



# **Internship Report on Employment Experience of Pizza Inn Bangladesh**

**General Report on Employment Experience on  
Pizza Inn Bangladesh**



**Submitted to**

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## **Letter of transmittal**

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### **Subject: Internship Report**

Dear Sir,

It is a great pleasure to present to you my internship report on which I have diligently worked on during my internship attachment period with Marketing Department at Pizza Inn Bangladesh – Mohammed Foods and Allied from May 10<sup>th</sup> September to 28<sup>th</sup> August, 2015.

I have learned the most interesting and amazing experience while working for this report. I have worked as an intern under the supervision of Mr. SabbirNewaz, Manager, Brand Development. My learning in marketing department has not only been fruitful but it also given me a new insight about a very competitive market. I feel most privileged for working as intern in a very reputed international pizza chain shop. As per your requirement I basically made this report on my daily day to day activities. I am hoping that the report will meet the standards which you want. I am always available for further query and clarification.

Thank you so much.

Yours Sincerely,

Md. Mehedee Zaman

Student ID #10204050

## **Acknowledgement**

In preparing my daily day to day activities report on Pizza Inn Bangladesh firstly I express my cordial thanks to my academic supervisor Mr. Tahsan Rahman Khan. Without his kind direction and guidance it would not be possible to make this report.

I also want to thank my line manager Mr. SabbirNewaz, Manager, Brand Development and HR executive Mr. Asif Hossain. Both of them help me with the necessary information I required for this report. Beside that all the help they did during the internship period

I also would like to thank MFA family. Without their kind support it would be tough to work there and made this report. I also like to thank my University friends for their encouragement and support for making this report.

## **Executive Summary**

Pizza Inn Bangladesh is one of the popular American Pizza Chain Shop. It is brought by Mohammed Foods and Allied in Bangladesh. From 2009 they are in Bangladesh. They always try to give the world class authentic pizza to their customers.

At first I have given an overview of the Pizza Inn – American Chain shop. I discussed about the historical journey of Pizza Inn. Then I described how they entered in Bangladesh and doing their operation. I wrote about the background history and popular products which is offering by Pizza Inn Bangladesh.

Then I wrote about the department I work in. I discussed how the planning was done and my role in the department. How I managed to coordinate with my other colleague. I discussed about the work of my department and what they basically do.

In next part I discussed about my job responsibilities. What I did in last 3.5 months. What was my job responsibilities and how I managed to do those things I wrote briefly? I discussed how I managed to done different project during my internship. I gave the small description that what I did in last three months with MFA family.

In the last part I gave some suggestions that I felt for the company. I thought these are thing they are lack behind. They should improve on those things. Lastly I gave some references I used. After that I concluded my report by thanking them with the reference

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## **Introduction**

In the last 25 years fast food industries of Bangladesh has grown dramatically. We all know that there are no so many things to do in Dhaka. So people started to pass their time by eating in various places. Fast food means pizza, burger, sandwich, roll, fried chicken and so other things. Pizza is one of the most popular among all the people. Pizza is a combination of Bread and other toppings with a layer of cheese. People love to go out and eat pizza with their friends and family. In late 18<sup>th</sup> Century Pizza became more popular among the people. In United States of America the first pizza shop was opened in 1905. All the age of people like to eat pizza. There are very few people who actually doesn't like pizza.

## **Origin of the Report**

The main objective of internship is to gain more practical knowledge in the real world and this report has been prepared to meet the requirements of the internship program of BRAC University.

I have completed three months of Internship in Mohammed Foods and Allied. I worked in the Marketing Department. I got to know so many things about the marketing. Besides marketing I had an experience of seeing the overall operation of a food chain .I work under the supervision of Mr. Asif Hossain and Mr. SabbirNewaz. In my university my supervisor was Mr. Tahsan Rahman Khan.

