

DEVELOPING A TARGETED BRAND AWARENESS STRATEGY FOR JEEP'S OFF-ROAD CAPABILITY IN BANGLADESH

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Submitted in Partial Fulfilment of the Requirements for the Degree
Bachelor of Business Administration.



18th January, 2026



Internship Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

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Internship Report Topic: Developing a Targeted Brand Awareness Strategy for Jeep's Off-Road Capability in Bangladesh

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(Please place a Tick)

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Letter of Transmittal

18 January 2026

Mr. Faisal Mohammad Shahriar
Internship Supervisor (Academic) & Assistant Professor, School of Business
University of Liberal Arts Bangladesh, Dhaka.

Subject: Submission of Internship Report.

Dear Sir,

Due to respect, I state that I have prepared my internship report on the topic of '*Developing a Targeted Brand Awareness Strategy for Jeep's Off-Road Capability in Bangladesh*'. I hereby submit this internship report which I prepared based on my 12 weeks experience in the firm as an intern.

I have tried my best to follow your instructions and make the report as perfect as possible with a meaningful outcome within the targeted time. I have also tried my best to follow appropriate methods for the topic which I have found the most relevant and practical for my internship report. I would be glad to provide any clarifications, if required. I therefore submit it and hope that you would excuse the minor errors.

Sincerely Yours,



Sheikh Muhammad Mustafa
ID: 213011105
BBA Program
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Name: SHEIKH MUHAMMAD MUSTAFA

Signature:  _____

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Date: 18 January 2026

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Part A

Chapter One: Internship Preparation

1.1 Motivation and expected learning from the internship.

An internship has been my inspiration because I must possess a realistic experience of the corporate world and be in a position to apply my theoretical knowledge in real business situations. The automotive industry is a field that I had a great interest in taking as a major in marketing and as a person who has an immense personal interest in automobiles. I was fortunate to combine my passion with cars and my study in addition to working with an American car brand within the home in Japan carrying the name Jeep. It was a good opportunity that could be fitted in the career goals and provided a good exposure in the industry.

The other serious factor that guided me to choose this internship was to familiarize myself with the fundamentals of sales. Sales is a vital aspect of any organization especially the understanding of customer needs, customer relationship and generating revenue. With the fact that I am planning to pursue international career opportunities in the future, particularly in the United States, having sales experience in an American company was an added bonus. I believed that this internship would help me to perfect my good communication skills and expose me to the professional standards around the globe.

This internship was expected to provide me with the practical information about how sales work, about communicating with the customers and representing the brand, as well as having a closer vision of how a marketing strategy is performed in practice. The other objective that I intended to achieve was to improve my professional strengths such as teamwork, time management and workplace communication that would help me to address future career challenges.

1.2 Internship search process.

My internship search was not quite challenging, because I had been investigating the available opportunities in the market throughout my academic semesters. I had submitted an application to a number of reputable entities, but I waited about one month, and they did not reply to me. At this time, I remembered my experience at the Marketing Management course when I had worked on Jeep Bangladesh and I had been told that I would be welcome to apply as an internship, when the time came.

Following this previous relationship, I made a call invitation to the Director of Operations at Jeep Bangladesh where he called me to an interview. After the discussion, the internship process proceeded in that manner and as a result, I was placed in the organization.

1.3 Internship interview experience.

I was not nervous on my first day since I already knew some of the employees at Jeep Bangladesh. I reported to the office according to the time when I was expected and was requested to sit in the office of the concerned authority. He received me very well, he made something or two off-handed, and inquired about my welfare, which made the atmosphere all right. He then negotiated with me over the remuneration, made my curriculum vitae with the amount we agreed upon and sent the relevant documents to the human resources department to be processed.

He has also told me that I will be working under the guidance of the Deputy Manager since he believed this was the best kind of arrangement that could work with me in the learning and development. Upon arrival of the Deputy Manager, he provided me with a quick tour around the office and described the overall working process and daily operations. At the conclusion of the talk, I was assured that officially, I will start my internship at the start of the month of November.

1.4 An overview of the internship organization

1.4.1 An overview of Jeep Bangladesh

History:

Jeep is an iconic American automobile brand with a global legacy rooted in durability, innovation, and off-road excellence. The brand's journey began during World War II, where Jeep vehicles became known for their rugged performance and reliability. Over the decades, Jeep evolved into a symbol of freedom, adventure, and unmatched off-road capability, gaining strong recognition worldwide.

Jeep Bangladesh represents the local presence of this globally renowned brand, operating to meet the growing demand for premium SUVs in the Bangladeshi market. By introducing internationally acclaimed models adapted to local conditions, Jeep Bangladesh has positioned itself as a premium yet performance-driven automobile brand. The company focuses on delivering vehicles that can handle Bangladesh's diverse road conditions while maintaining global brand standards.

Vision:

The vision of Jeep Bangladesh is to become one of the most trusted and aspirational SUV brands in the country by emphasizing performance, adventure, and reliability. The brand aspires to inspire confidence among consumers by positioning Jeep as the ultimate vehicle for both urban mobility and off-road exploration in Bangladesh.

