



BRITISH AMERICAN TOBACCO BANGLADESH "Battle of Minds '10"

Submitted to:

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Letter of Transmittal

To

Hussain Salilul Akareem
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Subject: Submission of Internship Report.

Dear Sir,

Here is my internship report that fulfills partial requirement of Bachelor of Business Administration (BBA) degree. It is considered to be an important part for a student of Business Administration to undergo an internship project. I prepared my internship report on Battle of Minds '10. I have tried my level best to reflect your valuable supervision, comments & suggestions in my report.

Thank you for your cooperation and direction throughout the period. With your support it has been easier to complete the task of writing the report. Here I am submitting my internship report and requesting for your acceptance.

Regards,

Md. Umayer Islam
ID: 08304117

Acknowledgment

At first I would like to express my gratitude to almighty ALLAH who has enabled me to finish my BBA, my parents who have given me all the support throughout the time.

My sincere and deep sense of appreciation goes to all the people with whom I have worked these five months and also helped me to prepare this report on **Battle of Minds '10**.

My deepest gratitude goes to my internship supervisor **Hussain Salilul Akareem** for his generous guidance, inspiration and necessary support during the preparation of this report. Without this timely help & assistance, I could not have completed this report.

My heartfelt gratitude to, **Hasibul Islam, Nazmul Ahsan** and **Ashfik Islam** for giving me such an opportunity to work with the BATB HR Team. Along with them I also would like to thank the **BATB BOM team, HR Kites** grooming team, **Ogilvy & Mather Communications's** execution team for their utmost support throughout the period for the most successful execution of **Battle of Minds** ever.

Executive Summary

British American Tobacco Bangladesh, one of the leading multinational companies in the country, once again hosted the annual *Battle of Minds* to universities around Bangladesh. BAT Bangladesh introduced *Battle of Minds*, the most prestigious business case solution competition for university students, in 2004, soon making the event a legacy of *British American Tobacco* all around the world. Our very own Brac University emerged as champions in 2008. The event taking place in Bangladesh for the last seven years. *Battle of Minds* aims to provide young aspiring future leaders with a platform to showcase their entrepreneurial expertise in front of a panel of judges. Apart from the spirit of competition, *Battle of Minds* gives participating students opportunities to take part in one of the most challenging recruitment programs offered by BAT Bangladesh. So far around 39 former participants in *Battle of Minds* have been recruited by BAT Bangladesh.

Solving a business case through extensive research remains the core of this competition. Business cases and presentations are based on different industries challenging the knowledge base of undergraduate students, encompassing different subject arenas. This year BAT Bangladesh introduced an online portal for students to register and everyone who registered became eligible to participate in the event, which was a wider scope for a fair competition.

The event kicked off with road shows in 14 top universities starting from 26th of November where the participants were introduced to the challenges that they are expected to face in order to qualify through the rounds and win the title. *Battle of Minds* also gave the participants opportunities to join grooming sessions customized according to the requirements of each participating university. Hence, every participant gained something out of the event even if he or she doesn't qualify to the final round. With a difference in the contents of the event, this year's finale remained different from what it was the previous years. The new modality and renewed hype will be definitely worth looking for.

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Part I :: The Organization

Introduction:

Starting from 1954 in Chittagong, after that 1965 in Dhaka British American Tobacco Bangladesh has been playing as a leading company in tobacco industry in our country and a proud member of British American Tobacco plc. Always concentrated on quality & customer satisfaction BATB has been fulfilling the demand of world class cigarette in this region.

Always influenced by the slogan "Think Biggest" BATB has practiced its every operation by a selection of best qualified employees. Including that the company always tries to provide the best work environment and the biggest learning opportunities. Also to produce the future leaders, to find out the best of the best BATB organizes Battle of Mind every year.

The internship report is on Battle of Minds '10. It is one of the major and biggest event of the year. BATB is thought to be an ideal organization for the application of the knowledge that a graduate gains during his/her four years study period due to its most talented workforce in the region, work environment and business strategy. In addition, as BATB is a company with diversified challenges of tobacco manufacturing industry, a graduate can also apply various theories and can be innovative to get the work done. This report has been organized into three major separate sections. The first part covers the organization, second part is about the job and the third part is all about the project itself.

