



Internship Report On
Corporate Sales Analysis of Cosmo Tissue LTD



Inspiring Excellence

Internship Report On
Corporate Sales Analysis of Cosmo Tissue LTD

Submitted to

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Submission Date

20th April, 2017

Letter of Transmittal

April 20, 2017

Iffat Tarannum,

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Subject: Submission of Internship Report.

Dear Madam,

In the midst of humble respect, I am delighted to submit this report, which has been set up for the prerequisite of entry level position program. I have finished my internship course from Cosmo Tissue Limited. In order to formulate this report up to the standard I have given my best effort to accomplish the necessities in addition to depict out a significant understanding contained by the essentials. This report includes a wide-ranging learning on “Corporate Sales Analysis of Cosmo Tissue LTD”. It was an immense pleasure meant for me to have the chance to work on the aforementioned topic.

I am very grateful for your kind guidance, assistance, patience and suggestions regarding this report which will absolutely lend a hand me to go in advance as a bright teaching. I will be accessible for any inquiry and explanation as regards of this report at any time needed.

Thank you.

Sincerely yours,

Sharmin Akter

ID: 12204088

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Executive Summary

Here is the internship report of me on 'Corporate Market Analysis of Cosmo Tissue LTD'. Since I have done my internship under sales and marketing my project is about the corporate market analysis. "Cosmo Group" is the trusted name for Garments Accessories & Packaging Sector. Cosmo Group started its Business from 1997 as a trading Business for Garment's accessories. The Company's objectives, purpose, vision and mission are also given in this report. Company's managerial structure and divisions are shown here. Cosmo group has six sister concerns and I joined at one of their sister concerns 'Cosmo Tissue LTD. My job at Cosmo is described in this report which includes my routine works and other different works at internship. I have done some surveys and analyzed them which were based on customer preference, customer demands, and the results are described in the report. There were some limitations while preparing the report. Finally I had some recommendation to Cosmo which I felt would be beneficial for them to follow.

Overall, the experience and learning that I earned will be very beneficial and work as a foundation for me for the upcoming journey. Starting from the way of communication to the discipline, I admire everything that I learned in these three months.

Chapter -1

(Organizational Overview)

1.1: Company Background

Cosmo group is one of the largest manufacturers of garments accessories group of company in Bangladesh. “Cosmo Group” is the trusted name for Garments Accessories & Packaging Sector. Cosmo Group started its Business from 1997 as a trading Business for Garment’s accessories and established first Industry in the year of 2004 called “Apposite Carton & Accessories Ind. Ltd.” since then the Company has come a long way. Currently we have five factory plants in Gazipur and other areas in Uttara and Keranigonj. Our total production area is 80,000 square fit in the district of Gazipur. Our factories are consists of several buildings with well-equipped materials and advanced technologies. There we have manufacturing building, separate specialized manufacturing building for the production of consumer products and each building consist of large warehouse in operation. The facilities are well equipped with all quality, modern, computerized machineries and backed up with a skilled team to meet up buyer requirement.

Cosmo group at the moment have one of the leading as well as well-built sales strength and long supply chain set-up of its personal, function from seventy diverse places all the way through the countryside. A good number of self-motivated, capable and devoted marketing and sales team including customer commodities is the main of the marketing procedure. Our experience proves that this achievement has turn out to be possible only for the reason that of our good class products, promising supply in moment also our work presentation according to customer’s first choice.

Cosmo Group has own the trust and support of many national as well as foreign customers and has established numerous long-term co-operative relationship with more than seven countries and regions from Europe, America, Middle-East and Asia. The company has six sister concerns in Bangladesh. Cosmo group of company is conducted efficiently by the owner Zahir Uddin Haider (Director of BGAPMEA) and a skilled management team supervised by him.

1.2: Sister Concerns of Cosmo Group

1. Cosmo Synthetic industry Ltd.
2. Loparex Coating Industry
3. Apposite Packaging and Accessories Ltd
4. Cosmo Consumer Products Ltd.
5. Cosmo Tissue Ltd.
6. Cosmo Beauty Care Products Ltd.

