

Internship Report

by Md Arman Rumi

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“An Analysis of Engine Oil Brand Preferences Among Private Car and Motorcycle Owners in Dhaka: Key Factors Influencing Consumer Choice.”

Sigma Oil Industries Ltd.

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Submitted in Partial Fulfilment of the Requirements for the Degree

Bachelor of Business Administration.



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Internship/Project Report Approval Form

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Internship /Project Report Topic: An Analysis of Engine Oil Brand Preferences Among Private Car and Motorcycle Owners in Dhaka: Key Factors Influencing Consumer Choice.

1

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SUPERVISOR APPROVAL

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☒ Approved

☐ Not Approved

☐ Partial Re-write

☐ Full Re-write

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Letter of Transmittal

January 1, 2025

Asif Uddin Ahmed

¹
Assistant Professor & School of Business Director

University of Liberal Arts Bangladesh (ULAB)

Subject: Submission of Internship Report

Respected Sir,

It is my pleasure to submit the Internship Report titled “An Analysis of Engine Oil Brand Preferences Among Private Car and Motorcycle Owners in Dhaka: Key Factors Influencing Consumer Choice.” ⁵ This report has been prepared under your guidance ⁵ as a requirement for completing my Bachelor of Business Administration degree, majoring in Marketing, at ULAB.

The report focuses on understanding consumer preferences and factors influencing engine oil brand choices in Dhaka. I have followed your instructions and incorporated both primary and secondary data to ensure its relevance and accuracy.

I sincerely thank you for your guidance and support throughout this process. I hope this report meets your expectations, and I am available to clarify or discuss any part of it if needed.

Sincerely yours,

Md Arman Rumi

Md. Arman Rumi

ID: 201011070

¹¹
BBA Program

ULAB School of Business

University of Liberal Arts Bangladesh (ULAB)

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3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
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Name: MD ARMAN RUMI

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Signature: *Md Arman Rumi*

Date: 1 January 2025

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1 **Part A**

Chapter One: Internship Preparation

1.1 Motivation and Expected Learning from the Internship

To intern at Sigma Oil Industries Limited for a BBA in Marketing is a huge step toward my career ambitions. Lubricants, crucial to the automotive industry, provide a challenging learning environment. Sigma Oil Industries Limited, a major player in this industry, offers cutting-edge products, high-quality standards, modern technology, and customer satisfaction. This internship was my top choice for academic and practical application. Universities taught me market segmentation, customer behavior, and competitive techniques that may be applied to business. By joining Sigma's sales and marketing, I hope to learn dealer interaction, promotional plan design, and CRM. This internship covers all lubricant market issues, development possibilities, and competitiveness.

During my internship, I gained practical experience and strengthened my skills, preparing me for marketing challenges. Sigma's sales and marketing professionals will strengthen my negotiation, strategic thinking, and communication. These establish and maintain dealer-consumer relationships. Sigma's promotional and market research efforts will teach me how to create and analyze marketing strategies in a competitive industry. I can establish connections with industry executives and colleagues for future collaborations and professional opportunities. This experience will help me understand Sigma's competitive advantage, analyze market trends and client preferences, and engage in sales and brand loyalty strategies. The internships changed my academic and professional development. It helped me master fast-paced marketing.

1.2 Internship Search Process and Organization Selection

To intern at Sigma Oil Industries Limited, I searched for internships that fit my marketing experience and sales and marketing goals. It was the marketing experience I wanted. LinkedIn displayed the Sales and Marketing Intern ad. The same letter appeared on a Facebook community that connects students and young people with internships and jobs. Sigma's significant lubricant presence and new products like Sigma Gold, SOIL Supra 4T, and SOIL Ultra made me a good candidate. A company's environmental responsibility, quality, and customer focus motivated my

application. I realized this internship would be a fantastic way to gain competitive business experience and aid Sigma.

For my project, I extensively investigated Sigma Oil Industries Limited. Company history, product choices, and status were researched. I learned about Sigma Oil Industries Limited's industry-leading production processes, facilities, and capabilities. It manufactures high-performance automotive and industrial lubricants. This information helped me draft my CV and cover letter. My academic achievements, marketing expertise, and desire to assist Sigma's sales and marketing teams were highlighted. Following the post's online application, I emailed my interest and dedication. I ask professors and mentors for advice. I promoted my skills and matched them to company needs. Their help strengthened my confidence and prepared me for the following stages. A few days later, Sigma Oil Industries Limited interviewed me, starting my incredible career. I gained valuable marketing skills and applied my academic knowledge to real-world circumstances.

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1.4 Information about Sigma Oil Industries Limited

Sigma Oil Industries Limited is a well-known lubricant manufacturer in Bangladesh. The company is widely recognized for its commitment to quality, innovation, and customer satisfaction. One of the key reasons for the company's importance in the commercial and automotive industries is its ability to provide high-performance lubricants that are specifically developed to meet the needs of a wide variety of customer segments. Sigma's position as a dependable brand in the lubricant industry comes from the company's dedication to modern technology, environmental responsibility, and outstanding product quality.

1.4.1 History and Growth

Sigma Oil Industries Limited was founded to redefine Bangladesh's lubricant sector. Modern technology is in its Sonargaon, Narayanganj facility. The 74,000-square-foot factory is modern. Sigma's capacity to create 30,000 metric tons and store 2,200 kiloliters annually allows it to address rising lubricant demand in various industries.

Sigma's unique engine performance and durability products are one of its main accomplishments. The company promotes sustainability and environmental responsibility by developing eco-friendly production techniques and getting ISO 9001:2015 quality management system

certification. This distinction shows Sigma's commitment to international standards in all its operations.

1.4.2 Vision

Sigma Oil Industries Limited sees itself expanding nationally and internationally to achieve market share and increase its business. Sigma wants to expand into new markets and reinforce its present ones. Continued production of high-quality lubricants will accomplish this. To become a multinational lubricant company, the company uses new technologies, environmentally friendly business methods, and a customer-focused mindset to develop long-term connections with stakeholders.