## **Objectives of the Report:**

My objectives of this report are –

1. To gain practical experience
2. To present the overall employment practices of Mohammed Foods and Allieds
3. To learn more about business operations in Food Chain
4. To learn how to work with different people and business environment
5. To relate the academic learning with the real world business application

## **Scope**

It was an amazing experience at Mohammed Foods and Allieds (MFA). I learned so many things about the food industry. I directly worked in the marketing department. I saw how the marketing department plays the vital role in the industry. They always have to think advance of the time. I am a big pizza lover. So, I did a pizza training in the kitchen. Because of that I had a chance to monitor closely the overall operation. I understood that if you want to do well in this sector all the department has to give their best shot. I met different kind of people coming to the store with different expectation. I worked 3 months in MFA. I am sure if I worked more I could have learn more things about this industry

## **Methodology**

Primary Data: I took interview of Mr. SabbirNewaz who is working as a Brand Development Manager and Mr. Asif Hossain who is working as HR Executive for my primary data. I took interview of the basic history of Pizza Inn as well we I talked about the general operation of Pizza Inn. How they make pizza , How they recruit, how they think before they start a In my report mostly I wrote about the overall employment experience.

Secondary: I searched so many websites, went through the financial reports, saw other internship report for my secondary data.

**Limitations:**

I did not face that much problem while I was working there. Everybody co-operated with me. The only limitation I faced in the company was the confidential stuffs of MFA. I cannot write those things in this paper. If I could write my paper could be more valuable.

# **Organizational Overview**

## **Food Industry in Bangladesh**

There are not so many international food chain in Bangladesh. In terms of Pizza the number is very low.

The main international food chain in Bangladesh:

1. KFC
2. Pizza Hut
3. Pizza Inn
4. Nandos
5. Sbarro
6. Fish & Co
7. Manhattan Fish
8. Gloria Jeans Coffee

The Main International Pizza Chain in Bangladesh

1. Pizza Inn
2. Pizza Hut
3. Sbarro

## **Competitive Scenario of Pizza Industry in Bangladesh:**

Competition between pizza shops are very noticeable in Bangladesh mostly in Dhaka City. You will find so many offers and discounts to keep the attention of the customers. Now most of the pizza shops are also giving home delivery service to keep them in the competition. Regularly they are launching new types of Pizza to grab the attention of the customers. But chain like Pizza Inn, Pizza Hut, Sbarro always have some advantage. They are the main seats who are actually running the show. Between these three Pizza hut have the maximum outlet in Bangladesh.

## **History of Pizza Inn**

Pizza Inn is an American Chain which is brought in Bangladesh by Mohammed Foods and Allied in 2009. Mohammed Foods & Allied is a sister concern of SM Group. The American Pizza Chain started their operation in 1958 in Dallas by Texas Brothers. In 1994 they become the No. 1 pizza chain in USA. Throughout the 57 years of history they were always focused on innovations and creativity. They launched TACO pizza in 1979 which was a massive hit. After that in 1986 they came up with pizzert. Now Pizza Inn is a part of Rave Restaurant Group. Their main headquarter in Dallas and operating 250 outlets and franchise all over the world from there. Pizza Inn is very popular in Middle East.

## **Overview of Mohammed Foods & Allied**

Mohammed Foods and Allied started their operation in 2008. They brought Pizza Inn in 2009. Now they have 4 outlets of Pizza Inn and two more branch is upcoming. Beside that they launched Spice Chicken in 2013. Now Spice chicken has 3 outlets. The Chairman of the company is Mr. Syed AkAnwaruzzaman CIP. The company CEO SaydaSaeeda Zaman joined in May 2015 and took charge. Mohammed Foods and Allied always looks for new thing so that they can top of the news. Their avg. Sale 1.7 cr. per month.

## **Mission of Pizza Inn Bangladesh**

Pizza Inn Bangladesh is very much realistic and optimistic about their future in Bangladesh. As they have a very good reputation in USA and Middle East. They want to continue their success story in Bangladesh as well. The vision is very clear to them. “To achieve the leadership of Pizza Chain Industry in Bangladesh.” They are very optimistic about their mission. To make their vision into reality they are working on Productivity, Service, Variations, Pricing.

## **Vision of Pizza Inn Bangladesh**

We can define the vision of Pizza Inn Bangladesh in two different ways. One is qualitatively another one is quantitatively. Qualitatively they want to serve the best pizza all the time. They want to give the best service to their customer all the time. Quantitatively they want to increase their outlet in big city in Bangladesh. They want to establish their outlet in every 7 kilometers.

## Products Offer by Pizza Inn Bangladesh

Pizza Inn have different types of foods in the Menu book.