Mission:

The mission of Jeep Bangladesh is to provide customers with world-class SUVs that combine off-road capability, safety, innovation, and premium driving experience. The company aims to deliver reliable

vehicles that perform exceptionally well across challenging terrains while ensuring customer satisfaction through quality service and strong brand engagement.

Objectives:

The specific objectives of Jeep Bangladesh include:

- Educating consumers about Jeep's unique off-road features and technological advantages.
- Attracting automobile enthusiasts and adventure-oriented customers.
- Expanding sales by targeting consumers who require durable vehicles for diverse road conditions.
- Enhancing customer experience through skilled sales professionals and effective communication
- Strengthening Jeep's brand image as a reliable, rugged, and aspirational automobile brand

Goals:

The key goals of Jeep Bangladesh include:

- Strengthening brand awareness and recognition in the Bangladeshi automobile market
- Positioning Jeep as the leading SUV brand for off-road capability and performance
- Expanding its customer base by targeting both urban and semi-urban consumers
- Delivering superior customer experience through professional sales and after-sales service
- Maintaining global Jeep brand values while adapting to local market needs

1.6.2 Products and Services of Jeep Bangladesh:

Products:

Jeep Wrangler (Sport, Sahara, Rubicon)

Jeep Grand Cherokee

On Pre-Order:

Jeep Compass

Jeep Gladiator

Jeep Grand Cherokee L

Services:

A 3 Year/ 100,000 Kilometers Basic Limited Warranty+ which includes Towing Assistance

10 Years Service Warranty

Authorized MOPAR Modifications (Warranty will not be void if modification is done through Jeep)

Other Modifications per request

1.6.3 Key people of Jeep Bangladesh:

Hossain Khaled - Managing Director

Yousuf Aman - Director of Operations
Muhammad Shakhawat Hossain - Deputy Manager
Mohaiminul Momen - Senior Executive

Chapter Two: About the Internship

2.1 Activities of the department/office

Jeep Bangladesh is structured with a multitude of departments, each of which has a narrow range of functions that align to provide smooth operations in the business as well as customer satisfaction. Through my internship, I was able to see and experience different departments hence I was able to learn how different functional units, in an organization, relate with each other.

The Sales Department mainly focuses on handling the customers, demonstrating the vehicle, offering the test drives, negotiating, and closing the deals. Sales executives are in close contact with the potential buyers, they explain the features of the vehicles and guide the customers during the purchasing procedure. This department is very vital in generation of revenue and representation of the brand.

The After-Sales Department deals with the satisfaction of the customer once vehicles have been delivered. They have to schedule their services, provide maintenance services, warranties, and respond to customer complaints. This department guarantees the customer loyalty and long-term relationships with customers through the execution of the reliable service and technical support.

The Marketing Department deals with brand promotion, planning campaigns, social media and research. The team is busy with building brand awareness, designing promotional strategies and organizing events to enhance the presence of Jeep in the Bangladeshi market. The sales join closely with marketing to maintain a constant brand message.

The Graphic Design Team also assists marketing by developing visual images or advertisements, social media posts, banners, brochures and digital creatives. Their work is very significant in terms of preservative brand identity and professional visual communication.

Accounts Department: Accounts Department deals with financial activities, such as billing, invoicing, tracking payments, budgeting and financial reporting. This department provides financial transparency, financial compliance, and ease of financial transactions in the organization. The Accounts Department is simultaneously responsible for communication with the Principle Headquarters of Jeep USA.

The Human Resources (HR) Department will be in charge of recruitment, employee records, attendance, performance monitoring, and upkeep of workplace policies. The HR is instrumental in the management of human capital and healthy working environment.

The IT Department is the servant of the organization as it sustains computer systems, software, databases, and technical infrastructure. They facilitate smooth digital operations and offer technical support to the other departments when they are needed.

The Engineering and Quality Assurance (QA) Departments are concerned with technical inspection, vehicles quality standard, and performance inspection. Safety- and performance-related requirements to vehicles are ensured by engineers, and quality control processes are monitored by QA to ensure reliability of the brand and customer confidence.

All in all, the experience of monitoring the work of various departments allowed me to get a thorough idea of the way an automobile organization acts as a harmonious whole. The different departments work in different ways to support organizational objectives and provision of full customer experience.

2.2 Work environment

The work environment at Jeep Bangladesh is highly positive, collaborative, and welcoming. From my very first day, I noticed that despite the professional nature of the workplace, the atmosphere is friendly and energetic. Colleagues often share jokes, laugh, and engage in light-hearted conversations while remaining focused on their responsibilities. This balance between professionalism and enjoyment makes the office environment comfortable and motivating.

What stood out to me most was the strong sense of teamwork and mutual support among employees. Everyone is willing to help one another, whether it involves explaining a task, sharing ideas, or assisting with workload during busy periods. Senior colleagues are approachable and encouraging, which made it easier for me to learn and adapt. This supportive culture not only improves productivity but also creates a sense of belonging, making the workplace an enjoyable and inspiring space to grow both personally and professionally.