1.4.3 Mission

Sigma Oil Industries Limited makes high-quality lubricants that boost engine performance and longevity. The company provides reliable, sustainable products backed by current research and technology to meet customer expectations. Sigma also promotes innovation and sustainability to benefit customers, employees, and the community.

1.4.4 Products and Services

To satisfy the requirements of motorcycles, private vehicles, and industrial equipment, Sigma Oil Industries Limited offers a wide range of lubricants of the best grade.

- Motorcycle engine lubricants: Sigma Power, SOIL Supra 4T, and SOIL Zoom.
- Private vehicle lubricants: Sigma Gold, SOIL Ultra, and SOIL Ornate Max.
- Industrial lubricants: Industrial-grade oils and fluids.

Every product uses high-quality raw materials from global suppliers Lubrizol, Oronite, Afton, and Infinium. Sigma invests in new blending technologies to improve engine performance, fuel efficiency, and durability.

1.4.5 Core Values

Sigma's business practices are guided by a set of core principles that determine its strategy and how it interacts with various stakeholders:

- **Innovation:** The practice of investing in research and development in order to offer modern, high-performance products that fit the constantly shifting requirements of consumers.
- **Sustainability:** The implementation of environmentally friendly industrial techniques in order to reduce the influence on the environment.
- **Quality:** Maintaining high-quality control standards in order to guarantee the dependability and efficiency of any products it sells.
- **Integrity:** The upholding of business practices that are both ethically and transparent.
- **Customer Focus:** Focusing on the customer means prioritizing their fulfilment by providing value-driven offerings that are suited to their unique needs.

1.4.6 Corporate Culture

Sigma's work environment encourages creativity, responsibility, and professional development. It also values teamwork and encourages all employees. Employees are empowered to take the initiative, work with one another, and share their ideas to achieve the company's goals. The organization's culture emphasizes teamwork, continuous learning, and a shared commitment to quality, making it an ideal environment for experienced professionals and the most promising young people.

Chapter Two: About the Internship

2.1 Activities of the Department/Office

Sale and marketing drive Sigma Oil Industries Limited's success in the highly competitive lubricant sector. This department handles market research, customer involvement, dealer assistance, and marketing. These efforts ensure Sigma meets clients' shifting needs.

Market research by the marketing team helps them understand consumer preferences, market trends, and competition strategies. This analyzes customer behavior, product demand, and price approaches to find growth potential. The team creates and executes targeted promotional efforts on social media, publications, and digital channels to promote Sigma Gold, SOIL Supra 4T, and SOIL Ultra. They help the product development team improve and promote products.

Salespeople communicate with dealers, distribute properly, and build long-term partnerships. They set sales targets, monitor performance, and provide guidance and resources to help dealers achieve their goals. Innovative CRM tools help the department manage client connections, personalize services, and track sales prospects. After reviewing performance and data, the team executes plans to maximize resource allocation, sales efficiency, and corporate development.

According to the sales and marketing departments, Sigma Oil Industries Limited can overcome problems, seize development opportunities, and maintain its leadership in the lubricant sector.

2.2 Work Environment

Sigma Oil Industries Limited is a positive, professional, and helpful workplace. This culture fosters creativity, cooperation, and improvement. The office has current technology and encourages collaboration and innovation. Additionally, the workplace promotes collaboration. The leadership team's emphasis on open communication and employee recognition promotes a positive and empowering workplace.

During my internship, I saw Sigma's commitment to professional development and mentoring. Senior supervisors and department heads helped me learn about the lubricant industry and marketing methods throughout my career. The company also offers team-building events to improve employees' abilities and build community. This warm and quality-focused workplace made my internship enjoyable and taught me career-relevant skills.

2.3 Duties and Responsibilities as an Intern

I had many tasks to complete during my internship at Sigma Oil Industries Limited, which helped me contribute to Sales and Marketing. My role was to help the firm's operations while giving me lubricant industry knowledge. Details of my duties are:

1. Dealer Engagement and Relationship Management:

- Regular visits to dealer sites ensured that Sigma's key products, such as Sigma Gold, SOIL Supra 4T, and SOIL Ultra, were showcased in the most effective way possible.
- Quick action was taken to address the problems raised by the dealers, and solutions were offered in order to enhance the dealers' level of satisfaction and confidence in Sigma's products.
- In order to boost sales and ensure that products are always available on the occasion that they are required, we have developed strong relationships with dealers in order to create a spirit of partnership with them.

2. Market Research and Data Analysis:

- Market research was conducted to gather information on customer preferences, purchasing trends, and competitor activity.
- Sales information was studied to identify prospective growth areas, evaluate product performance, and provide recommendations for modifying marketing strategies.
- Created detailed reports summarizing the most significant findings and providing senior management with actionable insights.

3. Promotional Campaigns and Marketing Support:

- Contributed to the development and implementation of promotional campaigns with the purpose of increasing product awareness and sales volume.
- Posters and flyers were among the marketing materials distributed to retail stores and dealers.

- Online advertisements and promotions on social media platforms were coordinated to complement digital marketing initiatives.

4. Customer Relationship Management (CRM):

- I was responsible for managing client inquiries and issues and ensuring that they were handled in a timely manner, which increased customer satisfaction and encouraged customer loyalty.
- The experience included both the collecting of feedback from clients and the giving of suggestions to improve the quality of both the product alternatives and the service, respectively.

5. Sales Monitoring and Reporting:

- I was responsible for providing my top management with daily and weekly reports on dealer interactions, sales progress, and market insights.
- Oversaw the tracking and monitoring of existing dealer orders, ensuring that sales data was accurate and up to date.

6. Office Work and Sales Analysis:

- Assisted with the analysis of sales data to discover which goods were performing incredibly well and which had lower sales figures than the previous quarter.
- Working with the marketing team, I was responsible for identifying goods that required further promotional efforts based on sales performance and dealer feedback.
- The worker helped with a range of administrative tasks, such as arranging dealer data and creating reports for management assessments.

