

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

***IN THE NAME OF ALLAH,***

***THE MOST BENEFICIENT,***

***THE MOST MERCIFUL***

## **DISCLAIMER**

*I (Fuad Saleem) here by dedicate this work to the hard work and support of my parents, my beloved wife and son and to all the friends and family members who have supported me throughout my life.*

**PROJECT TITLE:**

***BG PRODUCTS***

***MARKETTING***

***(5 YEAR JOURNEY)***



## **OBJECTIVES / PURPOSE:**

The purpose of this project is defined in the following points

### **1. PRODUCT INFORMATION**

What is the product? What does it do?

### **2. NEW PRODUCT INTRODUCTION, PROMOTION**

How a new product is introduced and promoted

### **3. PRODUCT MERITS**

The good points of the products effectiveness for customers' vehicles regarding long life, economy, fuel consumption etc.

### **4. THE DEMERITS OF THE SAID PRODUCTS FOR THE CUSTOMER VEHICLES**

Product demerits or bad points and their effect on customers' vehicles (If there are any)

### **5. ATTRACTION OF THE CUSTOMERS TO THE PRODUCT**

How to attract a customer to your product and the conversion of those customers to future advocates

### **6. MARKET ANALYSIS AND TRENDS**

In order to flow the product into the market it is important to know the market that is to be floated in. Right product for the right market. The timing for the product introduction to the market etc.

### **7. COMPETITORS ANALYSIS**

Who are the competitors for the products in the common market i-e motor industry, automobile sector?

### **8. CUSTOMER REACTIONS AND FEEDBACK**

How customers react to the product, what are their perception, expectation and feedback after product use

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# ***EXECUTIVE*** --- ***SUMMARY*** ---

## **Executive Summary**

The presented industrial marketing report deals with the real time analysis of:

- The Learning of how a new product is promoted and floated in the market
- The merits of the said product for the customer vehicles
- The demerits of the said products for the customer vehicles
- Attraction of the customers to the product
- Market analysis and trends
- Competitors analysis
- Customer reactions to the implementation of the product and feedback

But most important of all, the implications and problems faced by the organization during the marketing of the product is also discussed here along with proper future suggestions and solutions to the previous mentioned problems with respect to the context of the relevant market sector.

# ***CHAPTER - 1***

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## **ABOUT MYSELF**





My name is FUAD SALEEM and am a BSc Mechanical Engineer by profession and currently an EMBA student at NBS Islamabad.

I have been working in SIGMA MOTORS Ltd. since 2008 who are the dealers of LAND ROVER vehicles in Pakistan.

Currently I have been serving as Workshop controller with the addition of eight years experience in this company.

In regards to this project I (FUAD SALEEM) have been a part of this collaboration between BG Products and SIGMA MOTORS since the very beginning since 2008 and have been in charge of the technical applications of this company's products and to show its usefulness to various interested parties from all over Pakistan.

Since then I have been putting an effort into floating this product in various industries in Pakistan that involves any machinery running on engine based and fuel flow based and even lubricating based systems.

# ***CHAPTER - 2***

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## **INTRODCUTION**

What is marketing?

**Marketing** is a widely used term to describe the communication between a company and the consumer audience that aims to increase the value of the company or its merchandise or, at its simplest, raises the profile of the company and its products in the public mind. The purpose of marketing is to induce behavioral change in the receptive audience

The techniques used in marketing include choosing target markets through market analysis and market segmentation, as well as understanding methods of influence on the consumer behavior.

From a societal point of view, marketing provides the link between a society's material requirements and its economic patterns of response. This way marketing satisfies these needs and wants through the development of exchange processes and the building of long-term relationships.

In the case of nonprofit organization marketing, the aim is to deliver a message about the organization's services to the applicable audience. Governments often employ marketing to communicate messages with a social purpose, such as a public health or safety message, to citizens

# ***CHAPTER - 3***

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## **BG PRODUCTS**



BG Products, Inc., manufacture and distributes a broad line of line of specialty lubricants, greases, chemical additives and cleaners throughout the United States, Central and South America, Canada, Europe, The Middle East and Asia. BG products are marketed through a network of independent distributors; Each distributor is assigned an exclusive marketing area and is responsible for developing a specialized sales organization.



## BG PRODUCT LINE

BG Products, Inc., international headquarters and production facility are located on the bank of the Arkansas River in downtown Wichita, Kansas. BG's main production facilities – a state-of-the-art factory to open late in 2012, a tools and equipment manufacturing center and an international distribution center, already fully functional with rail link – are located 30 miles east of Wichita, in El Dorado, Kansas. European warehousing is located in Rotterdam, Holland.



**BG HEADQUARTERS WICHITA KANSAS**



### **BG MANUFACTURING PLANT EL-DORADO KANSAS**

Since the founding of BG Products Inc., in 1971 their commitment has been to product excellence. Never content to be common, BG has been innovative and responsive in producing extraordinary petrochemical products for a dynamic automotive industry. BG's research and development resources are dedicated to assuring its position at the forefront of innovation and quality in support of the professional trade; automotive, commercial, fleet and heavy industry. BG has received numerous awards, recognition and OEM approvals for the quality products and services it produces and distributes worldwide.

Through the years, BG Products Inc., has kept pace with the many changes in engine design and the problems that have arisen because of continuous, stringent environmental regulations.

In 2000, BG Products Inc., developed BG University as a tool to educate BG sales representatives to train automotive professionals in the use of BG Products and equipment. Through this training, technicians are able to provide the services required for today's high-tech automobiles in a quick and efficient manner.

Known for their high quality standards, BG products are used extensively in automotive, industrial, heavy equipment, trucking and fleet applications.



# ***CHAPTER - 4***

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**SIGMA MOTORS LTD – LAND ROVER**



**ABOVE AND BEYOND**



## **INTRODUCTION:**

Sigma Motors Limited was founded in 1994 and is responsible for the marketing and assembly of Land Rover 4x4's in Pakistan. Sigma Motors is the sole authorized distributor of LAND ROVER vehicles in PAKISTAN. Key Products include:

### **DEFENDER**



### **RANGE ROVER VOGUE**



### **FREELANDER**



### **DISCOVERY**



## RANGE ROVER SPORTS



## RANGE ROVER EVOQUE



Sigma Motors uses idle capacity at the Ghandhara Nissan Limited plant at Port Qasim to assemble vehicles, under a contract assembly agreement with the Ministry of Defense. Defender being one of the toughest off-road vehicle is currently manufactured here. The assembly plant of Sigma Motors has annual production capacity of 2000 units.

Key personal include Mr. Mumtaz Hassan Khan who is the Chairman of the company and Col.(R) Syed Zafar-Ud-Din who is the current CEO of the company.



**CHAIRMAN  
MUMTAZ HASSAN KHAN**



**CHIEF EXECUTIVE OFFICER  
COL RETD. SYED ZAFAR-UD-DIN**

The company comprises of three main service centers in ISLAMABAD, LAHORE, and KARACHI respectively with the head office of the company located at BAHRIA TOWN PHASE-7 SAFARI COMMERCIAL and a regional office located at KARACHI as well.

I (FUAD SALEEM) am personally stationed at ISLAMABAD service center branch located at I-10/3 SECTOR as Workshop controller Services Engineer.

# ***CHAPTER - 5***

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## **PRODUCT INTRODUCTION**

The products given below are all separate items but together they form specific services which are described below:

## BG FUEL INDUCTION SYSTEM SERVICE



**BG V.I.A**



**BG FUEL INJECTION SYSTEM  
CLEANER**



**BG AIR INTAKE SYSTEM  
CLEANER**



**BG 44K POWER  
ENHANCER**

The above described products are assigned products to gasoline/CNG vehicles which use petroleum and CNG as fuel for operations.

### **MERITS:**

- Cleans fuel injectors
- Cleans intake valves & ports
- Removes combustion chamber deposits
- Cleans throttle body
- Cleans plenum and air intake
- Corrects the balance of fuel & air in system
- Alleviate surge, hesitation, hard starting
- Improves power and performance
- Improves throttle response
- Reduces emissions
- Restores horse power and fuel economy

## BG DIESEL INJECTION SERVICE



**BG INJECT-A-FLUSH  
APPARTUS**



**BG DIESEL CARE**



**BG 244 FOR DIESELS ONLY**

As the name suggest the above described products are only for Diesel based vehicles which also includes Diesel powered generators or Heavy machinery as well.

