



INTERNSHIP REPORT ON

Present Market Position of Shinepukur Ceramics Limited

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Letter of Transmittal

7th December 2017

To

Mr. Md. Mamoon Al Bashir
Senior Lecturer, BBS
BRAC University.
Mohakhali, Dhaka

Subject: Submission of Final Internship Report

Dear Sir,

I have completed my 12 week internship period at **Shinepukur Ceramics Limited** and would like to submit my internship report on “Present Market Position of **Shinepukur Ceramics Limited**” as per your specifications. In preparing this report, I have tried almost to include all the relevant information and analysis to make the report comprehensive as well as workable one, and in doing so have tried my utmost to live up to your standards. I will be very much glad to hear from you for further clarification.

May I, Therefore, wish and hope that you would be gracious enough to accept my effort and oblige thereby.

Yours Sincerely,

.....

Ashraful Islam Chowdhury
ID: 13104107
BRAC Business School

Preface

As a part of the course curriculum, each student of the Bachelors of Business Administration of BRAC University has to accomplish a project work, which is to preparing an Internship report. In order to face the challenges of the new millennium, there is no better sector for us than to learn about the present market position of Ceramics Industry and its Activities. The report has been prepared on the basis of marketing activities of Shinepukur Ceramics Limited. I have prepared this Internship report on “Present Market position of Shinepukur Ceramics Limited”. I tried my level best to learn something during three months internship period and prepared this report. The case study will play a great role to teach us about the ceramics industry, there business and marketing strategy and their product variation in different field and different sectors of the world.

Acknowledgement

At the very beginning, I would like to express my deepest gratitude to almighty GOD for giving me strength and aptitude to finish the report within the time. I feel honored to lay my sincerest gratitude to my honorable supervisor, Mr. Md. Mamoon Al Bashir Senior Lecturer, BRAC Business School, BRAC University, for his help, encouragement, Guidance and valuable suggestions throughout the period of this study, without which it would not have been possible to submit this report on time.

It was a great opportunity for me to complete my internship program at Shinepukur Ceramics Limited. I am also very grateful to my office supervisor and other officers for their great support. I am fortunate for the aid and encouragement I have received from all of my teachers and friends and students of BRAC University.

Executive Summary

Shinepukur Ceramics Limited is one of the top manufacturer of tableware ceramics in Bangladesh also a part of BEXIMCO group the largest private sector in our country. SCL started their journey in 1997 and till than they are dominating the tableware ceramics industry of Bangladesh. Within a very short time they had shown tremendous achievement in ceramics industry not only in the domestic market but also in the international area. Therefore in this report I will try to cover the present market position of Shinepukur Ceramics Limited. And will recommend some of the major marketing strategy which may help them to grab the attention of new buyers. In addition with this achievement Shinepukur Ceramics Limited has continuously reinforced their best performance by providing best quality with unique design of tableware product.

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Chapter – 01

Introduction of the report

1.1 Introduction of the report:

Tableware ceramics is nowadays getting famous both in Bangladesh and abroad. At present it is not the product for only high income people. Even it is not only using in the household purpose now we can see that large or small restaurant is also using this tableware ceramics. And the demand of this product is also increasing with the changes of life style among different people.

After the completion of 4 years 12 semester of BBA program I Ashraful Islam Chowdhury was placed to **Shinepukur Ceramics Limited** for my internship program. So as a requirement for the completion of the program I need to submit a report on **“Present Marketing Position of Shinepukur Ceramics Limited.”**

1.2 Objectives of the report:

Broad:

The main objective of the report is to find out the present marketing position in terms of their performance and through this study I also try to cover prospects of market growth of this organization.

Specific

1. To know their international market strategy.
2. To find out the view point of the purchaser.
3. To find out the present brand value of Shinepukur Ceramics Limited.
4. To evaluate their distribution channel
5. To find out their total demand both in domestic and foreign market.
6. To find out their present market position
7. To recommend some new strategy and opportunity.