7. Event Participation and Brand Promotion:

- Sigma's representative attended different industry events and displays, where they interacted with consumers and possible customers to market the brand.
- To strengthen relationships and promote participation, we assisted in organizing dealer meetings and promotional activities.

2.4 Learnings and Acquired Skills from the Internship

My internship with Sigma Oil Industries Limited was an excellent opportunity to grow professionally and personally. My marketing and sales skills focused on dealer management and sales trust and communication. Dealing with dealer issues and increasing participation increased my problem-solving and interpersonal skills, which are essential for work.

Additionally, I learnt to assess sales and industry trends. The sales team taught me to evaluate product performance, market demands, and sales methods. I learned about data-driven business decisions and strengthened my analytical abilities.

Organizing dealer visits, feedback, and office work enhanced my time management.

Communicating with dealers, team members, and consumers increased my communication and idea-presenting skills. Promotional events and marketing tactics taught me branding and consumer engagement, preparing me for sales and marketing.

2.5 How Learnings from the Internship Enhanced Academic Learnings

The Sigma OIL internship improved my understanding of Business Administration principles. It was interesting to see segmentation, targeting, and positioning (STP). The Sigma Gold and SOIL Supra 4T were sector-specific. This application helped me apply academic principles to business and understand marketing beyond classroom theory.

Sales and market data supported my research. Understanding product performance and consumer preferences taught me how to make data-driven decisions. Through thorough reports and actionable insights, I discovered how organizations use data to enhance strategy and performance. My business analytics and marketing research skills grew and were demonstrated.

I learned about consumer behavior, my academic specialty, from dealers and consumers. After studying how consumer preferences influence purchases and dealer connections influence product distribution, I admired customer-centric organizational strategies. Sigma's quality and customer satisfaction brand management has shown that long-term success demands trust and loyalty. Working in cross-functional teams and presenting to top management improved my academic and professional communication skills and collaboration. My internship helped me develop my academic and professional abilities.

Chapter Three: Self-Reflection

3.1 Highlights of the Likings and Disliking During the Internship

3.1.1 Things That I Liked

- **Hands-On Experience:** I appreciated the lubricant industry's expertise, especially in sales and marketing. Tracking orders, visiting dealer sites, and getting comments gave me complete insight into real-world sales processes.
- **Supportive Work Environment:** Sigma Oil Industries Limited's culture of cooperation and professionalism fostered open communication and teamwork. Senior colleagues' leadership was supportive and inspired me to tackle challenges and grow.
- **Exposure to Market Dynamics:** Actively engaging with dealers and learning customer preferences helped me grasp lubricant industry trends and customer requirements.
- **Learning Opportunities:** Participating in promotional activities, monitoring sales performance, and assessing market trends improved my marketing and sales skills.

3.1.2 Things That I Disliked

- **Limited Access to Strategic Decision-Making:** During my internship, strategy-related topics like competition pricing models and high-level marketing decisions were scarce, which limited my grasp of company strategy.
- **Workload During Peak Periods:** Dealing with campaign deadlines or peak sales seasons was always problematic. Balancing dealer visits, criticism, and report writing created high-pressure circumstances.
- **Restricted Departmental Exposure:** In addition to sales and marketing, I should have studied logistics or supply chain management. This would have helped me better understand the company's operations.

3.2 How the Internship Experience Could Be Improved

Structured, accurate procedures may improve Sigma Oil Industries Limited internships. Interns need extensive sales and marketing training, including managing dealers, analyzing markets,

using CRM, and running promotions. A customized skill development plan based on the intern's academic background and career goals will let them contribute and learn about the organization.

Mentorship programs increase internships. Interns would benefit from marketing and sales expertise, expert opinions, and industry relationships. Mentors teach interns about dealers, marketplaces, and customers. Interns can learn and solve problems with feedback and one-on-ones.

Logistics, product development, and customer service interns learn about the company. It increases function interdependence and teamwork. Supply chain operations and customer service interns can study how product availability affects sales.

Develop systematic development feedback. Supervisors and peers should regularly evaluate interns and provide constructive feedback to help them recognize their strengths and weaknesses. The company should encourage open communication and enable interns to share their experiences to improve its internship program. Feedback from interns on activities and experiences may improve future batches.

3.3 Suggestions for the Organization and Future Plans

Sigma Oil Industries Limited may focus on a few key areas to maintain growth and innovation leadership. By improving its online presence and building a user-friendly e-commerce platform, the company can meet the growing demand for online shopping and expand its market share. Offering eco-friendly lubricants, engine cleaners, and automotive accessories may increase sales.

Effective loyalty programs, targeted offers, and feedback mechanisms in a complete CRM system would increase customer participation. Sigma can meet customers' growing demand for eco-friendly products and boost its brand image by recycling and reducing trash.

Sigma could expand its market share by cooperating with manufacturers, industry leaders, or related enterprises. Finally, targeted commercials and social media may increase Sigma's lubricant industry leadership. Sigma may attract tech-savvy youth. Sigma may build and sustain industry leadership with these techniques.

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Chapter Four: Personal Development Plan

4.1 Plans for Further Learning and Career

A personal development plan is needed to choose a job and achieve lubricant industry goals.

After learning at Sigma Oil Industries Limited, I decided these stages as a plan:

- In the lubricant industry, sales and marketing must update themselves on trends, methods, and technology. Take market analysis, CRM, and digital marketing workshops, seminars, and online courses to learn more.
- The internship will include numerous events to get practical experience. Market research, promotions, and dealer management are these techniques. Multiple-task work will help me strengthen my sales and marketing skills.
- Professional networking meet automotive and lubricant specialists at networking events, industry forums, and LinkedIn. A strong network can help with career progress, insights, and more.
- When setting professional goals, I must consider my long-term marketing goals. I must choose between brand management, customer interaction, and strategic marketing. My skill and interest goals should be achievable.
- Sigma and industry professionals can mentor me. I can learn from mentors and overcome career challenges.
- I should regularly review my professional development strategy to meet my goals. Keep motivated by identifying areas for improvement, changing techniques, and setting new goals.

