansion.

Company profile:

- The company was founded in 1962 by Haji Ghulam Muhammad, a Pakistani businessman.
- Honda Motor Company of Japan holds a 50% stake in AHPL, while Atlas Group of Pakistan holds the remaining 50% stake.
- AHPL is a major taxpayer in Pakistan. In 2022, the company paid over Rs. 3 billion in taxes to the government.
- AHPL is a socially responsible company. It supports several educational and social welfare initiatives in Pakistan.
- AHPL's manufacturing plant in Karachi is one of the largest motorcycle manufacturing plants in the world.
 - United States
 - European Union countries
 - Southeast Asian countries (e.g., Thailand, Indonesia, Vietnam, Malaysia)
 - India
 - Japan
 - Australia
 - South American countries (e.g., Brazil, Argentina, Colombia)
 - Middle East and North African countries (e.g., Saudi Arabia, UAE, Egypt)
 - African countries (Honda has a presence in various African markets)
 - Canada
 - New Zealand

Some challenges faced by the company:

Increasing competition from Chinese motorcycle manufacturers, rising fuel prices, changing consumer preferences, opportunities, growing demand for motorcycles in Pakistan, expansion into new markets, and development of new products and technologies.

1999 - ISO Certification

The Company receives ISO 9002 certification for both Karachi and Sheikhpura plants, reflecting its commitment to maintaining high-quality manufacturing standards and customer satisfaction.

2.2 Mission & Vision Statements:

Mission Statement

“A dynamic growth-oriented company through market leadership, excellence in quality and service and maximizing export, ensuring attractive returns to equity holders, rewarding associates according to their ability and performance, fostering a network of engineers and researchers ensuring unique contribution to the development of the industry, customer satisfaction and protection of the environment by producing emission friendly green products as a good corporate citizen fulfilling its social responsibilities in all respects”.

Vision Statement:

“Market leader in the motorcycle industry, emerging as a global competitive center of production and exports”

3 BUSINESS OPERATIONS

3.1 A-ORGANIZATIONAL STRUCTURE

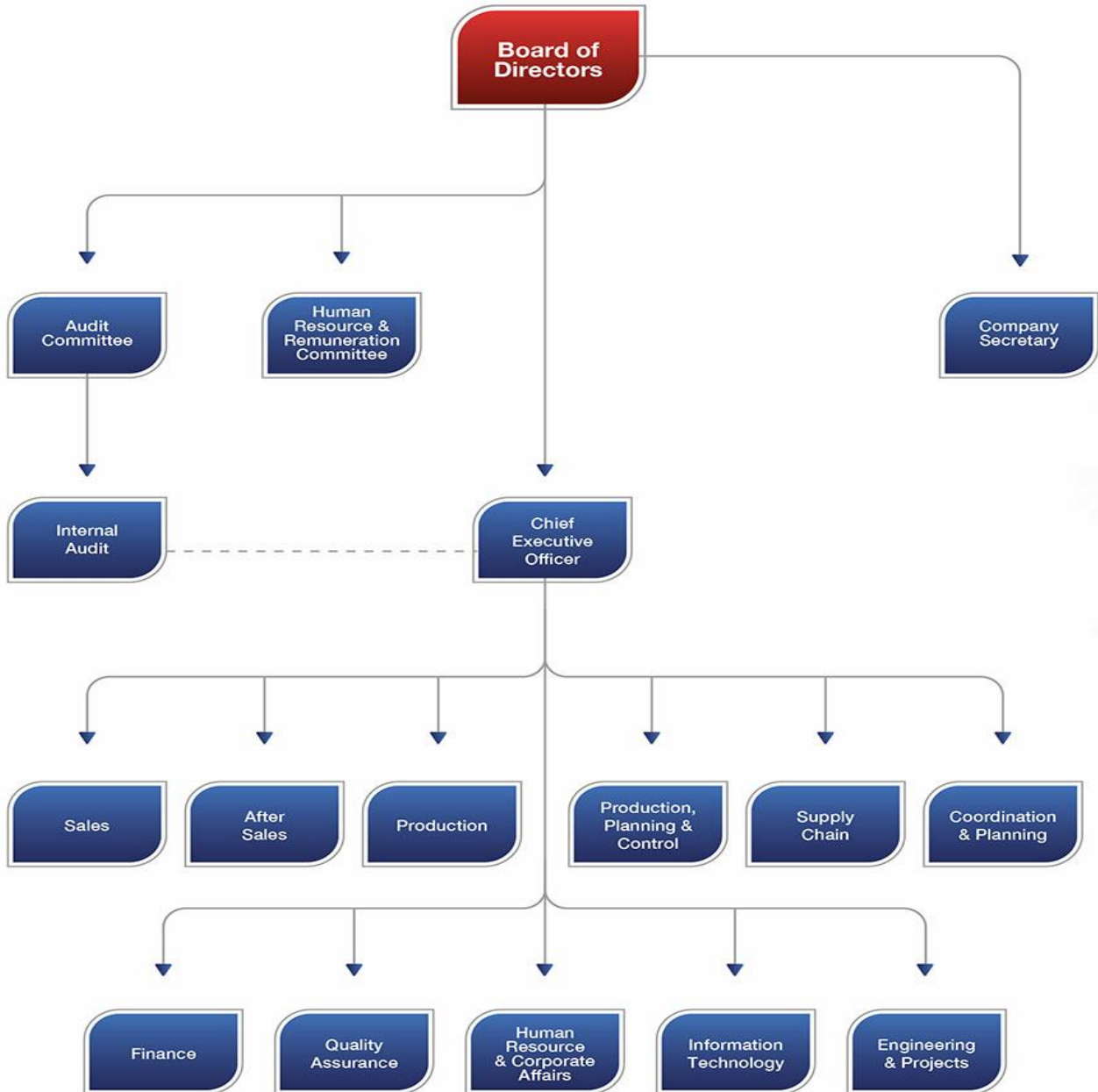


Figure 1: Organizational Chart

3.2 SWOT ANALYSIS

SWOT analysis is a strategic planning tool that helps organizations identify and analyze their strengths, weaknesses, opportunities, and threats. It is a simple but comprehensive framework that can be used by businesses of all sizes, in any industry.

Strengths:

1. Market leader in technology, quality, skills & vendor base:

When it comes to innovation, quality, expertise, and reliability, Atlas Honda Private Limited stands head and shoulders above the competition. Because of this fortification, the firm is likely superior to its competitors. As a result, you can expect high-quality products that also feature the latest technologies thanks to the substantial R&D investments they make to remain at the cutting edge of technical breakthroughs. Having a large pool of potential suppliers indicates competent supply chain management, which, in turn, can bring about savings and timely production.

2. Diverse product portfolio:

Atlas Honda has a lot going for it because of the variety of products it offers. This variety allows businesses to serve a greater variety of consumers and market niches. It could cover a wide range of motorbikes, from commuting bikes to sports bikes, so that the business can meet the needs of a wide range of riders. Having a diversified portfolio helps protect you from the effects of market volatility.

3. State-of-the-art production plants and a well-established dealership network:

Atlas Honda's modern manufacturing facilities are indicative of the quality of its products. When production is optimized, costs are reduced, which allows for more affordable selling prices. In addition, offering sales and after-sales support to customers requires a robust dealership network. It's a win-win for the company's profile and the customers' experience.

4. Healthy financial position in terms of profitability, balance sheet, and liquidity:

Any company's longevity and expansion depend on its solid financial footing. Profitability, strength of balance sheet, and flexibility all point to Atlas Honda being financially stable enough to invest in R&D, grow their business, and ride out economic storms. It sends a message to potential lenders as well as investors that this business is a safe option, which could result in greater funding for the company's future endeavors.

Weaknesses:

1- Limited availability of credit to final consumers:

Consumers' limited access to financing is a potential threat to the company's revenue development. Consumers' access to Atlas Honda products may be hampered if they are unable to obtain financing or preferable credit conditions, particularly for large-ticket items like motorcycles.

2- Volatile export market:

Exporting can be risky for businesses because of volatility in demand, exchange rates, and trade policies. The supply chain of the business and income streams could be jeopardized by a sudden change in export conditions.

3- Commodity price volatility and exchange rate fluctuations:

The price of raw materials is just one example of a commodity whose price is susceptible to fluctuations. If a sizable amount of a business's inputs or outputs originate from overseas markets, then swings in exchange rates can have a major financial impact. To lessen the impact of these shifts, good risk management measures are needed.

Opportunities:

1- Expected cash flows from agriculture:

Anticipated cash flows from the agriculture sector suggest a potential market for Atlas Honda's products. If the company can tailor its offerings to meet the needs of the agriculture industry, it may tap into a new revenue stream.

2- Improved foreign remittances:

Increased foreign remittances can boost the purchasing power of the population. This can translate into higher demand for consumer goods, including motorcycles. Atlas Honda can capitalize on this opportunity by marketing its products effectively.

3- Large population, especially in the youth segment:

A large and youthful population often represents a significant market opportunity. The youth segment is usually more open to adopting new technologies and products, making them a prime target for motorcycle manufacturers like Atlas Honda.

4- The female riders' segment has potential that can be explored:

Exploring the female riders' segment is a strategic move, considering the changing demographics and preferences. Introducing motorcycles designed for female riders and marketing specifically to this demographic can create a new market niche.

Threats:

1- Continuous high inflation affecting customer purchasing power:

Persistent high inflation erodes the purchasing power of consumers. This can lead to reduced demand for non-essential items like motorcycles, impacting Atlas Honda's sales and revenue.

2- Constant devaluation of the Pak rupee against foreign currencies:

A consistently devaluing currency can increase the cost of imported components and materials. If the company relies heavily on imports, this can squeeze profit margins and make products less competitive.