1. Pizza
2. Pasta
3. Appetizers
4. Drinks & Dessert
5. Others

### Pizza:

1. How Many Types of Flavor: We have 15 Different types of Pizza.

SL	Item	Types
1	Seafood Pizza	Sea Food
2	Hawaiian Pizza	Chicken
3	Chicken Tandoori Pizza	Chicken
4	Chicken Fajita Pizza	Chicken
5	Grilled Chicken Pizza	Chicken
6	BBQ Chicken Classic	Chicken
7	Classic Vegie Pizza	Vegetable
8	Vegie Supreme	Vegetable
9	Cheese Lovers	Cheese
10	Pizza Inn Special	Beef
11	Zesty Hot Pizza	Beef ( Spicy)
12	Beef Pepperoni	Beef
13	Meaty Max Pizza	Beef
14	Deep Dish	Beef

<b>15</b>	Gulliver Pizza	MIX
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Exhibit: Pizza types of flavor

2. Crust Type?

We have 5 types of Crust in Pizza Inn.

A. **NY Crust** – Which is a Pan Pizza

B. **Original Thin** – It’s a thin and crispy type pizza

C. **Italian Style** – It’s a Italian crust pizza, homemade hand tossed style, with a real taste of garlic.

D. **Stuffed Crust** – It’s also like Italian crust type pizza but with 100% Mozzarella cheese stick stuffed around the edges.

E. **Sausage Crust**– It’s also like Italian crust type pizza but with Sausage stick stuffed around the edges.

**Pasta:**

1. Types of Pasta: There are different kind of pasta. Please look at the Table

<b>SL</b>	<b>Item</b>	<b>Base</b>
<b>1.</b>	Vegetable Pasta	Vegie
<b>2.</b>	Chicken Pasta	Chicken
<b>3.</b>	Beef Pasta	Beef
<b>4.</b>	Shrimp Delight	
<b>5.</b>	Penne AllaForno ( White Sauce & Mozzarella Cheese )	Chicken
<b>6.</b>	Bolognese (Meaty & Red Sauce)	Beef
<b>7.</b>	Carbonara	Beef
<b>8.</b>	Lasagna	

Exhibit: Types of pasta

## Appetizers:

1. Types of Appetizers: There are so many appetizers we have in the menu. Please look at the Table

SL	Base	Item
1.	Soup	Cream of Chicken
		Cream of Mushroom
2	Garlic Bread	Garlic Bread
		Garlic Bread with Cheese
		Garlic Bread Supreme
		Garlic Bread Extra Special
3	Chicken	Chicken wings
		Chicken Drumsticks
4.	Sandwich	Grilled Chicken Monster Sandwich
		Vegetarian Monster Sandwich
		Chicken Fajita Sandwich
		Tandoori Chicken Sandwich
		Pepperoni Monster Sandwich
		BBQ Chicken Sandwich
5.	Others	French Fries
		Potato Wedges
		Spicy Mushroom Garlic

Exhibit: Types of appetizers

## Drinks and Desserts:

### 1. Type of Drinks and Desserts:

SL	Type	Item
1.	Cold Beverage	Milk Shake
		Beverage – Pepsi/7up/Mirinda/Dew
		Beverage (DIET) – Pepsi/7up/Mirinda/Dew
		Water – 500 ml
		Water – 1500 ml
		Lemonade (Lime n Lemon)
		Ice Tea
2.	Hot Beverage	Cappuccino
		Coffee (Normal)
		Coffee with Swiss Beans
		Tea
		Latte Macchiato
		Hot Chocolate
		Espresso Coffee
3.	Ice Cream	Single Scoop
		Double Scoop

Exhibit: Types of Drinks and Desserts

### Others:

SL.	Item	Price
1.	SALAD BAR	455

## **Functional Departments of Pizza Inn Bangladesh**

There are seven departments in Pizza Inn Bangladesh.

1. Marketing
2. Brand Development
3. Human Resource
4. Accounts & Finance
5. IT
6. Purchase
7. Audit

# SWOT Analysis of Pizza Inn Bangladesh



Exhibit: SWOT Analysis

## **Duties at Pizza Inn Bangladesh**

I worked in the Marketing & Training Department of Pizza Inn Bangladesh. Marketing Department is the most important department of Pizza Inn Bangladesh as we all know that now a days the market competition is too high. I directly worked with my supervisor. It was my privileged that they didn't consider me as a intern. They acted that I am already a part of their family.