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4.2 Technical and Interpersonal Skills to Develop to Secure Employment/Career

I must improve my technical and interpersonal abilities to succeed in sales and marketing, especially in the lubricant sector. Here are some key development areas:

- Develop market analysis and research skills. Understand consumer behavior, market trends, and competitors. Surveys, focus groups, and data analytics software can help you gather strategic decision-making data.

- Learn digital marketing techniques, including SEO, content production, email marketing, and social media marketing. Stay current on digital platforms and developments to engage the target audience online.
- Strategic thinking and problem-solving are essential. Develop the ability to assess difficult circumstances, identify fundamental issues, and provide new solutions. Critical thinking should be used to create informed business-aligned judgments.
- Focus on my verbal and written communication abilities to clearly and convincingly explain your ideas in meetings, presentations, and reports. Connecting with clients, coworkers, and stakeholders requires good communication.
- Develop networking skills to meet business experts, mentors, and employers. This will strengthen personal relationships. Building excellent relationships with many stakeholders and collaborating across teams are key life skills.
- Develop a growth mindset and be flexible to succeed in a changing industry. Be open to on-the-job, online, and professional development training for new tools, techniques, and approaches.

Part B

Executive Summary

This research outlines the primary variables influencing Dhaka private car and motorcycle owners' engine oil brand choices. Dhaka's vehicle industry is expanding as a result of urbanization and economic development, creating a greater need for high-quality lubricants. The research looks at price, quality, performance, availability, and brand reputation. Demographic characteristics such as age, income, and car type are also investigated to understand client behavior better. Mobil, Castrol, and Shell continue to be popular because of their reputation for quality and performance. To acquire market share, local businesses are focusing on providing economical alternatives to motorcycle owners.

Private car owners want performance and durability, as well as access to luxury global brands, while motorcycle owners prioritize price. Younger consumers focus their purchasing choices on peer recommendations and digital sources, notably social media. As a result of environmental awareness and legal changes, consumers are becoming more interested in eco-friendly lubricants. Trust and quality issues afflict local businesses, yet addressing them may increase market share and customer loyalty.

The 50-person survey provided helpful information. Customers demand quality, performance, reliability, a fair price, and excellent after-sales service. The study recommends that businesses enhance product quality, leverage digital marketing, incorporate eco-friendly technology, and actively connect with consumers in order to build trust and loyalty. These strategies may help businesses compete in Dhaka's thriving lubricant market by matching customer preferences.

Chapter One: Introduction

1.1 Research Title

“An Analysis of Engine Oil Brand Preferences Among Private Car and Motorcycle Owners in Dhaka: Key Factors Influencing Consumer Choice.”

1.2 Objectives

The goal of this study is to look at the dynamic factors that impact private car and motorcycle owners in Dhaka's choices of engine oil brands. Understanding consumer behavior is becoming increasingly crucial for businesses seeking to preserve a competitive advantage in the face of increased vehicle ownership rates in larger cities. The study aims to generate insights that may be used to better strategic decision-making, product development, and marketing strategies.

Key objectives include:

- To identify the most popular engine oil brands and their market share among private car and motorbike owners in Dhaka.
- To study the elements that influence customer preferences, including price, quality, performance, availability, and brand reputation.
- To analyze why demographic characteristics like as age, income, and education influence brand choices.
- To determine customer perceptions of local and international engine oil brands in terms of trust, value, and durability.
- To make strategic recommendations to align brand offerings with customer preferences better and improve competitive standing in the Dhaka market.

1.3 Background of the Study

Because of urbanization, economic growth, and rising automobile ownership, Dhaka needs more automotive lubricants, especially engine oils. Engine oil is more essential for vehicle performance, fuel efficiency, and engine life as private cars and motorbikes grow more frequent. In a competitive market, global brands like Mobil, Castrol, and Shell dominate with their strong reputations, cutting-edge technologies, and extensive networks. Local companies like Sigma Oil

compete by offering low-cost items to budget-conscious customers, but they sometimes appear low-quality.

Car and motorcycle owners have quite different preferences. Quality, durability, and brand reputation are essential to car owners for reliable performance. However, motorcyclists prefer cheap everyday travel. Growing fuel prices, environmental concerns, and changing government laws affect customer options, allowing for eco-friendly products and new techniques that enhance efficiency and minimize emissions.

E-commerce and digital platforms have changed customer behavior. Consumers increasingly use online reviews and social media to research products, making digital marketing crucial for building trust and reaching new audiences. In Dhaka's competitive market, foreign and local companies must understand these trends and match customer needs. This research analyzes these patterns to provide practical insights to help Sigma Oil rank higher.

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1.4 Research Questions

To achieve the research objectives, the study is guided by the following questions:

- Which engine oil brands are most popular among private car and motorbike owners in Dhaka?
- What factors, such as price, quality, and availability, have a significant influence on customer preferences?
- How do demographic gaps influence engine oil preferences for car and motorbike owners?
- What are the significant views of local brands against worldwide names like Mobil, Castrol, and Shell?
- How can engine oil companies improve their offers to meet consumer expectations in Dhaka's competitive market?

Chapter Two: Methodology

2.1 Type of Research

This study uses a quantitative approach to examine engine oil brand preferences among private car and motorbike owners in Dhaka. Quantitative research is ideal for this study because it enables the objective measurement and statistical analysis of critical criteria, including price, quality, performance, availability, and brand reputation, each having a substantial impact on customer decisions. The research collects numerical data using structured questionnaires to discover trends and patterns in consumer behavior, providing insights into demographic distinctions such as age, income level, and car ownership type. In a competitive market where customers must balance cost-effectiveness, quality, and sustainability, this study seeks to highlight consumer objectives and new habits, such as the rising interest in environmentally friendly lubricants and the influence of digital marketing methods.

