



Inspiring Excellence

Internship Report

On

Supply chain of Cosmo Consumer Product Ltd.

Submitted to

Mr. K.M. Nafiul Haque

Lecturer

BRAC Business School

Submitted By

Nadia haider

ID: 12204063

Course Code: BUS400

BRAC Business School

Submission Date

20th December, 2017



Internship Report

On

Supply chain of Cosmo Consumer Product Ltd.

A sister concern of Cosmo Group

Letter of transmittal

December 20, 2017

Mr. K.M. Nafiul Haque,

Lecturer,

BRAC Business School,

BRAC University,

66, Mohakhali, Dhaka-1212.

Subject: Submission of Internship Report.

Dear Sir,

With due respect, I am submitting herewith my internship report as per your instruction to fulfill the BUS 400 course requirement of undergraduate Bachelor's in Business Administration program of BRAC University. I have completed my internship program from Cosmo Consumer Product Limited. To make this report up to the standard I tried my best to fulfil the requirements and to draw out an important knowledge inside the imperatives. The report contains a comprehensive study on "Supply chain of Cosmo Consumer Product LTD". It was a great delight for me to have the opportunity to work on the above-mentioned subject. . Despite many limitations, I have tried my best to make this report accurate and reliable while maintaining the criteria that you have set.

I can assure you the legitimacy of this report. Moreover, I sincerely hope that this report will merit your approval. If you have any further enquiry concerning any additional information, I would be very pleased to clarify that. Thank you.

Thank you.

Sincerely yours,

Nadia haider

ID: 12204063

BRAC Business School

ACKNOWLEDGEMENT

This report would not have been possible without the support of many people who were supported to me learning something new and encourage me to take challenges to be a business person. Thus, I would like to express my deepest appreciation and I am very grateful to our course instructor **Mr. K.M. Nafiul Haque**, for his continuous guidance henceforth. In addition to this, his requirements for the assignment made it mandatory for us to seek the opportunity to learn through this assignment how the theories in the book could be executed with the in real world. Furthermore, I would like to express my gratitude to one of the director of CCPL Md. Hamid for supporting me to learn and how to cope up with practical world. And a special thanks to my father who believed in me and give me an opportunity to be a business person.

Letter of transmittal.....	3
ACKNOWLEDGEMENT	4
Executive Summary.....	6
Chapter- 1.....	7
Cosmo consumer products limited.....	7
About product.....	8
My learning from this experience:.....	8
Statement of the Problems:.....	9
Scope and limitation of the Study:.....	9
Purpose or intent of the study:.....	9
Broad Statement:.....	9
Narrow Statement:	9
Source of Data.....	10
Chaper-2.....	11
Supply Chain Management (SCM) of CCPL:	11
Physical Flows	11
Information Flows	11
Material planning:.....	12
Procurement and integration:	13
Warehouse and fulfillment:.....	14
Distribution:	14
Repair and returns:.....	15
Seasonal affects in supply chain of CCPL:.....	16
To overcome sales decrease CCPL do seasonal promotion during off season:	17
Findings:	17
Recommendations.....	18
Conclusion:	20
References.....	20

Executive Summary

This is a report on the supply chain of Cosmo Consumer Products LTD (CCPL). CCPL started its journey with consumer item, mosquito coil business in 2013. The mother concern of Cosmo group is Cosmo synthetic industry Ltd which started its journey in 1997. Among the thirteen sister concerns of Cosmo Group I have done my internship at Cosmo Consumer Products LTD. In this report all the information about the company and their supply chain procedures are thoroughly described. The first chapter of the report contains about company profile and overviews. Here I also mentioned my job responsibilities in the internship period. The second chapter of the report gives a clear overview of Cosmo Consumer Products Ltd. It is the main part of the report where I mainly focused on supply chain. In this part mostly I talked about our seasonal problems and also mentioned the findings, limitations, recommendations and conclusion. Hence I tried to add some of the suggestions are also given to improve their performance in my point of views.

Chapter- 1

Cosmo consumer products limited

Cosmo consumer products ltd. Established in 2013 but it was its construction period and its goes till 2014. After 2014, it has launched its product Jonaki, Rico & Cosmo marshal mosquito coils. 2014 was full of marketing set up period. So, 2015 was the good beginning for this company.