2.3 Duties and responsibilities as an intern

Being an intern at Jeep Bangladesh, all the activities were focused on the sales and customer engagement process, and I had the opportunity to obtain in-depth knowledge about the organization and its functioning. The first part of my internship involved the orientation of my company and their background, brand values, and operating structure. I researched on the models of Jeep available in the Bangladeshi

market, their specification and price and features and off-road capabilities. I also got to know what models were in the market, which ones were already sold before and which were open to pre-orders helping me to give the correct information to the prospective clients.

One of the significant tasks was to learn how to deal with the walk-in customers at the showroom. This involved listening to the needs of the customers, modifying the sales pitch to suit each customer, and covering the features of the vehicles in a straightforward and convincing way. I was able to see and train on how various sales strategies were implemented based on the profile of customers (first-time customers, car fans or high-net-worth citizens). Another aspect that was trained to me is on the issue of remaining professional, establishing trust and ensuring that the customer experience is positive during the interaction.

The other major task was to contribute to the outbound sales processes, including cold calling of potential customers like Managing Directors, Chief Executive Officers, business owners, and other high-end professionals that have the purchasing power of premium vehicles at around BDT 2.5 crore. Such calls had to be highly confidence-based, communicative and time consciousness towards the client. I was taught to make an introduction of the brand, create an interest and create a follow up in a professional way.

Besides this, I was also involved in visiting clients and supporting the senior sales executives in meetings and demonstrations of vehicles. The visits enabled me to know the actual negotiation skills, the consumer expectations, and the need to build relationships when selling premium automobiles. I also helped the management in the sales documentation, customer calls, and internal liaisons with other units like marketing and after sales.

On the whole, my internship experience in Jeep Bangladesh gave me a real-life experience in sales operations of a high value, customer relationship management, and professional communication. The practice served as a great contribution to my knowledge on how the sale of premium cars is done and led to the building of my confidence, flexibility, and social skills.

2.4 Learnings and acquired skills from the internship

The Jeep Bangladesh internship has enabled me to have a lot of practical exposure to sales and customer relationship management in the premium car business. Among the most important lessons was to learn more about the Jeep cars along with their product specifications, price, availability, and off-road activities. This has made me acknowledge the significance of product expertise in determining customer trust and their buying decision.

I also gained effective communication and interpersonal skills during the internship when dealing with walk-in customers, helping in their meeting, and also being used in cold calling activities with senior level professionals, including CEOs, Managing Directors, and business owners. These tasks enhanced my confidence, professionalism, and the recommendations of effective communication with different customer groups. Another aspect that I got exposed to and augmented my capabilities in persuasion and negotiation is outfitting the sales presentations according to the customer needs.

I also acquired the value of teamwork, time management and professionalism within a company setting. The coordination between the departments like sales, marketing, after-sales, and also the accounts has made me realize how various departments are integrated to meet organizational objectives. On balance, the internship enabled me to acquire practical skills and professional discipline and gain more insight into the process of selling premiums.

2.5 How learnings from internship enhanced academic learnings

Practical experience of the internship has contributed a lot to my academic knowledge as I was able to put the theoretical concepts into real life scenarios. The ideas of marketing that applied to consumer behavior, market segmentation, brand positioning, personal selling have made more sense when I considered with my eyes and hands, through the interactions with customers at the showroom.

I took a course like Marketing Management and Sales Management, which allowed me to comprehend the approach to the customer engagement on the level of strategy, and the internship proved how the strategies are put into practice. The deal with the real customers showed me that the communication style, the establishment of trust, and the value proposition are vital aspects, which are frequently talked about at school but are better studied by experience.

Generally, the internship was helpful in allowing me to bridge the gap between professional practice and classroom learning. It strengthened my theoretical base, offered practical background to theoretical ideas, and helped me to critically examine business situations. The experience has enhanced my academic knowledge and prepared me more to deal with the professional challenges in the future.

Chapter Three: Self Reflection

3.1 Highlights the likings and dislikings during internship

Likings: One of the strongest influences of my internship in Jeep Bangladesh was the staff and the work culture that was favorable. The workmates were cooperative, welcoming and friendly and this made the

learning environment comfortable. In addition to work-related contacts, the aspect of having lunch together, making light discussions, and spending time together during breaks contributed to the establishment of a good working relationship. The interactions made the working environment friendly and promoted group work and teamwork.

I also liked the random engagement activities and the unofficial interactions that kept me out of the usual routine of daily work. These would help in the positive morale maintenance and less stress at the workplace. As well, the fact that I worked at Jeep Bangladesh enabled me to learn more about the international and local automobile community. My communication with automobile amateur, customers, and professionals provided me with a greater understanding of the car culture, preferences of customers, and passion, which people attach to high-quality cars. This exposure made the internship fun, as well as, an eye-opener, particularly to as much as I am genuinely interested in automobiles.

