



Internship Report

on

**"Archiving Shipment Documents and Packaging
Material Specification of SQUARE Pharmaceuticals
Ltd."**



SQUARE

**"Archiving Shipment Documents and Packaging
Material Specification of SQUARE Pharmaceuticals
Ltd."**

Submitted By:

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Submitted To:

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Letter of Transmittal

To,

Mr. Zaheed Husain Mohammad Al-Din

Senior Lecturer

BRAC Business School,

BRAC University.

Subject: Submission of Internship report on the completion of BUS400.

Dear Sir,

For every final year student, BRAC Business School provides opportunity to do an internship in a reputed business organization and to submit a report about their 3 months of work experience in that organization for the purpose of the completion of their graduation. The following internship report has been completed keeping BRAC Business School's BBA program requirements in mind. With due respect, I am submitting my internship report on **"Archiving Shipment Documents and Packaging Material Specification of SQUARE Pharmaceuticals Ltd."** which has been prepared in order to meet the desired conditions of BUS400 course. I have completed my 3 month of internship in the **International Marketing Department of Square Pharmaceuticals Ltd** . While making the report, I tried to strictly maintain the guidelines from BRAC University and use genuine contents to support my report. I believe that my report will at least give you a brief picture about the works, knowledge and responsibilities that I have done and gained in Square Pharmaceuticals Ltd. so far as an intern and the valuable experiences that have added to my acquaintance as a BBA graduate.

Yours Sincerely,

Fariha Ajnin

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BRAC Business School.

Acknowledgement

At the outset, I would firstly express my deepest respect to Allah for His blessings to help me reach this far and for giving me the prospect to work in the leading Pharmaceuticals in Bangladesh. I would like to convey my heartfelt gratitude to each and every single person who has managed time to assist me in the preparation of this internship report. I wish to thank them for their care, assistance, supervision and confidence in my every step.

I would also like to show my heartiest gratitude towards **Mr. Zaheed Husain Mohammad Al-Din , Senior Lecturer, BRAC Business School**, for his constant support, inspiration and guidance during the period. This report has been prepared and presented to him for the consideration of assessment and final evaluation for BUS400 course.

I want to thank **Mr. Prosenjit Chakraborty, Deputy General Manager** of International Marketing Department (IMD) and **Shamshad Shultana Khanam, Group Coordinator** for their extreme support and cooperation. I would also like to thank all the senior executives of IMD who have provided me much valuable information, which was very mandatory to do this report. I am grateful to the IMD team for their in-depth knowledge, which has helped me to prepare myself as a professional and the report.

To finish, my heartfelt admiration is towards BRAC University which has made me a Bachelor's Degree Holder in Business.

Executive Summary

For my internship program, I got the opportunity to be a part of one of the best Marketing teams of Bangladesh, The IMD team of Square Pharmaceuticals Ltd. I have explored to all the sectors possible in this short time span and made myself knowledgeable about the today's International Market for pharmaceuticals products and International Marketing practices and how SQUARE works in the foreign market. I am almost at the edge of end of this three months journey with SPL.

This paper basically focused on the international shipment of Square Pharmaceuticals products and also the packaging material specification of those products. Since the IMD department handles all the international orders, I have learned a lot of aspects regarding international trading. The report's main focus is the international market of Square's products and how the entire procedure of foreign trade happens in Square Pharmaceuticals. Since I have done the archiving of all the past 3 years of shipment files of Square Pharmaceuticals, I have mentioned all the major aspects of a shipment file in this report. This report is the reflection of the IMD department of Square and the main purpose of it. Moreover, I have also worked for the manual archiving of Packaging Material Specification of each product and the details of my work is explained in this report.

Starting with a brief company history, exploring the IMD department, the department's contribution and work ethics the paper is enriched with different prospects. I have tried my best to explain the organization, the department, my responsibilities as an intern & learning from the internship in this report.

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Chapter 1:

Introductory Part



1.1 Introduction:

From 18th April,2017 I started my internship journey in Square group with joy and excitement. Getting the chance of working in a leading company of the country was a great experience.

Square Pharmaceuticals Ltd. is the flagship company of Square group which is holding the strong leadership position in the pharmaceutical industry of Bangladesh since 1985 and is now on its way to becoming a high performance global player.