Cosmo consumer products ltd. is a sister concern of Cosmo group. Cosmo group is one of the largest manufacturers of garments accessories group of company in Bangladesh which 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 150,000 square fit in the district of Gazipur.

Cosmo consumer product ltd has two manufacturing plant consists of several buildings with well-equipped materials and advanced technologies 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 consumer products ltd. now has one of the largest and strong field marketing sales force and large distribution network operated from 170 different locations throughout the country. Its core competency is their most dynamic skilled and dedicated marketing team comprising of consumer goods.

About product

Brand name: Jonaki, Rico, Cosmo Marshal

Product category: Mosquito coil

Jonaki, Rico, Cosmo marshal are new and one of the most focused brand in our company “Cosmo consumer products ltd”, a sister concern of “Cosmo group”. This brand targets are becoming one of among the top FMCG companies and a trusted brand in mosquito coil sector and wellness space in Bangladesh. Our brand want to touches the lives of every Bangladeshis with our brands in various categories and our others consumer product through providing a very strong distribution network that will reach every outlet throughout the country. Its flagship brand, Jonaki, Rico & Cosmo marshal have been starting its journey with a great hope of success years after years in Bangladesh with confidence of winning heart not only loyal consumers but all Bangladeshi people.

Our vision is to become one of the top of mosquito Coil Company by producing highly efficient and best quality Mosquito coil in Bangladesh. We would also like to discover and develop innovative ideas, value-added products that improve the quality of life of people around all over Bangladesh and will contribute in the growth of Bangladesh. Jonaki, Rico & cosmo marshal will set an extreme focus in its products market and process development that will continue to effectively meet premium quality standards with competitive price. This brand is set commitment to developing products basis on best coil formulation in Bangladesh.

My learning from this experience:

- How to making customer more and more loyal about our product and company, it's important to me to consider our overall brand strategy where we are dedicating our all hard work to develop team partners.
- How to create best support we will offer them to have healthy margins deep discounting and daily/weekly sales might be better for hitting their goals.
- Manage the whole marketing team together, supply chain management, business sustainability.
- New markets build up.
- Business sustainability
- National team management
- Costing calculation, cost analysis and promotional season balance.

Statement of the Problems:

In every consumer company as well as us face always some seasonal challenges in the supply and demand management between distribution and production capacity in finish goods and raw-materials. We have to work on more in production supply and demand growth balance problem and supply uncertainty, Material availability and the risk, effects & response.

Scope and limitation of the Study:

In this research I tried to find out ways of decreasing uncertainty level of supply chain problem for building a strong distributor support and ensuring growth with reputation for my company.

Purpose or intent of the study:

The purpose of this report is to find out all the solution which would be helpful for me to build up proper supply chain to overcome seasonal crisis by suppliers and distributors by markets in Cosmo Consumer Product Ltd. There are objective of my internship report. They are:

- Broad Statement
- Narrow Statement

Broad Statement:

The broad objective of this report is to study the corporate Seasonal supply chain analysis of Cosmo Consumer Product Ltd.

Narrow Statement:

- To provide company information and overview
- Giving details information about the primary and secondary sales of Cosmo Consumer Product Ltd.

- Finding out which way should be helpful for improving supply chain in Cosmo to gain more success.

Source of Data

Primary Sources:

- As I'm working here more than 4 years, in these years I have some advisors who have experience in this field more than 20 years and met lots of people who are working in this mosquito coil sector, I take suggestion from there real life experience.
- All the information I'm using here is authentic information and practical work of my business career.

Secondary Sources:

- Websites of Cosmo Group.
- Relevant books, journal paper, research works and others related articles from articles about supply chain.

Limitations:

1. Lack of knowledge in the study.
2. Secondly the limitations of information because I have to maintain some privacy data must have to maintain for Company policy.

Chaper-2

Supply Chain Management (SCM) of CCPL:

In Cosmo consumer products limited, we maintain our supply chain management (SCM) by the active management of supply chain activities to maximize customer value and achieve a sustainable competitive advantage. It represents a conscious effort by the supply chain firms to develop and run supply chains in the most effective & efficient ways possible. Supply chain activities cover everything from product development, sourcing, production, and logistics, as well as the information systems needed to coordinate these activities.

