

Internship Report

on

Territory Level Supervision of



Sales & Marketing Procedure

Submitted To
Riyashad Ahmed
Academic Supervisor

Submitted By
Manash Ranjan Jotdder
ID: 09364039



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Letter of Transmittal

Riyashad Ahmed
Academic Supervisor
BRAC Business School
BRAC University

Subject: Submission of Internship Report on Territory Level Supervision of Bashundhara cement's sales & Marketing.

Sir,

I am pleased to present this report on "Territory level Supervision of Bashundhara cement's sales & Marketing". for the fulfillment of the BUS 400, the internship.

This is to inform you that now I am full time employee Bashundhara Group .I am working in the sales & Marketing Dept. under the supervision of GM (Head of sales & Marketing), Khondokar Kingsuk Hossain. It has been a great privilege to work and learn from such a friendly and helpful supervisor and in a smooth, cordial environment.

Working on this report has been really interesting & informative experience for me. I learned many unidentified facts, by working practically at the Head office, which I believe will be supportive to my academic & professional career in the future. While doing this report, I learned to integrate plenty of information into a concise volume. I have enjoyed working on this report and I hope that my report will meet the level of your expectations. I would try my best and shall be obliged to provide you with any clarification regarding the project.

Sincerely,

Manash Ranjan Jotdder
ID-09364039
BRAC Business School
BRAC University

Acronym

BG- Bashundhara Group

BICL-Bashundhara Industrial complex Ltd.

MCML- Meghna Cement Mills Ltd.

CS- Cement Sector

G M- General Manager

DGM- Deputy General Manager

AGM- Assistant General Manager

TSE- Territory Sales Executive

TPOSM- Temporary Point of Sales Materials

PPOSM- Permanent Point of Sales Materials

Acknowledgement

In the beginning, I offer my sincere gratitude and thanks to Riyashad Ahmed (Assistant Professor) BRAC University, whose inspiring guidance and valuable suggestions made this report possible.

I also express my gratitude to Mr. Khondokar Kingshuk Hossain (G M Marketing & Sales, CS, BG), Md. Khairul Islam (AGM, Sales, CS, BG), Ahsanul Haque Shimul (DSM, Marketing & Sales, CS, BG) and Arifur Rahman (Area Manager, Marketing & Sales CS, BG) of Bashundhara Cement for their keen interest and support for my practical orientation.

Finally, I would like to thank all the staff of Bashundhara Cement for supporting me in every possible way.

Executive Summary

Importance of cement industry our country is increasing day by day. It is quite impossible for any country to develop in industrial and commercial sector without a sound infrastructure in modern economic era. Building materials like cement creates the base of visible development. It plays a vital role in overall economy of the country.

This report mainly focuses on Bashundhara Cement, a newly launched brand of Bashundhara Industrial Complex Ltd(BICL) a concern of Bashundhara Group. Through the report I have tried to show the giant organization, product, sales & marketing process, and the work of a territory officer here territory sales executive(TSE) to make the plan successful.

The report is containing a brief process of Bashundhara Cement's policy implementation in terms of their branding, operation, product designing and market execution plan.

Additionally, this report includes the responsibilities of TSE in the co-ordination of all departments duties in application level.. The whole process is executed by the TSE which is portrayed in this report. During this time TSE send field information through the chain of command to the strategy makers. The information includes competitor's offers to the dealer, retailer and customer the product and its promotional activities, all conference etc. TSE have to regularly monitor within their territory to update this information frequently. They deliver the product to the delivery point and ensure sales growth.

The report also represents the daily works of a TSE of BICL and I'm lucky enough to show my related process and market trend with the context of local as well as foreign market. It conclude some recommendation which will improve the growth of BICL.

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Chapter-1



1.1 OVERVIEW

1.1.1 BACKGROUND OF THE BASHUNDHARA GROUP

The Bashundhara Group has started operation as a real estate venture known as “Bashundhara” under the aegis of the Group’s first concern – the East West Property Development (Pvt) Ltd in 1987. This project turned out to be a very successful one and had helped foster the growth of trust and confidence of the urban people in “Bashundhara”. Dhaka’s burgeoning population, coupled with a conspicuously slow growth of housing led to the landmark success of Bashundhara. Driven by the ramifications of this success, Bashundhara geared up to invest in new fields, including manufacturing and trading. More enterprises were established in the early 1990s, covering diverse activities involving the production of cement, paper and pulp, tissue paper, steel, LP Gas bottling and distribution, and a trading company, among others. The group experienced this tremendous growth in a span of less than 10 years. During this period, additional schemes on land development and real estate were launched and those projects focused more sharply on increasing responsiveness to client needs. The Group’s first publicly-traded company, the Meghna Cement Mills Limited, is currently listed on the two Stock Exchanges of Bangladesh. The Group now has over 20 major concerns located in different areas of the country. The multi-faceted shopping mall and recreation centre called the Bashundhara City has added glamour to the growth of the group. The Bashundhara City Development Ltd is one step ahead in the longstanding effort to strengthen links with the general people through the unique offering of commercial operations and recreation facilities under single roof. East West Media Group Ltd is the mass media enterprise of the Bashundhara Group that was established in 2009. It now owns Bangla dailies – “The Kaler Kantho” and “The Bangladesh Pratidin”, English newspaper the “Daily Sun” and bilingual online portal “banglanews24.com.” and a television channel named “NEWS 24”. The Group is also planning to launch a FM radio and a chain restaurant .The Group has come a long way in reaching its goals by complimenting to client needs, learning real-time lessons from past projects, innovating and partnering its project implementation process.