1.3 Methodology:

Nature of the study

The nature of the study is evaluative one and it described different stages of Shinepukur Ceramics limited in terms of their market position. The whole report was prepared by taking some interview of the respective executives of that organization and with the guidance of my respective academic supervisor.

Sources of information:

I have collected both primary and secondary data for preparing this report.

Primary data:

- I took interview of 20 employee of this organization.
- I also interviewed the top officials of this organization. In that case I have interviewed the manager of HR, marketing, and Executive Director.

Secondary data:

- Annual report of Shinepukur Ceramics Limited.
- Various books and articles.
- Web search.

Scope and Limitations:

Scope:

As a whole I have learned lots of things about the present ceramics condition of Bangladesh in terms of technology, marketing policy, production system etc. Other scope are-

- They are the leading ceramics industry in this country.
- They do have a strong marketing department.
- All the information about this company is available.

Limitation:

- Time management
- Some information is not up to date.
- In some cases respondent did not give the clear or direct information.

Chapter: 2

Growth of Ceramics: An Overview

2.1 Introduction:

The Ceramic Industries as defined by 'Shreve's Chemical Process Industries' is any clay products or silicate industries which have their finished materials that are essentially silicates. According to a more technical definition of the subject, "Ceramics comprise of all engineering materials or products that are chemically inorganic, except metals and metal alloys, and are usually rendered serviceable through high temperature processing". According to this broad definition, the following types of product can be included under ceramic industries:

Whitewares. China, earthenware, pottery, porcelain, stoneware and vitreous wares.

1. Structural Clay Products. Building brick face brick, terra-cotta, sewer-pipe and drain tile.
2. Refractories. Fire blocks; silica, chromites, magnesite, magnesite-chromite brick; silicon carbide and zirconia refractories; aluminum silicate and alumina products.
3. Cement.
4. Specialized ceramic products.
5. Enamels and enameled metal.

2.2 Trend of ceramics industry of Bangladesh:

On the basis of availability of raw materials, labor, skills there are huge opportunity for ceramics industry in Bangladesh. The whiteware type of ceramics has a great potential in this country. The following sub-product of whiteware shown great performance in recent times-

Tableware;

1. Bone China,
2. Porcelain,
3. Stoneware and
4. Red-clay Earthenware.

5. Sanitaryware
6. Ceramics tiles

2.3 Investment trend in ceramics sector:

If we do compare to other sectors investment on ceramics industry in our country is not in a significant position. I already mention that there are huge potential for this category of business in our country but still the investment is less than the other industry.

The global export of tablewares (bone china, porcelain & stoneware) in total is more than US\$ 15 billion. However, Bangladesh experienced a sharp increase in ceramic export since FY 2000-01 and maintained a consistent growth over the last two years.

2.4 Strengths and weaknesses of white-ware ceramics in Bangladesh:

The main strengths of whiteware ceramics are-

- Availability of skilled people
- Low labor cost
- Cheaper, clean and abundant source of energy.
- Bangladesh is already recognizing as a good place for producing ceramics.
- Bangladesh is already enjoying GSP facilities in most of the country, which facilitates the access to the world market.

The main weakness of whiteware ceramics are-

- Lack of capital
- Technology barrier in this industry is significant
- Modern ceramics industry is technology and capital oriented
- Less bargaining power in purchasing the raw material.

2.5 Growth Potential Remains in Investment and Trade:

In the ceramic sector, export is only limited to tableware. Out of total US\$ 15 billion global export of tableware, Bangladesh's share is not even 0.25%. The potential for export of sanitary and red-clay earthenware is still untapped. Moreover, ceramic is a very high value addition product. The export diversification strategy of the country should focus on these aspects of value addition, market potential and other strengths. Investment in ceramic sector could yield in higher return to the entrepreneurs than most of the manufacturing concerns.