3- Super commodity cycle:

The super commodity cycle refers to extended periods of rising commodity prices. Such cycles can increase the cost of manufacturing and, subsequently, the final product. This could impact Atlas Honda's profitability.

4- Intellectual property violation challenges:

Intellectual property (IP) violations can be a significant threat, especially if competitors or counterfeiters produce imitation products. Protecting IP and taking legal action against violations may be necessary to maintain the company's brand integrity and market share.

In conclusion, Atlas Honda Private Limited possesses several strengths that have contributed to its market leadership. However, it faces challenges, including limited consumer credit availability and external factors like exchange rate fluctuations. To seize opportunities, the company can focus on segments like agriculture and female riders while actively managing threats like inflation and IP violations. Successful strategic planning and execution will be critical in navigating these factors and sustaining its position in the market.

3.3 MARKETING STRATEGY

Atlas Honda Limited by Shares is a joint venture between the Atlas Group located in Pakistan and Honda Motor Company, Limited of Japan. The Honda CG125 and Honda CD70 are two of the bikes they produce and distribute across Pakistan. The following are some parts of Atlas Honda Holdings Limited's overall marketing strategy:

Product range:

Atlas Honda offers a wide variety of motorcycles for all kinds of riders. They're trying to keep their market share by making their products better in terms of quality, durability, and newness. They plan to succeed by continuously innovating their products.

Branding:

The foundations of the Atlas Honda brand are as follows.

- **Reliability and durability:** Atlas Honda motorcycles are often regarded as the best in the industry. Logos and taglines for the corporation reflect this commitment to dependability: "Mobility with Durability" as "The Ride Nation Can Trust."
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- Atlas, the Cheaper Option Because of their low prices, Honda motorcycles are popular in Pakistan among a wide variety of riders. The company's marketing campaigns highlight this accessibility with slogans like "Your Reliable Partnership for Life" with "The Best Bikes @ the Best Price."
hide_image
- Service after the sale is done well: All around Pakistan, customers can access Atlas Honda's extensive after-sale servicing network. This makes it convenient for clients to have their motorcycles serviced. Logos and taglines like "Your Motorcycle's Best Mate" and "We're Available to That Every Step on the Way" highlight the company's commitment to providing outstanding support long after the sale has been made.

Distribution:

The company runs a nationwide distribution system in Pakistan. Dealerships, authorized service centers, and authorized retailers of parts and accessories are all a component of the company's distribution and support infrastructure.

Promotion:

Atlas Honda uses a wide variety of promotional methods to increase consumer awareness and enthusiasm for the brand. This class contains television, newspapers, and the internet. They routinely make claims regarding the reliability, quickness, and fuel efficiency that they offer motorcycles in their commercials.

Sponsorships and events:

The Atlas Honda Company company noted both sponsoring and participating in a wide variety of sporting events. They have sponsored motorcycle safety awareness initiatives and motorcycle racing events in Pakistan. This helps them connect with their target audience.

Customer engagement:

Building trust with your customers is vital to any successful business. Atlas Honda is committed to maintaining happy and engaged consumers through the use of social media, customer feedback, and loyalty programs. They also provide follow-up support once a purchase has been made.

Market research:

It is crucial to be aware of current market tendencies and consumer tastes. To keep up with shifting customer needs, Atlas Honda most likely undertakes market research.

Competitive pricing:

Pricing is a critical aspect of their marketing strategy. They often strive to offer competitive prices while maintaining the quality and features of their motorcycles.

Environmental responsibility:

In recent years, there has been an increased focus on environmental responsibility in the automotive industry. Atlas Honda may incorporate eco-friendly and fuel-efficient technologies into their products and marketing efforts.

Corporate social responsibility (CSR):

Many companies, including Atlas Honda, engage in CSR activities to contribute to the communities they operate in. These initiatives can also be a part of their marketing strategy, enhancing their brand image.

Brief introduction of marketing strategy in Atlas Honda (PVT) limited:**Target market focus:**

Atlas Honda primarily targets the Pakistani market for motorcycles, aiming at a diverse customer base that includes commuters, enthusiasts, and businesses. They focus on understanding the specific needs and preferences of these customer segments.

Product range:

Atlas Honda offers a diverse product portfolio of motorcycles, including popular models like the Honda CG125, Honda CD70, and others. They continuously work on product development and innovation to stay competitive and meet evolving customer demands.

Quality and Reliability:

The company emphasizes the quality and reliability of its motorcycles, highlighting these factors as key differentiators in their marketing campaigns. They position their bikes as durable and dependable transportation options for daily commuting and leisure riding.

Distribution network:

Atlas Honda has an extensive and well-established distribution network throughout Pakistan, with authorized dealerships and service centers strategically located to ensure accessibility and customer support.

Promotion:

Atlas Honda spreads the word about itself through traditional and emerging forms of marketing media. Their advertisements frequently boast about the bikes' high standards of performance, efficiency, and security.

Customer engagement:

Maintaining solid connections with customers is crucial. Atlas Honda engages with its customers through social media, customer feedback channels, and loyalty programs. They provide after-sales services and support to ensure customer satisfaction.

Competitive pricing:

The company aims to offer competitive pricing while maintaining the quality and features of its motorcycles, making them accessible to a wide range of consumers.

Environmental responsibility:

As environmental concerns have grown in importance, Atlas Honda may incorporate eco-friendly and fuel-efficient technologies into their products and promote these aspects in their marketing efforts.

CSR Initiatives:

Like many companies, Atlas Honda may engage in Corporate Social Responsibility (CSR) activities to give back to the communities where they operate. These initiatives can also enhance their brand image and resonate with socially conscious consumers.

4-Ps of Atlas Honda Private Limited

Certainly, let's explain each of the 4 Ps concerning a company like Atlas Honda, focusing on their bike models, pricing strategy, promotion, and distribution (place):

Product (Bike Models):

Atlas Honda offers a range of bike models as its core product. These models cater to various segments of the Pakistani market. For example, they may have models like the Honda CG125, Honda CD70, Honda CB150F, and more. The product aspect involves designing and manufacturing these bikes with attention to features, quality, performance, and innovation. Atlas Honda's motorcycles are regularly revised and enhanced to reflect feedback from buyers and changes in the industry.

Price (Pricing Strategy):

Atlas Honda's pricing strategy is essential to the success of their business. They weigh criteria such as production costs, prices of similar bikes on the market, and customers' perceptions of value when setting prices. To attract a wider range of buyers, the price of various bicycle models may vary. The philosophy behind their prices is to find a happy medium between being reasonably priced and providing a high-quality motorcycle with plenty of extras.

Promotion (Promotional Activities):

Atlas Honda runs ads to get people thinking about buying their motorcycles. Media such as television, newspapers, and the internet are all part of this. In their advertising, they stress the bikes' many positive features, including their dependability, low fuel consumption, and long lifespan. They might also reach out to their demographic through social media campaigns and by sponsoring motorcycle events or racing competitions.

Place (Distribution):

The distribution process includes making all Atlas Honda motorcycle models readily available to buyers through a streamlined distribution structure. All around Pakistan, you can find one of their approved dealerships or service centers. Customers are guaranteed easy access to sales, after-sales care, and replacement parts thanks to the wide reach of the distribution network.

In **conclusion**, the 4 Ps of marketing is adapted for the motorbike industry by a corporation like Atlas Honda. They put effort into creating and stocking a broad variety of bicycle models at reasonable prices,

advertising the benefits of their products, and making them widely available through a well-established distribution system. Atlas Honda's marketing approach in the cutthroat Pakistani motorbike industry relies heavily on these pillars.

3.4 COMPETITIVE STRATEGY

These strategies were aimed at maintaining and expanding their market share. Keep in mind that competitive strategies can evolve, so it's important to verify with more recent sources for the latest information. Here are some of the competitive strategies Atlas Honda may have employed:

1. Product differentiation:

Atlas Honda focused on differentiating its products from competitors by emphasizing quality, durability, and innovation. They continuously updated and improved their motorcycle models to offer unique features and better performance.

2. Cost leadership:

Cost-effective production and efficient supply chain management were likely key components of their strategy. By managing production costs, they could offer competitive prices to consumers while maintaining profitability.

3. Brand Reputation:

Atlas Honda invested heavily in establishing and guarding a solid brand reputation. They made use of the worldwide recognition Honda has earned for quality and performance. The trust and loyalty of consumers are attracted to a reputable brand.

4. Distribution network:

Atlas Honda established a widespread and efficient distribution network throughout Pakistan. Having easily accessible dealerships, service centers, and spare parts outlets was crucial in ensuring their products were readily available to customers.

5. Customer Engagement:

Engaging with customers through social media, customer feedback channels, and loyalty programs was essential. Providing excellent after-sales service and support further enhanced customer satisfaction and loyalty.

6. Marketing and Advertising:

Effective marketing and advertising campaigns were used to create brand awareness and highlight the benefits of their motorcycles. They often focused on features like fuel efficiency, which is a significant selling point in the market.

7. Environmental responsibility:

As environmental concerns grew in importance, Atlas Honda may have incorporated eco-friendly and fuel-efficient technologies into their motorcycles to appeal to environmentally conscious consumers.

8. Market research:

Atlas Honda likely conducted market research to stay informed about changing consumer preferences, market trends, and competitive dynamics. This research would have informed their product development and marketing strategies.

9. International collaboration:

Being a joint venture with Honda Motor Co. Ltd. Japan, Atlas Honda may have benefited from technological support, research and development, and access to global best practices in the motorcycle industry.

10. Corporate social responsibility (CSR):

Corporate social responsibility (CSR) programs are frequently used by businesses to boost their ability to compete by displaying their dedication to the local community. It's possible that Atlas Honda's corporate social responsibility efforts reflected those beliefs.