The Group now has 18 major concerns located in different areas of the country. The most-recent addition to the Group is a multi-faceted shopping mall-cum-recreation center called the Bashundhara City (BCDL). The BCDL is one further step in our longstanding effort to strengthen our links with the public through the unique offering of commercial operations and recreation facilities less than one roof. It houses theme parks, food courts, multi-screen cinemas, fitness center, space for over 2800 shops, basement-level parking for over a thousand vehicles, skating and bowling rinks, a supermarket, and office space spread over several floors.

The Group has focus a long way in reaching these goals by listening to client needs, learning real-ties lessons from past projects, innovating and collaborating. Through major investment undertakings, Bashundhara has successfully contributed to the country’s stability in financial and capital markets. Underlying all of the Group’s activities are the common threads of change, flexibility, and fostering closer ties with the Government, the City Corporation and our clients. Most of its projects have been success stories – this fact alone is enough to justify a sense of confidence in the Group’s future.

Through major investment undertakings in all key sectors, Bashundhara has meaningfully contributed to the country’s economic stability in financial and capital markets. Underlying all of the Group’s activities are the common threads of change, flexibility, and fostering closer ties with the Government, the City

Corporation and Bashundhara clients. Most of its projects have been success stories – this fact alone is enough to justify a sense of confidence in the Group’s future.

1.1.2 MISSION STATEMENT

Bashundhara Group (BG) is a leading private-sector industrial conglomerate in Bangladesh. It currently has 18 on-going concerns, ranging from real estate developing and management to manufacturing and services. The BG strives to work in partnership with the Government for promoting sustainable development, environment preservation, and employment-generation and poverty reduction. The BG has a particular focus on developing of life style of people and country’s economy. Thus **the motto of the Group is “For the People, for the Country”**. At the crux of all industrial processes deployed at the Group’s enterprises stands the need to ensure environmental stability. As a result, conscious efforts are made to use re-cycled material as industrial input.

1.1.3 GOALS

1. Continually set the latest standards of modern technology in our industry to satisfy the needs of customers through innovative products and services.
2. Contribute to the national economy and the infrastructure development of the country.
3. Secure the strongest competitive position in our relevant market places through making quality product and operational excellence.
4. Be partner with the best suppliers, delivering increased value for both the company and our customers.
5. Be recognized as a respected & attractive company & an employer of first choice.
6. Provide extensive career opportunities through competitive pay & benefits, training & development & a congenial working environment.
7. Empower our employees at every level, and integrate them fully into our network.
8. Continually demonstrate our commitment to sustainable environmental performance, and play a pro-active role in Corporate Social Responsibility (CSR) within our sphere of influence.
9. Achieve long-term financial performance,
10. Create secured investment opportunity within the country.
11. Enhance versatility, & diversification through the penetration of new market segments.
12. Improve administrative & organization structures to review all business lines regularly & develop the best practice in the industry.
13. Earn foreign currency through export.

The BG works in close partnership with the City Corporations, the Government of Bangladesh, other private sector companies, multilateral institutions, the environment department, and curried financial institutions.

The BG has its headquarters in Dhaka, Bangladesh. Its Chairman and a Board of Directors forecast the Group’s policies. The Managing Director acts as the Chief Executive Officer.

1.2.1 GROUP'S MAJOR ENTERPRISES

1. East West Property Development (Pvt) Limited
2. Meghna Cement Mills Limited
3. Bashundhara Paper Mills Limited
4. Bashundhara LP Gas Limited
5. Bashundhara City Development Limited
6. Bashundhara Steel Complex Limited
7. Bashundhara Industrial Complex Limited
8. Bashundhara Steel And Engineering Limited
9. Bashundhara Logistics Limited
10. Bashundhara Foundation
11. Bashundhara Convention Center
12. Bashundhara Dredging Company Limited
13. Bashundhara Technical Institute
14. Bashundhara Telecommunications Network Limited
15. Bashundhara Food and Beverage industries Limited
16. Sundarban Industrial Complex Limited
17. BICL Industries Limited
18. East West Media Group

1.2.2 BASHUNDHARA GROUP CEMENT SECTOR



**BASHUNDHARA
INDUSTRIAL
COMPLEX LTD.**
A Unit of Bashundhara Group



Meghna Cement Mills Ltd.

Bashundhara Group is the pioneer and the first entrepreneur in the Bangladesh Cement Industry . The group commenced its commercial operation on 15th January 1996, To meet customers growing demand of building materials, Bashundhara Group established 2 (two) units of BICL under 'BICL.' at Mongla & Madangonj consequently with world's latest VRM Technology, Loesche, Germany.

1.2.3 BRANDS

BASHUNDHARA
C E M E N T
BONDING GENERATIONS



At present, Bashundhara Group is the largest Cement Manufacturer in Bangladesh with a production capacity of 5.05 million MT per year. With the latest Cement Manufacturing Technologies