Given the present strength and potential, ceramic sector can transform the economy of Bangladesh with the supports from government, entrepreneurs, financiers, technologists and engineers

Chapter-03

Shinepukur Ceramics: Shining Above the Rest

3.1 To Start:

Ceramics Tableware is now-a-days a common household items at home and abroad which no longer belongs to the high income group only, it is even commonly used in the street corner small hotels and restaurants. The demand of the ceramics tableware is increasing day by day due to the change in the life style of the people.

Shinepukur Ceramics Limited (SCL) is pioneer in bone china technology in Bangladesh. It offers an exquisite range of the finest, world-class tableware in bone china, new bone china and porcelain. Shinepukur culminates all its knowledge, skills, efforts and traditions in superbly crafted tableware demanded by discerning customers. Incorporated on January 26th 1997, Shinepukur is set on 115,00 square meters of land at the Beximco Industrial Park at Gazipur, about 35 kilometers north of Dhaka. The plant was commissioned on December 9, 1999.

Superior technology blended with Japanese elegance. Shinepukur is heralding high-tech tableware manufacturing in the sub-continent. Shinepukur introduces bone china tableware in collaboration with NIKKO, the master of bone china in Japan. Its association with NIKKO has resulted in the company achieving the leading position in superior technology. NIKKO technology, developed through research and tradition since the beginning of the 20th century, has been integrated into the entire operational mainframe of Shinepukur.

Shinepukur tableware is designed to be an affordable luxury. From dinner plates to salt and pepper pots, it offers a complete range of product groups in a variety of shapes, decoration and patterns. The unique and beautiful tableware from Shinepukur introduces a new trend in fine dining. Customers are at liberty to choose from full range dinner set, place setting, starter set, tea set, coffee set, soup set etc. serving and desired number of persons.

3.2 Mission:

“Each of our activities must benefit and add value to the common wealth of our society. We firmly believe that, in the final analysis we are accountable to each of the constituents with whom we interact; namely our employees, our customers, our business associates, our fellow citizens and our shareholders.”

3.3 Vision:

Company Vision is to become a world class ceramics company through their products.

3.4 Tableware Production

About 10,000 pieces of high quality Bone China and 60,000 Pieces of top class Porcelain Tableware are produced at SCL per day, that is about 3 million pieces of Bone China and 18 million pieces of Porcelain Tableware are produced at SCL per year.

3.5 Ceramic Tableware Products

They are producing two types of product. These are:

- Bone china
- Porcelain

Bone China:

Shinepukur Ceramics was the first company in Bangladesh to introduce Bone China technology and products. Both home and abroad, the brand ‘Shinepukur’ has become a synonym of premium quality ceramics. Shinepukur Ceramics Limited Bone China Products contains more than 52% Bone Ash. It has the smoothest surface and most White Body. Its Crushing Strength is 1400 kg/cm² and it is 40% stronger than Porcelain.

- Contains more than 50% natural Bone Ash.
- Most translucent of all ceramic Tableware.
- Has the smoothest surface and whitest body.
- 40% stronger than Porcelain Tableware.



Porcelain:

Shinepukur Ceramics also offers Plain Porcelain, Ivory China, High Alumina Porcelain and Satin China tableware for all different market segments. Shinepukur Porcelain has the finest features and bright white body, made from highest quality raw materials. It is comparable in quality to the best Porcelain, manufactured by the world-renowned companies.

Plain Porcelain: Shinepukur Porcelain has the finest features and bright white body, made from highest quality of Raw Materials. Contains 18% Alumina in the Body. It is comparable in quality to the best Porcelain, manufactured by the world-renowned companies. Water Absorption is 0%, hardness of Glaze 4 Mohs and Crushing Strength 1000Kg/cm².