SQUARE Pharmaceuticals Limited (SPL) is the largest pharmaceutical company in Bangladesh and it has been continuously in the 1st position among all national and multinational companies .It was established in 1958,converted into a public limited company in 1991 and listed with stock exchanges in 1995. The turnover of Square Pharmaceuticals was Taka 30.28 Billion (US\$ 385.22 million) with about 18.64% market share having a growth rate of about 25.36% (April 2014– March 2015).

1.2 Background of the study:

I prepared this report as a part of fulfillment of my practicum which is an integral part of the BBA program under the department of BRAC Business School. This subject is 4 credit course and duration is three months. This report is prepared for Mr. Zaheed Husain Mohammad Al-Din, Senior Lecturer, BRAC Business School. The main objective to do internship is gathering practical knowledge before beginning the job career. As a student of Business Administration, I have to fulfill a 90 days involvement with an organization. As an intern, I worked in Square Pharmaceutical's Ltd. for 3 months. And during my internship period I got the opportunity to work under International Marketing Department (IMD) of Square Pharmaceuticals.

My topic is **“Archiving Shipment Documents and Packaging Material Specification of SQUARE Pharmaceuticals Ltd.”** Keeping in mind that it's a process of exporting the product outside the country.

1.3 Objective:

This report is prepared to let the university authority know about my internship experience as well as my learning from the internship. The internship provides on-the-job training exposure of the corporate world and an opportunity to translate the theoretical concepts into real life working environment. As a business student, the International Marketing Department (IMD) of Square Pharmaceuticals is a great source of practical knowledge of national and international corporate environment.

Broad Objective:

The broad objective is to assess the shipment processing in international market of Square Pharmaceuticals as well as managing the packaging material specification (PMS) documents. This has been broken into following specific objectives.

Specific Objectives :

1. Firstly, to understand how International Marketing Department works and how the entire export procedure happens starting from the order receiving till the shipment of the order & getting paid for the shipment.
2. To understand what necessary certification required to export medicine in global market.
3. To determine the problems and constraints regarding the export process of Square pharmaceuticals.
4. To know how a buyer from outside of the country can buy product and what's the procedure.
5. To find out the target market of square pharmaceuticals where they export a large number of products.
6. To know the packaging materials of different types of products.
7. To know the purpose, scope & responsibilities of Packaging Material Specification (PMS).
8. To know how Square maintains a healthy relationship with its foreign buyers.

1.4 Methodology:

Methodology is the process, technique, or method of observation, survey and analysis. In order to collect the above mentioned information and data following potential sources has been used. In order to meet the data requirement and collect the above mentioned information following sources has been used:

❖ Primary Sources

- ✓ By talking with the employees and the management of the organization.
- ✓ From practical working environment.
- ✓ Data collected through observation of the company's activity

❖ Secondary Sources

- ✓ Organizational profile of SPL.
- ✓ Office file and documents.
- ✓ Websites of the organization.
- ✓ Internet.

1.5 Scope of the Report:

This intern report is mainly based on "**Archiving Shipment Documents and Packaging Material Specification of Square Pharmaceuticals Ltd.**". It is also mentioned about both the preferences of company and customers. This report is based on the information I got from the organization. I hope this report will help the university authority to know Square better as well as my responsibilities & learning from the organization. As I have to submit another copy of this report to the Organization, Square will get to know my work experience and findings while working there. I hope this knowledge will help Square to understand it's field of improvements.

1.6 Limitations of the Study:

Since IMD works mostly with confidential data, it was difficult to collect all the necessary information for the report. At the data collection for this study, I have faced following problems.

1. Web-site of Square pharmaceuticals ltd. is not properly up-to-date.
2. Necessary information is not available on the internet about Pharmaceuticals Industry of Bangladesh.
3. Required huge time consuming in research and typing. Time shortage is a big problem because it is very difficult to prepare report and concentrate on official work by doing regular 8.30 am to 5.30 pm in an office.
5. International Marketing Department is a very restricted area so other relevant data cannot be included since survey is quite restricted.
6. Confidential information was difficult to collect because of their secrecy.
7. To continue study in such a vast area requires a big deal in time. Report making during the job period was tough to furnish the big report.