It's vital to remember that the business environment can shift quickly, necessitating strategic adjustments from organizations like Atlas Honda.

3.5 Business process analysis

In Pakistan, the motorcycle industry is dominated by Atlas Honda Private Limited (AHPL). It has risen to the top by employing certain tactics not used by its rivals.

- **Focus on quality and reliability:**

AHPL bicycles are widely regarded as among the most reliable on the market. Users have gained faith in the company as a result, and as a result, they are willing to pay a higher price for a Kawasaki cycle.

- **Wide range of products:**

A multitude of motorcycles are available at AHPL. Bikes for commuting, active and off-roading are all covered.

- **Strong dealer network:**

AHPL's partner presence is robust all over India. Because of this, purchasing and maintaining Honda motorcycles is a breeze for users.

- **Aggressive marketing campaigns:**

To get its message out to customers, AHPL employs a wide range of promotional tools. Media such as publications, media outlets, and social networking sites all contribute to this.

These aggressive measures have been crucial to AHPL's continued growth in the Pakistani motorbike market. By 2022, its market share had risen to 50%.

Here are some additional details about AHPL's competitive strategies:

Focus on quality and reliability:

For a long time now, AHPL has been producing bikes that can be relied upon. This is because the firm is committed to using modern manufacturing techniques and premium materials. AHPL bicycles are widely regarded as durable and dependable. Customers feel more at ease spending their money on a product they know will last a long time.

Wide range of products:

A multitude of motorcyclists are available at AHPL. Bikes for commuting, excitement, and off-roading are all covered. In the long run, this helps AHPL improve its competitive edge by keeping its pool of customers in mind.

Strong dealer network:

AHPL's dealer network is robust all over Pakistan. Because of this, purchasing and maintaining Honda motorcycles is a breeze for customers. Dealers who work with AHPL have received extensive training and have an extensive understanding of Honda motorcycles, giving clients confidence in the quality of service they will receive.

Aggressive marketing campaigns:

To get its message out to customers, AHPL employs a wide range of promotional tools. Media such as newspapers, television, and social networking sites all contribute to this. The goal of AHPL's advertising is to raise interest in the company's offerings and win over new customers.

These are just some of Atlas Honda Private Limited's many techniques for beating out the competition and becoming Pakistan's most successful motorbike manufacturer.

3.5.1- Major business process of Atlas Honda private limited:

The following are the stages of Atlas Honda Bike Private Limited's business process:

1. Demand forecasting:

To predict future demand for its motorcycles, Atlas Honda monitors market trends, client preferences, and rival activities. Knowing this allows the manufacturing schedule to be set and adequate stock to be maintained.

2. Procurement:

Atlas Honda sources its materials, parts, and hardware from manufacturers all over the globe. A business-to-business (B2B) portal handles the bid submission, order tracking, and payment processing for the vendors involved.

3. Production:

Both the Karachi and Sheikhpura facilities are owned and operated by Atlas Honda in Pakistan. These factories use cutting-edge machinery to manufacture bikes that can compete on a global scale.

4. Quality control:

Atlas Honda uses a stringent quality control approach to guarantee that each motorcycle is up to par. In this step, we inspect everything from the raw ingredients to the finished product.

5. Warehousing:

Motorcycles and parts for Atlas Honda are kept at a central facility in Sheikhpura. Motorcycles can be supplied to dealers swiftly and at a low cost because of the central location of this facility.

6. Distribution:

To reach clients all over Pakistan, Atlas Honda has established a network of more than 300 dealerships. These car lots can sell vehicles, fix them up, and even help their customers get loans.

7. Sales:

Atlas Honda markets its motorcycles through several distribution points, including its website, authorized dealerships, and independent dealers. In addition to providing a wide range of payment plans, the organization also accepts several other forms of financing.

8. After-sales service:

The after-sale services provided by Atlas Honda are extensive. All warranty repairs, regular maintenance, and replacement parts are included in this plan.

Here is a more detailed breakdown of each step in the business process:

Demand forecasting:

To predict interest in its motorcycles, Atlas Honda consults several different data sets. This information comes from things like polls of consumers and sales figures. The business additionally makes use of several demand forecasting models.

Procurement:

Procurement specialists at Atlas Honda locate reliable suppliers of necessary materials and parts from all across the globe. This group sources its suppliers using a combination of web research, attendance at industry events, and personal recommendations. The group also handles supplier contract negotiations and shipment tracking to guarantee timely and undamaged deliveries.

Production:

Both the Karachi and Sheikhpura facilities are owned and operated by Atlas Honda in Pakistan. These factories use cutting-edge machinery to manufacture bikes that can compete on a global scale. Motorcycles are manufactured to the firm's exacting standards using stringent process monitoring.

Quality control:

Atlas Honda uses a stringent quality control approach to guarantee that each motorcycle is up to par. In this step, we inspect everything from the raw ingredients to the finished product. There is a group of quality engineers at the corporation whose job it is to inspect the production line.

Warehousing:

Motorcycles and parts for Atlas Honda are kept at a central facility in Sheikhpura. Motorcycles can be supplied to dealers swiftly and at a low cost because of the central location of this facility. The facility has security features to prevent the motorcycles from being stolen or damaged during storage.

Distribution:

To reach clients all over Pakistan, Atlas Honda has established a network of more than 300 dealerships. These car lots can sell vehicles, fix them up, and even help their customers get loans. Motorcycles are shipped to dealers by an outside logistics firm.

Sales:

Atlas Honda markets its motorcycles through several distribution points, including its website, authorized dealerships, and independent dealers. In addition to providing a wide range of payment plans, the organization also accepts several other forms of financing.

After-sales service:

The after-sale services provided by Atlas Honda are extensive. All warranty repairs, regular maintenance, and replacement parts are included in this plan. Over 300 authorized dealerships throughout the country are ready to assist consumers with any issues they may encounter after making a purchase.

Atlas Honda Bike Private Limited has a complicated and multi-step business process. However, the firm has a tried-and-true procedure set up to guarantee the quality and timeliness of its motorcycle deliveries.

4 LEARNING AS A STUDENT INTERNEE

In this report, I have elaborated on the daily operations of my internship workplace.

4.1 Duties in the Marketing Department:

While interning with Atlas Honda Private Ltd, I had the opportunity to work in the marketing department and was given a wide range of responsibilities and tasks. These errands comprised:

Detailed Description of the Tasks Assigned:

1. Market research:

I was in charge of performing market research to learn more about motorbike buyers in Pakistan, as well as competitors' tactics and the industry's future trajectory. To do so, we needed to examine market research, consumer surveys, and analyses of our competitors.

2. Content creation:

Blog entries, social media updates, and website copy were just some of the marketing materials to which I contributed. As a result, I was able to polish my abilities as a writer and content creator and better connect with our audience.

3. Assisting in campaign planning:

I was an integral part of the marketing department and helped with everything from strategy to implementation. Planning the campaign required coming up with concepts, making marketing materials, and coordinating with third-party organizations.

4. Data analysis:

In my previous position, I analyzed marketing data with software like Microsoft Excel. I was able to better understand customer habits and the efficacy of marketing efforts as a result of this.

5. Event coordination:

I assisted in the planning and execution of various promotional activities and events. I was able to grasp the logistical parts of event organizing thanks to my internship.

4.2 Accomplishments

During my time as an intern, I was able to do many things:

- You've contributed to the development of promotional materials that was well-received by our web-based readership and have inspired more engagement among our social media followers.
- Contributed to the development and execution of a product launch plan that resulted in a dramatic increase in preorders for a new type of motorcycle.
- Conducted comprehensive market studies that provided useful insights into client tastes and trends in the market, which were employed in creating marketing plans.
- Worked with the company's marketing department to standardize data gathering and analysis, which improved the effectiveness of reports and business decisions.

4.3 New Knowledge Acquired:

The experience and training I received throughout my internship proved to be priceless.

- I now have a deeper comprehension of marketing concepts like target audience analysis, product positioning, and market segmentation.
- I have honed my skills in data analysis software and methods, which I have used to derive useful insights in data relating to marketing.
- Developed strong communication skills through content creation and interaction with team members and external partners.
- Learned to work in a fast-paced and dynamic marketing environment, where adaptability and quick decision-making are essential.
- Gained insight into the motorcycle industry in Pakistan, including market dynamics, consumer behavior, and competitive landscape.

All in all, I gained invaluable work experience, new skills, and a better understanding of marketing tactics in the context of the automotive business through the internship at Atlas Honda Private Ltd.'s marketing department. It was a rewarding and eye-opening experience that will help me in my future endeavors at college and beyond.

4.4 Problems Encountered

Making the jump from college life to the professional world can indeed be difficult. There are many disparities between the academic world and the real world, which can make the theoretical knowledge earned in an undergraduate program seem of little use. We will analyze the gaps between classroom theory and professional practice, as well as the causes for these differences and the significance of closing them.

1. Distinctions Between Academia and the Real World:

Theoretical vs. Practical knowledge:

The nature of the knowledge gained is one of the most strongly significant distinctions between the classroom and the workplace. Theoretical knowledge is generally emphasized in academic settings because of its importance in grasping abstract ideas and organizing frameworks. In contrast, success in the real world calls for the kind of applied expertise that helps people apply what they've acquired the ability the world around them in ways that solve actual problems, advance organizational goals, and increase value.

Controlled vs. Unpredictable environments:

The atmosphere in a school or university is regimented and orderly. The assignments and projects that students work on have certain requirements and goals. The real world is full of unknowns, and professionals frequently find themselves in murky circumstances for which there are no easy answers.

Time constraints and pressure:

College students have the privilege of time to devote to reading, thinking, and writing. In contrast, many situations in the real world include pressing deadlines and intense pressure. Being able to make rapid and effective decisions is essential.