### **MERITS:**

- Removes accumulated deposits from the entire fuel system including fuel lines, injector pump, and fuel injectors .
- Remove combustion chamber deposits.
- Improve throttle response
- Improve power & performance
- Reduce emissions
- Restoration of fuel economy

## BG PERFORMANCE OIL CHANGE SERVICE



**BG PERFORMANCE  
OIL CHANGER**



**BG MOTOR  
OIL ADDITIVE**



**BG EPR ENGINE  
PERFORMANCE REST.**



**BG DIESEL OIL  
CONDITIONER**

The above stated products are applicable for both diesel and petrol based products with the exception of BG diesel oil conditioner which is only applicable for diesel vehicles/engines only.

### **MERITS:**

- Remove ring-land deposits
- Remove heavy oil residues from crankcase
- Remove varnish from piston walls
- Optimize engine compression
- Reduce oil consumption by restoring ring function
- Lower tailpipe emissions
- Improve overall power and engine efficiency
- Prolong bearing protection
- Extend spark plug & injector life
- Provide deposit control throughout the entire oil system

## BG-44K POWER ENHANCER



BG 44K is the number one fuel injector cleaner! In a recent survey, dealership service managers chose BG 44K. 6 to 1 over the next aftermarket supplier.

BG 44K is the ultimate tank-treatment fuel system cleaner. It is 11 ounces of high quality detergents and additives that you pour right into the gas tank to restore performance and gas mileage. It vanquishes deposits in combustion chambers, intake manifolds, ports and on valves and restores flow in fuel injectors. Basically, it cleans the entire fuel system!

Gasoline quality is inconsistent. And when gas at the pump is poor quality, it can cause deposit buildup, inefficient ignition and combustion and poor power output. To make matters worse, small, high output engines are extremely sensitive to deposits that build up on fuel injectors, intake ports, on intake valves and in combustion chambers. Even small amounts of deposits cause increased exhaust emissions, reduced fuel economy, drivability problems and engine knock.

BG 44K is formulated to safely and rapidly clean the entire fuel system, including fuel injectors, intake valves, ports, fuel filters and combustion chambers. Because it provides efficient removal of upper engine deposits, BG 44K reduces problems caused by deposit buildup such as engine surge, stalling, stumble, hesitation and power loss. BG 44K technology has been proven to increase combustion quality and power output. BG 44K will provide quick cleanup of coked fuel injectors and corrosive deposits on the Fuel Sending Unit. It is compatible with all fuel system materials, alcohol-blended fuels and common fuel additives.

### ADVANTAGES

- BG 44K Power Enhancer safely, rapidly and thoroughly removes engine deposits in combustion chambers, intake manifolds, ports and on valves.
- It restores flow in fuel injectors and cleans the entire fuel system.
- Improves fuel economy and reduces exhaust emissions.
- It restores that “like new” drive-ability to an engine’s performance and keeps it running better, longer and more efficiently.

## BG FUEL SYSTEM CLEANER



BG Fuel Injection System Cleaner removes rock-hard carbon deposits from fuel injectors, intake valves and ports.

Fuel systems, especially those in gasoline direct injection vehicles, are finely tuned and extremely sensitive to deposits that build up on fuel system components. Accumulated residues can cause hesitation, rough idle, poor gas mileage and performance loss.

Installed using the BG VIA Vehicle Injection Apparatus, PN 9290-200, and BG Fuel Injection System Cleaner provides:

- effective cleaning of rock hard fuel system deposits
- improved injector spray
- balanced fuel/air ratio
- restored gas mileage

As part of the BG Fuel/Air Induction Service, it pre-soaks deposits allowing BG 44K to provide an even more effective cleanup. Although it's a powerful professional-use product, BG Fuel Injection System Cleaner is not harmful to any fuel system components.



## BG AIR INTAKE SYSTEM CLEANER



BG Air Intake System Cleaner removes deposits that can accumulate in the air throttle body assemblies and plenums.

Heavy deposits are common in the air intake because to help control emissions, noxious exhaust gases and crankcase vapors are captured and fed back into the air intake system. Gummy substances contained in these vapors combine with dirt and form deposits. These deposits will substantially reduce airflow, disrupting the critical air/fuel ratio that is essential to engine operation and fuel efficiency.

The result is:

- Rough idle
- Poor performance
- Increased exhaust emissions

As an integral part of the BG Fuel/Air Induction Service, professional-use BG Air Intake System Cleaner is used with the BG AIS Cleaning Tool Kit, PN 9206, and provides a complete “on engine” cleaning of the air throttle body assembly and plenum area of the engine.

## BG DIESEL CARE



BG Diesel Care is a highly effective diesel fuel injection system cleaner.

While diesel engines are more fuel efficient than similarly sized gasoline engines, they are much more prone to the buildup of combustion deposits. These deposits decrease fuel economy, deform injector spray patterns, increase exhaust emissions, and lead to hard starts.

Installed using the BG Diesel VIA, BG Diesel Care will quickly and safely clean carbon deposits from diesel fuel injection systems. A professional use injector cleaner, it is designed for use in all passenger car diesel engines

- Cleans entire diesel fuel injection system
- Is especially effective in high pressure common rail engines
- Removes hard deposits inside injectors

### Benefits:

- Improves cold start
- Lowers emissions
- Smooths idle

## BG 244 FOR DIESELS



BG 244 is a powerhouse diesel fuel system cleaner. BG 244 is like BG 44K for diesels.

Diesel engines are extremely sensitive to the deposits that form throughout the fuel system. Even small deposits can cause substantial reductions in engine performance. Engines with deposits experience reduced fuel efficiency, engine clatter, diminished performance, and other drivability issues.

BG 244 will effectively remove diesel fuel system deposits from combustion chambers, injectors, and the entire fuel system.

### BG 244

- restores fuel flow and efficiency
- reduces exhaust emissions
- smoothes idle
- helps avoid costly repairs

## BG DFC PLUS



BG DFC Plus is a professional-use diesel conditioner that guards fuel system components against corrosion, corrects nozzle buildup, and keeps the fuel system clean.

Diesel fuel degrades rapidly in storage and will oxidize in only a short time. When this fuel is used in a vehicle, it causes gums and varnish to form in the fuel system. This results in buildup on injector nozzles and sticking of fuel injection components, causing excessive exhaust smoke and an overall loss of vehicle performance.

BG DFC Plus is basically BG DFC with Lubricity plus a pour depressant, flow improvers and extra cold temperature pour-ability.

- Cleans the entire fuel system
- Controls deposit formation
- Improves diesel engine combustion and power
- Eliminates injector plunger sticking
- Eliminates nozzle fouling
- Extends injector life
- Reduces exhaust smoke
- Stabilizes fuel in storage
- Prevents corrosion
- Prevents scoring or seizing
- Corrects nozzle buildup
- Keeps the fuel system clean
- Stabilizes stored fuel
- Isolates wax crystals

## BG MOA (MOTOR OIL ADDITIVE)



BG MOA is the number one engine oil supplement! In a recent survey, dealership service managers chose BG MOA. 8 to 1 over the next aftermarket supplier.

Engines are running at higher temperatures than ever before. This combined with the increasing regularity of stop-and-go driving, cause rapid depletion of critical oil additives. Without these protective additives, severe engine oil oxidation occurs. Oxidation reduces oil to heavy, black sludge in the crankcase, oil screens, oil passages, rocker arms and other critical areas of the engine.

BG MOA fortifies all qualities of engine oil, providing superior, long-lasting engine protection and maintain peak engine performance. It prevents engine oil oxidation and thickening under even the most intense driving conditions. When installed by a professional, it keeps engine components clean to help extend engine life and reduce cost of operation.

## BG EPR (ENGINE PERFORMANCE RESTORATION)



BG EPR Engine Performance Restoration is a powerhouse of an engine cleaner! It effectively softens, emulsifies and dissolves even the most stubborn fuel gums that clog rings.

Engines are operating at higher temperatures than ever before. Combined with prolonged drain intervals and reduced engine cooling, automotive engine oil is under a lot of stress. Continuous thermal and oxidative breakdown contributes to oil thickening, heat retention and deposit formation. These heavy deposits can impede normal piston-ring function; thus reducing fuel economy, lowering power output, and increasing harmful exhaust emissions and oil consumption.

BG EPR softens and dissolves hard-to-remove deposits from piston rings in as little as 10 minutes! Properly sealed combustion chambers improve compression and reduce oil dilution through blow-by. BG EPR cleans micro passageways to maintain the critical hydraulic function of components such as valve train actuators and turbochargers. BG EPR restores fuel economy and power and is harmless to seals and other engine components. Excellent for maintenance of Gasoline Direct Injection engines.

## BG DOC (DIESEL OIL CONDITIONER)



BG DOC Diesel Oil Conditioner is designed to condition oil in high-output diesel engines.