Chapter 2: Organizational Part



2.01 Background of SQUARE Group:

In 1947, a pharmacist who used to manufacture anti-malaria medicine migrated in India selling his pharmacy to a random person. That buyer later started a pharmaceutical company based on that pharmacy named "Edruk". This idea inspired Sir Samson H Chowdhury. This was the start of a new era of medicine history along with a pioneer of a career institute with diversifications in every industry possible to hop on and the name of this institute is SQUARE GROUP which was initiated by the man of intelligence Mr. Samson H. Chowdhury. Sir Samson H Chowdhury along with his doctor friend Mr. Kazi Harunar Rashid first started a small chemist shop in Atiakula, Pabna where Doctor Rashid used to sit in "Hat-Days". Then in 1956 with the agreeing of Mr. Rashid, Sir Samson contacted another two of his friends named Dr PK Saha and Radha Binod Roy and these four were the pioneers to start a pharmaceutical company in partnership naming SQUARE. With 17,000 taka as capital in 1958, SQUARE started their journeys in a small tin-shed house at Pabna with 12 workers, manufacturing "Eastern syrup", a blood purifier (Biography of Samson H Chowdhury). This journey today resulted being one of the top conglomerates, having more than 40 companies to which it is exporting overseas. SQUARE is an organization that comes with equal emphasis on People, Leadership, Technology, Quality and Passion, according to the organizational & employee perspective. Today it just not symbolizes a name but signifies a state of mind. From the inception of 1958, it has flourished into one of the top conglomerates in Bangladesh with diversified steps in various sectors. In a career span of more than four and a half decades it has established itself as a developer of local business in fields as diverse as Pharmaceuticals, Toiletries, Garments, Textile, Information Technology. Media and Communications, Health products, Food and Beverages, Hospital, Security services, financial institutes, Educational institutes etc. SQUARE Group being the True Icon of the Bangladesh Business sector has a workforce about 49,938. 2 It is now soon going to be a Global player entering in the multinational market by extending its hands in Africa very soon.

2.2 Founder Chairperson's Details:

Mr. Samson H Chowdhury was born on 25 September, 1925. He completed his education from India and then came back in Bangladesh to settle in Ataikula village in Pabna district. His father was working as a Medical Officer in an outdoor dispensary in that village. In 1952, he started a small pharmacy in Ataikula village. With three of his friends, Mr. Samson H Chowdhury started a partnership of a pharmaceutical company. Now that small company of 1958 is a publicly listed diversified group of companies that have more than 28,000 employees. The current yearly group turnover is 616 million USD.



2.3 Company Overview:

SQUARE is the leading pharmaceuticals company of Bangladesh which already captured foreign market beside own country. SQUARE has invested in state of the art formulation plants aligned to regulated market standards. SPL has six manufacturing units in the Dhaka. These manufacturing sites produce pharmaceutical products maintaining cGMP (Good Manufacturing Practices). It also has other five manufacturing units in Pabna. Pabna site produces finished formulations targeting markets in ASEAN, SAARC. Square has 700 product approvals for export markets and 900 product approvals for Bangladesh market.

Basics Of The Company :

1..	Company Name	Square Pharmaceuticals Limited
2	Type of Company	Public Limited Company
3.	Corporate headquarter	SQUARE CENTRE, 48, Mohakhali Commercial Area, Dhaka1212, Bangladesh
4.	Logo	

2.4 Different Departments of SPL:

It takes numerous of department's contribution to Square pharmaceuticals Ltd. the market leader. SPL has different departments that are mentioned below.

Human Resources Department,

Product Management Department (PMD),

Sales Department,

Medical Services Department (MSD),

Accounts & finance Department,

General Service Department (GSD)

Information Technology (IT) Department,
International Marketing Department (IMD),
Technical Service Department (TSD),
Distribution Department,
Share & Corporate Affairs,
Supply Chain Management,
Quality Assurance,
Engineering,
Production,
Product Development & Validation,
Internal Audit,
Quality Management & Audit,
Market Research & Planning Cell.