The main duty and responsibility of Marketing Department is to make interesting offers for the customers. As I was only intern of the marketing department I had to look different things time to time. In below I have discussed that what I have done in the company.

- a. **Managing Social Media:** Pizza Inn Bangladesh actively participates in all kind of Social Media like – Facebook, Twitter, Instagram. I had to look after all the social media sites. Thinking about all kind of creative contents. How we can grab the attention of the customer in digital world. Pizza Inn focuses a lot in this sector. Now a day's people are too busy with their smart phones. So, with digital content you can be always on the top of news.
- b. **Coordination:** In Pizza Inn Bangladesh you have to coordinate with so many person at a time. If all departments are not knowing what is going they will be in a big mass for running the operation. There has to be very clear communication between the head office and the outlets.
- c. **Assist in planning:** As there were no intern in marketing department. They always appreciated my participation in planning. As I was comparatively young they help and encouraged me to do brainstorming. So, I had opportunity to share my thinking.
- d. **Offer making:** I also contributed my brain while they were making a new offer for the customers. I directly gave two ideas both of them were executed.
- e. **Connection Build up:** I used to make connection with various people. Such as customers, top corporate officers etc. I made connections with several companies and did a co-branding together.

- f. Employee Motivation: Though I worked in the marketing department. But I contributed in employee motivation also. I used to visit all the outlet quite frequently. So I had a good relation with every team member and managers. So when they were feeling low I motivated them.
- g. Taking feedback from the Customers: As I worked in marketing department. I must know about what my market wants. So I used to take lots of feedback from the customer. What they want and what they are getting. I used to report to my line manager.
- h. Service Recovery: I used to look after the service recovery part. If customer did not get his full service I used to think what compensation we can offer to them. It could a free complimentary food or might be discount and sometimes it might be sending some gifts

## **Major Findings:**

In the last 3 months I was actively working in Pizza Inn Bangladesh. While I was working there I have found so many interesting facts about Pizza Inn Bangladesh.

1. Pizza Inn Bangladesh always focused on cost cutting. They don't like to spend so much.

Moreover they don't like to experiment that much

2. Understaffing at specific locations of Pizza Inn Bangladesh

3. Most of the time they don't like to go for long term plan. They always invest in short term plan.

4. There are so many scope and places for Intern but they have not focused on this area.

5. In 90% time they do on the job training. Usually the team member don't receive enough training before starting the actual job.

6. They didn't change their food menu from the beginning.

7. Though they are one of the biggest food chain unfortunately they don't like to spend on CSR activities

## Recommendations

Based on my experience I would like to recommend some points to Pizza Inn Bangladesh management:

1. There should more intern in the company. I was the only intern in marketing department. So, I had to take so many pressure. Sometimes I was unable to follow up things.
2. Their team member needs more specify training before they start their job
3. Their hierarchy not much informed. It is tough when there are so many opinion coming from different position.
4. They should work more with the customer feedback.
5. They should more customize their food menu. They haven't customized their menu tilled they started their operations.
6. They always do promotions but they should do CSR activities at least once a year.
7. They should regularly add the new food to the menu. If there is nothing new in the menu why people will come again and again.
8. As an intern I did not get any orientation. I think there should be an orientation session for the new intern.

## **Conclusion**

It was an amazing experience working with Pizza Inn Bangladesh. I always wanted to work with an international food chain. Pizza Inn is one of the reputed pizza chain in Bangladesh. Pizza Inn Bangladesh has a very unique way of working. They love to value their employee and their customer. From the beginning I get full support from the MFA family. I was not treated like a intern. I was treated like their own family. The marketing department is doing a very challenging job as there are more competition in the market. The department has to look after so many things at a time but the employee of this department is very few. I learned so many things while I was working. I learned working under pressure. I learned how to handle a customer in a very rare case. I was lucky that I got the chance to work with my line manager and sometimes with our CEO. I got appreciation from them for my work. They like to give appreciation. It was a wonderful journey with MFA family and it was an amazing experience to work with my other supervisors.

If I ever get any chance to work for Mohammed Foods and Allieds I will definitely grab the opportunity to work with them. It's a challenging job as well as you will have the opportunity to think out of the box. I liked the way they treated with their employee. Their working environment is really good for new comer. I got so many practical experience in Marketing Field. I hope that this experience in MFA will help me in my future life.

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