2.2 Research Design

The study used a descriptive research technique to analyze and assess the factors influencing consumer preferences for engine oil brands. A descriptive method is excellent for evaluating and tracking current market dynamics, including the impact of demographic variables such as age, income, and vehicle type on brand preferences. The survey collects information on essential factors such as customer satisfaction, brand awareness, and purchase motivations. The study uses structured surveys and interviews to provide a thorough analysis of the competitive landscape and customer views in Dhaka's engine oil market.

2.3 Sampling, Data Collection, and Analysis

2.3.1 Sampling Technique: This research used non-probability convenience sampling. This strategy was selected because it was feasible and efficient given the time and resources available for the research. Convenience sampling enabled the researcher to choose willing, accessible participants. The target sample included private car and motorcycle owners, who are the primary engine oil buyers in Dhaka. To further understand customer preferences, we looked at diversity across age groups, vehicle types, and income levels.

Data was obtained from 50 respondents. Google Forms surveys were inexpensive and simple to send, and they generated the majority of responses. A small number of in-person interviews with

persons without digital access were also conducted to verify data collection inclusion. This combination enabled the research to identify engine oil preferences based on cost, performance, availability, and brand reputation.

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2.3.2 Data Collection: Data was collected using a combination of standardized questionnaires and in-person interviews. The surveys were created with a focus on quantitative responses, including closed-ended questions and scale ratings of cost, quality, and brand reputation. To ensure comprehensive data collection, the prepared questionnaire included questions on brand awareness, satisfaction levels, and the frequency of engine oil changes.

In addition to surveys, in-person interviews were conducted to provide qualitative context and enhance quantitative data. These interviews allowed respondents to express their preferences, attitudes, and expectations for several engine oil brands. The double technique developed a solid dataset by combining numerical insights with detailed consumer reports. Surveys were conducted both online and in person to ensure maximum participation and convenience for respondents.

³
2.3.3 Data Analysis: The collected data was analyzed using descriptive statistics and thematic interpretation. Quantitative survey data, including pricing, quality, and brand reputation ratings, were evaluated using frequency distributions and comparisons to find patterns and connections. This statistical study revealed consumer preferences and critical brand selection factors, including motorbike owners' price sensitivity and car owners' brand loyalty.

Thematic analysis of in-person interviews proved frequent patterns and reasons. Perceived value for money, performance reliability, and brand reputation explained the numerical data. Using these methods gave the research a thorough view of consumer behavior and practical insights into Dhaka's engine oil industry's competitive dynamics.

Chapter Three: Findings and Discussion

3.1 Findings:

3.1.1 Respondent Demographics

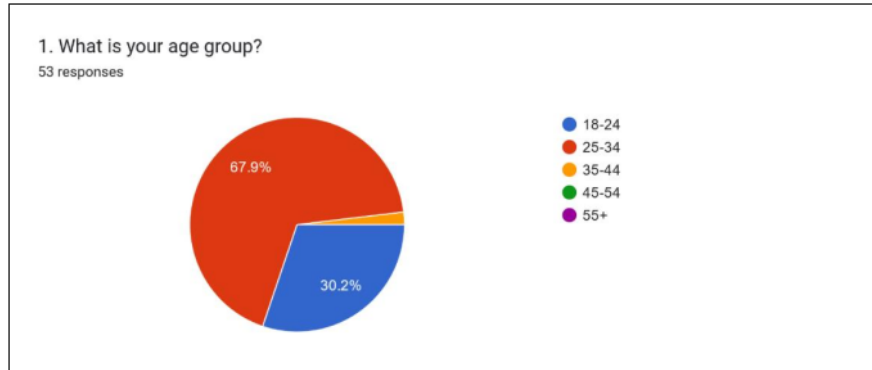


Figure 1 (Age Group Analysis)

Figure 1 shows a pie chart indicating the respondents' ages. The majority, 67.9% are between the ages of 25 and 34, with 30.2% falling into the 18 to 24 age range. Only a tiny percentage, 2% are between the ages of 35 and 44, showing that younger people dominate the survey sample. This distribution indicates that younger car owners are more engaged in the engine oil market, which is consistent with their increased vehicle use and understanding of maintenance methods.

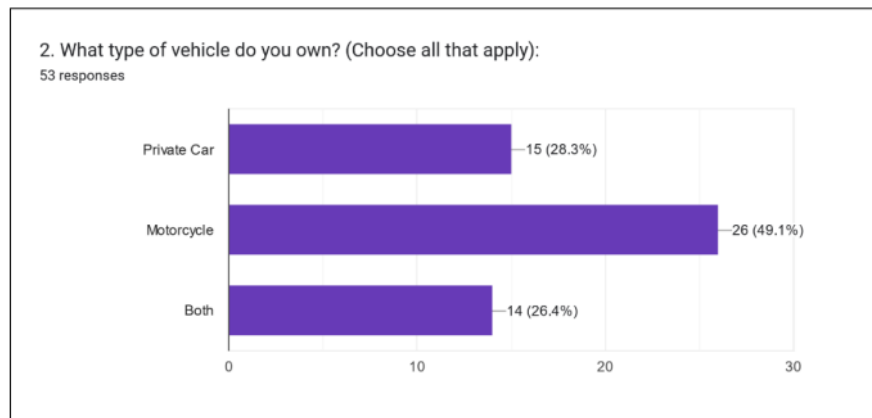


Figure 2 (Vehicle Ownership Patterns)

Figure 2 shows the vehicle types owned by respondents. The majority of respondents, 49.1%, own motorbikes, 28.3% own private cars, and 26.4% own both. The prevalence of motorcycle ownership emphasizes the need for cost-effective and effective engine oils designed for motorcycles in Dhaka's metropolitan environment.