History:

British American Tobacco Bangladesh is a member of British American Tobacco plc that is based in UK and is one of the leading players in the global tobacco

business. British American Tobacco plc is a market leader in more than 50 countries with 85,000 employees selling more than 300 brands in more than 180 markets worldwide. British American Tobacco Bangladesh, a market leader in the country, is a subsidiary of British American Tobacco plc and is one of the 66 countries in which British American Tobacco plc has manufacturing plants. The Company has operated in Bangladesh since per-independence and has its headquarters in Dhaka with a tobacco leaf processing operation in Kushtia. It is one of the oldest, largest and most respected multinational companies operating in Bangladesh. British American Tobacco Bangladesh currently employs more than 1,300 people and provides indirect employment to a further 24,500 farmers, distributors and suppliers. The company started its journey as Imperial Tobacco Company Limited in 1910 in the then undivided India. After the partition of India, Pakistan Tobacco Company (PTC) was established in 1949 to reflect the new country and to meet the demand for cigarettes in the region. The first factory in Bangladesh (then East Pakistan) was set up in Fauzdarhat area of Chittagong in 1954. The second factory was set up in 1965 in Dhaka. After the independence of the country, Bangladesh Tobacco Company Limited (BTC) was incorporated on 2 February 1972 as a private limited company. Since then it has been the market leader in the country. In 1990 the Chittagong Factory was closed and in 1995 a Green Leaf Threshing Plant (GLTP) was set up in Kushtia. Currently, British American Tobacco Bangladesh has two factories in Bangladesh. The Cigarette Manufacturing Factory (Dhaka Factory) is located on the same premises as the Head Office in Mohakhali, Dhaka. The Green Leaf Threshing Plant (GLTP) is situated in Kushtia. In line with the global identity change of British American Tobacco plc, BTC was renamed as British American Tobacco Bangladesh Company Limited (BATB) in 1998. The Company is listed on both the Dhaka and Chittagong stock exchanges in the country.

Product offerings:

The success of British American Tobacco Bangladesh comes from satisfying smokers. They manufacture and market high quality and well established international cigarette brands. The brand portfolio of BATB currently consists of Benson & Hedges, John Player, Glod Leaf, Pall Mall, Captain, Star, Scissors, Pilot and Bristol.

Visions for the future:

The Vision that motivates people and drives the business of BATB is "*to extend our leadership through World Class performance*"

BAT has a plan to build their business in three ways:

- *Organic growth in their existing markets*
- *Quick and effective entry into new markets*
- *Potentially attractive acquisition, joint ventures or other strategic alliances*

Part II :: Job

Description of the job:

I worked as **Program Supervisor** with the **BATB Human Resource Team** from November 2010 to March 2011. Where I, as a program supervisor, worked as the bridge between BATB and six external agencies to make sure the smooth execution of the plans. My motive was to learn about the total planning and execution of such a big event while working in a team of most talented corporate minds in the region. As a whole HR of BATB is responsible for energizing, developing, retaining and attracting truly talented people from all around the world. With almost 97,000 people working for the company, covering 180 markets throughout the world, you can imagine how challenging, yet fulfilling, a career with BATB could prove.

Areas covered by HR within British American Tobacco Bangladesh includes:

- *Managing performance*
- *Managing organizational learning and development*
- *Recruiting, Selecting and assessing*
- *HR planning*
- *Managing Career and development*
- *Managing Employment relation*

As a Program Supervisor my key task was to take guidelines from the HR Team and then implement it through the six agencies who were responsible for proper execution of the event Battle of Minds '10. Apart from supervising the BOM '10, I had other tasks to fulfill given by my supervisors.

Specific responsibilities of the job:

As the Program Supervisor I had specified roles to play for BATB HR Team to meet the daily, weekly and monthly deadlines to reach pre set goals. Six different external agencies were working as the event partner to manage and execute the event properly. I was tasked to keep all the strings together to make sure the smooth transaction of scheduled work flow on time at the desired level. My key responsibilities are discussed in brief below.