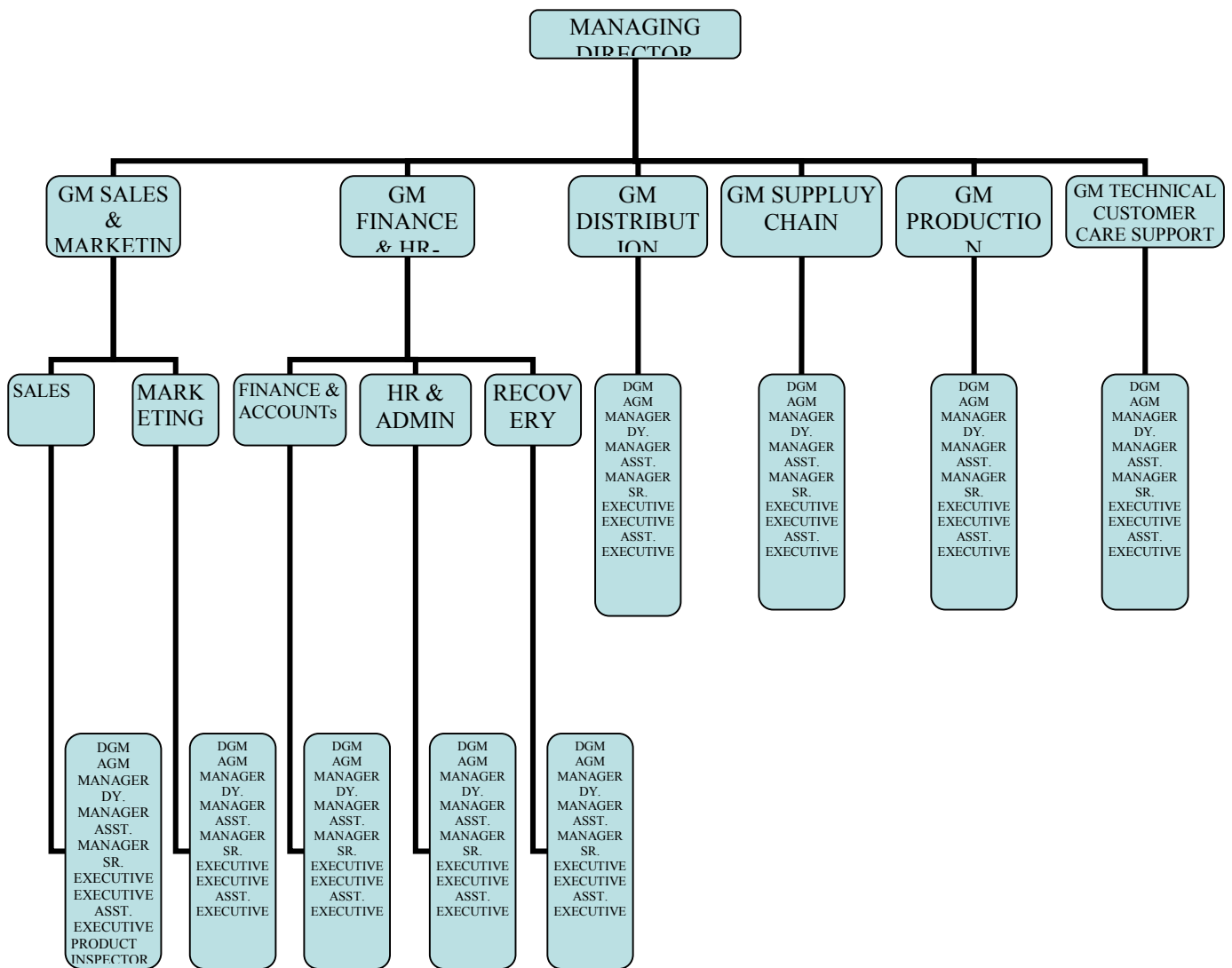
and near about 20 years of experiences in cement industry makes Bashundhara Group the most reliable and popular cement brand in Bangladesh. Two brands are BASHUNDHARA and KING Brand cement.

1.2.4 FACTORY LOCATION & CAPACITY

1. Bashundhara Industrial Complex Limited (Unit: 01) Madangonj, Narayanganj
 Production Capacity: 8000 MT (Per Day), 2.40 million MT (Per Year).

2. Bashundhara Industrial Complex Limited (Unit: 02) and BICL in Mongla, Bagerhat
 Production Capacity: 8840 MT (Per Day), 2.65 million MT (Per Year).

1.3 ORGANIZATIONAL STRUCTURE



1.4.1 MARKETING MIX

Marketing mix is defined as “the set of marketing tools that the firm uses to pursue its marketing objectives in the target market”. BICL also using the concept of marketing mix to pursue their marketing objectives.

1.4.2 PRODUCT

All the local and foreign cement companies in Bangladesh are offering different quality of cement. As regards to the brand name, few renowned cement companies could position itself among the target customers. Bashundhara Cement may be described in following ways:

1. PORTLAND CEMENT (CEM-I)

TECHNICAL INFORMATION

BDS EN 197-1:2003, CEM I/ 52.5N
ASTM C-150, Type – I
Clinker : 95-100%
Gypsum : 0-5%

2. PORTLAND COMPOSITE CEMENT (CEM II/A-M)

TECHNICAL INFORMATION

BDS EN 197-1:2003, CEM II/B-M (S-V-L), 42.5N
ASTM C-595
Clinker : 80-94%
S-V-L : 6-20%
Gypsum : 0-5%

3. PORTLAND COMPOSITE CEMENT (CEM-II/B-M)

TECHNICAL INFORMATION

BDS EN 197-1:2003, CEM II/B-M (S-V-L), 42.5N
ASTM C-595
Clinker : 65-79%
S-V-L : 21-35%
Gypsum : 0-5%

Product quality consists of the ability to satisfy customer’s needs and wants as well as the ability of a product to perform its function; it includes the product’s overall durability, reliability, precision, ease of operation and repair and other valued attributes. Bashundhara cement quality has two dimension that are level and consistency. The quality of Bashundhara cement is comparatively good; it can compare it with any multinational cement. It is proved by BUET and certified by ISO-9001-2000 and BSTI. Bashundhara cement use latest VRM technology for its best production.