Dislikings: Even though the overall experience was very positive, there were certain difficulties in the internship. Among problems, was the time remuneration would disbursed sometimes later than was expected and patience would be necessary as well as adapting. This did not have any implication on my learning but at times it was inconveniencing.

The other difficulty was dealing with some of the clients who were rude or hard to interact with. To deal with such situations, it was necessary to be professional, having emotional control, being patient, which was not always easy, but in the end led to self-development. Also, because Jeep is involved in the luxury car business, restocking cars is time consuming since there are import procedure forms that sometimes caused a delay in fulfilling customer expectations. Despite these industry challenges, they brought out the realities of the automobile sales in a high-end industry.

3.2 How could the internship experience be improved

Despite the fact that the experience at the challenging internship with Jeep Bangladesh was extremely beneficial, there are certain aspects in which the experience could be enhanced. A more systematic orientation of the internship at the start would enable the interns to have a better idea of their roles, duties, and expectations. A small training program including all the necessary product knowledge, sales procedures, and the company policies may enable the interns to become productive in the shortest possible time.

Moreover, it would be beneficial to give the interns a more detailed task schedule or roadmap to learning to get a better experience. Although on-the-job was an effective form of learning, it might be beneficial to hold periodic feedback sessions with the supervisors as the interns could evaluate their progress and

improve in the areas. Finally, administrative issues like remuneration and documentation also should be communicated in time to increase the satisfaction and motivation of interns.

3.3 Suggestions for the organization and future plans

Jeep Bangladesh can also invest in further activities of experiential marketing that points out the off road features of the brand because they best suit local roads and consumer demands. Increasing the intensity of digital marketing, especially using social media and automotive influencers can be a solution to appeal to younger and adventure-oriented consumers.

To plan in advance, implementing an organized internship program with specific learning goals and rotational exposure to various departments would be beneficial in drawing in the talents and creating a more robust talent pipeline. Furthermore, more community exposure to the brand through automobile events, test-drivers experiences, and owner-meet-ups would be more innovative to brand commitment. As an individual, what I have learned and experienced in this internship has motivated me to continue to develop more not only in the area of sales and marketing but also specifically in a car industry and to establish long term career with those brands that are considered worldwide.

Chapter Four: Personal Development Plan

4.1 Plans for further learning and career

Since my internship was successfully completed, I intend to continue schooling by enrolling into a Master of Science (MSc), a Master of business administration (MBA), and, eventually, I will end up with a PhD. I also find myself keen in the specialization of International Business and Management since these disciplines are related to my career goals and the interest to deal with multinational and global business settings. I am planning to do my further studies in the United States or the United Kingdom to acquire global experience and get a wider outlook on academics.

As a career choice, I am planning to establish professional experience in areas that are of my interest and strength. I particularly want to work in the automobile industry where my knowledge in sales, marketing and business strategy can be implemented. I would also like to have an experience in the hotel management sphere as this will provide me with good exposure to customer service, hospitality, and hospitality management at the international level. I suppose that working in various industries will enable me to increase the range of my professional perspectives as well as acquire flexible skills.

Although my academic and career interests are quite clear, I will make sure to be more receptive to new opportunities in the future. With the changes in industries and career options, I think continuous learning and flexibility will enable me to make a sound decision and make an altruistic career change in an acceptable and rewarding way.

4.2 Technical and interpersonal skills to develop to secure employment/career.

To realize my career and educational aspirations, I note that I should constantly be working on both technical and people skills. Technically, I want to sharpen my skills in the sphere of advanced sales techniques, customer relationship management (CRM) platforms, and evidence-based decision-making. Enhancing my market trend, sales and customer behavior analysis would enable me to contribute better in competitive markets like automobile and hotel industries. As well, I will improve my knowledge of digital marketing tools, branding, and fundamental financial analysis since these aspects are fundamental to managerial and leadership.

Since I already have plans to study in a foreign country after I complete my higher learning, I would also seek to equip myself with skills that can match the world standards in business. This involves enhancing my skills in the areas of business communication, professional presentation and research based analysis. Internationally conversant business practices, cross-cultural management and corporate ethics will also play a key role in equipping me to the multinational working environments. I also intend to improve my technical writing and analytical skills to aid my further studies in the form of MSc, MBA and one day PhD level research.

My personal interpersonal skills that I would wish to enhance are communication, negotiation, and relationship-building skills. The experience in the internship made it clear that emotional intelligence, patience, and flexibility are crucial in meeting various clients and professional stakeholders. Leadership and decision making is another aspect that I want to train on by being committed to responsibilities which involve taking initiative and accountability. Through ongoing enhancement of my technical skills and personal competencies, I would like to find long-term working points and have a successful and globally-focused career.

Part B

Chapter One: Introduction

1.1 Research title

Developing a Targeted Brand Awareness Strategy for Jeep's Off-Road Capability in Bangladesh

1.2 Research objective

The key aim of the research is to create a specific brand awareness campaign of Jeep that emphasizes off-road capability of the vehicle to the prospective buyers in Bangladesh. Particularly, the study will attempt to:

1. Determine existing consumer awareness of Jeep about its off-road capabilities in Bangladesh.
2. Determine important consumer segments that are most sensitive to off-road attributes.
3. Identify the best messaging, channels, and touchpoints that can be used to communicate Jeep off-road benefits.