1.3: Objective, Purpose, Mission, Vision of the Company

Objective/Purpose of the Company:

- Provide the best service according to the consumer demand
- explore new segments of market and to accommodate to it
- Assure intrinsic quality of products and services
- make sure that the products are obtainable at consumers' doorsteps
- develop the strength and skill of the business that will contribute to company's ever-increasing intensification in cooperation in domestic and worldwide markets

Mission:

Our mission is to improve the value of customer products as well as services throughout dependable function of acquaintance, proficiency along with expertise.

Vision:

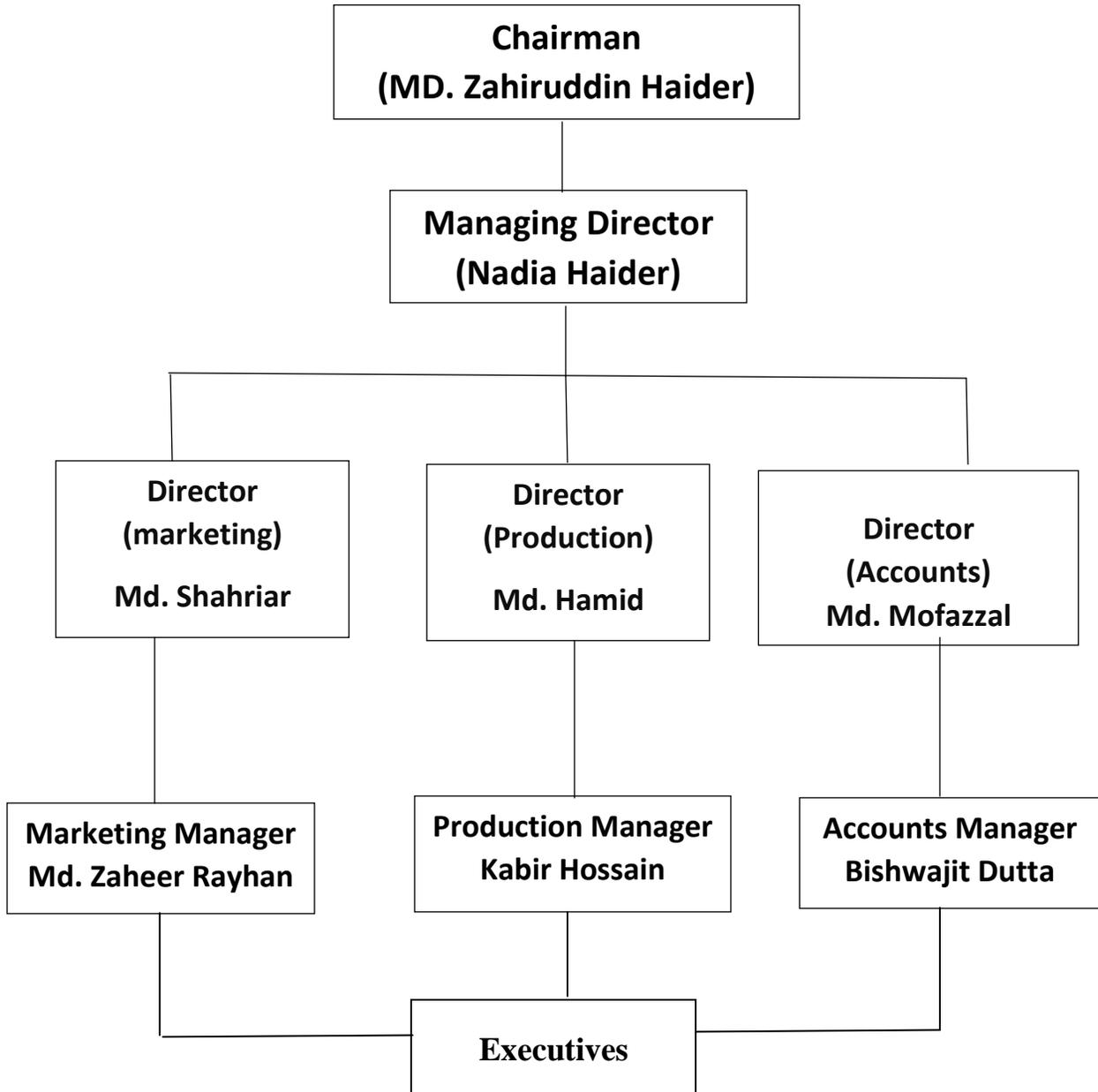
We desire to become the most excellent quality of products and service bringer through outstanding products, ground-breaking processes and empowered human resources to propose the maximum height of fulfillment also contentment to consumers.