1.4.3 VRM WORKING PRINCIPLES

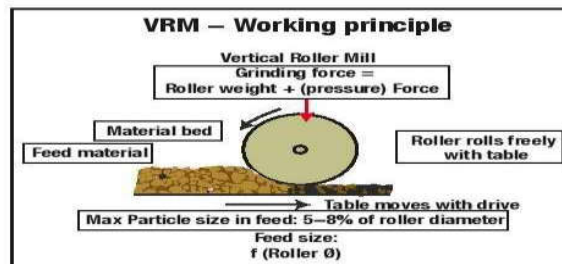
Vertical Roller Mill (VRM) is the most advanced technology in cement production procedure. Bashundhara Cement has adopted VRM from LOESCHE, Germany in both the factories to ensure the best quality. With higher fineness achieved with VRM, it creates stronger and better quality concrete and thus, proves its superiority over other cement brand.

The VRM is a vertically placed large sized machine which is equipped with some rollers used for grinding raw material. It also consists of one table which is rotated by electrical motor & raw materials are feeded on the table. Due to centrifugal force on the table, raw material goes below the rollers (a gap between roller & table has to be maintain) automatically & start getting grinded. The rollers are driven by the friction between table & raw materials. The grinding process is done by exposing a bed of material to a pressure sufficiently high created by rollers which causes fracture on the individual particles in the bed. Due to such grinding, fine particles pass through the separator as the final product to the silo due to huge negative pressure in the mill & course particles falling down (separated by highly efficient separator) on the table for further grinding.

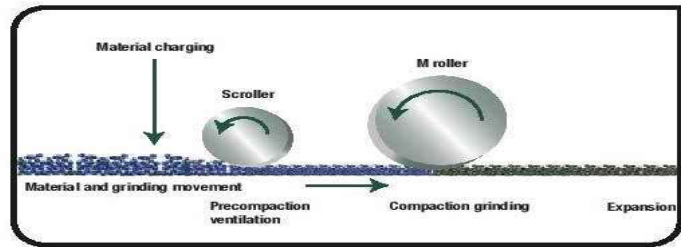
Suitable grinding bed is easily obtained in vertical roller mill with high efficiency separator which ensures high fineness of product.

1.4.4 SUPERIORITY

A. The grinding process of Ball mill & Vertical Roller Mill differs fundamentally. The sufficiently high enough to cause fracture of individual particles in the bed & most of the particles on the bed are considerable, smaller than the bed thickness. On the other hand, in a Ball mill, the comminution takes place by impact & attrition.



B. A suitable grinding bed is easily obtained in vertical roller mill with high efficiency separator which ensures high fineness of product. However, in the Ball mill, it is more difficult to get suitable grinding bed.



C. By automatic grinding process in the grinding bed, Uniform percentage of materials can be maintained which leads to perfect product composition

D. Particle size distribution (PSD) of the finished product obtained from VRM is much better than Ball mill product. High fineness of material ensures more dense concrete with less possibility of chemical attack.

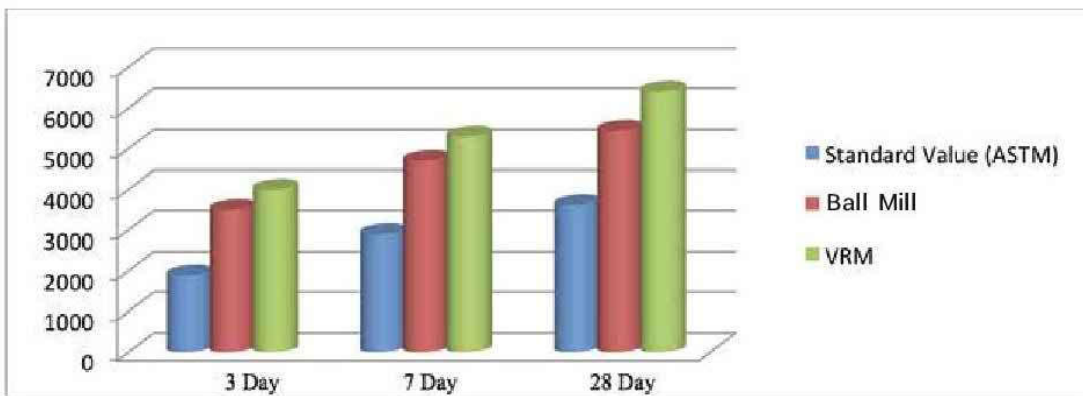


Figure: Compressive Strength Data

E. In VRM, there is a system to remove unnecessary wastes and by products, ensuring unique quality cement.

F. VRM produces less than 85 dB sound while in production. This modern technology does not release fine particles to the air. So there is no possibility of environment pollution.

1.4.5 QUALITY ENSURING POLICY

Process Flow	Test Parameters	Frequency
Raw Materials Quality Control	Physical Test	Minimum 3 Samples per Ship or Vessel
	Chemical Test	During unloading period, daily 3~4 nos of all samples is collected, After Physical Test, one part of each collection is stored & after 3~4 days, an average is prepared as sample for Chemical Test.
Production Process Control & Sampling in both Ball Mill & VRM Every Hour	Physical Test	Hourly
	Chemical Test	Hourly
	Physical Test	Daily
Finished Products (Packer 1&2)	Chemical Test	Minimum 3 nos/Week

1.4.6 DESIGN

The style of Bashundhara cement is simply that describes the appearance of a product. Design is a larger concept than style. They use modified design in packaging also modified in product quality.