Diesel engines operate at temperatures and pressures. This puts a lot of demand on diesel engine oils and the additives they contain. Hydraulically activated fuel injectors increase oil pressures and emissions devices increase soot accumulation in oil. These systems test the limits of engine oil. Under the right conditions, heat causes sulfur from fuel to combine with entrained moisture to create sulfuric acid. This acid wreaks havoc on engines, causing corrosive wear and severe damage to engine components.

BG DOC Diesel Oil Conditioner maintains like-new diesel engine power and performances, neutralizes acids and acid corrosion, reduces friction and wears on engine parts, stabilizes viscosity, and prevents sludge through increased oxidation control and soot scatter technology. BG DOC is compatible with all diesel engine oils including synthetic and multi-grade.

# ***CHAPTER-6***

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## **PRODUCT PROMOTION**







Product promotion is one of the necessities for getting your brand in front of the public and attracting new customers. There are numerous ways to promote a product or service. Some companies use more than one method, while others may use different methods for different marketing purposes

Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. It is one of the four basic elements of the market mix, which includes the four P's:

Price,  
Product,  
Promotion,  
Place.

Promotion is also defined as one of five pieces in the promotional mix or promotional plan. These are personal selling, advertising, sales promotion, direct marketing, and publicity. A promotional mix specifies how much attention to pay to each of the five factors, and how much money to budget

Fundamentally, there are three basic objectives of promotion. These are

1. To present information to consumers and others.
2. To increase demand.
3. To differentiate a product.

The purpose of a promotion and thus its promotional plan can have a wide range, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image.

## **BG PRODUCTS PROMOTION**

BG Products first made contact with SIGMA MOTORS LTD in the early 2008 AND there delegated team arrived in JUNE 2008. The team comprised of the following personnel.

### **MR. AIDEN DUNLEAVY (VICE PRESIDENT MARKETTING)**

He was team leader and main guy who gave the presentation regarding BG products and its benefits

### **MR. RALPH SHATTOCK (REGIONAL MARKET MANAGER)**

He was in charge of the product demonstrations who gave live demos regarding BG products

### **MR. RYAN WEEMS (TECHNICAL CUSTOMER SERVICE)**

He was the technical supervisor in charge of demonstrations on vehicles and was also a training teacher whom which I (**FUAD SALEEM**) worked closely with.

They and the entire BG Products group saw great potential in the PAKISTAN industrial sector for their products and took the opportunity to form a business venture with SIGMA MOTORS to introduce and float their products in the PAKSITAN Industrial market sector



**MR. AIDEN DUNLEAVY (VICE PRESIDENT MARKETTING)**



**MR. RALPH SHATTOCK (REGIONAL MARKET MANAGER)**



**MR. RYAN WEEMS (TECHNICAL CUSTOMER SERVICE)**

The event started with a presentation held at sigma motors service center which attended by various representatives of the private sector which included private automobile shop owners, sigma motors senior personnel and also some Army officers also attended the presentation during the presentation Mr. Shattock gave an informative but dangerous demonstration regarding BG products which was well received. Soon after the presentation a live demonstration was held showing the effectiveness of the products.

Since after that many other organizations were selected as potential clients for the said products and mainly because of a key factor and requirement by the BG Products Inc. They gave clear instructions that their products will not be sold off the shelves and by untrained personnel because of:

- 1- Product misuse
- 2- Wrong applications for the products.

During the teams tenure in 2008 several organizations were selected as business ventures which included the following.

- 1- FRONTIER WORKS ORGANIZATION
- 2- NATIONAL LOGISTICS CELL
- 3- EME COLLEGE (FOR THE ARMY)
- 4- CIVIL AVIATION AUTHORITY
- 5- KARACHI STEEL MILLS
- 6- DEMOS AT I.D.E.A.S. 2008 AND 2012
- 7- DEMOS AT VARIOUS SUZUKI MOTORS OUTLETS
- 8- LAHORE TRANSPORT COMPANY
- 9- OGDCL
- 10-ISLAMIC INTERNATIONAL UNIVERSITY ISLAMABAD

Each of these ventures held promising business ventures for BG Products and on each site physical demonstration of BG Products was given and shown to the audience the potential benefit of the product for any system which required an engine system for running operations.

But before any of these it was very necessary to get the BG products approved by the EPA (Environment Protection Agency) and that was the first thing we sought to do as described in Exhibit – 6. We achieved that feat in the year 2010 which was a major breakthrough for us as we now had proof of what we claimed about BG products.

## **BG TEAM**

The first team comprised of the Senior Staff that included the following people:

**COL. RETD. SYED ZAFAR-UD-DIN**

**MR. AIDEN DUNLEAVY**

**MR. RALPH SHATTOCK**

**FUAD SALEEM**

They were tasked with meeting the senior management of the organizations mentioned to give presentation and product introduction details.

The second team comprised of the following:

**MR. RYAN WEEMS**

**FUAD SALEEM**

**SHAHBAZ KHAN (Mechanic)**

They were in-charge of the physical demonstration of the product, which required them to perform the demonstration on real time basis on vehicles to show the functions, applications and benefits of the said products.

# CHAPTER-7

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## MARKET ANALYSIS



## What is Market Analysis?

A market analysis studies the attractiveness and the dynamics of a special market within a special industry. It is part of the industry analysis and thus in turn of the global environmental analysis. Through all of these analyses, the strengths, weaknesses, opportunities and threats (SWOT) of a company can be identified. Finally, with the help of a SWOT analysis, adequate business strategies of a company will be defined.

The market analysis is also known as a documented investigation of a market that is used to inform a firm's planning activities, particularly around decisions of inventory, purchase, work force expansion/contraction, facility expansion, purchases of capital equipment, promotional activities, and many other aspects of a company.

### **MARKET DIMENSIONS**

- Market size (current and future)
- Market trends
- Market growth rate
- Market profitability
- Industry cost structure
- Distribution channels
- Key success factors
- Key success details

The goal of a market analysis is to determine the attractiveness of a market, both now and in the future. Organizations evaluate the future attractiveness of a market by gaining an understanding of evolving opportunities and threats as they relate to that organization's own strengths and weaknesses.

Organizations use these findings to guide the investment decisions they make to advance their success. The findings of a market analysis may motivate an organization to change various aspects of its investment strategy. Affected areas may include inventory levels, a work force expansion/contraction, facility expansion, purchases of capital equipment, and promotional activities.

In order to penetrate the market it is important to know the market. This includes your competitors as well.

Whenever the problem of misfiring and black smoke in the vehicles comes to view then immediate solution of overhauling and replacement of parts regarding the matter comes to recommendation. That is true to sense when the cause of the problem happens to be a mechanical failure.

But a deeper analysis has shown that the root of the mechanical failure is carbon deposits that form on the internal parts after prolonged usage without any maintenance. Now indeed removal of carbon deposit can be done through overhauling of certain parts but certain vehicle components cannot be cleaned through these methods e-g fuel lines, injectors etc.

That's where BG comes in, their technology enables us to clean every vehicle component that runs on fluids through the application of their products and tools without the removal of the machine components thus saving precious time and labor and improving the long life of the vehicles by delaying the over wear and tear.

As far as the market is concerned what was found that the labor of PAKISTAN is extremely cheap, to put in terms (DIRT CHEAP). Everywhere local shops have been open and they are charging cheap labor and offering solutions. Even the top service brands like TOYOTA, HONDA and even SUZUKI have cheaper rates compared to the international market standards; which is setting labor rates on a per hour basis.

An added factor in the market is the fear of the unknown that resides in every human and so is the case here as people's fear of the new thing has kept them on a short term view of things and would stick with traditional way of things then rather to invite a new approach of things.

However on an ethical approach: Service providers motivated by money would not want to induct this product since they want more component breakdown for them to sell more of their components rather to delay their wear and tear through these products.

Even with these factors the BG Products hold promise in the service sector. Our goal was to float these products to various services providing and fleet service organization to promote this new business venture in PAKISTAN.



# ***CHAPTER - 8***

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## **COMPETITOR ANALYSIS**





**Competitor analysis** in marketing and strategic management is an assessment of the strengths and weaknesses of current and potential competitors. This analysis provides both an offensive and defensive strategic context to identify opportunities and threats. Profiling coalesces all of the relevant sources of competitor analysis into one framework in the support of efficient and effective strategy formulation, implementation, monitoring and adjustment.