Collaboration vs. Individual work:

Exams and term papers are just two examples of the many forms of individual academic assessment. However, in the real world, working together and as a team to get things done and solve problems is often essential.

2. Reasons for the Disconnect:

Theoretical emphasis in academia:

Theory and conceptual groundwork are the primary focuses of educational institutions. Though crucial, this may not always instantly transfer into the hands-on experience and problem-solving prowess required in a professional situation.

Limited exposure to real-world challenges:

The classroom environment is relatively removed from the ever-changing pressures that businesses confront daily. It's possible that students won't be exposed to the fields they hope to work in or given the chance to practice skills they'll need.

Lack of professional skills development:

The development of critical professional skills like communication, leadership, versatility, and resolving issues is often overlooked in favor of subject-specific information in many degree programs.

Evolving nature of business:

Constant changes in technology, the economy, and consumer preferences keep companies on their toes. There may be a disconnect between what is covered in schools and what is essential in the workforce if academic curricula can't keep up with these developments.

3. Bridging the gap:

Internships and practical experience:

Internships and other forms of practical experience are a great method to bridge the disparity between the classroom and the workplace. Through such experiences, students can put their classroom learning to practical use while receiving exposure to real-world business difficulties.

Industry-academia collaboration:

Working together, businesses and universities can ensure that students are receiving an education that is relevant to their future careers. Professionals in the field might provide insight into course content through guest lectures, collaborative research initiatives, and other means.

Skill development programs:

Students can gain the hands-on experience they need to succeed in their chosen fields if they have access to skill development programs as part of their formal education. Skills like communication, the ability to think critically, solve problems, and project management can all be taught in such courses.

Case studies and real-world projects:

Students can gain experience with complicated, real-world situations through the use of case studies and projects in the classroom. Students can improve their ability to analyze and solve real-world situations by working on these types of problems.

Mentorship programs:

Setting up mentorship programs that pair students with seasoned workers can be extremely beneficial. Mentors are valuable because they can provide direction, speak from experience, and shed light on the challenges of the working world.

Continuous learning and adaptability:

It's crucial to foster an attitude of lifelong curiosity and flexibility. To adapt to shifting market conditions and emerging opportunities, professionals need to be open to continuous learning and professional development.

4. The Importance of merging academic and professional ideas:

The need to bridge the gap between academic ideals and practical application is highlighted by the current state of affairs. The most valued employees are those who can easily apply what they have learned in the classroom to real-world situations. Several factors make this consolidation crucial:

Enhanced problem-solving:

Those who can put the theoretical understanding into action represent the experts most likely to come up with workable answers to challenging challenges. They can analyze a situation objectively, draw on their knowledge, and formulate novel solutions.

Competitive advantage:

Those who can smoothly leap from a learning environment to the office will have a leg up on their competition. Because of their increased adaptability, initiative, and resourcefulness, they are more equipped to meet the demands of the modern workplace.

Career advancement:

Being able to put what you learn in the classroom to use in real-world situations is a valuable skill. Those in the workforce who continuously achieve tangible outcomes are generally rewarded with promotions.

Contribution to innovation:

The merging of academic and professional ideas can drive innovation. It allows individuals to challenge the status quo, think creatively, and contribute to advancements within their industries.

Personal fulfillment:

For many individuals, the satisfaction of seeing their academic knowledge translate into tangible achievements in the real world is deeply fulfilling. It enhances job satisfaction and motivates continued growth.

Conclusion:

While academic education provides a solid foundation of knowledge and skills, it is crucial to acknowledge that the real-world professional environment operates differently. The disconnect between theory and practice can be bridged through practical experience, industry collaboration, and skill development programs. Merging academic and professional ideas is not only valuable but essential for success in today's dynamic and competitive job market. Embracing the challenges and opportunities of both worlds can lead to a fulfilling and impactful career.

4.5 How experience impacts your career

Atlas Honda Private Ltd provided me with invaluable work experience during my internship. This internship has greatly improved my abilities and equipped me for future work when it comes to marketing and beyond through its emphasis on practical experience and instruction. How this event has impacted my professional life is as follows:

Skill development:

Market research, content production, data analysis, and organizing events are just a few of the many abilities I've refined throughout my time here at the marketing department. These abilities are useful in many areas of business, not just marketing.

Professional growth:

I've been able to develop my skills and experience working in a business environment that is real- I gained experience working in interdisciplinary groups, managing projects, and keeping to strict due dates, all of which are valuable assets in virtually any field.

Industry knowledge:

The internship I did in Pakistan opened my eyes to the motorcycle business there. My knowledge of the market, consumer trends, and competitors' strategies has increased, which will serve me well in the future.

Networking:

During my work experience, I was able to meet and talk to many influential people in the marketing industry. Opportunities in mentoring and employment may arise as a result of these contacts.

Confidence:

The biggest effect has been increasing my self-assurance. I have gained confidence in my skills and feel ready to take on more demanding responsibilities in the future.

5 CONCLUSION

In sum, I believe that my time spent interning at Atlas Honda Private Ltd was an essential stepping stone on the path to a successful career. It has equipped me with a wealth of knowledge and experience that will prove invaluable to me in my professional life. I appreciate the chance to join such a prominent organization and aid in its advertising efforts.

6 RECOMMENDATIONS:

I have some suggestions for the company and any prospective interns based on my knowledge here.

For Future Interns:

- Embrace every task and responsibility as an opportunity to learn and grow. Even seemingly routine tasks can provide valuable insights.
- Seek feedback from your supervisors and colleagues regularly. Constructive feedback is essential for improvement.
- Network and build relationships within the company. These connections can be invaluable in your career.

For the company (Atlas Honda Private Ltd):

- Maintain your commitment to student mentoring and internship programs. Internship programs like these are advantageous for both the interns and the organization.
- Consider offering more structured training and development programs for interns to enhance their skills and prepare them for future roles.
- Explore opportunities for collaboration with educational institutions to ensure a steady pipeline of young talent.

In conclusion, I can say that my time working at Atlas Honda Private Ltd was a game-changer that laid the groundwork for a successful professional future. Thank you for all of the help and advice you gave me throughout my internship; I know it will come in handy in the future.

7 REFERENCES

Company Website:

[Atlas Honda Private Limited](#)

Information about Atlas Honda Private Limited, including its origins, products, and core principles, may be found on the company's official website. If you're looking for some context on the firm, this would be a good place to look.

1. Annual reports:

Annual Reports of Atlas Honda Private Limited (Viewable on the Company's Website or using several Financial Databases).

The financial performance, long-term goals, and historical accomplishments of a corporation can be gleaned in great detail from its annual report. You may trust them as a reliable resource for your paper.

2. Industry reports and market analysis:

Reports from Market Researchers (Many Independent Researchers)

The motorbike industry in Pakistan is studied in depth in market research publications. Market trends, an examination of the competition, and a survey of consumer preferences are common components of such reports.

3. Academic journals and publications:

Marketing, Management, and Business Industry Analysis Academic Journals

You can apply the theoretical frameworks and insights you find in academic journals devoted to marketing, management of businesses, and business analysis to your internship.

8- WEEKLY REPORT

Week 1: Introduction to the marketing team and company orientation

The marketing staff at Atlas Honda Private Limited welcomed me with open arms during my first week as an intern. During this time, I focused mainly on meeting my coworkers and learning the ropes of the department's structure. The ultimate objective was to help me fit in with the team without any hiccups. The thorough orientation I received on the company's marketing tactics and goals set the groundwork for my success in my new position. This needed a deep dive into how Atlas Honda positioned their motorcycles relative to the competition. The majority of my first week was dedicated to becoming familiar with the firm's extensive product line, which comprised numerous bicycle models. This first step was critical in setting the stage for the coming weeks, letting me better connect my efforts with the company's larger marketing goals. Additionally, I was enabled to watch top members of the staff perform surveys, which increased my insight into the practical applications of marketing theory.

What I learned this week about the firm's strategies for marketing was the most valuable. The importance of advertisements in achieving these objectives was additionally stressed. I also delved deep into the characteristics, challenges, and marketplace of the Pakistani motorcycle market. The first week was also important for me to establish a relationship with my fellow workers, as we will be working closely together in the following weeks.

Week 2: Hands-on experience in market research and content creation

My subsequent week as an apprentice at Atlas Honda was jam-packed with new responsibilities and projects. I spent most of my time assisting with data collection for market study, the major purpose of which was to better understand the tastes of consumers. Putting the theoretical knowledge, I'd received on my road to education into reality through an actual collection of information was eye-opening. The material I helped develop this week was a major part of my job. I was able to polish my ability to compose and get insight into the art of content creation by regularly writing blog posts and updating my social networking site accounts. This practical training in writing has given me the tools to approach my profession with a more creative mindset.

The highlight of this past week was taking part in a brainstorming session for a brand-new marketing initiative. Seeing how a high-performing advertising department generates ideas and strategies helped me grow as a marketer. The importance of fresh ideas in advertising hit home to me this week.

From a teaching perspective, this past week's hands-on work with gathering and analyzing data helped me make the connection both course theory and actual implementations. I also improved greatly as a writer, which helped me greatly during my time working and thereafter. I also acquired knowledge of the entire marketing process, from ideation to launch.

Week 3: Engagement in marketing meetings and event coordination

As my work experience progressed into its third week, I was given increased responsibility within the marketing department. Attended and contributed to a gathering of the ads department's team to discuss what was to come and the progress of ongoing projects. This experience taught me the importance of effective internal teamwork and interaction and exposed me to the challenges of election planning and execution. In addition, I learned a great deal by picking up the knowledge of my fellow workers.

Helping to organize a promotional event was another major assignment for this week. This required taking care of several practical details, such as finding a suitable location, acquiring necessary supplies, and organizing the schedule. Due to the importance of every detail, event organizing helped me hone my organizational and feeling of responsibility skills. It was a practical lesson in the value of careful preparation and attention to detail in marketing campaigns.