We maintain our Supply Chain Management (SCM) based on two core ideas:

1. **For finished goods:** Practically every product that reaches an end user represents the cumulative effort of multiple chains like Depots, dealers, retailers etc. These organizations are referred to collectively as the supply chain.
2. **For raw materials:** Practically every raw material that reaches to factory warehouse.

Our organization also maintains physical flows and information flows.

Physical Flows

Physical flows involve the transformation, movement, and storage of goods and materials. They are the most visible piece of the supply chain. But just as important are information flows.

Information Flows

Information flows allow the various supply chain partners to coordinate their long-term plans, and to control the day-to-day flow of goods and materials up and down the supply chain.



Material planning:

For mosquito coil sector, the biggest headache in material storage for long lead-time. Most manufacturers source product from nationally. Very few items like tabu powder, tamarind powder get imported from china, Vietnam, India, Myanmar etc.

The major concern of raw materials to get on-time delivery performance and quality ranges products from suppliers.



Procurement and integration:

Suppliers who provide goods and services to the organization need for better management because of competition increased among all business organization. CCPL choose suppliers that are responsible for locating and managing the suppliers that provide the materials and services needed to meet customer expectations. Procurement department has Sourcing and procurement is generally responsible for this task. They always focus on spend management is not new to the purchasing area. But the increasing magnitude of requested reductions is driving purchasing departments to think creatively about ways to more strategically manage the supply base and continue to drive unnecessary costs from everyday purchases.

For raw-materials purchase, CCPL follows this step:

Step 1: Forecasting market demand by sales team

Step 2: Checking stock for manufacturing finished goods according to demand

Step 3: Get purchase requirement from factory to head office before raw-materials could continue for more 30 days.

Step 4: Sourcing suppliers and get quotation from them.

Step 5: Raw-materials send to Factory

Step 6: Checking quality by QC officer.

Step 7: Raw-materials storing in warehouse.

Warehouse and fulfillment:

First of all for our storage needs, we ensure a large warehouse that can import raw-materials in inventory for our manufacturing purpose and we always store them safely. We also store finished goods in depots according to their demand of seasons. In November to January, we mainly stock finished products.

For Finish goods stock, CCPL follows this step:

Step 1: CCPL deliver finished goods from factory to directly agent point's warehouse.

Step 2: Agents received products and check according to delivery challan.

Step 3: Dealers do payment to company directly and company do delivery order to agents according to their payments schedule. Then agent's delivery products to dealer according to their delivery order.

Step 4: Dealers keep their ordered products to their own store house and sale it retailers.

Distribution:

Cosmo consumer products limited established an extensive distribution channel for their all mosquito coil brand to make it available throughout the country. It built seven distribution centers (Agent/depot) in the seven divisions of Bangladesh: Rangpur, Dinajpur, Chittagong, Sylhet, Rajshahi, Khulna, and Barishal. From these distribution centers, they supply their coil to different districts dealers. From dealers, the sales representatives supply retail shops (small and

mega) on the basis of their demand. The small traders or wholesalers purchase mosquito coil directly from the dealers.