1.4.7 BRAND NAME

A good name can add greatly to a product's success. Bashundhara Group itself a strong brand. BICL. is an enterprise of Bashundhara Group. Bashundhara cement of BICL is well-known throughout Bangladesh. It is very easy to pronounce, recognize and remember.

1.4.8 PACKAGING

Bashundhara Group has its own cement bag factory that meets demand of the country. This bag is well furnished, environment friendly and pilfer proof.

1.4.9 SIZES

Bashundhara cement is contains 50 kg in each bag. It is available in all over the country.

1.4.10 SERVICES

They try to give the customer best service. They deliver the product to the customer's address in their own responsibility.

1.4.11 PRICING

The cost of cement is very high at present. However, depending upon the quality and brand name of company, the aggregate financial involvement also varies quite significantly. List price: The price is called which is written on the product. The Bashundhara cement do not write any price on the packet because this price is very much unstable. Their ex-factory is TK 395/- . It varied on distance. Discount: BICL Authority offer different type of discount system that is depends on the party. The buyer can deduct 10/-, if the bill is paid in advance. BICL fix some commission for its authorized partners like- Target Commission, Slab Commission, General Commission, Yearly Commission and some special offers. After deducting all Commission flat rate for dealer is TK 352/-.

1.4.12 PROMOTION

BICL. operates its advertising and other promotional programs by a Marketing department. The department works for continuous innovative advertising campaigns for the consumer and business products of Bashundhara. The promotional activities for BICL are carried out by this department. This company has wide range of promotional activities to attract the target customers. The Marketing department has some creative and energetic personnel who launch frequent promotional programs. The existing promotional tools used them are:

1. Advertising
2. Personal selling
3. Sales promotion
4. Public Relations
5. Direct Marketing

1.5.1 SALES PROCEDURE

1.5.2 LOCAL SELLING

BICL markets its product through some distributors and dealer scattered all over the country. But cement is reached to the retailers and end-users by the company through its transport facilities. It also directly sales cement to customers ranging from individual home builders to contractors of industries, developers and corporate organizations and reach the product by BICL s own care. The BICL has 20 distributor and 128 dealers who are working directly with the retailers. More than 2000 retailers are participating with BICL for facilitating retail scheme.

1.5.3 CORPORATE SELLING

The different corporate bodies are among the valuable users of Bashundhara Cement Day by day the customers for Bashundhara Cement in this field are increasing as they are gradually finding the compatibility of the locally manufactured cement of the local entrepreneurs. Their previous notion about the supremacy of multinational company's product is being changed after use of Bashundhara Cement side by side with that of the former. So, Bashundhara Cement's customers in real estate owners' developers, industrial builders are in increasing trend.

List of the most valuable organization using Bashundhara brand cement marketed under the corporate sales services by marketing & sales department of Bashundhara Cement

1.5.4 EXPORT SELLING

Cement is the latest addition in the list of export commodities in Bangladesh. Our country started exporting cement from January 2003 but Bashundhara Cement of BICL start form 2015 takes the pride of part of it. Earlier, apart from some production of state-owned Chhatak Cement Factory, the country was dependant on its import. In this context, local investors took the initiative for setting up cement factories and starts producing cement in 1992. The production in eight private factories stood 34 lakh tons in 1997, So far, about 100 Factories got government's approval of which 56 factories are on production with a production capacity of 1.30 crore metric tons against a domestic demand of 60 lakh tons in a year.

Research shows that there is a 12 percent increase in domestic demand of cement every year. But the investors cannot rely on only the domestic demand of the cement. They have to look for markets abroad. It is understood that there is no way to get the market abroad without producing international standard quality cement. BICL. realized this in time. With its quality cement, the management tried to explore markets in foreign states including India. The Indian state of Tripura responded first. Verifying the quality of some brands of cement in Bangladesh the buyers from Tripura agreed to import Bashundhara cement. In this way local cement goes beyond the border.

1.6 MILESTONE PROJECTS

- 01 Padma Multi-Purpose Main Bridge Project
- 02 Padma Multi-Purpose Bridge Approach Road at Janjira & Mawa
- 03 7th China Bangladesh Friendship Bridge,Engineering Arial Khan River at Shibchar Madaripur
- 04 Padma Multi-Purpose Bridge River Training at Janjira & Mawa
- 05 2nd Bhairab Railway Bridge under Bangladesh Railway
- 06 2nd Titas Railway Bridge under Bangladesh Railway
- 07 Eastern Bangladesh Bridge Improvement Project (EBBIP), Chandpur, B.Baria
- 08 Ramkishnopur Y Bridge, Bacharampur B. Baria
- 09 Rampal 1360MW Coal-Based Thermal Power Plant Project
- 10 Shahjibazar 330MW Gas-Based CC Power Plant
- 11 Ashuganj 225MW Combined Cycle Power Plant
- 12 Bhola 225MW CC Power Plant Project under BPDB
- 13 Kodda 150MW Power Plant, Gazipur under BPDB-RPCL
- 14 Pran RFL Industrial Projects
- 15 Pran RFL Industrial Projects
- 16 Index LPG Plant, Khulna
- 17 Bangladesh Edible Oil Ltd. Factory Building Rupshi, Rupgonj, Narayangonj
- 18 Incepta Pharmaceuticals Ltd. & Incepta Hygiene & Hospicare Ltd.
- 19 Civil Aviation Authority Bhaban of Bangladesh Kurmitola, Near Dhaka Airport
- 20 Concrete Grain Silo, Mongla, Bagerhat under Ministry of Food, Bangladesh Govt.
- 21 Pani Bhaban, 72 Green Road, Dhaka
- 22 Bangabandhu Academy for Poverty Alleviation & Rural Development Complex, Gopalganj
- 23 Police Administrative Building, Shardha, Rajshahi