Ivory China Porceline: Contains 23% Alumina in the Body which similar weight to Porcelain Body and color is creamy with translucency similar to Porcelain. Water Absorption is 0%, Hardness of Glaze 5 Mohs. Crushing Strength 1100 Kg/cm² which about 10% stronger than Porcelain.

High Alumina Porcelain: This Product has no translucency and made especially for Hospitality and Food Service Industry. Contains 28% Alumina in the Body and can be offered in any shape suitable for commercial use. Water Absorption is 0%, Hardness of Glaze 5 Mohs. Crushing Strength 1600 Kg/cm² about 60% stronger than Porcelain.

Satin porcelain: A Shinepukur own research product which is most white appearance than conventional Porcelain, increased % of Alumina and Premium Clay. Contains 30% Alumina in the Body to make this Product 70% stronger than Porcelain.

Porcelain:

- Finest features & bright white body.
- Made from highest quality of raw materials.
- Comparable in quality to the best Porcelain manufacturers of the Globe.



3.6 Quality policy:

Shinepukur ceramics always believe in maintaining all the quality process for providing the best to its customers. The process are-

- Regular improvement in productivity and reducing the production cost.
- By maintaining health and industry safety.
- SCL arrange regular training session for its workers which help them to develop more skilled people for the future.

3.7 Competitive advantage of SCL:

The main competitive advantages of SCL are:

- SCL have skilled workforce for the decoration and design the tableware ceramics for their customers. So there design is totally different than the other tableware ceramics producer.
- SCL has the brand new technology for producing the tableware ceramics.
- Their entire product ensures the 100 percent safety for dishwasher, freezer and micro-oven use.
- Their entire tableware product got the perfect shining which make their tableware more popular in the world market.

3.8 Technical Feature:

Shinepukur has modern and brand new machineries from world reputed manufactures like TAKASAGO, SKK, and MINOYOGYO of Japan. The technical personnel have been trained by

these companies as well as NIKKO in Japan. The Company has its own Power Generation and Water Supply System for uninterrupted production.

The entire ranges of Shinepukur products (Bone China and Porcelain) company with USFDA and proposition 65 (California State) requirements. Shinepukur Tableware's are Impact Resistant (ASTM C 368-75) as well as, Resistant to Acid, Detergent, Crazing and Thermal Shock. These are also Dishwasher and Microwave Safe.

3.9 Domestic sales:

There are two ways for operating the domestic sales first is direct sales and another one is indirect sales. In terms of Shinepukur Ceramics Limited they do follow the indirect sales for domestic market. They do have some selected distributor who sales their product in the domestic market.

Many people raise a question how this company increases its sales volume within a very short time and the answer is Shinepukur Ceramics Limited has a very experienced management team who operates these entire distribution channels. They never compromise the quality of the product at any cost.

Inspire of these positive features Shnpukur Ceramics Limited still cannot fulfilled the domestic demand because the lack of capital and also they are giving more concentration to the foreign market than the domestic market.

3.10 Criteria of distributor:

Shinepukur Ceramics Limited does not make any indirect sell without their distributor. To be a distributor of SCL you need to be fulfilled following criteria-

1. Good will
2. Security money
3. Trade license
4. Income tax return
5. Solvency certificate from bank
6. Experience in ceramics business

7. Shop size
8. Turnover capacity.

3.11 Foreign sales:

Manufacturing tableware ceramics is labor intensive, gas and skill oriented project. In that case Bangladesh has comparative advantages. Because firstly, we do have low labor cost secondly, availability of technology and also we do have skilled people who can produce unique design for tableware ceramics as well.

In the beginning Japan, UK, Italy, Germany and some European countries use to export tableware ceramics. But now with the high wages rate, currency rate and lack of willing worker in ceramics industry many industries are stop producing tableware ceramics. So instead of exporting ceramics to other countries now they prefer to import tableware ceramics from developing countries to meet the domestic demand apart from reducing the production cost.

Bangladesh enjoys Generalized System of preferences (GSP) which allow duty quota restriction for export to any country.