2.5 Significance of the Name And the Logo :

The Logo of Square itself defines the base of excellence itself and how blissfully it is thought to be the face of this organization. Firstly, the colors of the logo represent the colors of our nation, patriotism and national flag, Green and Red. Secondly, if we look at the logo then we can see there are little square boxes creating a box full of squares itself. According to the founders they were four friends to start this company so the logo and name was initially square shaped representing four friends and the name as well as given "SQUARE". since a square has 4 ends. But in Sir Mr. Samson H Chowdhury's perception, Square means perfection and that is why the logo is created as box of squares which represent the perfection in all sectors of SQUARE Group with no compromise. This was the thinking behind this unique logo that defined and proved itself in every sphere of events as Perfect.

2.6 History and Growth :

1958 : SQUARE Pharmaceuticals became a Partnership Firm.

1964 : The company Converted into a Private Limited Company.

1974 : Technical Collaboration with Janssen Pharmaceuticals took place, Belgium.

1982 : Licensing Agreement was signed with F. Hoffman-La Roche & Co Ltd., Switzerland.

1985 : SPL achieved market-leadership in the pharmaceutical market of Bangladesh among all national and multinational companies.

1991 : It was converted into a Public Limited Company.

1994 : SPL started it's initial Public Offering of shares of SQUARE Pharmaceuticals Ltd.

1995 : Chemical Division of SQUARE Pharmaceuticals Ltd. started producing Active Pharmaceutical Ingredients (API).

1997 : SPL won the National Export trophy for exporting pharmaceuticals.

1998 : Agro-chemicals & Veterinary Products division of SQUARE Pharmaceuticals started its operation.

2004 : SQUARE was enlisted as UNICEF's global supplier.

2009 : SPL started manufacturing of insulin.

2012 : SQUARE Pharmaceuticals Ltd., Dhaka Unit and SQUARE Cephalosporins Ltd. got the Therapeutic Goods Administration(TGA) of Australia approval.

2015 : PAI (Pre Approval Inspection) by US FDA was successful for Dhaka Site's solid dosage unit took place.

2016 : SPL got South Africa Approval.

2.7 Business Ethics:

Square Pharmaceuticals follows the Ten Principles of Global Compact (UN), in terms of their business Ethics. They ensure compliance to all the laws and rules of regulatory affairs are never compromised. They ensure every right towards employee and higher standards are maintained solemnly in the organization.

- **Human Rights:** Business should support and respect the protection of internationally proclaimed human rights within their spheres of influence. Due to this, it is mandatory that no employee or customers, dealers or anyone affiliated with Square are complicit in human rights abuses.

- Environment:

Square Pharmaceuticals believes that Business should support a precautionary approach to every environmental change and act accordingly to encourage developmental approach to the environment and use friendly technologies to preserve it.

- Labour and Ethical Standards:

Square Pharmaceuticals strictly prohibits Child Labour. They believe to uphold the freedom of association and the effective recognition to uphold the collective bargaining as well as equality in respect of gender, class, employment and occupations. Being against to any sort of extortion and bribery SPL works against corruption with transparent business practice.

2.8 Mission:

Their Mission is to produce and provide quality & innovative healthcare relief for people, maintain stringently ethical standard in business operation also ensuring benefit to the shareholders, stakeholders and the society at large.

2.9 Vision:

They view business as a means to the material and social wellbeing of the investors, employees and the society at large, leading to accretion of wealth through financial and moral gains as a part of the process of the human civilization.

2.10 Square Concerns:

Square Herbal and Nutraceuticals Ltd:



Square Hospitals Ltd:

Bangladesh Information



Square Textiles Ltd



Square Toiletries Ltd:



Square Informatix Ltd:



Maasranga Productions Ltd:



Maasranga Communications Ltd:



Sabazpur Tea Company Ltd:



Square Fashions Ltd:



MediaCom Ltd:



Aegis Security Services Ltd:



Chapter: 3

Shipment Process

&

Packaging Material Specification (PMS)

(Topic part)



3.01 Shipment:

The term export means shipping in the goods and services out of the jurisdiction of a country. The seller of such goods and services is referred to as an "exporter" and is based in the country of export whereas the overseas based buyer is referred to as an "importer".

3.2 Types of Shipment:

Depending on the numerous features, shipment are of different kinds. The values defined in the variant appear on the selection screen when you create a shipment document of this type.