- i. Attending regular meeting with the BATB Battle of Minds team for event planing.
- ii. Attending meeting with the external agencies to provide them with specific detail on the execution of plan.
- iii. Prepare and provide feedback on the progress with external agencies to the BOM Team.
- iv. Supervising every detail of the whole event to make sure that the execution goes as planned.
- v. Provide external agency work evaluation feedback after each event.
- vi. Notifying and Follow up Alumni member, Officials and Assessor to make sure their presence in time at the event.
- vii. Supervising United Nations Youth and Students Association of Bangladesh (UNYSAB) to make sure that participants and audience are present at the venue when officials walks into the venue.
- viii. Preparing each day progress report and sending those to all the involved parties to keep everyone posted on progress.
- ix. Briefing, negotiation and follow up on all event materials and creative work with the external agencies.
- x. Preparing documents of the progress report along with the sample materials for BAT Global Communication Team.

Different aspects of the job performance:

My supervisor had a format of evaluating my work which he used to provide me after each event. Here is a demo of the different aspects of the job performance:

Planing	20 %
Briefing	10 %
Follow up	10 %
Execution	20 %
Feed back	5 %
Leadership	10 %
Communication	10 %
Roll play	10 %
Documentation	5 %

Critical observations:

- BATB have the most talented pool of managers in its portfolio.
- People working with BATB always look for new ways of improving the process of getting the job done.
- Working with such distinguished work team is an experience of life time.
- Level of learning is sky high.
- They think of doing Biggest not just Big.
- In general people are highly satisfied with their organization, work environment and appraisal process.
- Managing such a big event requires to work under lot of stress it almost takes to the edge of limits.
- Reaching responsible manager in time is the biggest challenge due to their heavy workload.
- While working under supervision of more than one managers it's never easy to keep everyone happy.

Recommendations:

- ✓ Each task should be defined by the Team Leader who should be doing what or it creates difficulties if working in a cross function.

Part IV :: Project

Summary:

Achievement, recognition, empowerment, leadership and challenge are the prime pillars of BATB employees. They are in constant search for talents who can Bring Difference in the organization. With that quest in mind they launched Battle of minds, the hunt for future leaders of BATB.

It is their attempt to reach out to the deepest corner of the country to look for worthy students. Since 2004, BAT Bangladesh has recruited 49 talented managers from various leading universities through Battle of Minds.

At present, Battle of Minds is one of the most prestigious and widely awaited inter-University competitions in the country. The company wishes to establish itself as a responsible corporate citizen and as a part of that responsibility the company aims at reinforcing itself as a development partner of the country. British American Tobacco Bangladesh recognizes the importance of managerial skill development of the young generation of Bangladesh for harnessing future economic growth opportunities.

A key outcome of Battle of Minds is Bridging the gap between corporate bodies and educational institutes. Universities across the nation send their best students to participate in Battle of Minds. It is also a platform for highlighting talented individuals and harnessing their competitive spirit and entrepreneurial acumen to generate business oriented ideas. Such direct competition against each other enables the potential graduates to get prepared for the extremely competitive job markets, while Universities also get an opportunity to judge their graduates' standards against other universities. British American Tobacco Bangladesh is the host due to its commitment towards development of business talent.

In practical terms, Battle of Minds gives all its applicants and participants a scope to identify their own strengths and weaknesses, a foundational understanding which is required across organizations.

A total of 16 universities have participated in the year 2010, with Business, Agricultural and Engineering final year students. Application window for Battle of Minds 2010 was open where participants can log into www.bdjobs.com/batb and apply online. After the application closed on November 10, Battle of Minds visited the nationwide campuses starting from November 25, followed by a

Grand Finale of the competition which took place between 19-21 December. Institute of Business Administration, University of Dhaka won the title consistently from 2004-2006 followed by Khulna University on 2007, BRAC University in 2008 and North South University in 2009. As the competition stepped into its seventh year in 2010, the challenge for all the universities just got bigger and Dhaka University Finance team took the crown this time with their outstanding business plan on the tourism sector of Bangladesh.