3.1.2 Frequency of Oil Changes

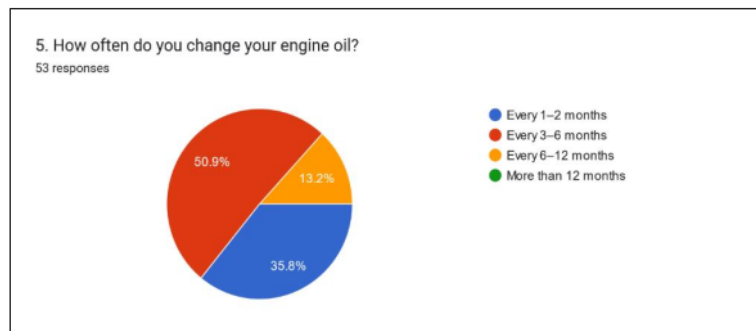


Figure 3 (Frequency of Engine Oil Changes)

The pie chart in Figure 3 depicts the frequency of engine oil changes among respondents. The majority, 50.9% replace their engine oil every 3-6 months, with 35.8% doing so every 1-2 months. A smaller proportion, 13.2% replaces its oil every 6-12 months. This trend demonstrates a high attention to regular maintenance habits by vehicle owners, resulting in improved engine performance and lifetime.

3.1.3 Brand Awareness and Usage

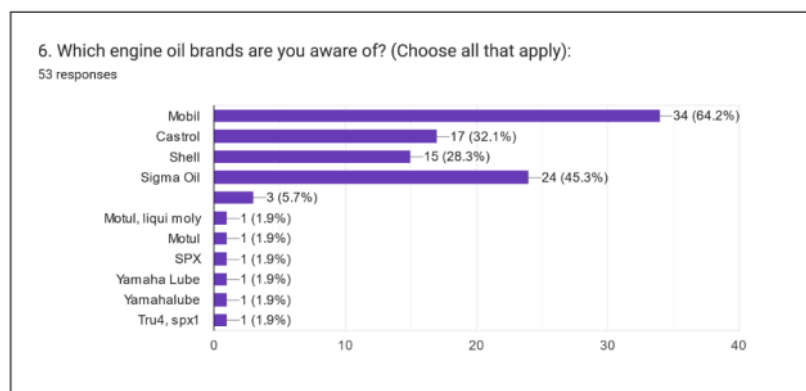


Figure 4 (Brand Awareness)

As shown in Figure 4, Mobil is the most well-known brand among respondents, at 64.2%, followed by Sigma Oil at 45.3%, Castrol at 32.1%, and Shell at 28.3%. This suggests that foreign companies dominate awareness, although local brands, such as Sigma Oil, have made substantial gains.

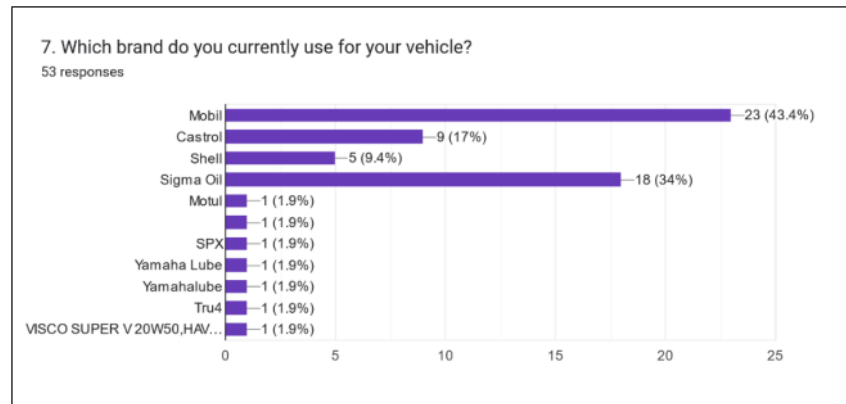


Figure 5 (Current Brand Usage)

Figure 5 displays the brands presently utilized by respondents. Mobil leads with 43.4%, followed by Sigma Oil with 34% and Castrol with 17%. Mobil's preference emphasizes its great reputation and perceived quality, but Sigma Oil's significant share reflects its competitive price and local availability.

3.1.4 Factors Influencing Brand Preference

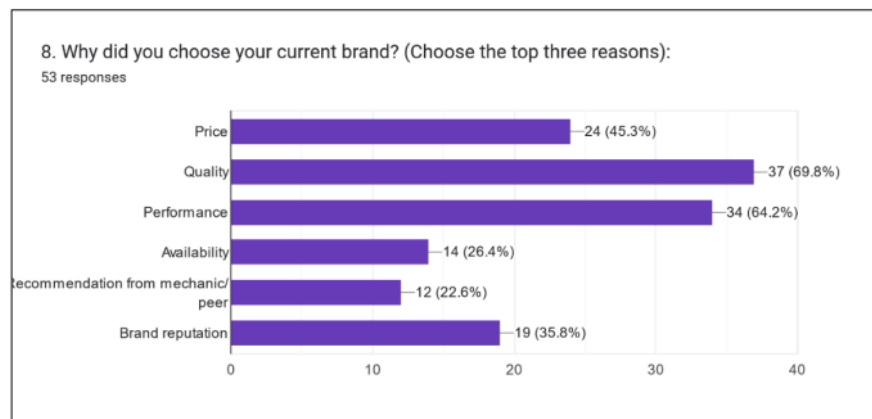


Figure 6 (Reasons for Choosing Current Brand)

Figure 6 shows a bar chart of the main reasons for selecting a brand. Quality (69.8%) and performance (64.2%) are the most important considerations, followed by price (45.3%) and brand reputation (35.8%). Availability and peer recommendations are equally important, although they are not as essential. These findings highlight the necessity of providing high-quality, durable products to acquire customer confidence and loyalty.



Figure 7 (Importance of Factors in Brand Choice)

Figure 7 shows a stacked bar chart evaluating the impact of several aspects in brand choosing. Quality and performance received the highest scores, with the majority of respondents ranking both as "very important" (5). Price and availability were scored modestly, with peer recommendations being the least important. These results imply that engine oil makers should emphasize quality and performance in their products.