The system supports the following shipment types:

- **Individual shipment**
- **Collective shipment**
- **Transportation chain**

3.3 Transportation chain:

Depending on the transportation mode, there are 3 kinds of shipment and SPL uses all three of them.

Three types of shipment on the basis of transport in abroad:

1. Air Shipment

2. Sea Shipment

3. Shipment by road

SPL exports its product to 40 foreign countries through these 3 modes and the least used mode is shipment by road. Mostly it uses the mode for exporting to Nepal. SPL uses sea and air shipment to export its product to most other countries.

3.4 Shipment Documents:

Shipment file refers to all the necessary documents related to a shipment. These files contain all the specifications and issues regarding the order starting from Purchase Order to Payment Receipt. It is easy to check the fulfillment of an order by checking these files. For every shipment, there is a shipment file which contains a Commercial Invoice, Bill of Lading, Certificate of Origin, Inspection Certificate, Insurance certificate, Destination control statement, packing list, payment receipt of the shipment, etc.

1. Commercial Invoice: Commercial Invoice is a bill of the goods which is sent from buyer to seller and the buyer keeps a copy of it. A commercial invoice includes all the major information about the products delivered, including the name of the goods, quantity, delivery address, date, payment terms, etc. The buyer uses the invoice to prove ownership.

2. Bill of Lading: A Bill of Lading is the document of the transportation mode. For air shipments, it is called an Air Waybill, and for sea shipment or shipment by road, it is called simply Bill of Lading. This is the document of the transport agency that delivers the product.

3. Certificate of Origin: This document is needed to prove the origin of the product and is usually obtained from a local chamber of commerce. Not every country requires a certificate of origin for each shipment, but some specific countries do not receive products without this document.

4. Inspection Certificate: Inspection Certificates are required to ensure the quality of the product is maintained. It is obtained by inspecting the organization. Officers of Drug Administration of a country visit and inspect the organization.

5. Insurance Certificate: Insurance certificate is often required though it is negotiable. This document includes the terms & conditions of the insurance policy and the amount of coverage.

6. Export Packing List: This list contains the total amount of the products shipped and their packing specification.

3.5 Packaging Material Specification (PMS) :

Packaging Material Specification (PMS) is basically the details of the packaging materials of different medicines. Any material, including printed material, employed in the packaging of a pharmaceutical product, excluding any outer packaging used for transportation or shipment. There are two kinds of packaging materials and those are explained below.

i. Primary Packaging: Primary packaging materials are those that are in direct contact with the product.

ii. Secondary Packaging: Secondary Packaging material are those that are not in direct contact with the product. These are external packaging of the product.

Primary Packaging:

- Blisters
- Bottles
- Pouches
- Tubes

Secondary Packaging:

- Labeling for Parenterals and Injectables
- Tyvek Blistering for Parenterals
- Device Assembly
- Assembling carton
- Kitting
- Child Resistant and Compliance Prompting Packaging
- Overwrapping and Pouching
- Walleting

3.6 Purpose & Scope of PMS:

Packaging Materials of medical products are very sensitive as they are directly in touch with the dose. So, the packaging material needs to be suitable for each product. The scope of the procedure applies to printed packaging materials of all new products and revised printed packaging materials of all existing products of Square Pharmaceuticals Ltd for both Bangladesh and export market. The SOP is also applicable for the development of all printed packaging materials for contract manufacturing.

3.7 Procedures Of PMS:

Development of Text:

1. PMD/ IMD will prepare the text of packaging materials (inclusion material) for a new product and will forward it to PD for their review.
2. PD will review the text and it will be forwarded to the PMD/ IMD along with the annexure for taking approval from local/ foreign regulatory authority, if applicable.
3. PMD/ IMD will forward annexure to RA after receipt of approval from local/ foreign regulatory authority.

Development of Artwork:

1. PMD/ IMD will collect the dummy of the packaging material from the vendor according to the expected dimension of the specific product.
2. PMD/IMD will forward the signed dummy of packaging materials to production mentioning dimension.
3. Production will provide their feedback regarding the dimension of the dummy to PMD/IMD.
4. PMD/IMD will collect item code number for the specific item from PPIC.