Goal:

To be the world-class consumer products manufacturer in Bangladesh by ensuring intrinsic quality products and customer services with modern technology and motivated employees.

1.4: Organization Organogram

Every organization follows a structural hierarchy. Similarly Cosmo Group also follows a structural hierarchy and it is well defined in each division. The organization organogram of Cosmo Tissue LTD is as follows:



1.5: Products and Brands of Cosmo



1.6: Job Responsibilities as an Intern

At Cosmo Tissue LTD I was assigned as an intern in the sales and marketing team. There I was assigned to do several tasks related to marketing and sales.

I had to daily update and check the dealer folder together with dealer record of each district, SR (Sales Representative) register in addition to their particulars in sequence (address, mobile phone number). I took the information commencing from the dealer in B2C marketplace for whichever type of crisis in our Product and Services. After that I gave that statement to the senior marketing officer therefore that they be capable of resolving the dilemma in a straight line as early as possible. Daily I had to maintain the secondary sales information. Then I used to prepare sales report by accumulating, evaluating, and shortening information.

Moreover, as an employee of the sales department I had to maintain relationship with clients by providing support, needed information, and guidance. Also, researching and recommending new opportunities; recommending profit and service improvements, identifying product improvement or new products. I also contributed to the team effort to accomplish related tasks.

Apart from above mentioned regular duties I was assigned to work as a sales representative under the corporate (B2B) sales team for the entire second half of my internship where my main duties included

- Affiliation construction with diverse clients;
- research and discover the market opportunity and related products;
- Presenting the product or service favorably and in a structured professional way face-to-face.
- Selling products by establishing contact and developing relationships with prospects; recommending solutions.

Particularly the work that I was involved with was that I completed a separate list of organizations like hotels, banks, hospitals, restaurants; universities etc. then took the appointment from the respected contact person from each company. After that weekly we went to those organizations in person. There we met the people of purchase department and introduced them with our different product's price and offered packages. Through this procedure we tried to

convince them for purchasing our products. On the other hand, throughout the face to face interview sitting we gathered good deal of information on the subject of corporate sales analysis. Basically, these were the tasks that I had to complete during my internship at Cosmo Tissue Ltd. Throughout this whole internship period I got the opportunity to learn a lot of crucial things and gain practical experience about sales and marketing.

Chapter 2

(Project Analysis)

2.1: Objective of the Report

The objective of this report can be viewed from two perspectives. They are:

1. Broad Objective
2. Specific Objective

Broad Objective

The broad objective of this report is to study the Corporate Sales Analysis of Cosmo Tissue Ltd.

Specific Objective

These objectives are the study objectives. They are as follows:

- To give the background information and an overview of the organization
- Explaining my contribution during internship at Cosmo Tissue Ltd.
- Make available widespread information on the subject of the B2B market sales of Cosmo Tissue Ltd.
- Realizing consumer fondness through survey and face to face interview
- Ruling out all those things which needed to be enhanced and developed by Cosmo to gain more competitive accomplishment.

2.2: Research Methodology

This report is based on the information collected from different sources following a specific methodology. The details are as follows:

Primary Sources

- Regular desk works
- Discussions with team members
- Personal observations
- Face to face interview with clients

Secondary Sources

- Cosmo and other organization's website
- Cosmo's internal documents
- Different articles

The research done for this report is a descriptive and qualitative one which reveals the corporate sales analysis of Cosmo Tissue LTD. All the information used for this report is collected from the primary and secondary sources mentioned above.