After considering the international market condition SCL found a good opportunity to export ceramics in the overseas and non-overseas countries. Now they are selling their product in Japan, Italy, India, UK, USA, Singapore, Turkey and Spain. SCL is also trying to export their product in Russia and South Africa. Japanese Trading Houses have already shown keen interest to market the Bangladeshi bone china. Internationally targeted sales are about \$12 million per month but the actual figure is low, only \$3 to \$5 lacks sales are made per month.

3.12 Participation in International Trade Fair:

To promote their product SCL use to participate in the trade fair in different countries. Through this trade fair they try to grab the attention of their foreign buyers. International Fairs namely Ambiente 99-Franfurt Germany, New York Tabletop Show-99-USA, Consumer Goods Asia 99-Singapore and London House ware Show-99-UK, SCL also participated in the “Dhaka International Trade fair. SCL charged to its foreign buyers 30 percent more than its domestic price. They also sell product on credit in the international market.

3.13 Email marketing:

Shinepukur Ceramics Limited mainly follows email marketing to maintain the regular communication with their foreign buyers. Most of the time through mail they receive the buyers requirement and send the feedback through mail. Accept international trade fair it’s been rare to follow face to face marketing strategy for promoting their product in abroad.

3.14 Foreign Buyer Portfolio:

Shinepukur Ceramics Limited is having very enriched customer portfolio all around the world like Royal Doulton and Royal Worcester in the UK, Libbey in the USA and Richard Ginori and Tognana in the Italy. Leading Airlines like British Airways and Air Canada are also using Shinepukur Ceramics wares for their in-flight catering services. Superior technology blended with Japanese elegance, Shinepukur is heralding high-tech tableware manufacturing in the world.

3.15 Production & Operation:

The plant was commissioned on December 9, 1999 on 115,000 square meters of land at the Beximco Industrial Park at Gazipur, about 35 Kilometers north of Dhaka. the porcelain unit of company started its trial operation from January 1999 and run the unit went into commercial

operation from April 1999. The company has also successfully completed the commissioning of Bone China plant in June 30, 1999. The company is presently introduced new bone china in its product line.

The factory is claimed to be most modern and new technology-based in the country the plant was designed to be both efficient and productive. Most raw materials are imported from Japan, China, UK, New Zealand, Germany, India etc. and the rest are obtained locally.

The factory is equipped with six Kilns and an automated cup line and a spray glazing line. The machinery and equipment have been erected and installed by Japanese engineers from TAKASAGO and MINO Company of Japan. The procedure of the production is streamlined for continuous material flow from the beginning to the end products. Raw materials are given to one and the finished products come out at the other. The factory has been designed for efficiency, productivity and profitability.

3.16 Marketing Mix:

Marketing mix is set of marketing tools that a company uses to fulfill its market objectives for the target market and the components are-

Product:

Traditional Family Tableware. Shinepukur Ceramics products are traditional and modern tableware.

- Covers entire family requirement.
- Shapes and design are classical.
- Excellent shining colors.
- Elegant looking.
- Available in various colors

Price.

Shinepukur sets standard pricing for its products for all over Bangladesh and for international markets. However, products costing factors include:

- Wage.
- Material cost.
- Factory overhead.
- Direct labor wage.
- Factory manager and supervisors' indirect overhead.
- Plant / machinery depreciation.
- Salaries.
- Gross margin.
- Distribution cost.
- EBT/EBIT.
- Liquidating.

Place:

Distribution Network. Shinepukur maintains a distribution strategy incorporating wide distribution network covering the country. Dhaka Display and Sales Centre are situated at 34 Kemal Ataturk Avenue, 1st Floor, Banani, Dhaka. Besides, Shinpukur has agencies and city stores at different areas.