Competitor analysis is an essential component of corporate strategy. It is argued that most firms do not conduct this type of analysis systematically enough. Instead, many enterprises operate on what is called “informal impressions, conjectures, and intuition gained through the tidbits of information about competitors every manager continually receives.” As a result, traditional environmental scanning places many firms at risk of dangerous competitive blind spots due to a lack of robust competitor analysis

- One common and useful technique is constructing a *competitor array*. The steps include:
- Define your industry - scope and nature of the industry
- Determine who your competitors are
- Determine who your customers are and what benefits they expect
- Determine what the key success factors are in your industry

## **BG PRODUCTS AND PAKISTAN MARKET:**

Since our target market segment is AUTOMOBILE and MAINTENANCE Service industry, it is directly related to petroleum, diesel and oil industry where different brands compete with other. These brands compete rigorously with other to gain and retain market customers in motor industry, specializing in Engine Oils, Quality Fuels and other lubricating products.

Most brands pioneer their own products to deliver great quality products for customer satisfaction especially customer retention

Following are most prominent brands that come to view:

- PSO (PAKISTAN STATE OIL)
- CALTEX
- SHELL
- TOTAL
- BYCO
- ATTOCK PETROLLEUM

## PAKISTAN STATE OIL



# *Pakistan State Oil*

**Pakistan State Oil** is a Karachi-based Pakistani state-owned multinational petroleum corporation involved in marketing and distribution of petroleum products. It has a network of 3,689 filling stations, out of which 3,500 outlets serve the retail sector and 189 outlets serve bulk customers.

It controls a market share of over 60% of the total oil market with customer portfolio including dealers, government agencies, autonomous bodies, independent power projects and other corporate customers. It is involved in import, storage, distribution and marketing of a range of petroleum products including gasoline, diesel, fuel oil, jet fuel, LPG, CNG and petrochemicals.

It was founded on December 30, 1976, after Pakistan's government took over the management of Pakistan National Oil (PNO) and Dawood Petroleum Limited and renamed into POCL (Premier Oil Company Limited) under marketing of Petroleum Products. PSO is the first public company in Pakistan to pass the PKR 1 trillion revenue mark.

CALTEX



**CALTEX**

Caltex began in 1936 as the **California Texas Oil Company**, a joint venture between the Texas Company (later named Texaco) and Standard Oil of California (later named Chevron Corp.) to market oil from newly gained concessions in Saudi Arabia. It was renamed Caltex Petroleum Corp. in 1968. The two parent companies merged in 2001 to form ChevronTexaco (renamed Chevron in 2005) and Caltex remains one of its major international brand names

## SHELL



**Shell Oil Company** is the United States-based subsidiary of Royal Dutch Shell, a multinational "oil major" of Anglo-Dutch origins, which is amongst the largest oil companies in the world. Approximately 22,000 Shell employees are based in the U.S. The U.S. head office is in Houston, Texas. Shell Oil Company, including its consolidated companies and its share in equity companies, is one of America's largest oil and natural gas producers, natural gas marketers, gasoline marketers and petrochemical manufacturers.

Shell is the market leader through approximately 25,000 Shell-branded gas stations in the U.S. which also serve as Shell's most visible public presence. Shell Oil Company is a 50/50 partner with the Saudi Arabian government-owned oil company Saudi Aramco in Motiva Enterprises, a refining and marketing joint venture which owns and operates three oil refineries on the Gulf Coast of the United States.

Other Brands now in Pakistan market are:

TOTAL



**TOTAL**

BYCO



## **ATTOCK PETROLLEUM**



Since BG products are specializing in lubricating additives and flushing products of vehicles various operating systems such as:

FUEL INJECTION SYSTEMS

ENGINE OIL SYSTEMS

CLIMATE CONTROL SYSTEMS

HEATING AND COOLING SYSTEMS

IN-LINE BRAKING SYSTEMS

TRANSMISSION CONTROL SYSTEM

MISCELLENOUS SYSTEMS

So during the introduction of BG products in PAKISTAN two big competitors stood in the way:



## FORTE



Forte Lubricants (Forte or Forté) is a manufacturer of petrol and diesel-operated engine additives, including products such as engine oil fortifiers, engine oil system protectors, cooling system flushes, brake cleaners, air conditioner treatment, cooling system conditioners, as well as other products typically use by garages. Forte Lubricants is a division of Illinois Tool Works Ltd and operates throughout the United Kingdom with a regional network of 100+ sales agents in 11 regions and works with around 9,000+ garages, workshops and franchised dealers. In 1997, Forte Lubricants had an about 40% share of the gasoline additives market in India

Forté is a name that is synonymous with the very best in effective engine treatments. Our products are used on a regular basis by over 9,000 garages in the UK and our programs are now part of the 'norm' when it comes to servicing a vehicle.

Forté have over 37 years worth of experience in the UK helping and advising garages on how to make a noticeable difference to a car's performance and enhancing customer satisfaction.

## LIQUI MOLY



Liqui Moly GmbH was founded in 1957 in Ulm on the river Danube. The patent for production of molybdenum disulfide formed the basis for the company. This additive based on liquefied molybdenum disulfide ( $\text{MoS}_2$ ) was the company's first product and gave the company its name.

Liqui Moly's main product is motor oil with  $\text{MoS}_2$  but there are also other lubricants with  $\text{MoS}_2$  and the additive  $\text{MoS}_2$  itself to be added by the end user during oil changes. Molybdenum disulfide enhances the lubrication quality of the oil and offers emergency operating features under harsh conditions. It can be added to motor oils and to non-motor oils including gear oil, transmission oil or differentials oils

These above mentioned brands have been in the market long before and are competing with each other for share in the lubricant market. Upon market analysis even many local street shops had their products on the shelf for sale and service uses.

If we go back to chapter 6, it was clearly stated the BG products cannot be sold off the shelf in local markets unfortunately there is no regulation authority regarding this matter to keep track as the mother company only sells products to customers and if those customers open their own local shops and re-sell those products and then there is no say and odds on that there might be misuse of the products.

Even so with the above danger the two brands have captured quite the market. Some brands have even tried to undermine these additives and flushing lubricant brands as they were of the view that if the vehicle components and parts were lasting longer because of less internal wear and tear thanks to these products then the replacement parts will sell less leaving them less profit.

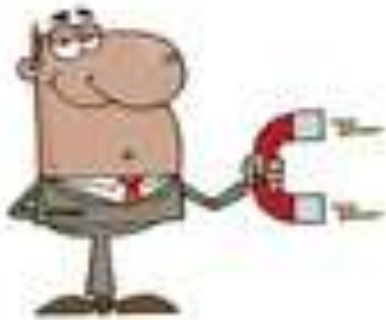
For our own purposes we did a price analysis against relevant products of FORTE described in EXHIBIT-4.

# ***CHAPTER - 9***

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## **CUSTOMER ATTRACTION**





Customer attraction is a no brainer in any market sector, every business wants to get customers, keep them and add to their number but it's never easy. Making that first connection can be tough. You've only got the briefest moment to grab someone's attention and win them over. A thoughtless word could see them walking away before you have the chance to show them what you have to offer.

There's no doubt that the modern customer is savvy. We all like to think we know exactly what we want and have the know-how and resources to find the best deal around. And, if customers don't get what they need, then they waste no time in voting with their wallets and deserting one company for another. Businesses endeavor to make sure that this doesn't happen, but in a competitive world it's no easy feat.

In Pakistan market nothing attracts the customers more than the word "FREE" or "DISCOUNTS" even the word "OFFER" has some good weight to it. So for PAKISTAN the BG team brought with them some products to be used as complementary demonstration of BG Service and introduction for the BG products.

So our goal was to attract the customer to BG products by offering:

- FREE SERVICES
- FREE DEMONSTRATIONS
- DISCOUNT PRICES IN FUTURE

Also in order to prove the effectiveness of BG products and its image it is necessary to show the customers testimonials of BG products as evidence. **EXHIBIT-1**

# ***CHAPTER - 10***

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## **PRICING STRATEGY**



Pricing is one of the most vital and highly demanded components within the theory of marketing mix. It helps consumers to have an image of the standards the firm has to offer through their products, creating firms to have an exceptional reputation in the market. The firm's decision on the price of the product and the pricing strategy impacts the consumer's decision on whether or not to purchase the product. When firms are deciding to consider applying any type of pricing strategy they must be aware of the following reasons in order to make an appropriate choice which will benefit their business. The competition within the market today is extremely high, for this reason, businesses must be attentive to their opponent's actions in order to have the comparative advantage in the market. The technology of internet usage has increased and developed dramatically therefore, price comparisons can be done by customers through online access. Consumers are very selective regarding the purchases they make due to their knowledge of the monetary value. Firms must be mindful of these factors and price their products accordingly.