5. PMD/IMD will prepare the artwork and send it to PD mentioning dimension.
6. PD will verify the artwork with production and RA.
7. PD will evaluate the artwork.
8. PD will provide the comprehensive feedback on the artwork of PMD/ IMD.
9. In case of leaflet, the pharmacological part will be checked by PMD/ IMD.
10. PMD/ IMD will inform the supply chain management department to select an approved vendor for developing the packaging materials according to the approved artwork.
11. PMD/ IMD will develop machine proof with printers with color standards and sends to PD. Three color shades are required for selecting a tolerance range of color.
12. PD will verify the machine proof samples with production & RA and provide feedback on machine proof samples.
13. PD will evaluate the machine proof samples along with GSM and pantone color code.
14. PD will provide the comprehensive feedback on the machine proof samples to PMD/IMD.

3.8 Preparation and Distribution of PMS :

1. PD will prepare 8 copies of PMS along with specimen of three color shades and will forward those PMS to QA for approval.
2. QA will approve the PMS. (If the PMS fulfills all the requirements)
3. QA will forward one copy of the approved PMS to all the departments.
4. It will also forward to copies of the approved PMS to SCM and will keep the remaining approved PMS for their own reference.
5. SCM will forward one copy of approved PMS to the vendor and will keep the remaining approved PMS for their own reference.

3.9 Responsibilities:

i. Sr. Manager, PD or his nominee is responsible to inform PMD/ IMD about the material of construction (MOC) of the printed packaging material at the development stage.

ii. Sr. Executive, PMD is responsible for preparing the artwork text, design of artwork and dummy for Bangladesh market. He/ She is also responsible for collecting the approved artwork from the local contract giver and to develop the same from local source.

iii. Sr. Executive, IMD is responsible for preparing the packaging material artwork text, design of artwork, dummy for export market. He/ She is also responsible for collecting the approved artwork from the respective contract giver and to develop the same from local source. If the artwork is approved by the respective contract giver, he/ she is responsible to inform it to PD during sending the artwork. Moreover, he/she has to ensure the registration number provided by the respective regulatory body during sending the artwork.

iv. After that, Executive, PD has to do the advising on the printed packaging materials. He/ she will evaluate brand name, generic name, specification, strength, composition, manufacturing license number, registration number, pack size, storage condition, item code, barcode, pharmacode, color code, thickness and diameter of the printed packaging material. He/ she will also prepare the PMS of printed packaging material.

v. Manager/ Sr. Executive/ Executive will check the production. He/ she will check the dimension, batch coding space, pharmacode, cutting, creasing, locking pattern, folding pattern, unwinding direction and conduct machine trial of the packaging material.

vi. The a Sr. Executive/ Executive of Dhaka unit will evaluate brand name, generic name, specification, strength, composition, manufacturing license number, registration number, pack size and mode of packing.

vii. He/ she will ensure the rejection and destruction of the plate of older version.

vi. AGM or his nominee will approve the PMS. He is also responsible to give approval of QM data in SAP system.

viii. All responsible departments are responsible for retaining the approval copy of all developed PMS.

e for the accuracy of the documentation.

3.10 Rules of PMS:

1. No printed packaging material can have more than one specification at a time.
2. All printed packaging materials should have imprinted code number on the component.
3. Change of all existing approved PMS should be changed through change control procedure.
4. Store the approved PMS with specimen sample in light protective envelope.
5. Ensure that the pantone guide coated/uncoated is replaced annuay.
6. Keep the pantone guide in the light protective envelop.
7. Ensure the packaging consignment will be available after PMS approval.
8. Ensure that supplier has not used the previously issued impression plate to avoid mix up of different versions of the same material.
9. Appearance of the PMS should be clear and good looking. It should be free from ink spot, glue spot, scuff marks, scratch, scratch marks, deformed lamination and color variation.
10. During sending the machine trail samples, the color intensity- standard/ deep/ light should be clearly mentioned on the samples.
11. Every PMS will contain attached samples of the respective packaging material.
12. No separate PMS will be regenerated for an existing material coming from an alternative vendor.