2.3: B2B Sales Analysis of Cosmo Tissue LTD

Business-to-business or B2B sales differ in many ways from business-to-consumer sales. Business to Business (B2B) sales are those type of sales those sales from one business to another business entity. It is the sales activity that is characterized by the sales of a company's products to another company. Here instead of the individual customer, the customer is another company. This type of sale is likely to be larger than a business-to-consumer sale, since the company may purchase your product for multiple sites or employees, and tends to be more financially driven. Corporate sales are considered very profitable because they are large sales and they result in strong relationship with the buyers.

During my internship at Cosmo I participated in the B2B sales of their all kinds of tissue products. It was a very new venture for Cosmo to enter into the B2B market with this kind of products. Before entering into this sector we were properly trained by the company.

2.4: Corporate Sales Features of Cosmo:

❖ Reasonable Price Focus

In the segment of Business to Business trade Cosmo is completely a new entrant. Keeping this fact in mind Cosmo is actually trying focus on the very reasonable price to confine the target customers for our products. At this moment earning profit through high price is not the main factor for us rather we are giving emphasis on increasing our B2B customer and ensure their satisfaction so that we can make them our everlasting client. Also there are many renowned brands in the market that are already very successfully established in both B2C and B2B market. In order to make our brand stand out among them we are trying to come up with a very attractive price packages with superior quality..

❖ Quality Superiority:

Keeping in mind the fact that we are fresh into this sector we give the farthest main concern on the superiority of our products. To make sure the most excellent quality we have our own industrial unit where the manufacture is handled by knowledgeable also skilled human resources along with superintendents. For the production of tissue papers all the equipment, raw materials and ultra-modern machineries are imported from china and the production is held in the personal factory of Cosmo. Though we are charging comparatively less price for our corporate clients there is no capacity for any compromise in case of quality. Cosmo takes this responsibility extremely honestly and by no means grant the opportunity to the customers to get dissatisfied.

❖ Availability of Service:

One more important factor that we focus is on the readiness of our product delivery to the respected customers. We have our own transport system to distribute the products in different destinations. We always try to have available enough products in the store, So that there may no shortage arrive and we are at all times ready to provide the products on time.

❖ **Build Trust and Credible Relationship:**

Business buyers are often spending large amounts of their company's money, and if they make a bad decision, it can have an impact on their career. Based on this, these buyers will need to have a higher level of trust in the business and its products before buying. We are very well aware of the fact that sales and marketing is all about loyal relationships. Nowadays there is high rivalry in corporate market. However, if there is a good relationship of a company with the vendor then the business must procure their products from that particular supplier. Furthermore, there is not so a great deal of consumer participation of retailing this kind of products like toilet cleaner, tissue, dish washer etc. hence if we can form a reliable customer relationship subsequently it will be a enormous advantage for both of us. Since, to have a client whose loyalty is solid is one of the best shelters that we can have against our competitors and gaining that loyalty is all about structuring a credible and reliable relationship with our respected customers.

❖ **Free Delivery System:**

There is no extra charge is taken from the esteemed business customers for delivering the products from our company. It is completely the responsibility of the company to arrange for the transport and safe and sound delivery of the ordered products to the doorstep of the buyer.

2.5: Clients of Cosmo Tissue

For Business to Business sales of Cosmo tissue generally targets generally the restaurants, hotels, hospitals and corporate companies. Firstly we made a separate list of different restaurants, hotels, hospitals where our products can be sold and collected their address, contact info and other necessary information's. Before going to any company first we try to get an overview of them, how their businesses is and also try to know about our competitor brands from whom currently or previously they buy tissue. Because without learning anything about them we cannot approach them properly so it is really necessary to study about targeted customer. We have to fix scheduled time with the purchase division officer to take their interview and talk to them about our products and offerings. Through face to face meeting with them we got the opportunity to allow them to be familiar with about each and every particulars of our product, discounts and promotional offers available for them. In the interview session we tried to learn from them about

which factors drive them more to buy tissue for their company, whether price, quality or good relationship. From the answers we got a diverse expression like for the restaurants they prefer both the quality and reasonable price. In corporate companies they highly prefer the excellent quality and they want very classy design in the box tissue with their company name and logo. In hospitals they do not focus that much on the good quality they mainly do not like to switch their choices and stick to one particular brand from which they buy for a longer time meaning that they mainly gives priority to the good and long term relationship. Some of the names of our very well known clients who are our current corporate clients are mentioned here:

- ❖ Shin Shin Japan Hospital
- ❖ Ahsania Mission Cancer Hospital
- ❖ IUBAT
- ❖ Hotel Hajj Camp
- ❖ Hotel Holyday Express
- ❖ Wander Inn Restaurant
- ❖ Hotel Chotto Metro
- ❖ Nawabi
- ❖ Sadia's Kitchen

2.6: Promotional Offers made for B2B Customers:

In B2B sales generally there is no detailed capacity for giving usual promotions for the product that is supposed to sell. As there is very limited scope for promoting the product to our respected customers we try to come up with some special appeal to attract the corporate customer ant to get them convinced with our offerings. Some of the marketing offers by Cosmo are:

❖ Introductory Offer:

An introductory offer is used to introduce our company products to the new client. It is a welcoming offer made by the company for their first time buyers. Any client will get a 10% of discount on their first time trade with us. Company will avail this offer only for the first six months of their entry in the corporate market.

❖ **Attractive package offer:**

We try to make an overall package offer with an attractive price combining all the products like tissue, toilet cleaner, floor cleaner, hand wash etc. If a company buys different products all together like toilet cleaner, box tissue, toilet tissue, napkin tissue etc. from our company they will get a discount of 15% on the total amount. This offer is only available if the purchaser buys the entire product in the same number or quantity of cartons.

❖ **Customization Facility:**

Since Business to Business sales are often larger sales, there is a need for a customized solution to the customer, so they can make sure it meets their needs, and it is worth the effort for the sales person since the commissions per sale are correspondingly larger as well. The more the proposal specifically addresses the customer's needs and solves their current problem, the more likely they will be enthusiastic to purchase it. We try to adopt this formula in our product. We give the companies the facility to give their logo on the tissue paper and also a very attractive customized designed packet for the box tissues according to the preferred choice of the respected client

❖ **Free Sample and Trial Offer:**

Providing Free samples are a very successful way to draw attention of the clients to our product. As we have self-assurance in our product, so we allow our potential customers to try it out in their office for thirty days. Before making the deal final a smaller, trial version of the product is sent (sometimes for a fee, sometimes for free). If the prospect likes the demo, then the order is a confirmed and the full order of product is delivered. This has been a strong offer made by Cosmo.

❖ **Multiple Product Discount:**

As we have varieties of products for B2B sales we give the chance to the clients to buy more than one item from us. For example, if a company is buying tissue from us and further they purchase toilet cleaner from us they will get 5% discount on that purchase. Through this propose, buyers get the next or consequent products at a great discount at the same time we also get the chance to sell more than one product in a particular organization.

❖ Satisfaction Guarantee:

After the full order is delivered if any of the clients is not satisfied with the performance of the product as it was claimed earlier by the seller then they will get the opportunity to return the product and Cosmo is fully accountable to provide them the actual and desired quality product to that client.

2.7: Regular Price List

SL. No.	Product Name	Description	Corporate Price (Pcs)	MRP (Pcs)	Corporate Price (Carton)	MRP (Carton)
1	Facial Tissue (60 Pcs)	24 Box/Carton	32	37	768	888
2	Facial Tissue (100 Pcs)	25 Box/Carton	39	46	936	1104
3	Facial Tissue (120 Pcs)	26Box/Carton	43	52	1032	1248
4	Facial Tissue (150 Pcs)	27Box/Carton	58	68	1392	1632
5	Napkin Tissue (10")	112 pack/Carton	23	30	2576	360
6	Napkin Tissue (13")	63pack/Carton	38	48	2394	3024
7	Toilet Tissue (White)	72 Roll /Carton	13	17	936	1224
8	Toilet Tissue (Gold)	72Roll /Carton	18	25	1319	1800

2.8: Findings:

After doing surveys and my personal observation during my whole internship project I have found certain things about Cosmo and it's corporate market operations. Analysing those observations the findings are as follows:

- In corporate market one of the most important things is communicating properly with the cliens and setting proper long term loyal relationship with customers. Alos as tissue is a very

low involvement product here consumers does not usually switch their choice of brands so once one can build a loyal relationship with one client it gets easier to capture the permanent customer.