As part of my ongoing market research duties, I dug even deeper into studying the competition. This required investigating how other businesses approached the market, where they stood, and how their customers saw them. This research phase was crucial for gaining insight into Atlas Honda's market positioning and competitive differentiators.

From a teaching standpoint, this week illuminated the dynamics of marketing team meetings and the nuances of campaign strategy and execution. It also helped me hone the sort of organizing skills that are fundamental to pulling off successful marketing events. My understanding of the techniques employed by my rivals also grew over this time, which I would come to find useful in later internship tasks.

Week 4: Customer survey, content finalization, and data analysis

In my third week as an apprentice at Atlas Honda as a whole I was assigned a wide range of tasks that increased my exposure to and understanding of various marketing techniques. As an aspect of our continuous study of the market, this week's primary focus became on creating and releasing a user survey. Creating surveys, administering them, and analyzing the results were all necessary steps in this process. The process of carrying out this poll was educational since it provided me with hands-on practice in the survey's methodology data collection, and the complexities of interpreting customer replies.

I helped the content team polish up some of their blog posts. At this stage, we made sure the material was polished and in line with our branding and marketing goals. Writing and editing for publication helped me hone my skills and drive home how crucial it is to provide readers with professional and interesting material.

I helped analyze data by using programs like Microsoft Excel to assess the efficacy of ongoing advertising initiatives. My knowledge of data analysis tools was bolstered, and I gained a new perspective on the metrics and KPIs used to evaluate the success of campaigns thanks to this internship.

My expertise in areas such as survey creation and data collection grew substantially during the fourth week. It also drove home the value of meticulous proofreading before publishing and the significance of numbers in gauging the success of advertising campaigns. Later on at my internship, I'm sure I'll be able to put these talents and experiences to good use.

Week 5: High-level strategy discussions and social media management:

My fifth week as an intern at Atlas Honda has pushed me closer to the marketing department's more strategic work. Recently, I was invited to the department head's presentation on marketing strategy. This presentation provided a glimpse inside the marketing department's upper-level deliberations and decision-making. It helped me gain a more holistic understanding of how marketing plans are developed and how they relate to the larger objectives of a business.

This week I also participated in a crucial incident, the creation of commercials for a soon-to-be-released product. The goal of the work had been to develop product marketing resources that would attract and educate the intended audience. This experience helped me grow as an artist while also teaching me the value of visuals in marketing.

In addition, I was given the chance to schedule posts in advance and monitor audience reactions. This practical experience underlined the significance of data collection and analysis for gauging the efficacy of social media platform marketing. By understanding how to interpret data on engagement, we were capable of honing the quality of our material.

Academically, I learned the most during the fifth month when we discussed higher-level advertising methods. It not only aided my development as a designer but also opened my eyes to the value of images in advertising. Likewise, I'm able to apply what I had learned about using data to make decisions and manage social media.

Week 6: Research presentation and reflection on the internship journey:

Everything I had learned and discovered throughout the internship at the Honda Atlas came together beautifully in the last week. This week, I focused primarily on polishing the lecture that will summarize my findings of the industry research I conducted as part of the internship I had. I was responsible for presenting my research findings and making actionable recommendations to the marketing personnel. It was an opportunity to put into practice the knowledge I had gained while employed there.

I also participated in a team debriefing session after a recent marketing initiative. The meeting served as a time to discuss the outcomes of the debate, highlight accomplishments and areas for improvement, and draw conclusions that could be used for future undertakings. The need for lifelong learning and adaptability in marketing was discussed in depth, and a lively argument ensued.

Both my managers and fellow workers had given me feedback on my internship performance before the end of the week. I learned a lot about my strengths and areas for growth thanks to their ideas and feedback. As I sat there, reflecting on my internship, I realized how much of a difference it had made in my life.

The opportunity to put my marketing knowledge to use during my six-week internship at Honda Private Limited was beneficial to me. Every week brought fresh challenges, responsibilities, and learning opportunities. My internship gave me a well-rounded introduction to the marketing industry as a whole, from learning about the company's marketing techniques to participating in data collection, content generation, event coordination, and the highest-level strategy discussions. Looking back, I realize how much my colleagues' advice, mentorship, and support aided in my development as an individual and an employee. This internship has provided me with invaluable experience that will pave the way for a successful career in the ever-evolving field of marketing.

Internship Certificate

Employer feedback form

Website:

<https://www.atlashonda.com.pk/the-company/#::~:~:text=Atlas%20Honda%20Limited%20is%20a,Pakistan's%20most%20renowned%20business%20conglomerate>

DAY 1

Time	Activities
09:00 AM – 10:00 AM	Visit to the plant
10:00 AM – 11:00 AM	Visit to the plant
11:00 AM – 12:00 PM	Visit to the plant
12:00 PM – 01:00 PM	Visit to the plant
01:00 PM – 02:00 PM	Visit to the plant
02:00 PM – 03:00 PM	Visit to the plant
03:00 PM – 04:00 PM	Visit to the plant

04:00 PM – 05:00 PM	Visit to the plant
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DAY 2

Time	Activities
09:00 AM – 10:00 AM	Holiday
10:00 AM – 11:00 AM	Holiday
11:00 AM – 12:00 PM	Holiday
12:00 PM – 01:00 PM	Holiday
01:00 PM – 02:00 PM	Holiday
02:00 PM – 03:00 PM	Holiday
03:00 PM – 04:00 PM	Holiday

04:00 PM – 05:00 PM	Holiday
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DAY 3

Time	Activities
09:00 AM – 10:00 AM	Arrived to head office of the atlas Honda in reception they verify my name then they ok me and notice my dressing and I wear shalwar kameez that was not allowed in their company and I would not know about this. They said to me for wait.
10:00 AM – 11:00 AM	I was continually see outside that when they call me for further procedure.
11:00 AM – 12:00 PM	Waiting and then they said to me that our boss not allowed to us to enter in our office with this get up.
12:00 PM – 01:00 PM	I continually sorry for my mistake and said to them that next time I will follow your rules strictly and allow me for today to continue 1 st day but they not agreed.
01:00 PM – 02:00 PM	Lunch break.
02:00 PM – 03:00 PM	Then I was sitting for a little time and notice their discipline and really impress about rules and regulations and I judge the secret of success of Atlas group.
03:00 PM – 04:00 PM	They gave me a cup of coffee in reception and enjoyed every sip of coffee.

04:00 PM – 05:00 PM	With the spending of whole day in reception room I say sorry to receptionist and promise to them to follow all rules and regulation of company from next time.
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DAY 4

Time	Activities
09:00 AM – 10:00 AM	Arrived to head office of the atlas Honda on time with in formal dressing and waited for the marketing manager for the introductory session and waited for the other internes to come so he start the introductory session but fortunately, I was the only one interne in my department SDP (Spare parts division)
10:00 AM – 11:00 AM	First sir start our interview and ask individually about our education and institutes from where we are studying and then he start giving their introduction.
11:00 AM – 12:00 PM	After that he start telling about the companies details the background of the company, who are the major shareholders of the company.
12:00 PM – 01:00 PM	After that he start giving the short brief of the sales procedure of the company what are the steps included in the sales process of the atlas Honda and which parts their company sales.
01:00 PM – 02:00 PM	Lunch break
02:00 PM – 03:00 PM	After that we had an introductory session with the marketing team which was working in the head office of the atlas Honda members were (Sir Murtaza is the manager of SPD department, Sir Ali Raza, Sir Zulfiqar butt, Miss mubashira, and Sir Asif Gujjar.
03:00 PM – 04:00 PM	After that we had again introductory session about company with sir Murtaza and he informed us about the regional offices of the atlas Honda that where they are operating.

04:00 PM – 05:00 PM	Then sir start giving information about the process which were practicing here in marketing department which includes (Spare parts division (SPD), Sales, Service.
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DAY 5

Time	Activities
09:00 AM – 10:00 AM	Arrived to head office of the atlas Honda and waited for the marketing team for the introductory session on the B2B portal what is it and for what purpose it is being used.
10:00 AM – 11:00 AM	Then we had an introductory session on B2B form in which dealers can place their order in packages and individual form. In packages dealers get different parts and get discount at overall package (for example, if dealers get 1 cotton of engine oil, they will get 90 rupees discount per piece.) And I dealers buy individually they will not get a discount.
11:00 AM – 12:00 PM	Then sir talk about that which type of departments perform different works like sales and after sales are two different departments.
12:00 PM – 01:00 PM	In sales just bikes sales and this is the simple work but after sales are little bit complex wok in which parts would be sale and minimum 400 parts atlas Honda manufacture and sale at overall and I am in the spare parts marketing SPD.
01:00 PM – 02:00 PM	Lunch break
02:00 PM – 03:00 PM	Repeat all things to us
03:00 PM – 04:00 PM	Enjoy a cup of tea.