Offer practical suggestions that have been made to boost brand recall, choice, and consideration about Jeep depending on the local terrain difficulties and way of life requirements.

1.3 Background of the study

The automotive market in Bangladesh is competitive and fast changing and with increased traffic in the urban areas, rural road networks, and increased income, the SUVs are gaining popularity. Although other consumers need comfort and luxury, there is a considerable population of consumers who are interested in durability and capability as there are not only flooded streets in the monsoon but also rough roads in hilly areas.

Jeep has consistently enjoyed a worldwide reputation of its legendary off-road capability, but in Bangladesh, customers tend to base their opinion on style and cost more than usefulness. The localized marketing is limited and does not clearly explain the technical capabilities that Jeep offers to the market, like 4x4 systems, ground clearance and handling in the terrain, in the reality of the Bangladesh roads. Such a disconnect translates into a lack of opportunities to reach out to emotionally and cognitively off-road performance to buyers who would need such performance the most.

It is therefore important to understand how Jeep can reinforce its brand positioning on off road capability. An effective awareness campaign will not only enlighten the potential buyers but will also make a distinction between Jeep and other SUVs brands which are viewed as either urban or lifestyle cars. This study examines these requirements and suggests a strategic model to take Jeep up and above its status in the major consumer segments in Bangladesh.

1.4 Research questions

1. What is the current level of consumer awareness and perception of Jeep's off-road capability among automobile buyers in Bangladesh?
2. Which consumer segments are most likely to respond positively to off-road focused brand messaging?
3. What communication channels and content formats are most effective for increasing awareness of Jeep's off-road strengths?
4. How do local terrain conditions and lifestyle needs influence consumer attitudes toward off-road performance?
5. What strategic actions can Jeep Bangladesh take to enhance brand visibility and preference based on its core off-road capabilities?

Chapter Two: Methodology

2.1 Type of research

This paper takes a descriptive research design using mixed method orientation that incorporates qualitative and quantitative data. The descriptive research would be appropriate because it would aid in learning the current awareness, perceptions and attitudes of consumers towards the off road capability of Jeep in the Bangladeshi market. The method enables the research to establish trends and observations that would help in designing an effective brand awareness plan.

2.2 Research design

The study design used in conducting this study is a cross-sectional research design because the data were collected at one point in time with the selected respondents. Such design will suit the analysis of the existing market perceptions and measuring consumer reactions to brand-related characteristics without

the observation over the long period. The design will facilitate effective data gathering in the short period that the internship will take.

2.3 Study design

2.3.1 Sampling technique:

Convenience sampling technique was used in this research because of time constraint and accessibility of respondents at the internship time. Selection of the respondents was done in terms of their availability and willingness to be involved in the study.

The sample size of the study was 60 respondents, which is regarded as sufficient in terms of descriptive researches that are carried out in a limited period of time. The main respondents were:

1. Prospective car consumers.
2. Visitors to Jeep showrooms
3. Automotive enthusiasts
4. Individuals using social media frequently in automobile related content.

This sampling method enabled me to obtain pertinent information with minimal cost to the people who have a higher chance of being exposed to or having interest in SUV brands and off-road vehicle functionality.

2.3.2 Data collection technique:

The primary and secondary sources were used in data collection. The primary data was gathered using structured questionnaires and informal interviews with the potential customers and the automobile fans. Close-ended questions were contained in the questionnaire to gauge the level of awareness, brand perception and interest in off-road features. The secondary data were gathered through company reports, official Jeep websites, industry reports, automotive articles, and past research studies based on brand awareness and marketing of automobiles.

2.3.3 Data analysis technique:

The quantitative data collected were analyzed with the help of descriptive statistical methods like percentages, frequencies, and graphical applications like bar chart and pie chart. The data was collected and analyzed using Microsoft Excel. Interpretations of the content of qualitative interviews were done using thematic analysis to determine common trends, views, and consumer insight. It was then interpreted with the support of strategic recommendations on how to enhance the off-road brand awareness of Jeep in Bangladesh.