Chapter: 4

Description of My Responsibilities & Learning



4.1 Beginning of My Internship:

It was a great opportunity of getting an internship in an organization like Square Pharmaceuticals (SPL). I had the opportunity to work in International Marketing Department (IMD) under the supervision of Ms. Shamshad S. Khanam, Group Coordinator. Immediately after completing all my courses from BRAC University, I started to search for companies where I can do my internship. From the BBS (BRAC Business School) official Facebook page I came to know that Square Pharmaceuticals will soon appoint some interns. I immediately sent an email to the given email address stating that I am interested to do my internship in their organization and also I attached my CV to the email. After a few days, the HR department of Square Pharmaceuticals called me for an interview. I sat for the first job interview in my life. It was a memorable experience. The interviewer asked me many questions related to my HR and Marketing study. I tried to answer all of them and also stated why I chose Square, my career plans and so on. After a few days of the interview, they confirmed my internship and appointed me in the IMD department. I met the Deputy General Manager (DGM) of International Marketing Department, Mr. Prosenjit Chakraborty who assigned me with the achieving of the shipment order processing and PMS. Thus I started to work as an intern in the IMD department.

4.2 International Marketing Department (IMD):

Square Pharmaceuticals is a leading pharmaceutical company which exports products outside of the country because it already has the top position in Bangladesh. The main task of the International Marketing Department is to monitor and distribute pharmaceutical products out of the country, keep communication with area managers and sales representatives, find out new markets for the existing product, and convey informal research through distributors on the demand and let the marketing department know about the situation. The company also has a financial department and a human resource department, the marketing department is the main responsible unit to keep sales and financial data and to support the accounts manager to prepare a budget forecast.

4.3 About My Job:

From the day of joining in internship, I always try to be maintaining regularity and be obedient as well very sincere to know how to International marketing department work. The main mission was to collect company information, taking experience practically, and familiar with the department. My daily work started 8.30 am in the morning to 5.30 pm and 5 days in a week.

4.4 Responsibilities as an Intern:

1. Gathering knowledge about shipment procedures and shipment files.
2. Finding shipment documents till 2014 and destroy them with proper procedure.
3. Finding all the necessary documents of the shipment file. Basically, There are 6 major documents of one single shipment and they are mentioned below.
 - i. Assessment Notice,
 - ii. Bill of Entry/ Export,
 - iii. Invoice,
 - iv. Transport Document/ Bill of Lading,
 - v. Mushak 20,11,
 - vi. PRC.
4. Checking all the shipment files of 2015,2016,2017 and seeing whether any of the document from the mentioned 6 documents is missing.
5. Reporting to the respective executives the missing documents.
6. Collecting the missing documents from the Executives and attaching them with the appropriate file.
7. Rearranging all the shipment documents and files chronologically.
8. Making sure that files can be identified easily from the file room.

9. Understanding the basic information about PMS files.
10. Re-arrange all the PMS files from A to Z alphabetically.
11. Making assignment and report for the IMD department.

4.5 My Findings and Learning:

We all know SQUARE Pharmaceuticals is the Leading Pharmaceuticals company in our country. Square pharmaceuticals widely conduct business activities around the country and outside of the country. According to the requirements of course fulfillment I joined in Square Pharmaceuticals at Head Office as an internee .During the internship period I tried to learn something practical. Actually, it is very important for the BBA students to gather practical knowledge for the development and preparation of the job world. Now, I would like to divide my all those learning into two categories:

1. Indirect Learning
2. Direct Learning

Short description about those learning is given below:

Indirect Learning:

- Organizational Culture
- How to behave with the colleague
- How to behave with the clients
- How to behave in challenging situation
- Time management

Direct Learning:

1. During the internship program I have done some documentation task of Shipment. I have gathered some information about the process of Shipment export. Then I get specific ideas when did my task. I have learn how to archive the shipment documents and did it practically.

The validity of the hard copy is 3 years. After 3 years of archiving we need to make a list of invoice number and date of the documents in a excel file and these will be go for destruction. I have make a list of archived documents on the year of 2011,2012 and 2013 which will be go for destruction . I also archived documents of 2014, 2015, 2016 and some of the new files of 2017 properly.

When I did my task, find out some major issues from documents that all documents are not available in the file and some of the papers are missing in documents.

2. Sometimes I need to talk with some agents over phone those who process the Shipment and connected to the buyers. My responsibility was to be insure about the delivery of the product and I noted down it. As it is International Marketing Department so I didn't need to visit market physically. All the task depends on Internet or emailing or sometimes over phone and in a few time I tried to do the task.