Description of the project:

Objective of the project:

Primary objective: The primary objective of this project is to showcase the way Battle of Minds '10 was staged into different phases with the support of the BATB itself and external agencies.

Specific objective:

- To provide brief idea on British American Tobacco Bangladesh.
- Detail work plan of BATB's BOM '10 which is one of their main source of manpower recruiting strategy.
- Stages of execution of BOM '10.

Methodology:

Formal Evaluation Studies: This is a evaluation studie that assess the extent of implementation and impact of BOM '10. Evaluation studies tend to focus on specific contexts of particular projects with no attempt to generalize beyond the cases at hand.

Primary Data: During my work period I had to attain daily and weekly briefing meetings both with BATB officials and external agencies. I kept note of those which became the prime data source of my report. Also the hard copy of materials we used during the event I kept with me helped me to prepare this report. Also I made queries to both my supervisors every now and then to clarify

issues, I found their way of solving issues really interesting and learnt a lot from those conversations.

Secondary Data: For preparing this report I took information from other sources. These are as follows;

- *Daily Star, Star Campus Coverage of BOM '10*
- *UNYSAB report on BOM '10*
- *Annual Report of BATB 2010*

Limitations:

On my part I tried my level best to fill the report with all the relevant information needed on the topic. Still in some phases I could not produce the best of it due to some limitations. These are as follows;

- Most of my supervisors are from top management team of BATB, who were not always easily reachable in times of need.
- There are company policy regarding some of the information which I am not allowed to disclose outside any BATB publications.

Part III :: Main Body

Battle Of Minds is BAT Bangladesh's flagship event to bring the national talent pool together for development. Battle of Minds, a competition of business case presentations, started in 2004 with the participation of 5 business schools. This year, the competition saw the participation of 18 teams from 16 universities. The event was divided into 4 different phases. These phases are as follows;

- i. Pre BOM phase*
- ii. Road Show*
- iii. Semi Final round*
- iv. Final Round*

1. Pre BOM phase: The show started with the approval of BATB Top 10 Team at 1st of October. When the members from top team gave the HR Team a go ahead call on the launching of one of the biggest event of BATB's yearly calendar. So the HR Team prepared BOM '10 team for planning and executing the event properly. The team members of BOM '10 team were:

- *Arun Kaul, Managing Director BATB*
- *Syed Imtiaz Faruque, Head of Human Resources BATB*
- *Zull Ainain Jaigirdar, Corporate HR Business Partner BATB*
- *Md. Jahid Shafique, Corporate HR Executive BATB (Head of Planning)*
- *Safwan Ahsan, Supply chain- HR Executive BATB (Head of Assessment material)*
- *Lamiya Bushra, Employee Service Executive BATB (Head of Execution)*
- *Md. Ishtiaq Hossain Khan, HR Executive BATB (Head of Events)*
- *Md. Umayer Islam, (Program Supervisor)*
- *Sanah Sharif, (Communication & Liaison)*

Once the official BOM '10 team was formed and event planning was done, external agencies were called upon for a meeting so that everyone remains on the same page and every plan is discussed with specific detail. External Agency list:

UNYSAB Bangladesh: UNYSAB was the strategic partner of the event. They provided all the ground support for the event's marketing, university engagement and voluntary support.

Ogilvy & Mather Communications: All kind of event management support provider for the event including logistic and creative work.

BDJobs24.com: Participants registered their name for the event through the help of their online facility. They provided database management support.

HR Kites: Worked as Corporate grooming provider during BOM '10 Roadshow.

MR Enterprise: Provided complete transportation solution to the event.

Star Campus: Worked as the only Media Partner of the event.

EnRoute: They did the preliminary CV screening for the Roadshow Phase of BOM '10.