Chapter-2

JOB DESCRIPTION

2.1 JOB DESCRIPTION

2.2 DESCRIPTION/NATURE OF THE JOB

I consider myself lucky to get the opportunity to work as territory sales executive(TSE) for BICL. There were 95 TSE around the county. Among them I was placed at Mohammedpur. As Bashundhara Cement is a new product for old market, my job was to distribute the product in Mohammedpur. My territory coverage is as follows-

They are –

- Dhanmondi
- Rayerbazar
- Basila
- Ring road
- Beribadh
- Gabtoli
- Kalyanpur

During my time I tried my best to bring the best outcome for the company. TSE job is very important because it ensures the company cash inflow. For BICL beside my job responsibilities I had to do the market research as the product was it initial stage.

2.3 SPECIFIC RESPONSIBILITIES OF THE JOB

- Identify and develop sources of potential market.
- Maintain regular contact with dealer and other parties.
- Take effective regular marketing and sales visits to assigned area.
 - Work with month to month sales target.
- Collect latest market information and incorporate them in marketing plan/strategy.
- Prepare and present regular reports on sales and marketing to immediate supervisor.
- Ensure credit collection from respective clients
- Execute cycle plan for better performance of dealer and retailer
- Supervise and guide sales force and technical service provider.
- Arrange different trade brief and activation program.

2.4 DIFFERENT ASPECTS OF JOB PERFORMANCE

As TSE I had to make regular report to my supervisor who was Area manager. Regular reports contains market information, dealer information, sales information, competitors activities, point of sales advertisements etc.

Creating new dealer and customers was high priority. Convincing retailers to take dealership and sell product on our behalf. As BICL is new for the market it did not have enough distributors. So, part of the job was to find well known and well financed dealer and talk to them for future business. As for agents we were clearly instruct to choose retailers with high value in terms location and financial condition.

Without distributors TSE had to perform the entire task in territory including retailer selection and giving retailer product to run business. Point of sales advertisements like banners and festoons was on TSE for dealer.

2.5 CRITICAL OBSERVATION

Being able to work for a cement company of the country is always enticing. However, that is only part of the whole story. The working environment of BICL is one of the best not only in the cement industry but all over Bangladesh. Everyone can move around and communicate with others freely. All the employees are very much friendly. The communication system is very much open ended such as anyone can give suggestion if they find anything wrong or any new way to make the work easy.

Chapter-3

PROJECT

3.1 PROJECT

3.1.1 OBJECTIVES OF THE STUDY

Each research studies have some identified objectives; researchers usually attempt to achieve these objectives through all his efforts. Primary objective of this report is how a new product steps into an old market. The secondary objective of the report is the field works of TSE to make a perfect execution. The main objective of this report is to identify issues and factors affecting sales & marketing operation of BICL.

3.1.2 THE REPORT HAS SOME BROAD OBJECTIVES

1. To understand sales & marketing procedure of BICL.
2. To find out the needs of the dealer, retailers as well as customers.
3. To find out the competitive strength and weakness of BICL as well as other market challengers of this industry.
4. To find out the recent market trend.
5. To have some ideas about how changes in market offering influence the consumer behavior.
6. To understand the important areas of concern's expectation regarding product package offered by the cement company in our country.
7. To prepare some guidelines and suggesting some policy which will be effective in securing concern's satisfaction by analyzing various market situation.

3.1.3 METHODOLOGY OF THE STUDY

According to the topic of my report, which is about marketing operation and discussing the current marketing system of BICL – I basically follow the semi-structured method. All necessary Information Have been collected on the basis of personal discussion or conversation with various divisional employees of BICL rather than a structured questionnaire. Report is done also by taking considerations of report of BICL along with various journals, handout published by BICL . Here, we also are seeking information from the website of the company. Both primary and secondary data sources were used to generate the report. Primary data sources were survey and personal interview. Secondary data sources were various books (for theory), related papers of the organization and previous report. Some of the data are collected through Internet.

3.1.4 TIME LINE

My internship period is 12 weeks and to complete the whole study I used 10 weeks out of these 12 weeks. As im a employee of BG I have wrote down this report based on my responsibilities from june to august of 2016.

3.1.5 LIMITATIONS OF THE STUDY

- Time constraint prohibited the preparation of an effective report.
- The secondary data that have been observed was in a form, which was not helpful for this study.
- The Technical Service Department has failed to give proper directions.
- Lack of cooperation by the concerned department.
- Due to the safety and security reasons, access to all the confidential data was not obtained.
- Due to resource and time constraints it was somewhat impossible to interview sample groups of concern people of this industry , which is representative of the population.
- The information that is provided is the synopsis of the real volume of information, so the complete pictures of the concerned aspects are not evident.
- Too much of bulk data in the Internet, which made work more difficult.
- Due to some barriers all the desired officials of BICL were not interviewed.
- Lack of self-knowledge concerning report preparation, was also a limiting factor in preparing a better report.

3.1.6 LITERATURE REVIEW

Studies were carried out from various publications of Bashundhara Group including yearbook to develop an insight about the issue in question. Though no normal studies on subject have been undertaken as yet. The available data on sale, dealers and consumers were reviewed. Besides, the website of Bashundhara Group provided useful information in this study.