Chapter Three: Findings and Discussion

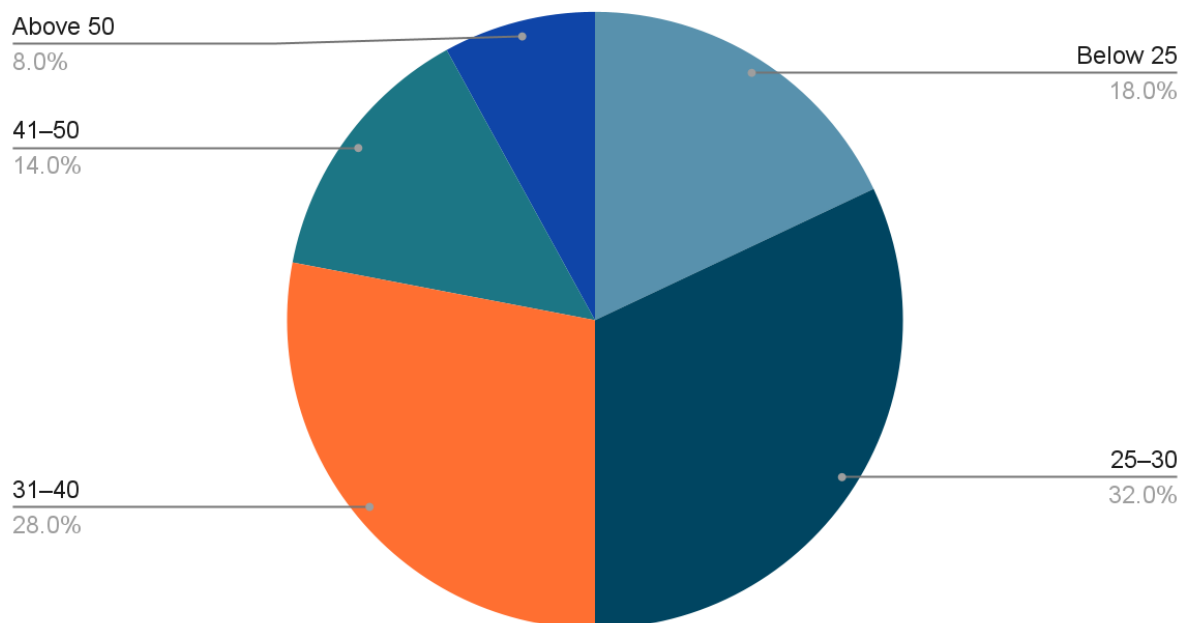
3.1 Demographic Information

The demographics analysis reveals that most of the respondents were within the age range of 25-40, which is the age of working professionals and the prospective SUV buyers. About 68 percent of the respondents were males indicating increased automobile usage by male consumers in Bangladesh.

Geographically, urban and semi-urban residents made up close to 75 percent of the surveyed with the rest of the respondents being rural or geographically difficult. These demographical parameters should not be ignored since vehicle requirements and terrains exposure have a substantial impact on off-road ability perceptions.

The distribution of the age groups and residential location were presented using a pie chart.

Age Group Distribution

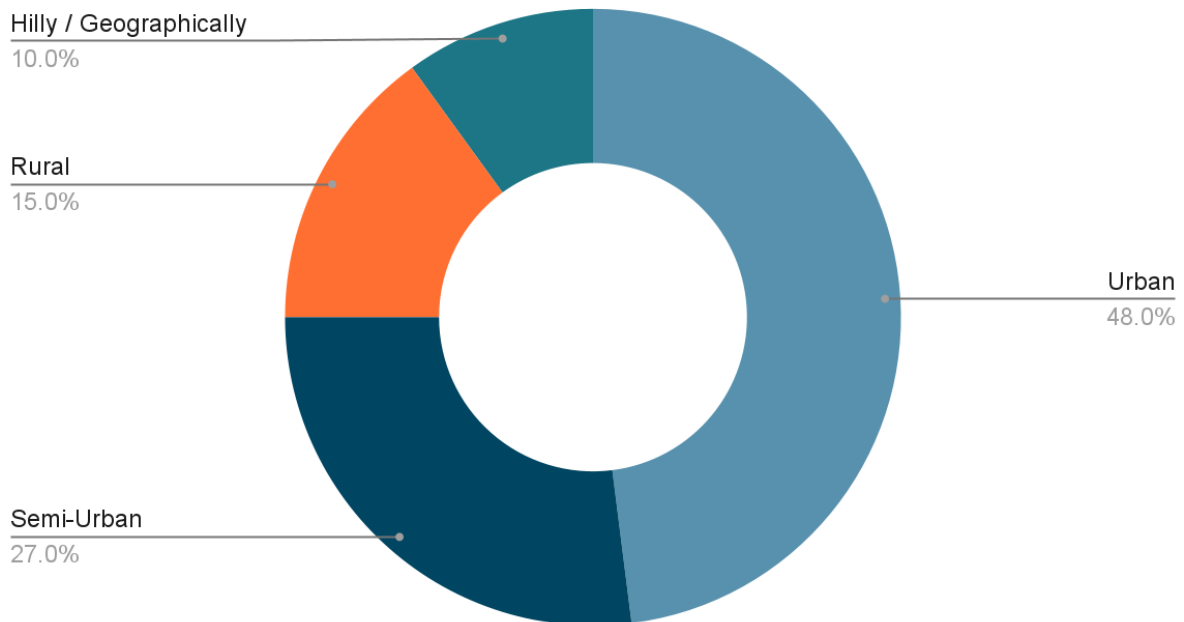


3.2 Jeep Brand Awareness

The survey also reveals that the Jeep brand is well recognized in the world, as the percentage of people who were aware of the brand is more than 80%. Nevertheless, as few as 42 percent of the respondents linked Jeep to off-road performance specifically, with the remainder considering it to be a luxury or lifestyle SUV.