Promotion:

Brand Image: Shinepukur Ceramics Limited enjoys a great advantage in the tableware market that its brand (Shinepukur) has reached to the people as good quality ceramics. Shinepukur products cover total range of a family requirement. Consequently, it needs not required very aggressive promotion because of the following reasons:

- (Shinepukur Logo).
- Goodwill.
- No aggressive promotion by other competitors.
- Successful store promotion.

Brand Promotion:

It is an important section of marketing department, involving mainly in promotional activities. In addition of promotional activities this section also arranged marketing research, design product (according to customer demand and innovation), develop product and decorate showroom.

3.17 Display & Sales Center:

SCL has also a display and sales center at Banani in Dhaka-1213. This sales center was established on the vision of direct sales as well as for promotional activities. The display center established in exclusive area to attract exclusive customer. Except Bone China no loose sales in made in sales center. Maximum retails price is offered to the final customer to avoid company's own pricing conflict.

3.18 Warehouse:

SCL has also a rented warehouse at Lalbagh in Dhaka. Warehouse is established to conduct indirect sales. Goods are stored into warehouse according to the distributors' requirement. Supply the goods to the distributors by checking invoice. The local distributor that is the distributors of Dhaka City collects products by their own arrangement. But goods are supplied to the specific nodes by the arrangement of SCL for the distributors those who lived outside of Dhaka City. Within Dhaka City the delivering packet is cartoon made by paper, but outside of Dhaka City wooden cases are being used.

Chapter-4

SWOT Analysis

Lesson learned from internship program

4.1 SWOT Analysis:

SWOT analysis means the evaluation of company strength, weaknesses, opportunity and threats. Here company strength and weakness depends on the company internal environment and the threats and opportunity depends on the external environment of the company.

Strengths and weaknesses analysis of Shinepukur Ceramics Limited:

Strengths:

- Unique design and best quality product.
- They have modern technology and machineries.
- Experienced workforce.
- 100 percent quality checking.
- They have well equipped lab for developing new product design.

Weaknesses:

- Lack of capital for developing new products line.
- Management is not eager to develop new marketing strategy for new buyers.
- Less concentration on the domestic sales.
- Conflict between the management and the workers.

Opportunity and threats analysis of Shinepukur Ceramics Limited

Opportunities:

- Strong brand value in the international market.
- Demand of tableware ceramics is increasing for the developing countries.
- Demand of ceramic tiles are increasing in developed countries so if they going to introduce ceramics tiles besides tableware ceramics they will have a huge market share of that product.

Threats:

- New competitor are increasing in this category of business so if they do not develop new marketing strategy than they will lose the market share.
- As the price of raw materials is increasing they have to build a new price strategy for increasing their sales.

4.2 Learning from Shinepukur Ceramics Ltd:

Internship is a part of BBA program. As a part of academic curriculum, BRAC University sends its BBA students to local organizations for 12 weeks as internship program so that they can gather knowledge and experience about the organization, corporate behavior, nature of responsibilities, discipline and organizational environment. I have completed my internship program in marketing department at the Factory side of Shinepukur Ceramics. It helped me to take the overall idea of corporate life and gather knowledge about the company.

Taking job responsibilities: Taking responsibilities itself is a big challenge. Taking responsibilities and to fulfill it and at the end of the day providing a positive result is also a big challenge as well as a big satisfaction. In the factory I have personally observed that every worker do their works in a systematic manner. The organization gave me a vast knowledge about corporate life and it increases my confidence level for how many days I worked there.

Conversation with corporate people: As an intern when I entered in this organization I had some conversation with Executive Director, DGM, GM, Managers and other officers. And as this company is a leading company in Bangladesh so I had a chance to see enough corporate people and visitors here.

Knowledge Gain: I have learned from my internship how to act in organization. I have also learned that how the all the department works. I have learned many things about Ceramic

products. I have also learned how they are planning for developing new product line for the future.