3.2.1 THE INDUSTRY

3.2.2 INDUSTRY BACKGROUND

The cement industry was traditionally import driven with 95% of country's cement imported from Indonesia, Japan, Indonesia, South Korea and China back in 1960s. However, over the last couple of decades, due to rapid pace of urbanization, industrialization, large-scale infrastructural projects and construction of various commercial and residential buildings, demand for cement has markedly increased.

3.2.3 GROWTH AND CAPACITY

Currently, the demand for cement stands at 17.5Mn Mt against production capacity of 28MnMt as of 2013. Industry average capacity utilization stands at 75%, although some major players are operating at 100% capacity. During 2009 to 2011 period, demand increased at a slower pace mainly due to slowing down of urbanization and lower investments in infrastructure project

3.2.5 BANGLADESH' 40TH LARGEST MARKET

Currently, the cement industry of Bangladesh is the 40th largest market in the world. Bangladesh is one of the fastest developing countries and is thus expected to have major infrastructure, housing and services development in the coming years. Thus, expecting a growth in demand for cement is considered logical. Since the liberation war in 1971, major urbanization and industrialization took place in the country, which led to a rise in demand for cement. As the companies saw an opportunity in the field, they undertook capacity expansion plans. However, multiple factors like, delay in the construction project of Padma Bridge, political unrest, economic slowdown and also the downfall in the real estate sector have greatly impacted the industry growth. Thus, the expectations regarding the increase in demand were not met.

For commodities like cement, which requires strong consumer confidence, competitive price is not the sole factor ensuring the demand, brand name is also important. Thus, global players have an advantage in this regard, as customers find them more trust worthy due to their worldwide presence. On the other hand, senior local brands are also being able to sell their brand name as they have gained customer loyalty. Hence, the new comers are likely to face a difficult time entering the market, unless they plan for higher marketing budget.

Apart from this, the sector experiences a seasonal demand cycle, where demand reaches its peak during the dry season (September/October to April/May), and falls during monsoon (May/June to August/September). During the peak season the companies carry out multiple promotional activities, which includes giving incentives to the agents and employed executives if targets are met.

Though the cement industry is highly competitive, the bargaining power of the customers is unable to bring prices down as the producers struggle hard to achieve economies of scale. Production is heavily dependent on imported raw materials such as clinker, 80% of which is currently imported. Bangladesh lacks the mineral resources such as limestone and is unable to meet the demand of clinker by itself. However, among 30 cement producers only two have the facility to produce clinker. One of them is Chhatak cement Factory and the other one is Lafarge Surma Cement Ltd. Lafarge itself meets 10% of the clinker demand of Bangladesh.

Another major factor is power as production of cement requires huge supply of electricity. The majority of this supply is met by the national power grid. However, large companies are trying to use captive power plants to reduce the cost and ensure stable power supply.

Cement prices vary a lot in different locations, mainly due to the transportation cost associated. Holcim's and Heidelberg's products are the most expensive on average. However, Heidelberg only supplies PPC. On the other-hand Meghna sells at a much cheaper rate compared to the others. Prices are lower in the central regions like Dhaka, Tangail and Mymensingh. Areas close to the factory are able to provide relatively cheaper products, such as Chittagong and Sylhet.

As the number of bags purchased increased, prices tended to go down. In 80% of the regions, prices went down from 50 bags onwards, by BDT 5 to BDT 10. When number of bags purchased exceeded 200, some prices across retailers decreased by about BDT 5. However, at this volume, the retailers would source directly from the dealers and bear the carrying cost, giving the customers an effective discount.

3.2.6 PAYMENT SYSTEM

- Cash, Credit against bank guarantee (1-30 days) DD, TT, for the corporate, LC, Pay Order
- Only Cash Advance (Seven Rings)
- Rest of the producer Credit against bank guarantee (7-120days)
- Most of local producers give them credit and last of the year they closed the accounts.

3.2.7 DIFFICULTIES

- Consumers are not so quality concern
- Local company providing some credit in the market.
- High price gap- Scan vs. others (approximate 40-70tk)
- Weakness to low price product
- Transportation, credit, factory delivery problem
- Production size is big then market size
- Discrimination among dealer and corporate price
- Low Price of different local brand as using clinker in low proportion, Political problem, price increase at Bricks and rod.
- Difficulty in pricing, quality weight, and lack of marketing team.
- Increase market competition
- Electricity fall
- Credit Problem
- Price discrimination is high
- Natural disaster , political instability of country

3.2.8 CURRENT SCENARIO

Though, the sector has experienced a falling growth rate over the past few years, it's worth noting that the growth rate was still positive. Market insiders expect the industry to grow by 20 to 25 percent over the next few years (Cement Association 2015). Initiatives like undertaking the construction of the Padma Bridge and government's plan to use RCC pavements in highways may boost the demand in future.

However, newly entered player BICL, Lafarge-Holcim, and Heidelberg Cement's recent acquisition of Italcementi, might seriously disrupt the market affecting the already competing market players, who are

still surviving by charging marginal costs. On the other hand, presence of strong global players, including strong local brands are making it even harder for the smaller companies to survive

Further, the export market has little potential because Bangladesh doesn't have a domestic source for raw materials (clinker), resulting in higher costs. Secondly, transportation cost is a major factor, since transporting voluminous products are expensive. For ensuring competitiveness, Bangladesh will have to focus on export to nearby regions, such as the seven sister states in India.