Brand awareness versus off-road association was represented in the form of a donut chart.

Residential Location



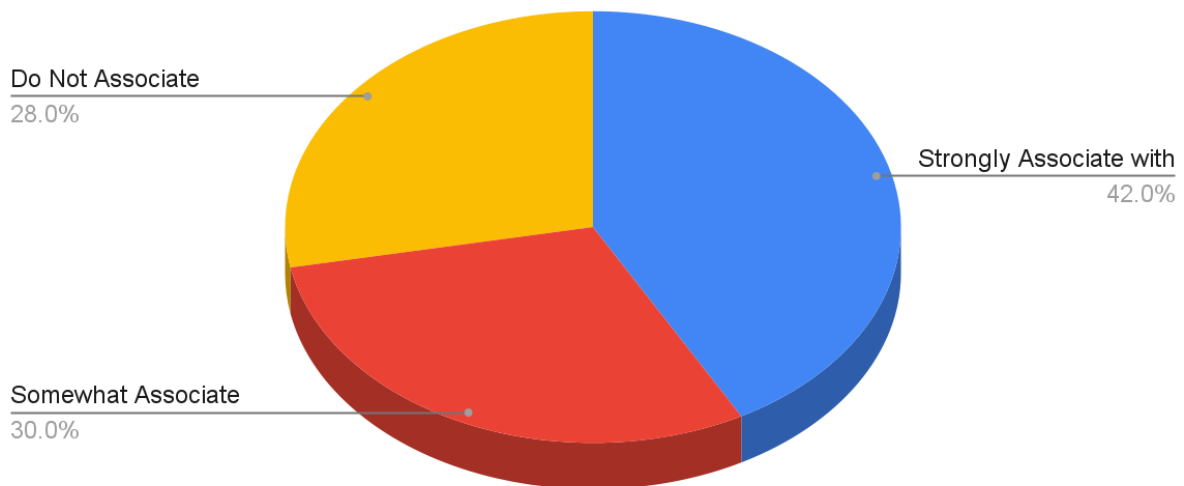
3.3 Consumer Perception of Off-Road Capability

Automobile enthusiasts and semi-urban buyers expressed much more interest when questioned about such off-road features as 4x4 systems, ground clearance, and handling in rough situations.

About 60 percent of the respondents in semi-urban or flood-prone regions thought off-road capability is a necessary feature of the vehicles particularly during monsoon seasons and bad roads. On the contrary, city respondents were much more concerned about comfort, styling, and brand image rather than technical performance.

A pie chart was used to show perception of the consumers on the features of off-road.

Association of Jeep with Off-Road Capability



3.4 Customer Communication Channels and Preferences

Results indicate that online communication tools were most successful communication tools with more than 70 percent of the respondents favoring social media, YouTube reviews, and online automotive information.

Demonstrations in video form that depicted actual life conditions during driving like flooded roads and rough terrains were observed to be more captivating as compared to the traditional advertisements. This means that there is a high possibility of experiential storytelling using digital media.

Chapter Four: Recommendations

Based on the discussion and findings the following are the recommendations that can be made to Jeep Bangladesh:

Localised Off-Road Campaigns:

Jeep Bangladesh ought to develop marketing plans that reflect the reality of the off-road activities under Bangladesh conditions like in muddy roads, flooded streets, and rough surfaces.

Activities: Experiential Marketing Programs:

It is possible to arrange off-road test drive events, adventure tracks, and on-showroom demonstrations, thus enabling the consumers to feel the power of Jeep.

Digital and Influencer Marketing:

Cooperation on the one hand with local automotive leaders and content makers can assist in presenting technical properties in an interesting and connected way.

Segment-Specific Messaging:

Specific communicative approaches ought to be created to address various categories of consumers such as urban professionals, adventure lovers, and semi-urban customers.

Educational Content:

There should be easily accessible and graphically appealing information about off-road technologies like 4x4 and terrain control distributed over the internet.

By adopting such recommendations, it would be possible to enhance the brand positioning of Jeep, his awareness, and consideration to potential buyers in Bangladesh.

Chapter Five: Conclusion

This paper has analyzed the formulation of a competent brand awareness campaign on off-road ability of Jeep in Bangladesh. The study found out that, although Jeep has a strong brand name in the world, its off-road capabilities are not identified and accepted by the local customers.

The results provide the emphasis on the significance of localized marketing, experience, and storytelling (digital) when conveying the essence of the brand value to consumers in Jeep. Jeep Bangladesh can tap the capacity of matching the global brand strengths and local terrain challenges and lifestyle needs to distinctly stand out among the competing brands of SUV.

In general, the research paper finds that, a direct and effective brand awareness approach which puts an increased emphasis on off road ability can help Jeep to build its brand visibility, consumer perception, and new positioning in Bangladesh. The provided insights and suggestions may be used as a strategic guideline on the upcoming marketing efforts.