04:00 PM – 05:00 PM	Repeat all things to us
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DAY 6

Time	Activities
09:00 AM – 10:00 AM	Arrived on time and move to sir Zulfiqar butt and he introduced to myself and he also take my interview about education, institution where I getting education and other.
10:00 AM – 11:00 AM	He was busy to make a report and tell me that and my first work with starting day is to make a report and send to my boss and I was seeing him to making a report and try to understand his work but not understand my brain because he uses company website SAP that I have no knowledge about that.
11:00 AM – 12:00 PM	Then office boy comes with a cup of tea and I enjoyed every sip of tea. In between me and sir Zulfiqar talk about company and he said that how many years he spent here, which work he perform there.
12:00 PM – 01:00 PM	Sir Murtaza call him in meeting and I was sitting there lonely and overview all the files that saved in computer.
01:00 PM – 02:00 PM	Lunch break.
02:00 PM – 03:00 PM	Sir Zulfiqar says about SAP that how they work on that and which type access he has on SAP.
03:00 PM – 04:00 PM	He said that they made four types of report. <ul style="list-style-type: none"> • KPI (key parts indicator) in KPI 30 parts occurred. • Package report • Delivery report

	Back-order report
04:00 PM – 05:00 PM	<p>He said that they made four types of report.</p> <ul style="list-style-type: none"> • KPI (key parts indicator) in KPI 30 parts occurred. • Package report • Delivery report <p>Back-order report</p>

DAY 7

Time	Activities
09:00 AM – 10:00 AM	Holiday
10:00 AM – 11:00 AM	Holiday
11:00 AM – 12:00 PM	Holiday
12:00 PM – 01:00 PM	Holiday
01:00 PM – 02:00 PM	Holiday
02:00 PM – 03:00 PM	Holiday

03:00 PM – 04:00 PM	Holiday
04:00 PM – 05:00 PM	Holiday

DAY 8

Time	Activities
09:00 AM – 10:00 AM	Holiday
10:00 AM – 11:00 AM	Holiday
11:00 AM – 12:00 PM	Holiday
12:00 PM – 01:00 PM	Holiday
01:00 PM – 02:00 PM	Holiday
02:00 PM – 03:00 PM	Holiday

03:00 PM – 04:00 PM	Holiday
04:00 PM – 05:00 PM	Holiday

DAY 9

Time	Activities
09:00 AM – 10:00 AM	Holiday
10:00 AM – 11:00 AM	Holiday
11:00 AM – 12:00 PM	Holiday
12:00 PM – 01:00 PM	Holiday
01:00 PM – 02:00 PM	Holiday
02:00 PM – 03:00 PM	Holiday

03:00 PM – 04:00 PM	Holiday
04:00 PM – 05:00 PM	Holiday

DAY 10

Time	Activities
09:00 AM – 10:00 AM	Arrived at head office on time and go to the basement of office to sir Zulfiqar and he was busy to make a report.
10:00 AM – 11:00 AM	After make up the report submit to the manager and then he focused to me.
11:00 AM – 12:00 PM	He told me about SAP which tasks they perform on SAP and how to use, means told me all that he has a knowledge.
12:00 PM – 01:00 PM	Then he opens the old yesterday file and tell me about back order. In back-order payments were clear to dealers but stock has not available so that's order go to back order and when stack is available then first 50 orders, they take place and continue the process and FIFO rules is applied means first in and first out.
01:00 PM – 02:00 PM	Lunch break.
02:00 PM – 03:00 PM	Further details about SAP are: Login with, ID: SDSPG01 PASSWORD: gwl3200

	Then select the option like booking, delivery, and back order.
03:00 PM – 04:00 PM	<p>Then tell me about booking that booking transaction code is “Va05”.</p> <p>Then select “organizational data” (ok)</p> <ul style="list-style-type: none"> • Sales organization (1000) • Distributional channel (10) • Division (20) • Sales office (3200-1000) for Karachi to SKP • Sales group (for tertiary) and this option is rarely used. <p>Document date from start of the month to present day like (01.06.23-16.06.23) then enter...</p>
04:00 PM – 05:00 PM	Repeat booking transaction.

DAY 11

Time	Activities
09:00 AM – 10:00 AM	Arrived at office on time and meet up with all my team members of department and try to learn something new. For this purpose I did meet with Zulfiqar butt and he said to me that firstly I will made a daily routine report then I will gave a time to you.
10:00 AM – 11:00 AM	Almost free because he was busy to make a report and I did enjoy a cup of tea.
11:00 AM – 12:00 PM	Then he gave a time to learn more things about SAP last time he tells me about booking transaction and today he tells me about delivery code before seeing practically he told me orally about delivery code.

12:00 PM – 01:00 PM	<p>After tells me orally he performs practically and tells me with step by step. Delivery code is “v106f”. After putting the code select the organizational data then:</p> <ul style="list-style-type: none"> • Sales organization (1000) • Distribution channel (10) • Division (20) • Shipping receiving point (1001-2001) <p>Then he said to repeat all the things and I said by me.</p>
01:00 PM – 02:00 PM	Lunch break.
02:00 PM – 03:00 PM	<p>After that he tells me the next section of delivery code: After shipping point</p> <ul style="list-style-type: none"> • Act.Gds mvmnt date= from 1st date of the month till today. • Press F8 for the place of enter. • Then select item view. <p>Go to the setting select layout and then select choose then Saqib SPD.</p>
03:00 PM – 04:00 PM	Repeat the whole day lecture.
04:00 PM – 05:00 PM	Repeat the whole day lecture.

DAY 12

Time	Activities
09:00 AM – 10:00 AM	Arrived at office on time and greeting all the team members and feel free almost 2 hours.

10:00 AM – 11:00 AM	Almost free and enjoyed a cup of tea.
11:00 AM – 12:00 PM	Then sir zulfiqar tells me about SAP next portion. Before tells me next, he asked me previous lessons then I did clear him all the things that he tells me then he talked about next section.
12:00 PM – 01:00 PM	He tells me about back order. The code is “zsdspodi”. <ul style="list-style-type: none"> • Sales office (3200) means put 1 region code. Material code (if you want to get one material data then put code of one material otherwise all the data the has been appeared.
01:00 PM – 02:00 PM	Lunch break.
02:00 PM – 03:00 PM	Repeat the previous things.
03:00 PM – 04:00 PM	Sir Murtaza sab calls me that is the manager of SPD department and he takes my interview and ask me that what you learn in those days. When he I did clear all the things that I learn in those days then he gave me the overview about all the parts.
04:00 PM – 05:00 PM	At the end of the day sir Murtaza tells me that if you have felt any problem or if any our team member will not corporate with you should compulsory to contact with me.

DAY 13

Time	Activities
09:00 AM – 10:00 AM	Arrived at office on time and greeting all the team members and then saw the reports that made by Zulfiqar butt and ask some questions about company profile.

10:00 AM – 11:00 AM	Then Zulfiqar sab gave me a little time and told about all the regions and how much territory in one region and what is the role of all regions, means he told me all the things about regions sale.
11:00 AM – 12:00 PM	There are eight regions and all the regions have different codes: <ul style="list-style-type: none"> • Gujranwala (3200) • Faisalabad (3100) • Rawalpindi (4000) • Multan (2000) • Lahore (3000) • Central (2100) • Karachi (1000) South (1100)
12:00 PM – 01:00 PM	Because I spent time in two regions in Lahore regional office so I have knowledge only about two regions (Lahore and Gujranwala). Then he had some work from manager he was being busy in those work and tell me that I will give e time after break.
01:00 PM – 02:00 PM	Lunch break.
02:00 PM – 03:00 PM	There are five territories in Lahore region and all the territories have different codes: <ul style="list-style-type: none"> • Sahiwal (340) • Lahore west (L01) • Lahore north (L02) • Lahore south (L03) Lahore east (L04)
03:00 PM – 04:00 PM	Same as there are four regions in Gujranwala regions and all have different codes: <ul style="list-style-type: none"> • Gujranwala (321) • Sialkot (322) • Gujrat (323) Sheikhupura (324)
04:00 PM – 05:00 PM	Repeat all the things that he told me in the whole day.

DAY 14

Time	Activities
09:00 AM – 10:00 AM	Arrived at office on time greeting all the team members and sir murtaza that is the manager of SPD department told me to meet with him after little time.
10:00 AM – 11:00 AM	All the team were busy because CEO of the company that is Amir sherazi is coming in the head office for visit and I also were busy to repeat all the things.
11:00 AM – 12:00 PM	Sir Murtaza calls me and ask about all the things that I learn in those days and I gave all the answers of his questions then sir tells me that you know that the owner of this company is coming so you should be mentally prepared because he also met with internes and ask questions about company and office work, he also gave me some tips and then said to go.
12:00 PM – 01:00 PM	Almost free.
01:00 PM – 02:00 PM	Lunch break.
02:00 PM – 03:00 PM	CEO has come in office and gets busy with GM sir Afaq Ahmad in their office and then round all the office and met with different employees and ask about work and queries about problems and all the employees gave positive answer and then he moves to GM office.
03:00 PM – 04:00 PM	Then all the manager of all departments gather in meeting room with CEO and meeting was continually goes to 6'O clock and I were enjoyed a cup of tea and mobile.
04:00 PM – 05:00 PM	Almost free because all the staff members were busy in different works and I was just saw the system that they were doing.

DAY 15

Time	Activities
09:00 AM – 10:00 AM	Holiday
10:00 AM – 11:00 AM	Holiday
11:00 AM – 12:00 PM	Holiday
12:00 PM – 01:00 PM	Holiday
01:00 PM – 02:00 PM	Holiday
02:00 PM – 03:00 PM	Holiday
03:00 PM – 04:00 PM	Holiday

04:00 PM – 05:00 PM	Holiday
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DAY 16

Time	Activities
09:00 AM – 10:00 AM	Holiday
10:00 AM – 11:00 AM	Holiday
11:00 AM – 12:00 PM	Holiday
12:00 PM – 01:00 PM	Holiday
01:00 PM – 02:00 PM	Holiday
02:00 PM – 03:00 PM	Holiday
03:00 PM – 04:00 PM	Holiday

04:00 PM – 05:00 PM	Holiday
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DAY 17

Time	Activities
09:00 AM – 10:00 AM	Arrived at office on time and sir Murtaza tells me that today we will send you to the regional office at Ganga ram road and said go there and get good knowledge about regionally marketing.
10:00 AM – 11:00 AM	Sir Ali that is the operational manager tells me some different things and also work that he does. When all the dealers place orders and send money through different sources and then he generates the order and save on SAP then order has final means next portion is only delivery and what sources is applied that you learn in regional office.
11:00 AM – 12:00 PM	After that sir Ali tells me that all the department have 4-5 members here and all the department have different work and also all the members of different departments have different work like in our department in SPD have total five members like sir Murtaza that is the manager of SPD dept and he saw all the works that we do, then sir Asif that he gave the reports of atlas autos means engine oil company have three types of engines oil and all the information and data provided by sir Asif, miss Bushra handle all the graphical work and sir Zulfiqar butt see all the spare parts and their orders, delivery and back order and sir Ali is the operational manager.
12:00 PM – 01:00 PM	Then I move to sir Zulfiqar butt and told him about that I move to regional office and he tells me that you would learn more from where and he also tells me about regional office that how many departs sit there and work they do.
01:00 PM – 02:00 PM	Lunch break.