3.3.1 RESPONSIBILITIES OF TSE

3.3.2 TERRITORY INFORMATION

Duty of a territory officer includes sending field information through the chain of command to the strategy makers. The information includes competitors offers to the customers and agents, new product and its promotional activities, agent conference etc. territory offices have to regularly monitor within their territory to update this information frequently.

3.3.3 IDENTIFY POTENTIAL MARKET

A territory officer was responsible for his territory which includes several area, for me it was six. For me, understanding the full potential of this territory and implement the company's strategy to get the best output was the main task. To identify and for the progress of these potential market, I used to visit these areas repeatedly.

3.3.4 RETAILER LOCK

Territory officers use to visited potential areas to identify most visible retailers and lock them as retailer. Retailer Lock means agent registration. Territory officers send the retailer registration forms to the head office. After approving the form the retailer number activates. A lot of precaution is maintained to review the agent registration forms because retailers becoming part of the company.

3.3.5 POSM, TOSM

Point of sales marketing was the only marketing tool for the territory officers. Banners, posters, bunting, festoons etc. were used in retail shops. Territory officers deliver them to dealer and responsible for the visibility of BICL.

3.3.6 COLLECT DISTRIBUTOR INFORMATION

BICL is planning to do business through distributors. TSE provided them the information about the cement distributors in their territory. TSE made a list, placing distributors in category of three. The first category distributors will be contacted and they will be offered with distribution opportunity.

3.3.7 CYCLE PLAN EXECUTION

BICL offers various promotional offer to the distributor, retailer and customer. Made them understand of the plan and get involved with this. Update their targets and informed this. Distribute the gift to them with satisfaction.

3.3.8 FULFILL SALES TARGET

Each TSE have sales target for territory as well as dealer, retailers. Here the dealer or retailer's target is TSE's target. As of pricing strategy of BICL a special commission for target that's why they need achieve this and my duty is to help them

3.3.9 ENSURE CREDIT COLLECTION

BICL's policy is give them credit in terms of some guarantee. Update the sales statement for dealer and return it to company. Each dealer have a credit limit after consuming this limit they need to make DO with ex-factory rate.

3.3.10 ARRANGE TRADE BRIEF

It's a very difficult job to arrange mason conference because if they don't attend their work they will face financial loss. So their presence is depend on relation with respective dealer, retailer as well my self. Also arrange different trade brief for dealer, retailer and consumers.

3.3.11 CO-ORDINATE OTHER DEPARTMENT ACTIVATION

Technical service dept. work is to support us for communicate information about BICL with the concerned person. Recovery and marketing dept. guideline is also implemented in the territory.

3.3.12 SUPERVISE AND GUIDE OF SALES FORCE

Every territory has some product inspector and Support engineer, distribute their responsibilities and develop their route plan as well as dealers sales representatives.

3.3.13 ENSURE ON TIME DELIVERY

Right time product delivery of building materials like cement is most important issue. For proper delivery BICL uses own transport, rental transport and third party transport. Close contact with distribution dept. for right time delivery.

3.3.14 MARKET RESEARCH

Territory officers work very close to the market, so they can get more field information than anyone. So before making any strategically decision the research is conducted by the Territory officers and passed to the strategic team. Such as distributor information regarding their sales commission. Territory officers get that information about the competitors offer to their distributors.

3.3.15 VISIT CONSTRUCTION SITES

95 territory officers are covering the whole country for Bashundhara cement. So each territory is significantly big for a TSE. TSE have to construction sites to make use of Bashundhara cement . BICL is targeted to the population with who are going for construction.

3.3.16 UPHOLD DEALER RELATIONSHIP

In cement market the dealer commission is almost same in every organization. So, the personal relationship with the dealer was the biggest weapon to increase the sales of Bashundhara cement. There was a clear instruction for all territory officers to maintain a good understanding with the dealer..

Chapter-4

FINDINGS

4.1 FINDINGS

There is an association between company name and quality. Well known organization provide high quality product.

- Customer prefer Bashundhara Brand cement while purchasing cement.
- Quality of Bashundhara Cement is comparatively good like multinational brand
- Price is high.
- On time delivery is a major problem.
- Using in Padma Bridge upholds the brand as well as the whole group.
- Branding activity is minimum.
- Policy for pricing is quite difficult.
- Management system is weak.
- Shortage of employee
- No separate Customer Service Dept.

4.2 RECOMMENDATION

- Create loyal customer.
- Increase sales and promotional activity
- Increase conference with engineer, and mason.
- Chain of command should be strong .
- Increase number of employee.
- Reduces the overdue amount.
- Maintaining quality with low price
- BICL should improve delivery system. Because some time they cannot delivery their product at right time at place.
- Price policy should be fixed.

Chapter-5

CONCLUSION

5.1 CONCLUDING REMARK

Cement Industry a relatively fast growing industry, is developing in pace with increasing building and construction activities. Cement has long been used as a bonding agent to unite particles or to cause one surface to adhere to another. The most common form of cement, Portland cement, is a powder obtained from burning together a mixture of lime and clay, which when mixed with water and sand or gravel, turns into mortar or concrete. The amount of cement now annually consumed in the country is about 5 million metric tons. The production however, falls short by about 3 million tons per year. This shortage is met through imports.

There was a critical competition in the market. In that critical time Bashundhara cement of BICL start its operation in the country. Availability and awareness of this brand is very good. Most of the people prefer quality cement and they are willing to pay a little bit higher prices for that. As Bashundhara cement has a reputation about its quality it has a good market response.

As cement is the industrial product, reference group is important for its sale. Bashundhara cement should keep its close eye to generate new ideas for reference group along with customers and users for its better growth.

Chapter-6

APPINDEX

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