Since the product line is for every operating system that has an engine and fuel system involved so our target market involved both businesses and consumers of all sorts. So the pricing had to be according to each segment.

So we divided the pricing into two categories:

- Normal Customers
- Fleet Customers

The pricing was devised in a way that even the average joe can easily afford it. The pricing files are shown in **EXHIBIT-2**;

The normal customers are just like any other consumer customer and by reviewing international BG Products prices it was found that the prices were quite steep e-g the prices of BG 44K and BG MOA were about 21.5\$ and 15\$ respectively and those prices when converted to Pakistani rupee would be 2100\$ and 1500\$ at the 100 rupee per dollar conversion rate and this price would not be attractive to the customers so price reduction was necessary for introduction. So as before mentioned in EXHIBIT-2 the price file of various products and services with specifications were derived for both business and consumers customer types.

# ***CHAPTER - 11***

## **CUSTOMER REACTION AND FEEDBACK**





In the business world the term “FIRST IMPRESSION” is of extreme importance as the first impression when positive will lead to positive reaction and the same is true for the negative impression leading to negative reaction. Keeping in mind that even the first impression (positive) can sometimes not lead to prosperous results, you have constantly acquire feedback from the customers in order to analyze your product, services, market position for future aspects.

Customer feedback is a marketing term that describes the process of obtaining a customer’s opinion about a business, product or service. **Customer feedback is so important** because it provides marketers and business owners with insight that they can use to improve their business, products and/or overall customer experience.

The following are the top six reasons why customer feedback is important to your business.

- 1. It can help improve a product or service**
- 2. It offers the best way to measure customer satisfaction**
- 3. It provides actionable insight to create a better customer experience**
- 4. It can help improve customer retention**
- 5. It delivers tangible data that can be used to make better business decisions**
- 6. It can be used to identify customer advocates**

Customer feedback shouldn’t be an exercise that you put at the bottom of the pile, outsource to another firm or pawn off to an intern. It’s one of the most important components of any successful business. Customer feedback provides you with valuable insight into what your customers think about your product or service. This insight can help you create a product that customers want to buy and create an experience that exceeds expectations and keeps customers coming back for more.

### **CUSTOMERS AND BG PRODUCTS:**

As described in chapter 6 the places that were selected as demo points were the targets where the product was to be introduced and floated.

Proper and full service demonstrations were given in each location with the team meeting various people of importance in order to promote the product.

We specifically asked for a vehicle which had a running of at least 50,000 km and hasn’t undergone overhaul process.

As shown in our videos a complete process was shown to the clients to show BG effectiveness

Now the first reactions of customers were a bit mixed as some were impressed and some were still puzzled as due to product being of foreign nature, but even so we were making headways in the demos and for the next two, complementary services and retail services were provided in order the promote positive performance of the product and soon its floatation in the market.

In order to get feedback from the customer the SIGMA MOTORS used a feedback form was prepared for the purpose **EXHIBIT-3**.

# ***CHAPTER - 12***

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## **WHAT WENT WRONG**





Now we come to the main decisive portion of my report (THE END RESULT).

With all the preparation and demonstration given and competitor analysis then one would assume that it would very easy for the product to penetrate the market and gain market share.

**WRONG!!!!!!**

If that be case then every new product could penetrate its market easily and gain the market share.

BG products with all its benefits and quality failed to penetrate the market as expected because of the following factors.

These factors have been divided into two categories:

EXTERNAL FACTORS

INTERNAL FACTORS

### **INTERNAL FACTORS**

In internal factors following came into view:

1. TOP MANAGEMENT
2. INTERNAL POLITICS
3. FINANCIAL MATTERS
4. TEAM DELEGATION
5. EMPLOYEE EDUCATION/MOTIVATION
6. BRAND IMAGE
7. ADVERTISMENT
8. INTERNAL BRANDING

## EXTERNAL FACTORS

While in external factors category following came into view:

1. ILLITERACY
2. GOVERNMENT
3. COMPETITORS
4. MOTHER COMPANY POLICIES

## INTERNAL FACTORS

Let us see on what INTERNAL FACTORS has to do with BG Products failure for market penetration.

### TOP MANAGEMENT:

In many cases the prime cause/suspect for any failure in a company is the top management and in this case it is. First and foremost it is not ethical to describe negative points of one's own company's top management but in order to avoid any future short-comings, it becomes necessary to point out these negative points.

- 1- When penetrating any organization for product promotion, it is necessary to communicate with top management and in PAKISTAN market and our respective market sector, the top management must communicate with the top management rather than sending the demo team first .

The above point proved negative in case of CIVIL AVIATION AUTHORITY in which the duty staff and their high ups were expecting the whole SIGMA MOTORS team to arrive and meet with them but callously the demo team including myself was sent first to do the live demonstration. This proved to be folly as negative first impressions were made by the SIGMA TEAM.

The vehicle that was provided to us was not of the requirements for the demo even though the process demo was given properly I could tell by the body language of the hosts they were not impressed plus the BG representative who was suppose to be on our team was not with us so we were unable to answer many questions regarding BG company.

- 2- This gives rise to their second drawback which was non-serious attitude. When suggestions were being put to promote BG product on an aggressive level because it was required at the

time then the top management kept on that fact “We will take it under advisement” and then forgotten about it.

Further negative points of top management will also come into view in the following factors.

**INTERNAL POLITICS:**

A major issue here as the SIGMA MOTORS Ltd, in Islamabad is comprised of a SERVICE CENTER and a HEAD OFFICE. As both have senior runners, (CEO for the HEAD OFFICE and SENIOR MANAGER for the SERVICE CENTER.

Constantly both offices are at odds with each other with the suffer bearer who are the workers which included me. Now it happened many times that the CEO orders directly the away team to do demos on certain location without informing the SM of the service center leading to conflict with the away team getting all the abuse.

During this conflict it was very difficult for me to do my job in service center and my commitment to BG products.

**FINANCIAL MATTERS:**

Another major factor! While we are required to do demos in various places we required expenses like:

- Travelling vehicle
- Travelling fare
- Food expenses
- Etc.

But the company in its all slowly reduced and ultimately eliminated these expenses and still emphasized on performance. Now how are we supposed to perform our work when we don't have the money to have to handle our expenses? The response was from the company “use it from your pocket and then file a claim”.

This was a major demoralizing factor as the claim process takes time and the local joe in Pakistan cannot handle delays on money matters due to his/her needs.

Not only was that but even the day to day operations facing financial problems.

**TEAM DELEGATION:**

Here we come to a very important part and in my opinion a very important point. Prime suspect here is again the top management. Since we are aiming to float the BG products in Pakistan then it was necessary for the company to assign proper dedicated team in each of the sectors where sigma has its outlets to promote the products but unfortunately that was not taken seriously and the competing products took advantage of that.

Instead of forming proper teams the task was assigned to the demo team comprising of only two members.

FUAD SALEEM  
SHAHBAZ KHAN

They were assigned to promote, demonstrate and market the product but as explained before the organizations in Pakistan expect the top people in the organization to meet and interact with each other regarding any business matters.

Although we performed in all the above assigned tasks but still we could not make headway with some organizations.

**EMPLOYEE EDUCATION/MOTIVATION:**

Talent and hard working personnel are without a doubt filled in abundance in Pakistan but the most basic thing we are missing is LITERACY / EDUCATION. Unfortunately for Pakistan, it is ranked 159<sup>th</sup> out of 177 countries in literacy which is an extremely alarming factor

Even in SIGMA MOTORS many talented workers are illiterate which a serious drawback is for them. Education is extremely important for them and as the old saying goes "IT IS NEVER TOO LATE TO LEARN", the same can applied here. Because only then would the employees be able to properly handle, understand and communicate the aspects of BG products to any potential prospects with the problems mentioned previously.

For our project perspective all the employees of SIGMA MOTORS must be motivated to promote BG products in their own because the one thing that travels fast is "WORD OF MOUTH". But in order to motivate the employees the company must give those incentives or compensation or rewards for their efforts. But if look back at the financial matters, if the company shows reluctance at giving money to finance the day to day operation then how can they motivate their employees for BG products promotion as we know:

**"MONEY MAY NOT BE A STRONG MOTIVATOR BUT ITS DEFINETLY A VERY STRONG DEMOTIVATOR"**

**BRAND IMAGE:**

One of the biggest mistakes that sigma motors made was thinking that since are the dealers of LAND ROVER as well then that brand will also sell BG PRODUCTS as well. That is a very wrong way of thinking as we all know since customers buying power has increased dramatically over the years so the factor of a "PRODUCT CENTERED MARKET" now is obsolete. It has changed into a "CUSTOMER CENTERED MARKET" where the primary is the customer itself and not the brand itself.