02:00 PM – 03:00 PM	Again, sir Murtaza calls me and ask me about those days that I was spent there and which thing I learn from here and I tell him that the amazing experience I have and the memorable time I will keep in mind that you and your team members help me more and talks about all the scenario of atlas Honda.
03:00 PM – 04:00 PM	Then sir Murtaza meet me with GM of after sales that is Zafar Iqbal and ask him to move me in regional office and he also tells him sure.
04:00 PM – 05:00 PM	Then sir Murtaza calls him to sir Usmani sab and tells him that we are sending you a new interne and also tells him that it will spent 10 days in Lahore region and 10 days in Gujranwala region and give full corporation to it. Then sir told me that when your time here is completed then to go here to me. Then I thanked the entire team and move to home.

DAY 18

Time	Activities
09:00 AM – 10:00 AM	Reached at office on time and meet to regional manager that is sir Usmani Sab.He ask me about introduction like age, how many sisters and brothers have, and which university I had, why I choose Atlas Honda for internship. After that he told me about your work and how many members in their team have.
10:00 AM – 11:00 AM	And meeting with Usmani sab continued for a long a time and he gave me the overview that what they do. Theirs team perform after sales work in which SPD (spare parts division).
11:00 AM – 12:00 PM	Then sir was busy in meeting and then move to market at mecload road Lahore for some reason.
12:00 PM – 01:00 PM	Then I move to sir Usman that is the AM in after sales and he told me about excel work.

01:00 PM – 02:00 PM	Lunch break.
02:00 PM – 03:00 PM	Then I moved to sir Zahid and he told me about SAP. In SAP some major things like “Va05” are a code to check all bookings by dealers, and “zddpo” is also a code to check that dealers clear the payment or not and this one is checked by finance department.
03:00 PM – 04:00 PM	Enjoy coffee and see of sir Zahid work that what he do.
04:00 PM – 05:00 PM	Their whole data is kept in system but they also collect all the data of day to day in manual form of dealers to dealers and material wise and they say a collection copy.

DAY 19

Time	Activities
09:00 AM – 10:00 AM	Reached at office and met with Sir Aneeq that also says we work on after sales means SPD and he tells your designation is the area manager (AM) and he say that he covers south area of Lahore.
10:00 AM – 11:00 AM	They work estimate on 2200 to 2300 parts.
11:00 AM – 12:00 PM	Atlas Honda use two sources SRL (Saleem Raza Logistics) and TCS to deliver the parts to all dealers in whole country. And company makes a contract with TCS and SRL.
12:00 PM – 01:00 PM	If dealers found any claim or wrong delivery, they mention on DO (delivery order) any type of claim like: <ul style="list-style-type: none"> • Short supply • Manufacturing defect • Wrong delivery

	<ul style="list-style-type: none"> • Damage Means any type of damage covered by company.
01:00 PM – 02:00 PM	Lunch break.
02:00 PM – 03:00 PM	Atlas auto and atlas Honda are two different things in Atlas Autos engine oil accrued and in atlas Honda bike sale and spare parts occurred. And they have 3 types of engine oil like 20w50 is in atlas autos and 10w30 and 20w40 are in atlas Honda.
03:00 PM – 04:00 PM	Main dealer that gave more profit to company is Adil Butt from Badami Bagh.
04:00 PM – 05:00 PM	At the end I ask question to sir Aneeq that how would you define your whole work in single line? Visit market that he covers south area and ask to dealers why you were not complete this criteria that company set and convince the dealers to take orders.

DAY 20

Time	Activities
09:00 AM – 10:00 AM	Arrived at office on time and I have to sit with Sir Hannan and I see his work with full focus. He told me some major things about company and rules and regulations and said to me that company not compromise on any discipline and I said to me that I taste it at first date.
10:00 AM – 11:00 AM	Almost free because whole team of marketing go to market because Tuesday to Thursday is the market day, and some employees are there in office and I was saw his work.
11:00 AM – 12:00 PM	Almost free because whole team of marketing go to market because Tuesday to Thursday is the market day, and some employees are there in office and I was saw his work.

12:00 PM – 01:00 PM	Then sir Hannan had got free and I ask him to deliver some knowledge. That he also belongs to SPD department but he is the SAP operator and also run the procedure of atlas autos in which he run oil process.
01:00 PM – 02:00 PM	Lunch break.
02:00 PM – 03:00 PM	Then he tell about oil categories that he had three types oil like <ul style="list-style-type: none"> • 10W20 • 20W40 • 20W50 And they set the identification code of oil like 41k is CD70 oil code (0.7 liter), and 51k is the 125 oil code (1 liter)
03:00 PM – 04:00 PM	Two ways to place orders: 1-He tells me about B2B portal that dealers have access on it and in which dealers place your orders. Then reached to RM portal he clears their payments of dealers and finance also clear payments then process starts and deliver to dealers. 2-scnd option is manually in which dealers call to RM and send his order at WhatsApp and payment to company account and he also share the copy of bank challan that he submitted to company. When all the verification has been done then order has been to deliver to dealers.
04:00 PM – 05:00 PM	Tell me about total departments of marketing in atlas Honda: There are 7 departments in which are (SPD, sales, service, institution, training, lubes, and finance). After that he tell me about company profit of one last month of only one department of one region is 1.5 billion (1,501,289,409) only of SPD.

DAY 21

Time	Activities
09:00 AM – 10:00 AM	Arrived at office on time and directly meet up with sir Usmani sab that is the manager of SPD department and I was late and he ask me you are coming late and I said sorry to sir and promise to not come late again.

10:00 AM – 11:00 AM	After that sir Usmani ask me about overall of 6-7 days and I tell me that I learn in those days and he also call Zahid Bhai for ask about myself and sir Usmani sab also told him to learn more things about SAP and B2B, booking delivery, and back order.
11:00 AM – 12:00 PM	Then sir told me about next day's plan for Monday and this work was visiting market mecload road Lahore. For this sir usmani gave the responsibility to sir Abdul Rehman.
12:00 PM – 01:00 PM	Break for Friday.
01:00 PM – 02:00 PM	Lunch break
02:00 PM – 03:00 PM	Almost free because all team was in the meeting.
03:00 PM – 04:00 PM	Only enjoy a cup of tea because all team was in the meeting.
04:00 PM – 05:00 PM	Then sir Usmani sab gave me a task to make a report about booking, delivery, and back order from 1 st date of the to present date.

DAY 22

Time	Activities
09:00 AM – 10:00 AM	Holiday

10:00 AM – 11:00 AM	Holiday
11:00 AM – 12:00 PM	Holiday
12:00 PM – 01:00 PM	Holiday
01:00 PM – 02:00 PM	Holiday
02:00 PM – 03:00 PM	Holiday
03:00 PM – 04:00 PM	Holiday
04:00 PM – 05:00 PM	Holiday

DAY 23

Time	Activities
09:00 AM – 10:00 AM	Holiday

10:00 AM – 11:00 AM	Holiday
11:00 AM – 12:00 PM	Holiday
12:00 PM – 01:00 PM	Holiday
01:00 PM – 02:00 PM	Holiday
02:00 PM – 03:00 PM	Holiday
03:00 PM – 04:00 PM	Holiday
04:00 PM – 05:00 PM	Holiday

DAY 24

Time	Activities
09:00 AM – 10:00 AM	Holiday

10:00 AM – 11:00 AM	Holiday
11:00 AM – 12:00 PM	Holiday
12:00 PM – 01:00 PM	Holiday
01:00 PM – 02:00 PM	Holiday
02:00 PM – 03:00 PM	Holiday
03:00 PM – 04:00 PM	Holiday
04:00 PM – 05:00 PM	Holiday

DAY 25

Time	Activities
09:00 AM – 10:00 AM	Arrived in head office not in regional office because sir Murtaza call me back in head office and I got a permission from sir Waseem Usmani sab that is the regional manager of Lahore.

10:00 AM – 11:00 AM	Arrived 10'O clock in head office and meet with Ali bhai because sir Murtaza was busy in meeting.
11:00 AM – 12:00 PM	Almost free and waiting for the manager.
12:00 PM – 01:00 PM	Almost free and waiting for the manager.
01:00 PM – 02:00 PM	Lunch break.
02:00 PM – 03:00 PM	After taking lunch sir call to me and tells that I am busy for 2hrs then I will call you and getting interview from you that you learn in regional office.
03:00 PM – 04:00 PM	I repeat all the things that I learn in three weeks and got help of Ali bhai and clear all the things again.
04:00 PM – 05:00 PM	Sir called me in your office and tell me to sit. After asked about health then take start of about three weeks and asked about regional office and their environment, which types of people are there and how much you learn about SPD and all the things about SPD, about B2B and SAP. After take the whole interview he tells me to move again in regional office and learn more things at regional level and national level. I did special request to visit all the department of marketing, he tells me ok and calls to sir Sufyan that is the regional manager of Gujranwala.