- Then we found that most of the clients liked the promotion of giving multiple product discount offer. As our target customer line is mainly the hotels and restaurants so it is very obvious that each of those organizations has the necessity of other products like hand wash, floor cleaner, toilet cleaner, dish washer etc. Along with tissues. Hence if they can buy all the products from one particular destination it is very helpful for them according to our overall analysis and surveys that was conducted by Cosmo.
- From another result we get to know that most of the organization choose Bashundhara tissue when it comes to brand reputation and high quality.

2.9: Limitations

In any project there are some limitations and problems. It is not always easy to get all the data or information so smoothly or sometimes there are other negative influences that may hinder the smooth completion of the project. So, I also had some limitations while making this report and those limitations are mentioned below:

- ❖ At the very first I would like to mention about the lackings of information. Basically I have completed this report mostly on the basis of my experiences and very little of the informations are collected from the various websites. As I had to prepare this report all by myself, it was really very time consuming.
- ❖ Another great problem arrived when I could not avail information because they were very confidential. I could not include some important points in the report (i.e. market performance of Cosmo) due to its confidential nature.
- ❖ While conducting interviews some other great problems occurred like the ignorant attitude of respondents. Most of the respondents are not interested to give answer of the questions and sometimes also are very irritated when they are being questioned. So it is difficult to get the accurate answers.

- ❖ Due to time constraints and distance it was very difficult for us to conduct interview from the clients outside of Dhaka and get the schedule fixed with them.
- ❖ Sometimes it was also a great problem to get the contact with the purchase department and also some of the places that we went there was no specific purchase department so we had to make contact with some other persons to appoint our deal.

2.10: Recommendations

After being with Cosmo for last three months I have observed and experienced some of the shortcomings of this organization in their corporate sales performance. From my viewpoint some more things they need to give more emphasis on are given below:

- ❖ **Focus on specific location:**

Being new into the B2B sector Cosmo should try to narrow down their focus to be more specific in target market. Currently they are trying to capture organizations in different districts. It would be better if they target one specific division and move forward with their business.

- ❖ **Providing Proper training to the Sales Representatives:**

In B2B market it is all about how well we are presenting our product information and offerings to our respected clients. So it is must to have proper knowledge about the product and company and expertise in making contact with the client. For this cosmo should give more importance on their employee trainings.

- ❖ **Track Performance over Time:**

Cosmo needs to be more cautious about the performance of their dealers, sales representatives for different districts whether they are working properly or not. Their performance should be tracked by the company frequently from the head office.

2.11: Conclusion

With Many years of experience and advanced technology in business management, Cosmo Group has own the trust and support of many customers and has established numerous long-term co-operative relationship in the consumer market. With the support of their enormous success from Business to Consumer market they have recently entered into the Business to Business segment. They are trying the best to create and increase corporate clients with every possible advantages and also offer them very appealing marketing promotions to establish their interest in this partiulr segment. Though they are doing very good so far yet there is a long journey ahead which is very challenging. The company would be facing high competition and give more effort to attract the consumers and making long term relationship with the clients. Some possible suggestions i have included in the recommendation part which can be taken into consideration for better performane.

Chapter 3 (Supplementary Part)

3.1: Interview Questions

1. Which brand of Tissue is used in your company/hotel/restaurant?

Responses:

- a) Bashundhara Tissue
- b) Bangla Tissue
- c) Bangla Tissue

2. For how many years/days this brand is being by your company?

Responses:

- a) From the beginning of our business
- b) For 2 years
- c) For 6 months

3. Why do you prefer this brand?

Responses:

- a) Best quality and very popular brand
- b) Low price
- c) Reasonable price with good quality

4. Which factor is considered most while making buying decision of tissue?

Responses:

- a) Quality and brand value
- b) Reasonable Price
- c) Quality and reasonable price

5. What type of sales promotions make you more satisfied?

Responses:

- a) Discounts and Satisfaction guarantee
- b) Mix product discounts
- c) Discounts and free sample

3.2: Reference

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