Also bearing in mind that this failure is also due to the fact since LAND ROVER is an expensive brand then the BG Products brand perception is that it will also be expensive.

Another negative aspect of the top management of sigma motors also comes to view here as they were and are so busy in trying to maintain the LAND ROVER brand that they did not pay attention to BG.

**ADVERTISEMENT:**

A factor that Sigma motors is miles away from even for their LAND ROVER brand.

How do you create product awareness?

How do you create brand awareness?

How do you educate the people about the product?

How do you communicate the brand message?

The answer is ADVERTISEMENTS. Advertising the product/brand is the main way to communicate the above questions to the general public to attract potential prospects candidates. Advertisements can even convey its message to even an illiterate person.

But here again the relation of this problem is again related to financial matters as the company has a very bad sense of view of treating everything as a cost rather than investment.

**INTERNAL BRANDING:**

There was no internal branding in the first place; the company went hap-hazard and started to launch the new product without doing the following things:

- 1- Choosing the right time to launch
- 2- Not linking the internal and external market factors
- 3- Not even attempt to integrate the brand among its own employees

# EXTERNAL FACTORS

Now let us shed some light on some of the important EXTERNAL FACTORS that played a role in BG Products failure.

## **ILLITERACY:**

As mentioned before that PAKISTAN is ranked 159<sup>th</sup> out of 177 countries in literacy which is an extremely alarming rate and because of that it is very difficult for the general public to understand the benefits of the products and therefore would also mis-understand the product as well.

In Pakistan illiteracy is a major concern and needs to be rectified immediately. As previously explained that there is no shortage of talent here but education is a crisis.

## **GOVERNMENT:**

A major factor in external category is the government itself. Pakistan government is not taking the matter of pollution problems seriously and as a result thousands of vehicles are running around the country who are dispersing smoke in the atmosphere resulting in pollution contents being spread all over the atmosphere resulting in harmful air to breath as these vehicles are not maintained properly. Also an added problematic factor is the emission control law that has not been implemented in Pakistan resulting in the again above problem.

Compared with other countries like the United States and United Kingdom, these two countries are prime examples of law enforcement as they have strict laws regarding environment pollution and vehicle emission control. They would immediately impound the vehicle which is damaging the environment.

## **COMPETITORS:**

This factor is both negative and positive as healthy competition should be promoted to encourage innovation. Negative in a sense when the competitor may abuse its position in the market and restrict other brands entry in the respective market sector.

Our main competitors as described before are FORTE and LIQUI MOLLY. On an inside note the competitor for LAND ROVER is TOYOTA and it was found on a very cautious source that TOYOTA undermined FORTE as it was doing good business while in collaboration with TOYOTA. Reason was that some problems in Toyota vehicles that would require parts or components replacement to solve their problem were being done through their flushing and additive products. Off course the problems would be carbon deposits and it only requires cleaning or flushing for solving but since it was reducing the part sales flow than that became unpleasant for TOYOTA.



**MOTHER COMPANY POLICIES:**

Another major drawback was the home company of BG itself who had set the policy that the products will not sold off the shelf and only organizations are allowed to sell them. This was very troublesome as most of the business especially automotive businesses were privately owned like private workshops and local one stop outlets etc.

The flow of the products was proving very difficult in this manner.

# ***CHAPTER - 13***

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## **FUTURE SUGGESTIONS**



After all the analysis and done things the following points will provide a very useful look into the future.

- 1) Top management must take an active part in the matters regarding any product's introduction, marketing and floatation in the relevant market, even in the after-sales as well. For that purpose the company's top people must be on the call anytime as per requirement to assure any future prospects expectations.
- 2) Internal politics means conflict of interests and that can only be minimum when there is harmony in the organization with a single in mind and proper process and procedures to reach that said goal. Trust must in behavior practice rather than a factor of human psych.
- 3) In case of financial matters, the whole organization must think ahead, plan ahead in regards to finance as the past ways of "SOMETHING FOR NOTHING" is no longer viable but "SPEND TO GET" is now the modern way to go.
- 4) Proper teams of dedicated personnel have to be assembled and delegated so that they could work with keen sense of responsibility and belonging which would awaken and encourage innovation.
- 5) Talent itself is not enough. To go with talent one must have education as well as these two factors will support each other and for our benefits and purposes both are extremely important and to do that an education training program must be initiated by utilizing a small portion of the working hours to educate employees on daily basis so they could learn the basic education that is requirement by every technician, mechanic and electrician.
- 6) Brand image can only take you so far but the real approach to selling the product in the market is to follow the customer orientated approach rather than product oriented approach as we all know that the buying power of the customer has changed over the years and now the customer has all the buying power and competition is fierce in today's market.
- 7) Advertisement of the product is not only necessary but extremely important, why? Because it's the main source of creating brand awareness and since BG products are a separate entity then they must be advertised through various media applications e-g. INTERNET, TELEVISION ADS, NEWSPAPER, RADIO ADS etc.
- 8) Internal branding is to be done at every level of the organization hierarchy in order to keep the brand alive among the employees, to link the internal and external market factors and most important "to choose the right moment to launch the product in the market"

For external factors a proper flexible and iterative solution has to be devised so as to handle the turbulent nature of the ever changing environment.

- 1) Illiteracy can be solved by two things; 1- by the employment of educational training programs in schools and various training facilities established at no cost so that everyone including adults can achieve this by acquiring education; 2- by the help of the government and private foundations who can ensure that the above factor is achieved.
- 2) Government when imposing strict laws of health and safety of the environment can prove essentially useful. Great examples of other foreign countries like USA and UK can viewed as their governments are really strict on environmental laws. The government of Pakistan must adopt the EURO Emissions policies to ensure the safety of the environment and off-road all the vehicles which are causing harm to the environment so that not only a good environment can be sustained but also it will give us an opportunity to do good business and in return give back to the society by giving a helping hand in eliminating pollution in the environment.
- 3) For competitors advantage making our product more attractive is the key and that can be achieved by adding value to the product benefits as it is linked with service industry so therefore we should look into other aspects regarding the product sale e-g by offering complimentary services like free check-up or long term maintenance services gift items etc. this will make the product more attractive to the customers and they will buy the product/services when they the value that we are offering.
- 4) Mother company policies although cannot be changed but can be put to amendment with approval off course. Since local workshops are all over Pakistan then the best solution would be to approach them or invite them to a joint training program and properly train them to use these products to provide the services to the customer in a joint venture with equal share of the business revenues earned thereby increasing future sales opportunities.

# ***EXHIBIT – 1***

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## **TESTAMONIALS**

These testimonials show a variety of people using various BG products on different types of vehicles

### ***1991 Honda going strong with 500K+ miles***

I am writing to thank you for making outstanding car care products. I own a 1991 Honda CRX HF automobile with 571,774 miles and still running. BG MOA® has been used in my CRX since I drove it off the showroom floor 15 years ago.

Also the fuel system cleaner has been used every 30K and I still get 52 miles per gallon in highway/city driving. Of course, it still has the original engine that shows no signs of slowing down and does not burn oil at this time.

I do change the oil every 3,700 miles.

The chemicals used in BG products are top notch and I would recommend them to everybody! Thanks again and keep striving to produce the best engine performance additives in the world!

Sincerely,  
Richard J. Kerr

### ***Yukon truck lunges like a tiger***

Last spring my service advisor at the dealership, Timothy McCabe, recommended your fuel service for my truck, as well as some additional parts.

When I picked up the Yukon G/T, I thought the total was high, until the drive home.

Your service instantly turned my strong GMC, (350 V-8, OPT Gear), into a lunging tiger! Funny-car throttle response, followed by chirping tires, made for a long summer for my wife, who often glared and kept a firm hold on a grab handle.

Despite stop light shenanigans, gas mileage improved—18 mpg (with your foot in it). 20 mpg on some trips.

And the dreaded New Jersey Emissions test? Sailed through—in front of a group of travelling execs—who were so stunned at the low numbers, my poor Yukon got extra dyno time!

But the most amazing part was the comparison to my last inspection. My truck was running cleaner and stronger at 45,000 miles than at 30!

Now to be fair, I grew up in a heavy-diesel garage, and watched my Father's mechanics check injectors on a bench, forced spraying at a paper target. Poorly performing tips were simply replaced. So I was skeptical about how well your chemical solution would work—until that first drive home.

Thanks again, and keep up the good work.