Time	Activities
09:00 AM – 10:00 AM	Arrived at office on time and sir Sufyan that is the regional manager of Gujranwala region and he Gave me an assignment of marketing to collect some data about spare parts. He gave a maximum part round about 50-70 parts. In which I would have mention the codes of all the parts, company parts name, market parts name, model of bikes and pictures off all the parts that was mention in the assignment.
10:00 AM – 11:00 AM	Know I move too marketing of Gujranwala region, territory Sheikhupura and reached to Rana autos at skp road. Reached safely and meet with rana Mustafa who is the dealer of spare parts.
11:00 AM – 12:00 PM	Know I did ask to him about dealership that how much time to have of this dealership and how much parts they work on it and more other things I asked to him.
12:00 PM – 01:00 PM	I did start to collect data take the pictures of different parts with market name and codes off all products.
01:00 PM – 02:00 PM	Enjoyed a lunch with dealer and take rest for a minutes.
02:00 PM – 03:00 PM	Collect the further data likes pics, market name and codes off all the products.
03:00 PM – 04:00 PM	Collect the further data likes pics, market name and codes off all the products.
04:00 PM – 05:00 PM	Say thanks for corporation and move to home.

Time	Activities
09:00 AM – 10:00 AM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
10:00 AM – 11:00 AM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
11:00 AM – 12:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
12:00 PM – 01:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
01:00 PM – 02:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
02:00 PM – 03:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
03:00 PM – 04:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
04:00 PM – 05:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.

DAY 28

Time	Activities
09:00 AM – 10:00 AM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
10:00 AM – 11:00 AM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
11:00 AM – 12:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
12:00 PM – 01:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
01:00 PM – 02:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
02:00 PM – 03:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
03:00 PM – 04:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
04:00 PM – 05:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.

DAY 29

Time	Activities
09:00 AM – 10:00 AM	Holiday
10:00 AM – 11:00 AM	Holiday
11:00 AM – 12:00 PM	Holiday
12:00 PM – 01:00 PM	Holiday
01:00 PM – 02:00 PM	Holiday
02:00 PM – 03:00 PM	Holiday
03:00 PM – 04:00 PM	Holiday
04:00 PM – 05:00 PM	Holiday

DAY 30

Time	Activities
09:00 AM – 10:00 AM	Holiday
10:00 AM – 11:00 AM	Holiday
11:00 AM – 12:00 PM	Holiday
12:00 PM – 01:00 PM	Holiday
01:00 PM – 02:00 PM	Holiday
02:00 PM – 03:00 PM	Holiday
03:00 PM – 04:00 PM	Holiday
04:00 PM – 05:00 PM	Holiday

DAY 31

Time	Activities
09:00 AM – 10:00 AM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
10:00 AM – 11:00 AM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
11:00 AM – 12:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
12:00 PM – 01:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
01:00 PM – 02:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
02:00 PM – 03:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
03:00 PM – 04:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
04:00 PM – 05:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.

DAY 32

Time	Activities
09:00 AM – 10:00 AM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
10:00 AM – 11:00 AM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
11:00 AM – 12:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
12:00 PM – 01:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
01:00 PM – 02:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
02:00 PM – 03:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
03:00 PM – 04:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
04:00 PM – 05:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.

DAY 33

Time	Activities
09:00 AM – 10:00 AM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
10:00 AM – 11:00 AM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
11:00 AM – 12:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
12:00 PM – 01:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
01:00 PM – 02:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
02:00 PM – 03:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
03:00 PM – 04:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
04:00 PM – 05:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.

DAY 34

Time	Activities
09:00 AM – 10:00 AM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
10:00 AM – 11:00 AM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
11:00 AM – 12:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
12:00 PM – 01:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
01:00 PM – 02:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
02:00 PM – 03:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
03:00 PM – 04:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
04:00 PM – 05:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.

DAY 35

Time	Activities
09:00 AM – 10:00 AM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
10:00 AM – 11:00 AM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
11:00 AM – 12:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
12:00 PM – 01:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
01:00 PM – 02:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
02:00 PM – 03:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
03:00 PM – 04:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.
04:00 PM – 05:00 PM	Market visit of Sheikhpura and went to Rana Autos and learned about counter sale and whole sale.

DAY 36

Time	Activities
09:00 AM – 10:00 AM	Holiday
10:00 AM – 11:00 AM	Holiday
11:00 AM – 12:00 PM	Holiday
12:00 PM – 01:00 PM	Holiday
01:00 PM – 02:00 PM	Holiday
02:00 PM – 03:00 PM	Holiday
03:00 PM – 04:00 PM	Holiday
04:00 PM – 05:00 PM	Holiday

DAY 37

Time	Activities
09:00 AM – 10:00 AM	Holiday
10:00 AM – 11:00 AM	Holiday
11:00 AM – 12:00 PM	Holiday
12:00 PM – 01:00 PM	Holiday
01:00 PM – 02:00 PM	Holiday
02:00 PM – 03:00 PM	Holiday
03:00 PM – 04:00 PM	Holiday
04:00 PM – 05:00 PM	Holiday

DAY 38

Time	Activities
09:00 AM – 10:00 AM	Visit the mecload road market that is the main market of bikes and spare parts. So, because I did select in SPD and I got knowledge about SPD. There are more dealers at mcload road but I did visit some of them. On Monday I moved to FARUKH HONDA SERVICE and khudam sab is the owner of this shop and learned about parts sale and also get awareness about service and spent the whole day with him.
10:00 AM – 11:00 AM	Spent the whole day at Farukh Honda center on mecload road.
11:00 AM – 12:00 PM	Spent the whole day at Farukh Honda center on mecload road.
12:00 PM – 01:00 PM	Spent the whole day at Farukh Honda center on mecload road.
01:00 PM – 02:00 PM	Spent the whole day at Farukh Honda center on mecload road.
02:00 PM – 03:00 PM	Spent the whole day at Farukh Honda center on mecload road.
03:00 PM – 04:00 PM	Spent the whole day at Farukh Honda center on mecload road.
04:00 PM – 05:00 PM	Spent the whole day at Farukh Honda center on mecload road.

Time	Activities
09:00 AM – 10:00 AM	Move to mecload road to city autos and Yasir sab is the owner of this shop and I spent the whole day with him and see that how they deal with customers and how much the sale is.
10:00 AM – 11:00 AM	Spent the whole day at city autos with Yasir sab.
11:00 AM – 12:00 PM	Spent the whole day at city autos with Yasir sab.
12:00 PM – 01:00 PM	Spent the whole day at city autos with Yasir sab.
01:00 PM – 02:00 PM	Spent the whole day at city autos with Yasir sab.
02:00 PM – 03:00 PM	Spent the whole day at city autos with Yasir sab.
03:00 PM – 04:00 PM	Spent the whole day at city autos with Yasir sab.
04:00 PM – 05:00 PM	Spent the whole day at city autos with Yasir sab.

DAY 40

Time	Activities
09:00 AM – 10:00 AM	Move to mecload road to Toyo parts with sir Abdul Rehman that is the Assistant manager of SPD department. I asked some question about marketing strategies and he clear me by great answers. I spent the half day with him and saw the customer dealing.
10:00 AM – 11:00 AM	At toyo autos on mecload road.
11:00 AM – 12:00 PM	At toyo autos on mecload road.
12:00 PM – 01:00 PM	At toyo autos on mecload road.
01:00 PM – 02:00 PM	Then I moved to Honda autos and Muzammil sab is the owner of this shop and I got amazing experience because they work on all parts and I enjoyed his company.
02:00 PM – 03:00 PM	At Honda autos on mecload road.
03:00 PM – 04:00 PM	At Honda autos on mecload road.
04:00 PM – 05:00 PM	At Honda autos on mecload road.

DAY 41

Time	Activities
09:00 AM – 10:00 AM	Reached to office and meet to sir Ashraf that is the assistant manager of sales because I did request him to visit all the department so he recommended me to meet with sales depart and they gave me an overview about sales. Firstly, he asked me about myself and I told him everything that he asked to me.
10:00 AM – 11:00 AM	They sell of 13.5 lack sales in 2021-2022. 9.5 lack sales in 2023. There are 7.5 market shares.
11:00 AM – 12:00 PM	Company faces some issues: <ul style="list-style-type: none"> • Import issues • Cash devaluation • Dollar price increase Petrol price increase.
12:00 PM – 01:00 PM	1 bike is assembled by 2800 parts in which some parts are import from different countries and mostly are manufactured in Pakistan.
01:00 PM – 02:00 PM	Lunch break.
02:00 PM – 03:00 PM	750 showrooms in Pakistan of atlas Honda. 7 models are assembled in atlas Honda at plant. In which 8-5 lack sale of CD 70 and other models are less soled other CD 70. Company selects the area for making the showroom for dealership and also company made the same building for all dealers.
03:00 PM – 04:00 PM	Company gave the warranty card to all dealers: <ul style="list-style-type: none"> • 6 months, 600km of painted area • 3 service cards • Credit facility. 3 terms of credit facility: <ul style="list-style-type: none"> • Short term 1-6 months • Long term 1-18 months • Exchange

04:00 PM – 05:00 PM	Company makes a plan yearly and then divide into months and weeks Ans then into days and then into shifts. In this way company runs.
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DAY 42

Time	Activities
09:00 AM – 10:00 AM	Visit to the plant.
10:00 AM – 11:00 AM	Visit to the plant.
11:00 AM – 12:00 PM	Visit to the plant.
12:00 PM – 01:00 PM	Visit to the plant.
01:00 PM – 02:00 PM	Lunch break
02:00 PM – 03:00 PM	Visit to the plant.
03:00 PM – 04:00 PM	Visit to the plant.

04:00 PM – 05:00 PM	Visit to the plant.
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