I did work talk to the Organizational people and try to collect information. Square Pharmaceuticals is so much confidential about their information. As an intern I didn't use my email or others personal account on their PC. Pen drive was restricted. Square is the leading pharmaceuticals company in Bangladesh they are conservative as others can't get their strategy of work.

As an intern I was not given so many tasks with huge responsibility. Most of the times I had to do the documentation task. Its international Marketing department so all the distribution or supplying confirmation task done through web or Internet after that they go for export the product. I have learn the process and did this practically. I have seen the shipment product . I was involved in several activities in that organization which was very much exciting and very good learning experiences.

3. I learned about Packaging Material Specification (PMS) and the importance of maintaining PMS files and the things these files contain. I came to know many thing about packaging of pharmaceutical products and how sensitive they are. While arranging the PMS file alphabetically I learned all the names of the products that Square Pharmaceuticals export abroad.

4.6 Conclusion:

As a BBA student I had to perform an internship in a business organization. I did my internship in Square Pharmaceuticals. That was my first experience of working in professional business environment. I was very much nervous before joining in that company. But surprisingly I found out that none of the task is that much hard. Everything was in proper order. The most important thing is to adjust with the professional work environment.

While working in that organization the most important thing I found that interpersonal communication is the most important to work in office environment. We need to communicate with different types of people from different social and cultural background. It is not easy to blend in a corporate environment so quickly. Positive attitude towards the job and responsibilities is also important. In our academic life I don't need to take any responsibility except my study. The only gainer or loser of my performance was me. But in an office environment where each and every activity is connected with each other, one's performance affects the whole organization. Working in professional environment is even harder. Suddenly starting an 8-hour day job is not easy. I needed to develop a strong mental attitude for the successful performance in my internship. Not all the times our performance is appreciated and sometimes it is to control the team members. But everybody must take patient approach to handle those kinds of situation. As I did some documentation task and others so I got to know the importance of the documents that I didn't know before.

Working three months as an intern in an organization was a very important experience for me. I believe it would help me to prepare and take the challenge of my future corporate work. The most important thing that I have learned from SPL is the necessity of working in groups . The International Marketing department is a team and each member contributes to the success of this team. I feel very proud and lucky to work with this team.

4.7 Recommendations:

Square Pharmaceuticals Ltd. is an ideal company for many. Therefore, it is very tough to recommend on any aspect of the company. However, I have come up with few recommendations, after conducting the research. Those are given below:

- 1) Square Pharmaceuticals should be more concerned about their documentation system. It will be helpful for their company. Experienced person can handle the documentation task easily so they should appoint experienced person for that task.
- 2) Proper archiving is very much important for any company. They should appoint a person who will be responsible for only archiving of the shipment file and PMS files.
- 3) There is lack of enough space for proper manual archiving. Since it is difficult to have a huge office space in the IMD department for these files, SPL can have a separate store room for archiving these files.
- 4) I found that they do not destroy the file on time which occupies the space. As a result they face to archive the problem when need to archive new or recent documents. So they should destroy the old file on time.
- 5) Check and cross check of a file is must to ensure about all the documents papers of a file. An full time employee should be hired for the archiving who can do this.
- 6) Automation system is more systematic and easy. So they should go for automation where each and everything will maintained by software. Maintaining a lot of files requires a lot of space. Moreover, it is also difficult and time consuming to archive the documents manually. So, automated software should be introduced to keep the documents in the computers. Through this way, it will also be possible to find out any specific document within a minute.

4.8 References:

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- Biography of Samson H Chowdhury. (n.d.). Retrieved June 26, 2017, from DIGITA iNTERACTIVE Web: <http://www.samsonchowdhury.com/en/timeline.php>
- MTBiz. (2017, January). Pharmaceutical Industry: A Billion Dollar Market. Monthly Business Review, 08(02).

Online Links:

- <http://www.squarepharma.com.bd/>
- [https://en.wikipedia.org/wiki/Beximco_Pharma\(Page-13\)](https://en.wikipedia.org/wiki/Beximco_Pharma(Page-13))
- [http://www.inceptapharma.com/\(Page-13\)](http://www.inceptapharma.com/(Page-13))
- <http://www.squarepharma.com.bd/corporate-social-responsibility.php>