Yours truly,  
D.P. O'Shea  
Pennington, NJ

### ***2006 Envoy runs like new***

I just wanted to tell you my 2006 Envoy was knocking; had rough idle and very poor gas mileage. It's as though something was choking my engine to death. I took it to Thronhill Dealership and they performed the BG Induction Service. My 2006 Envoy runs like a new one. Wish I had heard about this product sooner!

Thank You!

Judy  
Chapmanville, WV

## ***1994 Mazda Pickup still passes inspections***

I own a 1994 Mazda B2300 pick-up and when I bought it in '95, it had 60,000 miles on it. Ever since I bought it I've used BG Products and even after almost 16 years, when I have the inspection done, mechanics think that their computer testing equipment has gone bad because every year, my little old truck has passed the emissions test with results that are comparable or sometimes even better than a brand new auto. I'll always use BG Products in any vehicle I own. I even use it in my motorcycle. By the way, my Mazda is just short of having 220,000 miles on it.

James Taylor  
Houston, Texas

***“BG EPR®...is AWESOME!”***

I used BG EPR® on my 1985 Ford F250 pickup truck and it is AWESOME! I had a really bad oil blowback and your product has completely stopped it. I don't have the words to tell you how grateful I am. Thank you for such a great product!



# ***EXHIBIT-2***

**PRICE – FILES**

## BG PRICE STRUCTURE- FLEET CUSTOMERS

SR NO.	BG PRODUCTS	Code	PACK SIZE	Application	PRICE (Rs)	Remarks
1	109 Compression Performance Restoration (Diesel & Gasoline)	109	325 ml can	One Can Per 6 Liters of Oil	600	Every 80,000 KM after initial Service
2	MOA Motor Oil Additive - Gasoline	110E	325 ml can	One Can Per 6 Liters of Engine Oil	600	Every Oil Change
3	DOC Diesel Oil Conditioner	112E	325 ml can	One Can Per 6 Liters of Engine Oil	600	Every Oil Change
4	44K Power Enhancer- Gasoline	208E	325 ml can	One Can Per 75 Liters of Fuel	1200	Every 30,000 KM
5	244 For Diesels Only		325 ml can	One Can Per 57 Liters of Fuel	1200	Every 14,000 KM
6	244 For Diesels Only	24432	946 ml bottle	One Can 946 ml Treats 75-150 Liters of Fuel	2500	Every 14,000 KM
7	Air Intake System Cleaner- Gasoline	206E	325 ml can		Not Sold Separately	Every 30,000 KM
8	Diesel Care Injector Cleaner	22932	946 ml bottle		Not Sold Separately	Every 50,000 KM after initial Service
12	Complete Oil Treatment Cost - Vehicles with 6 Liters Oil Capacity - Gasoline			01 X 109 , 01 X MOA	1200	Upfront Charges
13	Complete Oil Treatment Cost - Vehicles with 13 Liters Oil Capacity - Gasoline			02 X 109, 02 X MOA	2400	Upfront Charges
14	Complete Oil Treatment Cost - Vehicles with 6 Liters Oil Capacity - Diesel			01 X 109, 01 X DOC	1200	Upfront Charges
15	Complete Oil Treatment Cost - Vehicles with 09-15 Liters Oil Capacity - Diesel			02 X 109, 03 X DOC	3000	Upfront Charges
16	Complete Fuel Treatment Cost - Vehicles with 75 Liters of Fuel Capacity - Diesel, Engine < 2000 cc - Complete			01 X 22932 , 01 X 244	5000	Upfront Charges
17	Complete Fuel Treatment Cost - Vehicles with 75 Liters of Fuel Capacity - Diesel, Engine > 2000 cc - Complete			02 X 22932, 01 X 244	7000	Upfront Charges
18	Complete Fuel Treatment Cost - Vehicles with 75-150 Liters of Fuel Capacity - Diesel - Complete			02 X 22932, 01 X 24432	8500	Upfront Charges
19	Air Intake System Treatment - Gasoline Vehicle (Engine <=1000 cc) NON EFI			01 X 206E	1500	Every 30,000 KM
20	Complete Air Intake System Treatment - Gasoline Vehicle (Engine <=1000 cc) EFI - Complete			01 X 206E, 01 X 208E	2500	Every 30,000 KM
21	Complete Air Intake System Treatment - Gasoline Vehicle (Engine > 1000 cc) EFI - Complete			02 X 206E, 01 X 208E	3400	Every 30,000 KM
22	Air Intake System Treatment - Gasoline Vehicle (Engine > 1000 cc) NON EFI			02 X 206E	2000	Every 30,000 KM

**Note:**

- 1) Engine oil & Filter is not included in the oil Treatment and will be supplied by the customer.
- 2) Service Charges are included in Complete Fuel Treatment & Air Intake System Treatment
- 3) Oil treatment should not be performed on the vehicle having excessive engine blow-by.

### BG PRICE STRUCTURE- RETAIL FLEET CUSTOMERS

SR NO.	BG PRODUCTS	CODE	PACK SIZE	APPLICATION	PRICE (RS)	REMARKS
1	109 Compression Performance Restoration (Diesel & Gasoline)	109	325 ml can	One Can Per 6 Liters of Oil	700	Every 80,000 KM after Initial Service
2	MOA Motor Oil Additive - Gasoline	110E	325 ml can	One Can Per 6 Liters of Engine Oil	600	Every Oil Change
3	DOC Diesel Oil Conditioner	112E	325 ml can	One Can Per 6 Liters of Engine Oil	700	Every Oil Change
4	44K Power Enhancer- Gasoline	208E	325 ml can	One Can Per 75 Liters of Fuel	1500	Every 30,000 KM
5	244 For Diesels Only		325 ml can	One Can Per 57 Liters of Fuel	1500	Every 14,000 KM
6	244 For Diesels Only	24432	946 ml bottle	One Can 946 ml Treats 75-150 Liters of Fuel	3000	Every 14,000 KM
7	Air Intake System Cleaner- Gasoline	206E	325 ml can		Not Sold Separately	Every 30,000 KM
8	Diesel Care Injector Cleaner	22932	946 ml bottle		Not Sold Separately	Every 50,000 KM after Initial Service
12	Complete Oil Treatment Cost - Vehicles with 6 Liters Oil Capacity - Gasoline			01 X 109, 01 X MOA	1400	Upfront Charges
13	Complete Oil Treatment Cost - Vehicles with 13 Liters Oil Capacity - Gasoline			02 X 109, 02 X MOA	2600	Upfront Charges
14	Complete Oil Treatment Cost - Vehicles with 6 Liters Oil Capacity - Diesel			01 X 109, 01 X DOC	1400	Upfront Charges
15	Complete Oil Treatment Cost - Vehicles with 09-15 Liters Oil Capacity - Diesel			02 X 109, 03 X DOC	3400	Upfront Charges
16	Complete Fuel Treatment Cost - Vehicles with 75 Liters of Fuel Capacity - Diesel, Engine < 2000 cc - Complete			01 X 22932, 01 X 244	6000	Upfront Charges
17	Complete Fuel Treatment Cost - Vehicles with 75 Liters of Fuel Capacity - Diesel, Engine > 2000 cc - Complete			02 X 22932, 01 X 244	8000	Upfront Charges
18	Complete Fuel Treatment Cost - Vehicles with 75-150 Liters of Fuel Capacity - Diesel - Complete			02 X 22932, 01 X 24432	10000	Upfront Charges
19	Air Intake System Treatment - Gasoline Vehicle (Engine <=1000 cc) NON EFI			01 X 206E	1500	Every 30,000 KM
20	Complete Air Intake System Treatment - Gasoline Vehicle (Engine <=1000 cc) EFI - Complete			01 X 206E, 01 X 208E	2500	Every 30,000 KM
21	Complete Air Intake System Treatment - Gasoline Vehicle (Engine > 1000 cc) EFI - Complete			02 X 206E, 01 X 208E	3400	Every 30,000 KM
22	Air Intake System Treatment - Gasoline Vehicle (Engine > 1000 cc) NON EFI			02 X 206E	2000	Every 30,000 KM

**Note:**

- 1) Engine oil & Filter is not included in the oil Treatment and will be supplied by the customer.
- 2) Service Charges are included in Complete Fuel Treatment & Air Intake System Treatment
- 3) Oil treatment should not be performed on the vehicle having excessive engine blow-by.