3.1.5 Perception of Sigma Oil

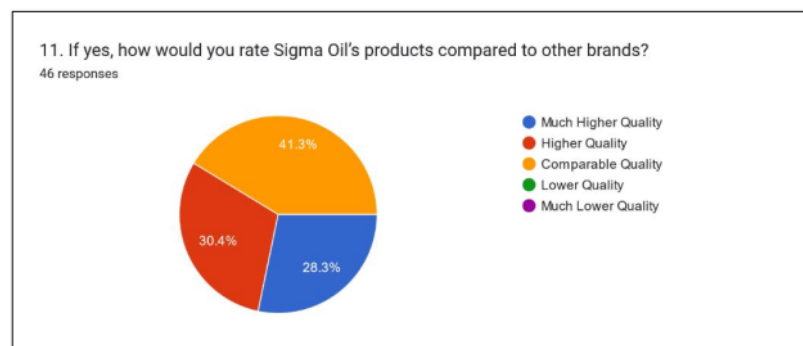


Figure 8 (Sigma Oil's Quality Perception)

Among those who were aware of Sigma Oil, 41.3% thought its quality was equivalent to other brands, while 30.4% thought it was better. A smaller portion, 28.3% thought it was significantly more excellent quality. These impressions indicate that Sigma Oil is getting recognized for its quality, but it has to distinguish itself better in order to compete successfully with global companies.

3.1.6 Challenges and Opportunities

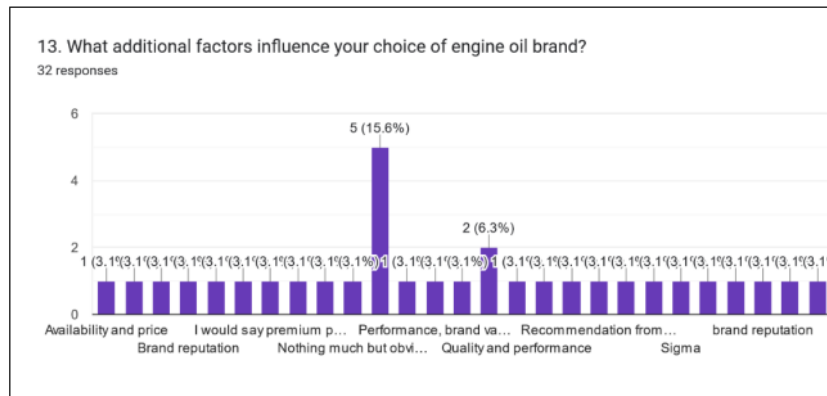


Figure 9 (Additional Factors Influencing Choice)

Figure 9 shows how respondents identified other aspects, such as performance, brand value, and pricing, as significant in their decision-making process. This suggests that although Sigma Oil has made progress in awareness and quality, it still has to improve its brand value and performance indicators.

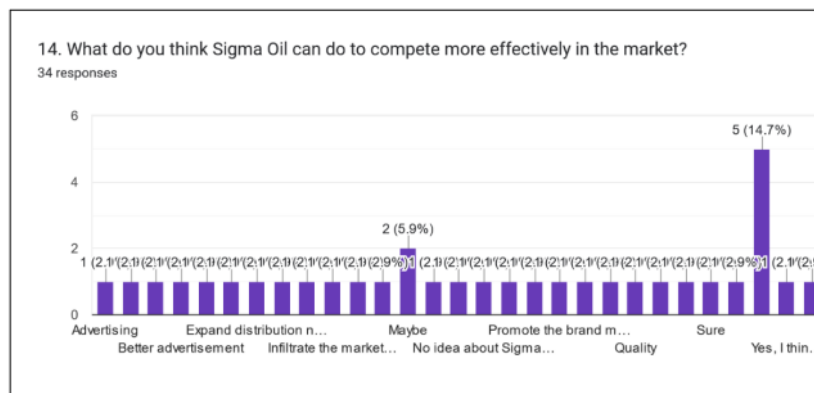


Figure 10 (Recommendations for Sigma Oil)

Figure 10 depicts how Sigma Oil might compete more successfully; respondents suggested better promotion, more extensive distribution networks, and higher product quality. These findings provide practical solutions for Sigma Oil to improve its market position.

3.2 Discussion

The findings highlight the dominance of international brands, such as Mobil, due to their quality and performance. Sigma Oil, on the other hand, has established itself as a significant competitor in the local market by providing affordable, dependable products. Young customers, who depend significantly on digital platforms and peer recommendations, are an essential demographic for focused marketing efforts. Furthermore, the increased interest in environmentally friendly lubricants creates a potential for uniqueness.

To succeed in Dhaka's competitive market, Sigma Oil needs to:

- Focus on quality and performance to match customer expectations.
- Expand distribution networks to increase availability.
- Use digital marketing to increase brand awareness and engagement.
- Create eco-friendly product lines to solve environmental issues.

Chapter Four: Recommendations

The research identified significant areas for growth in Dhaka's engine oil market, focusing on the preferences and behaviors of private car and motorcycle users. Quality is the most essential factor for 69.8% of respondents, emphasizing the need for consistent product performance and durability within industries. To satisfy private car and motorcycle consumers, businesses should focus on complex formulas that increase engine protection, fuel efficiency, and durability.

Engine oil availability was another primary concern, as reported by 26.4% of respondents. Expanding distribution channels via merchants, petrol stations, and e-commerce platforms may increase client accessibility across income levels and regions. Targeted advertisements and attractive social media content may help the industry attract younger customers who explore and buy products online. Loyalty incentives, promotions, and discounts may attract and keep cost-conscious motorcycle owners.

Consumer understanding of environmental sustainability provides the industry with an opportunity to innovate. Eco-friendly engine oil products that meet evolving regulations and reduce emissions may appeal to green clients. Social media campaigns and seminars might highlight the benefits of these products and position the industry as a long-term leader. Offering premium lubricants for high-performance vehicles as well as low-cost options for everyday motorcycles expands market reach.