Once the work were distributed among the external parties. 1st step towards execution started with the print media advertisement through The Daily Star. And at the same time Chairpersons, Faculty members from top business school and BATB officials were invited at Hotel Radison on a corporate dinner session where they were briefed in detail about the upcoming event. That was the official launching of the event on public.

The next week I and Sanah Sharif visited all the participating Universities to engage faculty members, students and ensure that the event marketing is being executed properly by the UNYSAB teams. During our visit we meet Chairperson's, Faculty in charge of the event for that university to ensure maximum participation of the students also distributed posters and leaflets to the UNYSAB team for promotion.

Once the promotional activities started into the universities we started receiving applications through bdjobs. To encourage more participation we visited the

universities for the second time and followed up the activities and keep the in charge's posted on the progress. On the other side I kept recording progress reports on the event and presented those during meetings with the BATB Team for further improvement and bringing required changes in the plan. Once the required changes were approved I had to arrange meeting with the concern external partner for implementing the change. And continuous followup on the issue to make sure that its taken care off.

Finally our work paid off. We received 1600+ application from 16 universities covering different disciplines. Then applications were assessed with the requirements of the event and 210 applicants were selected for the 1st round of the competition.

2. Roadshow: Once we selected the candidates for the roadshow round we started our journey towards universities to launch our Roadshow round. This round started at 26th of November with IBA and ended at 9th of December with the combined grooming session at Hotel Lake Shore. Lets see how the Roadshow round worked.

We went to each participating university along with officials from the BATB, one alumni member from that university who is currently working in BATB, assessors and the members of BOM '10 team to execute the event. Ogilvy used to do the venue setup for the event as per our requirement. Event flow of a roadshow as follows;

- UNYSAB makes sure all the selected participants from the particular university is present in the venue also room is packed with audience.
- Once we the members of BATB team reaches the venue we invited the chairperson to announce the opening of the roadshow.
- One of the BATB official will give a briefing on the event flow for the day to the audience.
- Alumni member will take the stage for 1 hour and he will share his life at BATB with 2 different video presentations on BATB.

- At the end of his speech he will disclose the names of the selected participants for the round and other than selected participant everyone else will leave the venue.
- HR Kites will take the stage for next 3 hours, where they will groom the participants on the corporate culture and will share the secret behind winning the race.
- By the time grooming is done 3-5 assessment booths will be ready to assess the individual performance of the participants and to select a team of 4 from that university who will battle for their university on the next round.
- For the assessment part one participant used to get a real life business problem case. He had 15 minutes for going through the case and an additional 10 minutes for preparing himself for facing the assessor with his solution. The assessor will judge him based on his findings from the case.
- By rotation every selected participant will go through the same process and once all the participants are done with the assessment one of the BATB official declared the end of the roadshow at the venue.
- We will leave the venue with the assessment papers for office. *An BOM '10 Assessment Form has been given in Appendix. See Appendix 1.0.*

Through this process we visited 16 universities in total. Once done with the roadshow we sat for a meeting in office and finalized one team from each university who will represent their university in the next round. And sent the finalists name to the Chairperson of that university to announce the names in the university. Also we called each of the selected member personally to greet them and let them know about the coming event flow of next round.

3. Semifinal Round: This is the round where participants represented their university as a team. So the battle went to a new level which they will fight as a team not individuals. For this round groups were called in for a briefing session at Hotel Serina conference room at 11th December 2010. They received the case

that they need to solve for this round and each team received BDT10000 for preparing their materials for presentation. This year the problem was to “Tourism Industry in Bangladesh”. For this they needed to form a tour operator company, prepare their detail plans of execution, develop tour packages, marketing strategy to reach the target group, promotion material, channel of promotion, show strong financial return to ensure support from financial institutes etc. For preparing the complete plan they were given 7 days and they were due with the presentation at 19th of December 2010. At 19th the event was held at BATB head office. 17 teams faced a judge panel of 5 BATB Top Team members where participating teams showed their plans of developing and promoting tourism sector to the local people. End of the day 6 teams impressed judge panels which gave them the green signal for the Final round. The final round was to be held at 21st of December where teams will take their plan to the global market to attract the foreign tourists in the local tourism sector.