# ***EXHIBIT-3***

## **CUSTOMER SATISFACTION SURVEY**



## Customer Satisfaction Questionnaire

Surname	<input type="text"/>	Forename	<input type="text"/>
Registration	<input type="text"/>	Telephone	<input type="text"/>
Vehicle Model	<input type="text"/>	Repair Order No.	<input type="text"/>
Surveyor	<input type="text" value="FUAD"/>	Dealer	<input type="text" value="SIGMA M ISLAMABAD"/>
Survey Date	<input type="text"/>		

- |     |  |     |    |     |
|-----|--|-----|----|-----|
| 1)  | Was booking an appointment easy and straightforward?   | Yes | No | N/A |
| 2)  | Were you able to make an appointment at a time convenient for yourself?  | Yes | No | N/A |
| 3)  | Was the dealer representative making your appointment helpful and courteous?   | Yes | No | N/A |
| 4)  | Did the dealer representative ask sufficient questions to fully understand in detail all the work that you required to be carried out? | Yes | No | N/A |
| 5)  | Were you offered alternative transport?  | Yes | No | N/A |
| 6)  | Did you receive a cost estimate and explanation of the fees?   | Yes | No | N/A |
| 7)  | Did you find the dealer service reception both comfortable and clean?  | Yes | No | N/A |
| 8)  | Was your vehicle returned to you at the agreed time?   | Yes | No | N/A |
| 9)  | Was your vehicle returned to you in a clean, tidy and satisfactory condition?  | Yes | No | N/A |
| 10) | Did the service centre complete to your satisfaction all the work that they committed to undertake?                                    | Yes | No | N/A |

If NO please give the reason: Could Not Find Fault, Parts Not Available, Additional Parts/Work Required, Not Enough Time, No Explanation Given, Other (please describe)

- |     |   |     |    |     |
|-----|---|-----|----|-----|
| 11) | Did the service centre provide a clear explanation of all the work carried out?   | Yes | No | N/A |
| 12) | Based on your overall experience did the dealer staff treat you as a valued customer and an owner of a premium vehicle? | Yes | No | N/A |

13) What is your overall opinion of the service received on the visit to your dealer?

Outstanding	Very Good	Good	Poor	Very Poor
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14) Would you recommend this Service Centre to family and friends for service or repair work?

Definitely would	Probably would	Probably would not	Definitely would
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15) Would you be willing for the dealer to contact you about this survey?

16) Any other comment?

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# ***EXHIBIT-4***

**BG VS FORTE  
PRICE / USE  
COMPARISION**

## PRICE COMPARISON BG VS FORTE

SR NO.	BG PRODUCTS		FORTE		PACK SIZE		PRICE (RS)	
	PRODUCT	CODE	PRODUCT	CODE	BG	FORTE	BG	FORTE
1	109 Compression Performance Restoration	109	Motor Flush	401	325 ml can	300 ml bottle	600	825
2	MOA Motor Oil Additive	110E	Oil Treatment	302	325 ml can	300 ml bottle	600	990
3	DOC Diesel Oil Conditioner	112E	Oil Treatment	302	325 ml can	300 ml bottle	600	990
4	44K Power Enhancer	208E	Fuel System Cleaner	320	325 ml can	300 ml bottle	1700	900
5	244 For Diesels Only	24432	Diesel Fuel Conditioner	344	325 ml can	300 ml bottle	1700	900
6	ATC Plus	310E	Automatic Transmission Treatment	10	325 ml can	125 ml bottle	690	750
7	Air Intake System Cleaner	206E	Gas Treatment	321	325 ml can	300 ml can	3920	3850
8	Diesel Care Injector Cleaner	22932	Diesel Fuel Conditioner	344	946 ml bottle	300 ml bottle	5070	3900

## DIRECTION OF USE

<b>BG PRODUCTS</b>		<b>FORTE'</b>	
<b>109 Compression Performance Restoration</b>	One 325 ml can mixed with old oil and run the vehicle for 10 to 15 mins then flush the oil	<b>Motor Flush</b>	One 400 ml bottle mixed with old oil and run the vehicle for 10 to 15 mins then flush the oil
<b>MOA Motor Oil Additive</b>	One 325 ml can mixed with new oil after oil change (Petrol engines)	<b>Oil Treatment</b>	One 300 ml bottle mixed with new oil after oil change (Petrol engines)
<b>DOC Diesel Oil Conditioner</b>	One 325 ml can mixed with new oil after oil change (Diesel engines)	<b>Oil Treatment</b>	One 300 ml bottle mixed with new oil after oil change (Diesel engines)
<b>44K Power Enhancer</b>	One 325 ml can mixed in the fuel tank --full tank-- (Petrol engines)	<b>Fuel System Cleaner</b>	One 300 ml bottle mixed in the fuel tank (Petrol engines)
<b>244 For Diesels Only</b>	Out of 946 ml bottle 325 ml of the product mixed in the fuel tank --full tank-- (Diesel engines)	<b>Diesel Fuel Conditioner</b>	One 300 ml bottle mixed per 100 L of diesel in the fuel tank (Diesel engines)
<b>ATC Plus</b>	One 325 ml can mixed in transmission oil	<b>Automatic Transmission</b>	One 125 ml bottle mixed in transmission oil
<b>Air Intake System Cleaner</b>	Two 325 ml cans of the product placed in the VIA tool hooked up to the intake of the system (Petrol engines)	<b>Gas Treatment</b>	One 300 ml bottle mixed in the fuel tank (Petrol engines). The product can also be used with a dialysis machine
<b>Diesel Care Injector Cleaner</b>	Two 9 ml cans of the product placed in the Diesel Injection tool hooked up to the fuel lines of the system (Diesel engines)	<b>Diesel Fuel Conditioner</b>	One 300 ml bottle mixed per 100 L of diesel in the fuel tank (Diesel engines). The product can also be used with a dialysis machine



# ***EXHIBIT-5***

**BG PROMOTION**

**BG I.D.E.A.S 2012**



**BG SUZUKI RIAZ MOTORS**

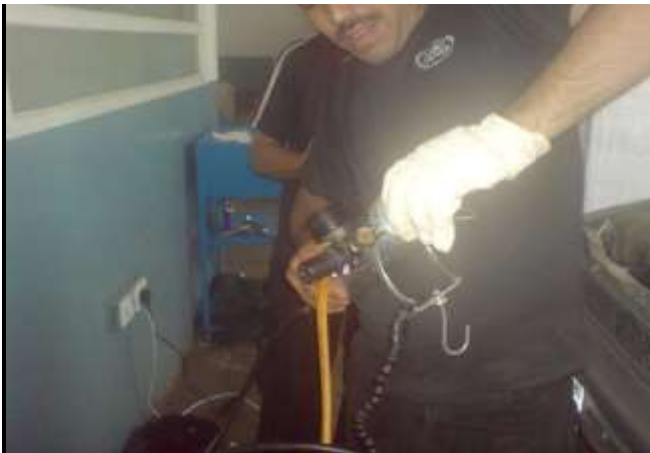


## BG SUZUKI PESHAWAR MOTORS





**BG AT SUZUKI TAXILA MOTORS**



# ***EXHIBIT-6***

## **BG EPA APPROVAL LETTER**



GOVERNMENT OF PAKISTAN  
ACTIVITY BASED CAPACITY DEVELOPMENT PROJECT  
PAKISTAN ENVIRONMENTAL PROTECTION AGENCY  
MINISTRY OF ENVIRONMENT  
H. No.311, Main Margallah Road, F-11/3, Islamabad.  
\*\*\*\*\*

F.No. 13(1)/2007-08/VPCP-ABCD

Dated: 05<sup>th</sup> March, 2010

**Subject: EFFICIENCY TESTING OF BG-PRODUCTS, PAKISTAN**

I am directed to refer your facsimile dated 25<sup>th</sup> September-2009 regarding the subject cited above.

2. It is stated that Pak-EPA Environmental Monitoring Team (EMT) have visited and tested the vehicles of Islamic International University Islamabad dated on 5<sup>th</sup> October, and 7<sup>th</sup> December, 2009 for checking the efficiency of BG Products, Pakistan. After the analysis, the EMT recommended that the above mentioned product is useful for controlling harmful emission reduction of vehicles.

  
65-03-2010  
**Ambreen Tariq Khan**  
Deputy Director  
Pak-EPA, Islamabad

**Col. (Retd) Syed Zafar-u-Din**  
CEO, BG-Pakistan  
F-8, Islamabad

# ***REFERENCES***



EN.WIKIPEDIA.ORG

[WWW.BGPROD.COM](http://WWW.BGPROD.COM)

[WWW.GOOGLE.COM](http://WWW.GOOGLE.COM) (EXTENSIONS)

[WWW.GOOGLE.COM](http://WWW.GOOGLE.COM) (IMAGES)

WWW.FORTEUK.CO.UK