Interacting with customers via free auto repair workshops, after-sales services, and oil change camps may increase loyalty and satisfaction. These campaigns capture clients' attention and inform them of the product's advantages. By resolving these difficulties, the Dhaka engine oil industry will be able to more effectively meet consumer demands, develop market positioning, and grow sustainably in a competitive market.

Chapter Five: Conclusion

This study examined Dhaka's private car and motorcycle users' engine oil preferences. The findings indicate that quality, performance, pricing, and availability influence consumer decisions. Many respondents prioritized quality and performance to ensure vehicle longevity and durability. Price was also crucial, especially for motorcycle owners, who replace their oil more often and are more cost-conscious.

The survey also focused on brand awareness and reputation. Established global brands dominate the market because of their perceived reliability, wide availability, and customer loyalty. Many small businesses struggle to build trust because of quality and after-sales issues. This gap creates opportunities for small businesses to increase product quality, marketing, and consumer reputation.

Another significant result is that digital channels have a growing impact on consumer behavior. Social media, online reviews, and peer recommendations impact engine oil preferences among younger generations, who cover a significant share of the market. Businesses must use effective digital marketing strategies to reach and engage this demographic. The findings indicate that price-sensitive groups, such as motorcycle owners, may favor promotional methods that focus on discounts, value for money, and free delivery.

According to the survey, global environmental sustainability trends have switched buyer focus to eco-friendly products. Respondents increasingly favored things that aligned with their ecological ideals, indicating that the industry should invest in green technology and sustainable solutions. By solving these issues and satisfying diverse customer demands, engine oil companies may strengthen their market position, establish loyalty, and prosper in the competitive Dhaka market.

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Appendix:
Internship Confirmation Letter



Sigma Oil Industries Ltd.
quality meets desires

Ref: SOIL/HR/24/58
Date: October 08, 2023

Mr. MD ARMAN RUMI
S/O. Md. Ashraf Ali &
Fatema Begum
Vill- Mahamudkati, Post- Mahamudkati - 8520,
P.S- Nesarabad, Dist- Pirojpur

Sub: Internship Offer

Dear Mr. Rumi,

With reference to your application and your subsequent interviews with us, we are pleased to offer you the position of Intern in our **Marketing Department**. Your skills and qualifications have impressed us, and we believe you will be a great fit for our team. The duration of your internship with our organization will be ten weeks.

Below are the details of your internship:

Position: Jr. Officer

Department: Marketing

Start Date: 14-Oct-2024

End Date: 24-Dec-2024

Stipend: 36000/- (Thirty-six thousand taka only)

Supervisor: Md. Saifur Rahman- General Manager- Sales & Marketing.

During your internship, you will be expected to assist in marketing & brand developing. We believe that this internship will provide you with a great learning experience and allow you to contribute to our projects meaningfully.

Please note that this is a temporary position with no guarantee of employment after the internship period. However, we encourage you to make the most of this opportunity to gain valuable skills and experience.

To accept this offer, kindly sign and return this letter by 09-Oct-2024. If you have any questions or require further information, feel free to contact us.

We look forward to welcoming you to our team and wish you the best during your internship.

With best regards,

Sanjit Mandal
Manager- HR



Sena Kalyan Bhaban (14 th Floor), 195 Motijheel C/A, Dhaka-1000 Bangladesh.

Survey Questionnaires

1. ⁹ Age Group (Choose one):
 - ☐ 18-24
 - ☐ 25-34
 - ☐ 35-44
 - ☐ 45-54
 - ☐ 55+
2. What type of vehicle do you own? (Choose all that apply):
 - ☐ Private Car
 - ☐ Motorcycle
 - ☐ Both
3. What is your monthly income?⁶
 - ☐ Less than BDT 25,000
 - ☐ BDT 25,001–50,000
 - ☐ BDT 50,001–75,000
 - ☐ BDT 75,001–100,000
 - ☐ More than BDT 100,000
4. How long have you owned your vehicle?⁸
 - ☐ Less than 1 year
 - ☐ 1–3 years
 - ☐ 4–6 years
 - ☐ More than 6 years
5. How often do you change your engine oil?¹⁴
 - ☐ Every 1–2 months
 - ☐ Every 3–6 months
 - ☐ Every 6–12 months
 - ☐ More than 12 months

6. Which engine oil brand(s) are you aware of? (Choose all that apply):

- ☐ Mobil
- ☐ Castrol
- ☐ Shell
- ☐ Sigma Oil
- ☐ Others (Please specify): _____

7. Which brand do you currently use for your vehicle?

- ☐ Mobil
- ☐ Castrol
- ☐ Shell
- ☐ Sigma Oil
- ☐ Others (Please specify): _____

8. Why did you choose your current brand? (Choose the top three reasons):

- ☐ Price
- ☐ Quality
- ☐ Performance
- ☐ Availability
- ☐ Recommendation from mechanic/peer
- ☐ Brand reputation
- ☐ Others (Please specify): _____

9. How satisfied are you with your current engine oil brand?

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very Dissatisfied

For the following factors, please indicate how important each is in your choice of engine oil brand, using a scale of 1 to 5 (1 = Not Important, 5 = Very Important):

Factor	1	2	3	4	5
Price					
Quality					
Performance					
Availability					
Brand Reputation					
Peer or Mechanic Recommendation					

10. Have you heard of Sigma Oil Industries Limited?

- ☐ Yes
- ☐ No

11. If yes, how would you rate Sigma Oil's products compared to other brands?

- ☐ Much Higher Quality
- ☐ Higher Quality
- ☐ Comparable Quality
- ☐ Lower Quality
- ☐ Much Lower Quality

12. Would you consider using Sigma Oil for your vehicle in the future?

- ☐ Yes
- ☐ Maybe
- ☐ No

Section 5: Open-Ended Questions

13. What additional factors influence your choice of engine oil brand?

(Write your response): _____

14. What do you think Sigma Oil can do to compete more effectively in the market?

(Write your response): _____

15. Any other comments or suggestions regarding engine oil brands and your preferences?

(Write your response): _____

Internship Report

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