Appendix:



CS003

INTERNSHIP PROPOSAL FORM

Name:	Sheikh Muhammad Mustafa
ID:	213011105
Department:	Department of Business Administration, ULAB School of Business
Supervisor's Name (Faculty):	Faisal Mohammad Shahriar
Organization Name:	Jeep Bangladesh
Internship Title:	Developing a Targeted Brand Awareness Strategy for Jeep's Off-Road Capability in Bangladesh

Student's signature & date
18 January 2026

Supervisor's signature & date
18 January 2026

Internship Confirmation Letter

Jeep



Ref: AGI/GHR/2025/ 1991

November 01, 2025

To,

Md. Sheikh Muhammad Mustafa
Mailing Address: H-37, Road-2, Janata
Housing Adabor, Ring Road, Mohammadpur, Dhaka- 1207
Mobile: +8801746670850

Permanent Address:
8/9, Aurangzeb Road,
Mohammadpur,
Dhaka- 1207

Sub: Engagement of Intern in Toledo Motors Ltd.
Ref: Your application dated November 01, 2025

Dear Mr. Mustafa,

With reference to the above, we are pleased to inform you that you are permitted to undergo internship in our group from **November 01, 2025 to January 31, 2026** subject to the following:

- You will be paid 10,000 TK per month during the period of internship.
- During the internship period you will be assigned some tasks in any of our business units, related to your academic curriculum.
- During the period of internship, you will come across the confidential information about our group which you are not supposed to share with outsiders without any written approval from the undersigned.
- The project you will be engaged, during the period of internship is the property of AGI and you do not have any right over the project report etc.,
- Further, in case if you wish to submit a copy of the report to your institution, you may do so but with the approval of the undersigned. Further you need to ensure that such report will be kept confidentially at your end.

Kindly report to **Deputy Manager, Sales of Toledo Motors** on **November 01, 2025** at Anwar Group of Industries, Baitul Hossain Building, 13th Floor, Dilkusha C/A, Dhaka 1000.

Wish you a good learning experience in Anwar Group.

Thanking you,

Sincerely,

Iskander Mirza

HR Head

Real Estate & Mobility Division, AGI

Received By

Md. Sheikh Muhammad Mustafa



TOLEDO
MOTORS

Showroom: 216/3 Bir Uttam Mir Shawkat Sarek, Teggon Gulshan Link Road, Dhaka-1208
HQ: 27 Dilkusha, Baitul Hossain 11th floor, Dhaka-1000, Ph: 02-9564033, Fax: +880-2-7564023
jeep.com.bd | jeep@anwargroup.net | +880 1841 80JEEP (5337)
alfaromeo-bd.com | alfaromeo@anwargroup.net | +880 1841 80ALFA (2532)

Research Instruments

Section A: Demographic Information

1. Age:

- 18–25
- 26–35
- 36–45
- 46+

2. Gender:

- Male
- Female
- Prefer not to say

3. Residential Location:

- Urban
- Semi-Urban
- Rural

4. Occupation:

- Student
- Professional/Employee
- Business Owner
- Other: _____

Section B: Brand Awareness

5. Are you aware of Jeep as a global automobile brand?

- Yes
- No

6. How familiar are you with Jeep's off-road capabilities?

- Very familiar
- Somewhat familiar
- Neutral
- Not very familiar
- Not at all familiar

7. Which Jeep models are you aware of? (Select all that apply)

- Jeep Wrangler
- Jeep Grand Cherokee
- Others: _____

Section C: Perception of Off-Road Features

8. How important are the following features when choosing an SUV?
(Scale: 1 = Not Important, 5 = Very Important)

Feature	1	2	3	4	5
4×4 Capability					
Ground Clearance					
Durability/Ruggedness					
Comfort/Luxury					
Design/Style					

9. How likely are you to consider Jeep for its off-road capabilities?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

10. How do you perceive Jeep compared to other SUVs in Bangladesh?

- More suitable for off-road/rough terrain
- Primarily a luxury/lifestyle SUV
- Similar to other SUV brands

Section D: Communication Channels and Preferences

11. How do you usually learn about new vehicles or automobile features? (Select all that apply)

- Social Media (Facebook, Instagram, TikTok)
- YouTube/Automotive Content Creators
- Television Ads
- Print Media (Newspapers, Magazines)
- Word of Mouth/Recommendations
- Others: _____

12. Which type of content influences you the most when considering vehicle purchase?

- Video demonstrations of vehicle performance
- Technical specifications and brochures
- Testimonials or customer reviews
- Showroom experiences / Test drives
- Others: _____

Section E: Terrain and Lifestyle Influence

13. Do local road conditions influence your choice of SUV?

- Yes, significantly
- Yes, somewhat
- No, not really
- No, not at all

14. How important is off-road capability in your lifestyle or travel needs?

- Very important
- Important
- Neutral
- Not important
- Not at all important

15. Would you participate in a test-drive or experiential event to understand off-road capabilities?

- Yes
- Maybe
- No

Section F: Suggestions and Feedback

16. What improvements or marketing activities would encourage you to consider Jeep more seriously?
17. Any additional comments about Jeep vehicles or off-road SUVs in Bangladesh?