Gain experience: This is the first time I worked in any organization. Each and every department and every section where I worked was new experience for me. The knowledge I learned from my education with the help of that I got many ideas about managing my works in the organization. On the other hand here everything was new for me and everything I could observe there was an effective experience for me.

Corporate Behavior: While working in the organization I had to maintain the corporate behavior which was much different from our regular informal behavior. I had to stay formal. When I met someone I had to give Salam and talk very politely.

Discipline: I have seen that every employee in the company maintains discipline. Employees have to maintain office timing properly. Workers are not allowed to delay to reach to their work. While working in the company I always have to go with a formal dress and talk very politely and formally.

Punctuality: While working in SCL as intern I had to maintain time for every task. I had to manage my time for every task and every day I have to go to the office on time.

Development of communication skills: Working in SCL I found that people are very friendly and very helpful. They always encourage me and helped me in my tasks. So it helped me to communicate with them without any hesitations and it developed my communication skills.

During my internship I had a chance to learn lots of new things. This internship was a great learning experience for me. It helped me to build up my skills and give the opportunity to learn from mistakes. It was a perfect sector for me to gain the professional knowledge for my future career. Besides learning from the organization I also had the chance to learn other things from this internship:

- Learn to be creative.
- Networking.
- Taking notes.
- Adopt new skills.
- Treat everyone with respect.
- Not to be afraid to make mistakes.
- Ask questions.
- Finish one task before starting another.
- Corporate culture education.
- Learn and Share with Others.
- Taking responsibilities.

Chapter -5

Concluding Statement

5.1 Recommendation:

After studying all the scenario of Shinepukur Ceramics Limited the following recommendation may offer for improving their business –

- The demand for tableware ceramics in the domestic market is increasing so they should develop new strategy for increasing their domestic sales.
- For getting new foreign buyers they are still following international trade fair and email marketing I think they besides this two strategy they should invest more money for developing new marketing strategy which may help them for getting new buyers and this is the high time for thinking about this issue as the market is getting more competitive day by day.
- In the international market at present the demand of ceramics tiles is getting high so they develop a new project for ceramics tiles which will help them to make more profit from this ceramics business.
- They should increase their annual budget for more merchandising activities.
- If they wanted to create more domestic sales than they have to make their product more availability and also they need create some advertising activities which will help them to grab the attention for their domestic customers for an example – they can create some billboard and TV commercial for advertising their product.
- For creating more brand value they can involve some social activities for an example tree plantation, blood donation etc.

5.2 Findings

While working as an intern in SCL after analysis and collecting of data I have got some findings. These findings are completely my personal point of view which is given below-

- There are not using full of their capacity.
- They are only focusing on international trade fair and email marketing and still not showing any interest for developing new marketing strategy.
- SCL are more sincere about their employee and workers like they always give medical treatment, food facilitates and also providing them the best working environment.
- They are more serious about the quality of their product like they always collect the raw material from one supplier they do not change the supplier for the possibility of quality change.
- Their marketing executives are working under pressure as they have to deal with huge number of customers at the same time.
- They always deliver their product in time they never pay any delay fee to their customer yet which is their main good will.
- SCL should decrease the amount of loan they are having at present because for this reason they have to pay interest which is minimizing their profit margin.
- They are giving more concentration on foreign sales than the domestic sales as they are the 100 percent export company so they try to produce those product which is taken from order.

5.3 Conclusion

Finally I would like to concludes that Shinepukur Ceramics Limited still dominating the tableware ceramics industry in this country and also they have a good brand value in the international ceramics market because they are able to provide best quality of ceramics with a unique design and best shinning ceramics. They have a very bright future in this category of business. Shinepukur Ceramics can be centerpiece in any Stylish house.

Shinepukur Ceramics is also having the best experienced executives in their organization who are always monitoring and ensuring the best quality of product. They never compromise with quality of the product which is another reason of being the market leader. So in my point of view as the competitor is increasing they should think for developing new product line which can be ceramics tiles as well.

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