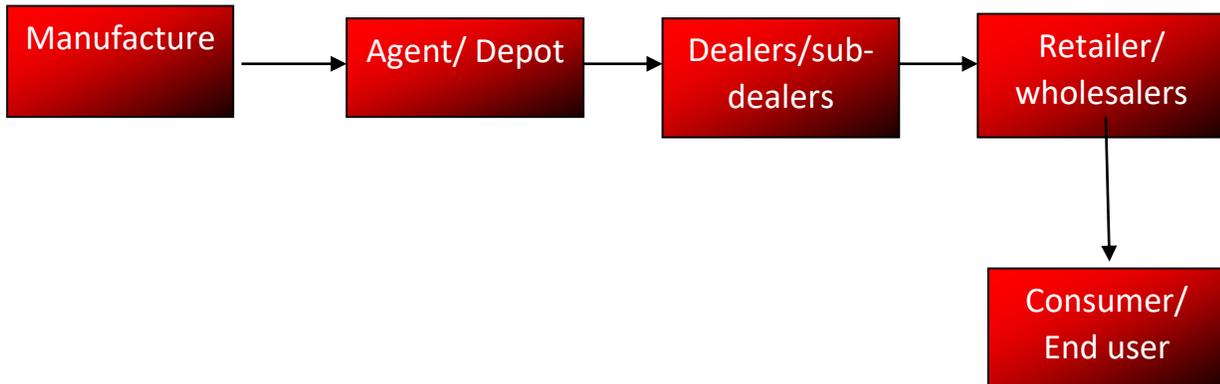


Figure: Distribution Channel

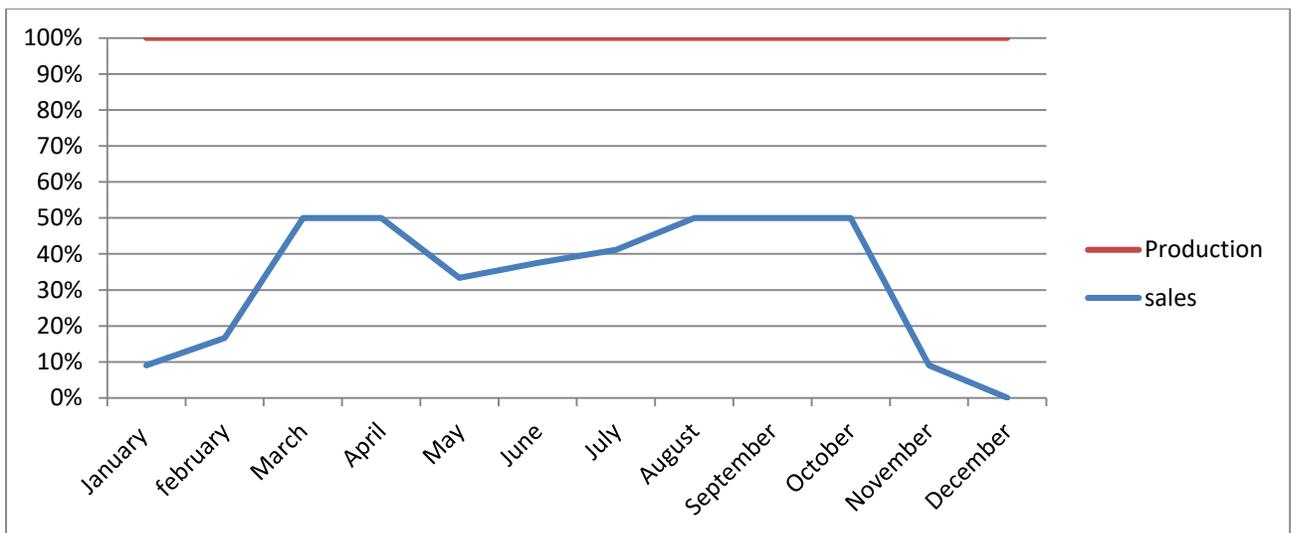
Repair and returns:

CCPL has the process that deals with the flow of products and materials including returned or damaged goods from the consumer back from markets. Besides customer dissatisfaction, other reasons consumers send back products include:

- Expiry finished goods
- Damaged or defective product return
- Delivery error

Seasonal affects in supply chain of CCPL:

Seasons	Effects on Finish goods	Effects on raw-materials	Reasons
January	Regular sales decrease in 90%	No crisis	For winter
February	Regular sales decrease in 90% until 20th February.	No crisis	For winter
March	season for full sales	Sometimes crisis	
April	season for full sales	No crisis	
May	season for medium sales	most Crisis time	For rainy seasons
June	sales decrease in 30% then before months	most Crisis time	For rainy seasons
July	season for medium sales	most Crisis time	Effects of previous seasons
August	Most perfect sales comes in this month	most Crisis time	
September	season for full sales	No crisis	
October	season for full sales	No crisis	
November	sales decrease in 90%	No crisis	For winter
December	sales decrease in 95%	No crisis	For winter



To overcome sales decrease CCPL do seasonal promotion during off season:

Seasons	Effects on Finish goods	Promotions
January	sales decrease in 90%	Slab Card program
February	Sales decrease in 90% until 20th February.	1 or 2 Free packet with carton
March	season for full sales	Nil
April	season for full sales	Nil
May	season for medium sales	Slab Card program
June	sales decrease in 30% then before months	1 or 2 Free packet with carton
July	season for medium sales	1 or 2 Free packet with carton
August	Most perfect sales comes in this month	Nil
September	season for full sales	Nil
October	season for full sales	Nil
November	sales decrease in 90%	Sometime sales discount
December	sales decrease in 95%	Sometime sales discount

Findings:

In CCPL, I observed various seasonal problems for operations as long I am working here. Based on my observation, the findings are as follows:

- Most of the dealers of Cosmo Consumer Product Ltd are satisfied with the products quality as CCPL maintain high quality products and services to their customers.
- As CCPL is providing best service to their then they are also ensuring their loyal customers and they should develop more loyal customer to make them secure from competitors.
- Basically CCPL target premium customer by Jonaki mosquito coil and regular customers by Rico and Cosmo marshal mosquito coil.
- Cosmo Group has already established a favourable reputation in the mosquito coil in some particular areas like rangpur, dinajpur, Khulna etc. but in other areas they should try to develop it as soon as possible.

- Number of employees in Cosmo is much higher than the volume of work which creates available service to their customers but this is costly for company.
- In seasons, CCPL face some difficulty to ensure 100% supply due to their lack of production capacity.
- In rainy seasons, CCPL also face some difficulty to get raw materials from local sourcing.

Recommendations

There will be always some part needed to be a developing organization, so I think CCPL also has lots of things and which is need to more emphasis and improve as my point of view. Those things are given below:

- **Increase production capacity**

In the Cosmo Consumer Product Ltd they should increase production capacity to give support to their dealers in seasons.

- **Strong audit department:**

In my opinion, the Audit department of cosmo consumer products ltd need to be more strong regardin their employee performance and supply chain monitoring. If they create a suitable monitoring environment and build up a good cross checking relationship then the employee should motivated and will be more carefull to do their works more pationately.

- **Effective Trainning for supply chain department:**

I think that some of the executives would not that much trained up to do their work as they are always guided by their seniors. For this reason they did not achive the skill of

handling skill in supply chain. For this our company should give more importance on their employee trainings.

➤ **To introduce new technology:**

CCPL recently using a one punch machine which is manual and very slow in production. There are also two semi auto six punch machine which has medium level output. So, I think that they should go for a automated machine which will have very high speed production capacity. As they are planinf for to for national wide market, it will help them a lots to give propar propducts in right time.

➤ **Introduce more Products line:**

In the Cosmo Consumer Product Ltd they should introducr some different Products like toilet cleaner, dish washer, different types of tissue, coil etc but with proper stablishment of these products. They also can introduce in market new products like floor cleaner, lequid dish washer, agarbati etc which is related in this trade. I think that if they establish one by one sector properly then it will be more successful journey for them.

➤ **Increase warehouse:**

In my opinion, cosmo consumer products ltd need to increase their warehouse to store more raw- materials before crisis season. It will be helpfull for them to maintain proper supply chain

Conclusion:

Effective supply chain management is very important for business and business owners. The success of a business depends on it. Here, one needs to be able to clearly explain company policies to customers and clients and answer their all questions about their products or services. So, to build my career as a business owner I need to have good monitor in my supply chain to make good relationship with my stakeholders effectively. Here I am trying to improve the side of supply chain because to establish and reputed company i have to ensure my commitment with every possible benefits and also offering very attractive business system where supply chain is a great large part in this sector. As CCPL are already have established brand for this mosquito coil products, we were facing so many challenges for so many reasons. But our target is by keeping commitment in time and by providing best service we can to make long term relationship with our customer. However I am really happy to work here and sharing my experience through this report.

References

What is Supply Chain Management (SCM). (2017 , April 02). *What is Supply Chain Management (SCM)*. (n.d.). <https://scm.ncsu.edu/scm-articles/article/what-is-supply-chain-management>.

www.cosmogroupbd.com