4. Final Round: BOM involved teams consisting of four undergraduate students selected by a panel of judges (Kazi Wahidul Alam, Editor, Bangladesh Monitor; Zaid Amin, Vice President, Corporate Banking, CitiBank N.A; Inam Ahmed, Deputy Editor, The Daily Star and Syed Imtiaz Faruque, Head of HR, British American Tobacco, Bangladesh (BATB) for the year 2010) who competed against teams from other premier schools. The Final Round of the competition had six teams (Institute of Business Administration, Team 1; Institute of Business Administration, Team 2; North South University, Khulna University, Department of Finance, University of Dhaka; Department of Marketing, University of Dhaka) worked under pressure to solve a real business problem, using simulated business conditions such as strict deadline requirements to analyze, explore and formulate action-oriented solutions. Their recommendations were presented to the judges who evaluated them in terms of theoretical knowledge of a case study and then draw on their experience outside the classroom.

Each team had twenty minutes to present their case analysis and recommendations from a required written overview. All team members were expected to actively participate in the presentation phase, which is followed by

a question and answer period. Judges based their decisions on such criteria as the depth and comprehensiveness of analysis, relevance, originality, persuasiveness and overall presentation.

This year DU Finance took the crown with their outstanding development plan and strong financial, North South came 1st runner up and IBA became 2nd runner up.

Analysis:

SWOT analysis of Battle of Minds '10:

Strength:

- ✓ *Pioneer and biggest competition for the undergraduate students.*
- ✓ *Organized by one of the leading corporate house in Bangladesh.*
- ✓ *Covers top most universities in Bangladesh.*
- ✓ *Main source of recruiting fresh graduates.*

Weakness:

- ✓ *Managers responsible for the event pays less attention to the event due to heavy work load.*
- ✓ *Managing assessors for roadshows is never easy task.*

Opportunities:

- ✓ *Can cover more Universities to reach more talents across the nation*

Threats:

- ✓ *Competitors like Unilever and Nestle has started similar type of competition for their own recruitment too.*
- ✓ *Might lost the craze of the event if fails to keep holding the premium exposure.*

Critical observations:

- *Biggest platform for the students of the nation to expose themselves to the potential employer and world.*
- *The event is highly appreciated among the University authority and students.*

- Its a real time opportunity for the students to look through the window of a corporate house being a student and learn his or her future life.
- Students are passionate about having a chance to be a part of the event and get a entry on the BATB corporate life.
- A portion of the students thinks there are no use of such a competition as there are other options to start their career. So they are not willing to participate in such a program.
- Managers remains heavily work loaded and it's difficult to engage them in executing such a big event.
- External agencies never gets proper attention. They works in a slave master situation. As from BATB's end they think we are paying you with good money so go as per me.
- University authority asks for unethical favor to earn a bit of name of their own.
- Due to government ban on tobacco marketing one of the biggest challenge for BATB is to reach student through a very narrow scope of channel.

Recommendations:

- ✓ More universities should be brought under the umbrella of Battle of Minds to give more student a platform to the corporate world.
- ✓ Managers in the team of BOM should be given less projects to make sure that they can give their maximum to make the event a successful one and also communicate with the society that they are a socially responsible organization for talent development.

Conclusion:

This year, a large number of undergraduate students from the Faculty of Business, Economics, Social Sciences and Arts and also Environmental Sciences had been invited to participate in a national case study competition, Battle of Minds (BOM). With the Battle of Minds, BATB discover innovation, creativity and passion amongst the young people, every year. It is evident that students have quite a big pool of talents. However, the challenge lies with BATB, as to how they can encourage these young people to make use of their knowledge and skills and channel them in the right direction. This way, not only will these young people be benefited, the country as a whole will also experience a new wave in terms of development in the fields of agriculture, technology, health, businesses, education and much more. Hopefully, this would reduce the brain-drain crisis in Bangladesh. It is time for the young minds to be more aware and work together, to make this country a better place for the future generation.

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Appendix: