



Internship Report on
“Business Operation Management of RFL Autos”

Submitted To:

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LETTER OF SUBMISSION

5th April, 2018

To

The Supervisor

Department of BRAC Business School

BRAC University

Subject: Regarding submission of internship report titled “Business Operation of RFL Autos”

Dear Sir,

I have the honor to let you know that I have accomplished my internship report titled on “Business Operation of RFL Autos” It gives me immense pleasure to submit the report before you. I made every endeavor to prepare this report and tried my level best to accumulate relevant and insightful information. It is a great experience for me to work with this topic. I have tried to make the report vivid and comprehensive within the scheduled time and limited resources.

If you need any further information to evaluate the internship report, it would be my enormous pleasure to furnish you the same. Your acceptance and appreciation would surely inspire me.

Sincerely yours,

Iftakhar Hossain Jubery

ID: 14364074

MBA Program

Dept of BBS, BRACU

Acknowledgements

It feels great opportunity to work with PRAN-RFL Group's new Business Unit "RFL Autos" in Business Operation, which created to get vast knowledge on Automobile sector, import related works & knowing the market in BD & in many countries of world.

I thank to my Assistant Manager of Corp. Sales Mr. Tanvir Ahmed & Assist Manager of SCM Mr. Karim for giving me the opportunity to work with them for preparing the research. For their practical knowledge on their related field I have been able to compile and complete this report in a comprehensive way, support and counseling that they have provided me with during this period. I have tried my best to implement his constructive suggestions while doing my report.

I acknowledge my heartiest gratefulness to all who have extended their hands of cooperation in preparing the report. I express my gratitude and acclaim towards my relevant supervisor MD. Mamoon Al Bashir for his overall guidance, advice and support in encouraging our responsibilities consciously while creating this internship report.

CERTIFICATE OF SUPERVISOR

This Internship Report the titled as “Business Operation Management RFL Autos” has been submitted by Iftakhar Hossain Jubery (ID# 14364074) for partial fulfillment as per requirements for the degree of Master of Business Administration from BRAC University. He has prepared this report by himself under my direct supervision. This report is without any plagiarism and has been accepted, hereby.

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Executive Summary

In light of Bangladesh's substantial economic growth, increasing tendency and client penetration rates and the liberalization process is taking place in the light engineering industry. RFL is one of the largest plastic manufacturers around the world (3rd largest in Asia). RFL is a sister concern of PRAN-RFL group. RFL group has a turnover in the vicinity of USD \$0.78 billion annually. Primarily Rangpur Foundry Ltd (RFL) was founded by Maj. Gen. Amjad Khan Chowdhury (Retd.) in 17th March 1981 with a vision to leveraging the farmer in irrigation through cast iron products like centrifugal pump as well as ensuring drinking water through Tube well. It commenced its operation in plastics business in 2003. The factory sites are in company owned industrial parks (RIP/HIP?PIP etc.), which is fully equipped with state of the art injection molding machines with a conversation capacity of over 20,000 tons per month. RFL Plastics currently utilizes 7500 molds through 620 machines having own tooling facilities. Presently, it is one of the biggest sectors of Bangladesh. PRAN group is the biggest food product company in Bangladesh and very much popular among mass & class people those products in a short time. PRAN-RFL Group has completed their 37th year recently and in this journey they have created biggest opportunity for foreign investment, manufacturing & trading businesses in every related field in Bangladesh. Today PRAN-RFL Group is the market leader in Bangladesh in FMCG-Food, Plastic, PVC, & Light engineering sectors. They are manufacturing in 13 location over Bangladesh, exporting over 13 countries, achieved best exporter's trophy for last 14 years. Employing directly over 110,000 people & 100,000 contractual farmers. Over 1.50 million people subsist on PRAN-RFL Group.

In this report, I have tried my level best to discuss the basic functions of business operation which is exercised in PRAN - RFL group. I have analyzed the operation process of PRAN - RFL group from the view of theoretical definition, practical application, basic principles followed and technology used in the whole process. The report also discussed the PRAN - RFL group goals, mission and vision. This report focuses on this Organization's one of the sister concerns specific product's full business operation process.

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Chapter: 1

Company Overview

1.1 RFL at a glance

RFL started its journey with cast iron (CI) products in 1980. The initial main objective was to ensure pure water and affordable irrigation instruments for improving rural life. Today the company has its wide ranges of CI products like pumps, tube wells, bearings, gas stoves etc and has achieved the prestige as the largest cast iron foundry and light engineering workshop in Bangladesh. With a vision to serve the common people of Bangladesh with quality necessary products, RFL diversified its operation into PVC category in 1996 and in plastic sector in 2003. At present it is market leader in all these three sectors-cast iron, PVC and Plastic in the country. Sizeable amount is also exported to different countries.

It is equipped with in-house R & D facilities to design and develop new products. A well organized owned testing laboratory is used to ensure quality products. RFL has been awarded with BSTI certificate and ISO9001 Certificate for its strict compliance with the standard set by both the organizations.

The factory sites are company owned industrial parks of 500,000 sq meters, which is fully equipped with state of the art injection molding machines, extrusion with Conversion capacity of over 20,000 tons per month.

RFL currently utilizes 2000 molds through 500 machines, 04 foundry and 250 extrusion machines having own tool facilities.

We are very strong organization of 12,000 employees dedicated to supplying customized and quality plastics, PVC & CI products.

RFL has become a benchmark for competitors on the lines of quality by manufacturing premium quality products to give clients excellent services and true value for money. The unmatched products have given a big name in the domestic market. This is possible because the company is professionally managed and promoted by people who ensure creativity.

We welcome the opportunity to become your manufacturing partner in your business journey.

1.2 Vision, Mission & Aim

VISION

Poverty & Hunger are Curses. The organization thinks that poverty and hunger is a curse for nation and they are trying to overcome the poverty.

MISSION

Improving Livelihood. Improving the people living standard in society and create the respects and prosperity for the nation.

AIM

To Generate Employment and Earn Dignity & Self Respect for our Compatriots through Profitable Enterprises.

CORE VALUES

PRAN - RFL believes in providing quality by considering the customers' demands and expectations. Continuous innovation and improvement is the motive of this organization by focusing customers and tries to maintain fairness and transparency in all segments. The corporate values for PRAN - RFL are-

- Consumer care
- Supplier care
- Employee care
- Trade care.

1.3 Company Structure

Total Companies: 13

Business Types: Agro Processing, Plastic Manufacturing, Cast Iron, PVC, Electronics, Melamine, Lifts, Pumps

Employees: 50,000

Products: More than 5,000

Factories: 13 (700 acre area)

Dealer: 47,000

Dependents: More than 1,000,000 people around the world

Export to: 192 Countries

Export (2015-2016): US \$ 194 Million

Main Export Market: India (43%)

Strength: Distribution Channel and Devoted Employees.

1.4 Awards and Certification

For excellence in export market including product development, market development etc; we have been awarded numerous trophies in home and abroad. In recognition of contribution towards earning foreign currency, PRAN achieved “Best National Export Award” for 11 consecutive fiscal years (FY 2002-03, 2003-04, 2004-05, 2007-08, 2009-10, 2010-11, 2011-12, 2012-13, 2013-14, 2014-15, 2015-16).

In recent times, PRAN is awarded “UDC BUSINESS AWARDS 2016” as the best food & beverage products manufacturer in Malaysia.

PRAN-RFL for the first time has received IMS certificate as the first food processing company in Bangladesh. IMS is known as combination of Environmental Management System ISO14001:2004 and British Standard Occupational Health Safety Assessment Series (BS OSHAS) 18001:2007.

In 2016, PRAN-RFL Group has got BEST BRAND AWARD from the Bangladesh Brand Forum.

Chapter: 2

[The Project]

2.1 Background:

PRAN-RFL Group is popular for biggest distribution channel in Bangladesh, so this group is one of the biggest automobile customers in our country. Every year they purchase about 500-800 units of LDT/HDT/Construction trucks & reconditioned vehicles and others. They are also motivated by other automobile companies because Bangladesh is an emerging market in automotive business.

2.2 Rationale of the Study:

The Implementation of new business in Bangladesh with good success rates is crucial in a nation's economic growth and prosperity. Automobile is one such system for which a lot of resistance is offered in organizations for implementation due to higher investments and more failures associated with it. PRAN-RFL Group has a very big number of dealers in all over Bangladesh, also has their own demand & goodwill to customer end. The purpose of the business is to fulfill our own demand & market demand. As a result RFL Group can make a better business and smooth distribution channel.

2.3 Objective of Company :

Company controls their business by Operation persons, Considering the fact that I have been working in the operation department of RFL Autos side to ensure the product quality, business profit as well as sales growth and the rationale behind report is that I want to explore both the challenges & opportunities of Metal business specially kitchen sink from the prospective of RFL Group. Business Operation plays key role for every business to sustain in market for long run. I am working with RFL Automobile business for the last 1.5 years, we have observed within last few years that automotive business increases both urban & rural area. Now a day's every company need Light Duty Truck (LDT), Heave Duty Truck (HDT) & construction vehicles. Distribution channel is growing, construction works happening, that is why vehicle business growing faster.

2.4 Statement of the Problem:

The report will show you how RFL Autos formed & how the operational works are ongoing. The report highlights the following issues addressed by this study:

- How RFL run the whole supply chain of RFL Autos business?
- SME & large businessman wants to use Vehicles?
- Increasing sales of RFL Autos?
- What is the Future plan of RFL Autos?

2.5 Objectives of the Study

- Understanding the PRAN-RFL Group structure.
- Merging Theoretical practical knowledge.
- Understanding whole Operation & Supply chain setup of RFL Autos.
- Quality & Service setup.
- SWOT on Automobile business.
- Obstacles & Challenges.

2.6 Methodology of the project

The term ‘methodology’ means an “analysis of and rationale for the particular method or methods used. For this research primary approach or secondary approach is applied. Information was collected from relevant research and development done by workshop, marketing, sales, operation department and other divisions of RFL group. The steps are:

(a) Primary Source

- Conversation with the core them member as well as operational line manager.
- HOD of different departments
- Importers, distributors, sales etc.

(b) Secondary Source

I have elaborated different types of secondary data in my research. Sources of secondary information can be defined as follows:

- Annual Report
- Sales
- External Sources
- Books and Newspaper
- Website
- Internal Information

2.7 Limitations of the Study

Like any other articles and thesis, this study is not free from limitation. Highest level of efforts has been given to overcome these limitations through extensive study. The major limitations are given below:

- Company policy & secrets of not disclosing some data and information for confidential reason, which could be very much useful for the report.
- As an employee of the company I have hectic schedule daily basis, it's difficult to complete the report in time. Also I had to visit our workshop, our competitors, customers which is spread in many areas.
- Because of the limitation of information, some assumptions were made. So there may be some unintentional mistake in the report
- This study completely depended on official records, website information and annual reports
- Lack of co-operation.
- Time limitation.

2.8 Organization of the Report

- As a part of the MBA program, all students are required to complete three months' internship program or alternative submit a thesis paper. I have been assigned to submit a thesis paper. This report is the outcome of my assigned thesis paper.

The topic of my thesis is “**Business Operation of RFL Autos**”

2.9 Operation Management

Operations management refers to the administration of business practices to create the highest level of efficiency possible within an organization. It is concerned with converting materials and labor into goods and services as efficiently as possible to maximize the profit of an organization. Operations management teams attempt to balance costs with revenue to achieve the highest net operating profit possible. Operations management involves utilizing resources from staff, materials, equipment and technology. Operations managers acquire, develop and deliver goods to clients based on client wants and the abilities of the company. Operations management handles various strategic issues including determining the size of manufacturing plants and project management methods, and implementing the structure of information technology networks. Other operational issues include the management of inventory levels, including work-in-process levels and raw materials acquisition; quality control; materials handling; and maintenance policies. Operations management entails studying the use of raw materials and ensuring minimal waste occurs. Managers utilize numerous formulas such as the economic order quantity formula to determine when and how large of an inventory order to process and how much inventory to hold on hand. If it seems like you're always late to the party when the market is swinging, it's because other investors are beating you to the news. Stay ahead of the pack by getting the latest insight and analysis in your inbox every morning and after the market closes. If you're tired of making losing trades day after day and are looking for an edge then why not sign up for free and start your day better informed and ready to take on the markets. It is an area of management concerned with designing and controlling the process of production and redesigning business operations in the production of goods or services. It involves the responsibility of ensuring that business operations are efficient in terms of using as few resources as needed and effective in terms of meeting customer requirements. It is concerned with managing the process that converts inputs (in the forms of raw materials, labor, and energy) into outputs (in the form of goods and/or services). Operations management is concerned with managing the operations function in an organization. Operations are one of the major functions in an organization along with marketing, finance and human resources. The operations function requires management of both the strategic and day-to-day production of goods and services. In managing manufacturing or service operations several types of decisions are made including operations strategy, product design, process design, quality management, capacity, facilities planning, production planning and inventory control. Each of these requires an ability to analyze the current situation and find better solutions to improve the effectiveness and efficiency of manufacturing or service operations. Although productivity benefited considerably from technological inventions and division of labor, the problem of systematic measurement of performances and the calculation of these by the use of remained somewhat unexplored until Frederick Taylor, whose early work focused on developing what he called a "differential piece-rate system" and a series of experiments, measurements and formulas dealing with cutting metals and manual labor. The differential piece-rate system consisted in offering two different pay rates for doing a job: a higher rate for workers with high productivity (efficiency) and who produced high quality goods (effectiveness) and a lower rate for those who fail to achieve the standard. One of the problems Taylor believed could be solved with this system was the problem of soldiering: faster workers reducing their production rate to that of the slowest worker. In 1911 Taylor published his "The Principles of Scientific Management", in which he characterized

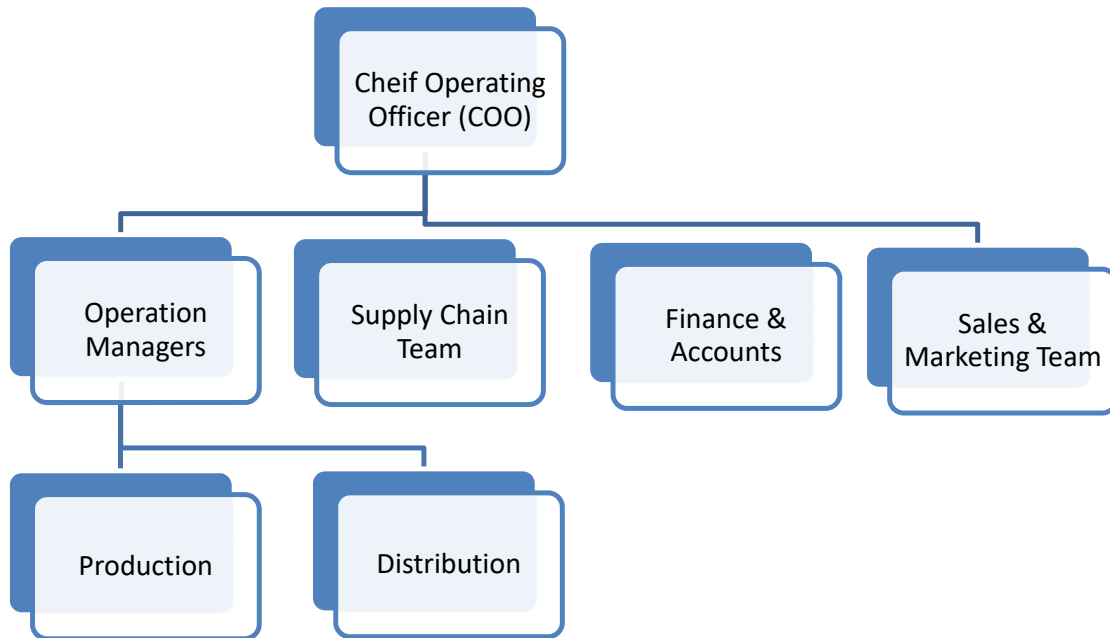
scientific management as:

1. The development of a true science;
2. The scientific selection of the worker;
3. The scientific education and development of the worker;
4. Intimate friendly cooperation between the management and the workers.

Taylor is also credited for developing stopwatch time study, this combined with Frank and Lillian Gilbreth motion study gave way to time and motion study which is centered on the concepts of standard method and standard time. Frank Gilbreth is also responsible for introducing the flow process chart in 1921. Other contemporaries of Taylor worth remembering are Morris Cooke (rural electrification in the 1920s and implementer of Taylor's principles of scientific management in the Philadelphia's Department of Public Works), Carl Barth (speed-and-feed-calculating slide rules) and Henry Gantt (Gantt chart). Also in 1910 Hugo Diemer published the first industrial engineering book: Factory Organization and Administration.

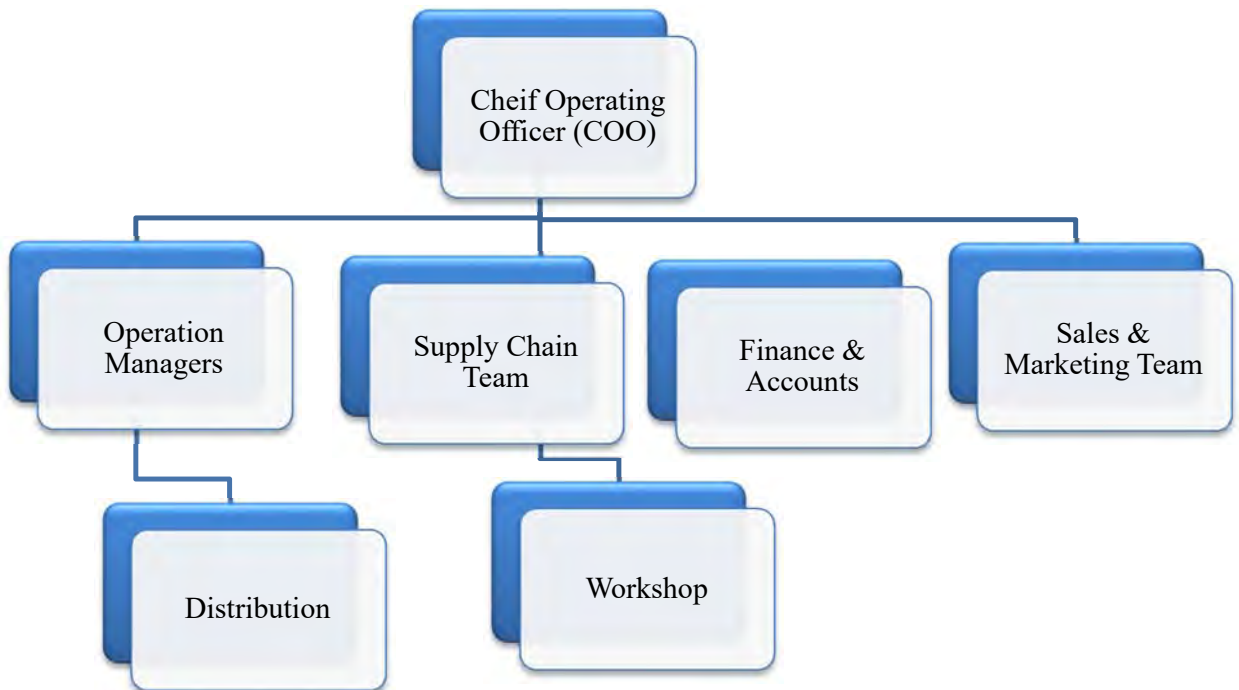
2.10 PRAN-RFL Group Business Unit Structure

For each Strategic Business Unit the below structure is the organizational hierarchy of PRAN-RFL Group.



2.11 Business Unit Structure of RFL Autos

For each Strategic Business Unit the below structure is the organizational hierarchy of PRAN-RFL Group.



2.12 Operation Management Department

Operations management refers to the administration of business practices to create the highest level of efficiency possible within an organization. It is concerned with converting materials and labor into goods and services as efficiently as possible to maximize the profit of an organization. It is the business function that plans, organizes, coordinates and controls the resources needed to produce a company's goods and services. Operation management is a management function. It starts with managing people, equipments, technology, information, sales volume, profit maximizing, cost minimizing and many other resources. It is the central core function of every company. This is true whether the company large or small, provides a physical good or service and is for profit or not for profit, every company has an operation management function.

The key person of PRAN-RFL Group each business unit is Chief Operating Officer (COO) who is the head of Operation. Under every COO there are many operation managers who look after various product businesses. Operation Managers directly look after the production, import, procurement, distribution channel, accounts, financing sales & sales feedback of finish goods or trading items after confirm the sales order.

The key responsibilities of operation managers are-

- Overseeing the production of goods and/or provision of services.
- To make sure an organization is running as well as it possibly can, with a smooth efficient service that meets the expectations and needs of customers and clients.
- From raw material purchase planning to customer's feedback of finish good.
- Profits maximize & cost minimize of the business.
- Planning, organizing, coordinating and executing all strategic operation & maintenance activities.
- Controlling inventory.
- Directly participate in supervision to layout, installations of the equipment and machinery testing and operation in factory.
- Planning and managing procurement of raw materials to ensure minimum inventory.
- To assure product quality, optimum utilization of men, machines & materials.
- To understand the market requirement by intensive work with/in market, customer, sales people and then finalize the best product at reasonable price with proper distribution channel.

2.13 Starting Automobile Business:

- Searched supplier in China
- Contacted with Number One Truck company in China in LDT (Light Duty Truck).
- Convinced them for giving distributorship.
- R&D by using.
- BRTA Approvals (type approval & registrations).
- Service Network.
- Dealer Network.
- Sales Team (corporate & market).

Automobile Competitors Company

- Nitol-Tata
- Rancon Motors
- Uttora Motors
- Energypac
- T-King etc.

2.14 Types of RFL Automobile:

LDT (Light Duty Trucks)

- **1 Ton Truck**
- **1.5 Ton Truck**
- **3 Ton Truck**

- **FOTON incorporations also have Heavy Duty Trucks & Construction vehicles.**
- **We are doing work on it.**
- **Taking their prices**
- **Comparing Market**
- **And all related works.**

Specifications of 1 Ton Truck:



Annex 1: Specification, Configuration & Photo of BJ1008V0JA3-2

Specification		FOTON
Vehicle model		BJ1008V0JA3-2
Cabin		1475 Single Cabin
Whole vehicle main dimensions	Overall dimensions (LxWxH) mm	4470×1508×1905
	Inner dimensions of the cargo body (LxWxH) mm	2800×1410×320

	Driving type	4×2
	Wheel base (mm)	2456
	Wheel track (front/rear) (mm)	1260/1260
	Min. ground clearance (mm)	180
Weight data	Curb weight (kg)	1250
	Rated payload (kg)	1000
	Persons in cab (persons)	2
	Gross vehicle weight (kg)	2380
Whole vehicle main performance	Max. speed (km/h)	80
	Max. slope of climb (%)	20
	Fuel consumption (L/100km)	7.3
	Min. turning diameter (m)	12
Engine	Model	LL480QB
	Type	Four-cylinder, in-line, four-stroke, water cooling, diesel engine
	Displacement (L)	1.809
	Rated power (kw/rpm)	29.5 (3000)
	Max torque (N.m/rpm)	97 (2100)
Gearbox	Model	LG5-15
	Speed ratio	i1:5.14,i2:2.88,i3:1.645,i4:1.000,i5:0.839,ir:4.306
Clutch	Type	Single disc, dry type, diaphragm springΦ215
Rear axle	Type/Main reducer ratio	121 Hydraulic brake Rear axle 、 ratio 4.33
Suspension	Front suspension/Leaf spring number	non-independent suspension,leaf spring:3
	Rear suspension/Leaf spring	non-independent suspension,leaf spring:5

	number	
Steering gear	Type	Mechanical circular ball
Brake system	Service brake and boosting Type	Hydraulic dual circuits,vacuum booster Φ 250*50
	Parking brake	Central drum brake
	Auxiliary brake	/
Wheels and tyre size		4+1/175R14
Electric device	Rated voltage	12V
	Battery	120Ah
Fuel tank (L)		40
1010V0JA3-02ZA16		Basic equipment :Heater、 Electric flame

Specifications Of 1.5 Ton Truck:



产品平台products		BJ1031V3JD4-R (1.5ton)
排放 Emission		Euro I
车身cabin		1695R,Single row seat,tiltable
Whole vehicle main dimensions	Overall dimensions (LxWxH)mm	5115×1910×2240
	Inner dimensions of the cargo body (LxWxH)mm	3340×1810×360
	Driving type	4×2
	Wheel base (mm)	2600
	Wheel track (front/rear) (mm)	1415/1425
		(16)

	Min. ground clearance (mm)	190
Weight data	Curb weight (kg)	1500
	Rated payload (kg)	1450
	Persons in cab (persons)	2
	Gross vehicle weight (kg)	2950
Whole vehicle main performance	Max. speed (km/h)	108
	Max. slope of climb (%)	≥ 30
	Fuel consumption (L/100km)	≤ 10
	Min. turning diameter (m)	≤ 12
Engine	Model	BJ493Q
	Type	Four-cylinder, in-line, water cooling, DI, diesel engine
	Displacement)	2.77
	Rated power (kw/rpm)	57/3600
	Rated torque (N.m/rpm)	172/2200
Gearbox	Model	521
	Speed ratio	i1:5.594,i2:2.814,i3:1.660,i4:1.000,i5:0.794,iR:5.334
Clutch	Type	$\phi 240 \times \phi 160$ single disc, dry type, diaphragm spring
Rear axle	Type/Main reducer ratio	Whole banjo type, Speed ratio : 5.833
Suspension	Front suspension/Leaf spring number	non-independent suspension, leaf spring : 7
	Rear suspension/Leaf spring number	leaf spring, non-independent suspension, with auxiliary leaf spring : 7+5
Steering gear		Mechanical circular ball type with power steering

Brake system	Service brake	Hydraulic drum brake
	Parking brake	Centre Drum brake
	Auxiliary brake	--
Wheels and tyre size		6+1/6.50R16
Electric device	Rated voltage	12V
Fuel tank (L)		55L
Basic equipment		Clutch booster, Electric flameout, Heater, Adjustable steering wheel, Exhaust brake, Power Steering

Specification of Advanced 1.5 Ton Truck:



Vehicle model		BJ1041V9JEA-1
Cabin		L1695R
Whole vehicle main dimensions	Overall dimensions (LxWxH) mm	5425×1910×2240
	Inner dimensions of the cargo body (LxWxH) mm	3655×1810×360
	Driving type	4×2
	Wheel base (mm)	2800 (same as JAC)
	Wheel track (front/rear) (mm)	1415/1425
	Min. ground clearance (mm)	185
Weight data	Curb weight (kg)	1830
	Rated payload (kg)	2665 (overload to 3000kg)
	Persons in cab (persons)	2
	Gross vehicle weight (kg)	4495

Whole vehicle main performance	Max. speed (km/h)	95
	Max. slope of climb (%)	30
	Fuel consumption (L/100km)	10
	Min. turning diameter (m)	12
Engine	Model	BJ493ZLQV1
	Type	Four-cylinder, in-line, four-stroke, turbo, water cooling, diesel engine
	Displacement (L)	2.771
	Rated power (kw/rpm)	76 (103 hp)/3600
	Max torque (N.m/rpm)	225/1900-2200
Gearbox	Model	JC5-28 (getrag brand)
	Speed ratio	I:4.717,II:2.513,III:1.629,IV:1.0,V:0.784,R:4.497
Clutch	Type	Single disc, dry type, diaphragm spring $\phi 260 \times \phi 160$
Front axle	Type	H beam in steady of pipe type
Rear axle	Type/Main reducer ratio	5.833
Suspension	Front suspension/Leaf spring number	non-independent suspension,leaf spring:7
	Rear suspension/Leaf spring number	non-independent suspension,leaf spring:7+5
Steering gear	Type	Mechanical circular ball
Brake system	Service brake and boosting Type	Drum brake(Dual circuits pneumatic brake)
	Parking brake	Central drum brake
	Auxiliary brake	/
Wheels and tyre size		6.50R16, 6+1 (tube radial tire)
Electric device	Rated voltage	12V

	Battery	100AH
Fuel tank (L)		80L
Basic equipment	Basic equipment : Electric flame, Power Steering, A/C	



Specification of 3 Ton Truck:



Annex 1: Specification, Configuration & Photo of BJ1049V9JEA-KA1

(Chassis)

		FOTON
Vehicle model		BJ1049V9JEA-KA1
Cabin		L1995R
Whole vehicle main dimensions	Overall dimensions (LxWxH) mm	5950×2035×2250
	Inner dimensions of the cargo body (LxWxH) mm	4230×2050×400
		(22)

	Driving type	4×2
	Wheel base (mm)	3360
	Wheel track (front/rear) (mm)	1730/1590
	Min. ground clearance (mm)	185
Weight data	Curb weight (kg)	2550
	Rated payload (kg)	3000
	Persons in cab (persons)	3
	Gross vehicle weight (kg)	6045
Whole vehicle main performance	Max. speed (km/h)	95
	Max. slope of climb (%)	30
	Fuel consumption (L/100km)	13
	Min. turning diameter (m)	13
Engine	Model	YZ4102ZLQ
	Type	Four-cylinder, in-line, four-stroke,turbo,water cooling, diesel engine
	Displacement (L)	3.432
	Rated power (kw/rpm)	81/2900
	Max torque (N.m/rpm)	310/1800
Gearbox	Model	5S100
	Speed ratio	i1:5.057,i2:2.609,i3:1.565,i4:1.000,i5:0.764,iR:4.475
Clutch	Type	Single disc, dry type, diaphragm springφ275×φ180
Rear axle	Type/Main reducer ratio	5.571
Suspension	Front suspension/Leaf spring number	non-independent suspension,leaf spring:3+1
	Rear suspension/Leaf spring number	non-independent suspension,leaf spring:6+7

Steering gear	Type	Mechanical circular ball
Brake system	Service brake and boosting Type	Drum brake(Dual circuits pneumatic brake)
	Parking brake	Central drum brake
	Auxiliary brake	Exhaust brake
Wheels and tyre size		7.00-16, 6+1
Electric device	Rated voltage	12V
	Battery	100AH*2
Fuel tank (L)		100
BJ1049V9JEA-KA1		Basic equipment : Electric flame,Power Steering

2.15 Strategic planning of RFL Autos:

FOTON incorporation is doing their business for last 10 years in Bangladesh. Previously they were with Navana & Runner who are giants in automotive business. PRAN-RFL Group is their one of the biggest purchaser, so it is a very big challenge to start & run the business. My COO Sir kept the challenge & started this business. Two very important thing is to run the Automobile business is-

- Sales Network
- Service Network

Now I am giving you details on it.

- ✓ **Sales Network**



For selling a vehicle, we need two kinds of sales people

- 1) Corporate level
- 2) Market sales

Corp Sales

Corporate sales will go for corporate level customers & take order in bulk amount. There are many corporate companies in BD who actually needs large number of LDT in a year. Every company have their own season to purchase any trucks.

Market sales:

A market level sale means individual sales, who are ordering in a small number but it is also important for selling and recognition in market.

We have created those teams to build up the sales network in whole Bangladesh and Branding of FOTON.

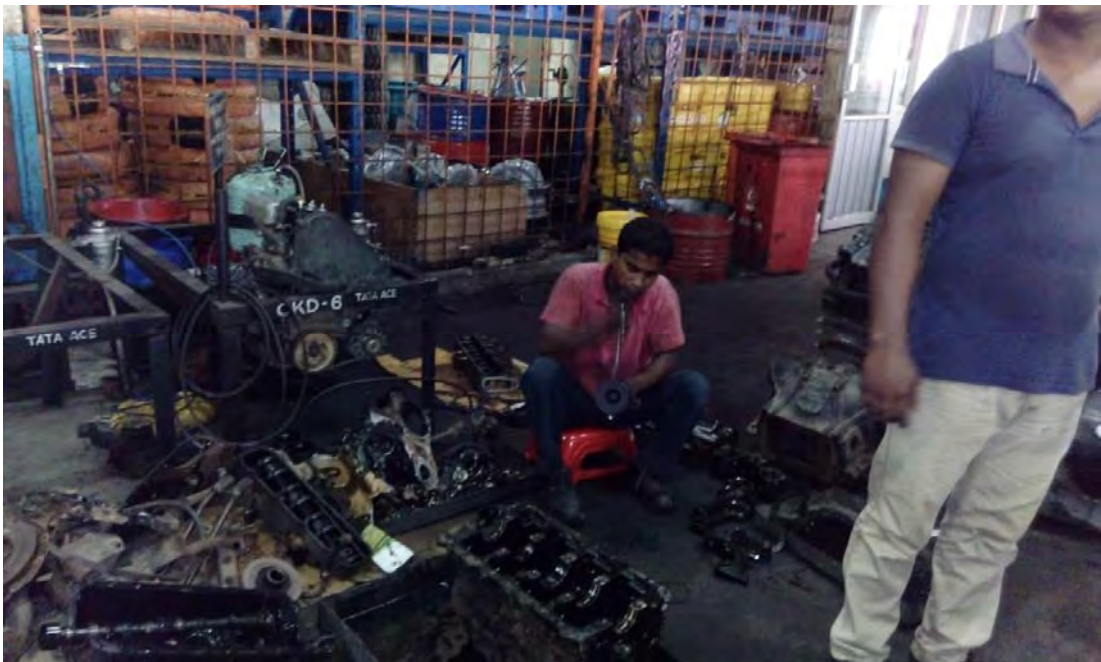
Branding:

We have our own marketing team, who is participated in DITF & Bangladesh's largest automobile show in Boshundhara. Also created a facebook page named: RFL Autos, for branding to FOTON & automobile business.

Service Network:

PRAN-RFL Group has the largest service network in Bangladesh. In 2018, we have recognized as the best service company from Govt. giving some glance of our service places with FOTON persons:













Our service network is now on-

- ✓ Dhaka
- ✓ Cumilla
- ✓ Bogra
- ✓ Natore
- ✓ Rangpur
- ✓ Chottogram
- ✓ Jessore
- ✓ Feni
- ✓ Gazipur
- ✓ Sylhet

Etc. and counting more.

- We have two showrooms is Dhaka & Gazipur.
- Our next plan is for Cumilla 2S centre.
- We have service centre in Kachpur, Modonpur.
- We have our own body building places.
- Customer can get service from any service station in Bangladesh.

- We are building 2S & 3S centers all over country.

We can give our customer like pick up or cover van or any modifications they want to make by our service centre.

Payment Terms:

- 1) Cash
- 2) Leasing

1) Cash:

Customer can pay in cash and get their vehicle. We give them price with 10 free services, BRTA registration, Insurance etc. services.

2) Leasing:

We have contract with a leasing company and wishing to have MOU with more leasing companies to give better customer service in payment terms as well. Customer can get easy loan for vehicle by the reference of PRAN-RFL.

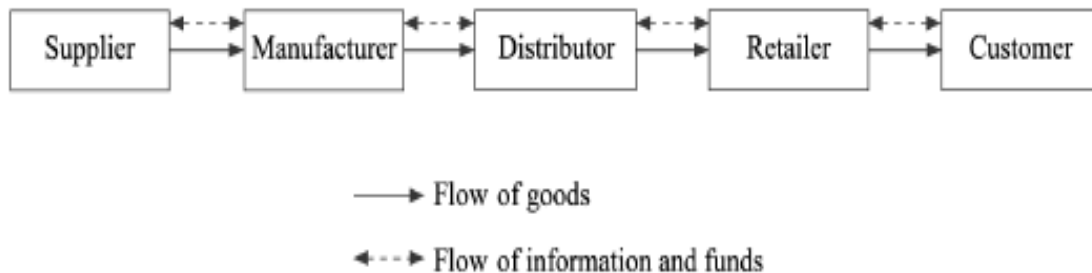
Chapter 3

Supply Chain Management of RFL Autos

3.1 Supply Chain:

Supply chain management (SCM) is the broad range of activities required to plan, control and execute a product's flow, from acquiring raw materials and production through distribution to the final customer, in the most streamlined and cost-effective way possible.

The following table can describe the Supply Chain of a company:



Function of activities:

- Forecasting
- Purchasing
- Inventory management
- Information management
- Quality assurance
- Scheduling
- Production
- Delivery
- Customer service

Work area of SCM In PRAN-RFL Group:

- Import planning.
- Procure
- Shipment
- Customs Duty
- Transportation
- Store.
- Disposal

Strength of SCM in PRAN-RFL:

- Our payment terms are good.
- Market leader in Food, plastic & light engineering.
- Reputation in market
- Strong management.
- Volume.
- Business opportunity.
- Quick decision.
- Clarity

Eight “R” of supply chain in Our Group:

1. Right product.
2. Right quantity.
3. Right condition.
4. Right place & customer..
5. Right time.
6. Right cost.
7. Right tailored services.
8. Right information.

Series of activities before Purchase:

1. Knowing requirements
2. Survey
3. Planning
4. Supply strategies.
5. Appraising & short listing suppliers.
6. Obtaining & selecting offers.
7. Negotiating.
8. Prepare the contract.
9. Managing the contract & supplier relationships.
10. Managing inbound logistics.
11. Managing inventory.
12. Measuring & evaluating performance.

Must do check list before procurement

5W3H method

1. What exactly is required? (In terms of quality, type, size, performance, etc)?
2. How should the quality be tested?
3. How much is required?
4. When is it required?
5. Where should it be delivered?
6. How should it be transported?
7. What other responsibilities will the supplier need to fulfill, and what information will it have to provide?
8. What is the nature and extent of customer support required from the supplier?

Purchase specification

- Specifying the required product/service.
- Specifying the quantity.
- Specifying the delivery requirements.
- Specifying supplier service/responsiveness.
- Other information needed by supplier.

Three different types of procurement/requirements are:

1. **ORM:** (Operating resources management like furniture, stationary items, these are regular low value standard items)
2. **MRO:** (Maintenance, repair and operations, these are mission critical items like spare parts, breakdown items, those are complex, need details specifications, specialized buying, need carefully monitored and controlled)
3. **Direct materials:** It directly involved in production of finished goods.

Inventory management by SCM:

- SCM has great involvement in inventory management; good inventory management helps to reduce unnecessary cost and complexity, urgency of purchase.
- Inventory is hinder money, try to avoid as much as possible.
- Items should be classified by 80/20 rule and ABC analysis.
- Close monitoring and meeting should be held once in a week with store people.
- Inventory management is heart of SCM.
- Over and under inventory both creates serious problem for a company.
- A company can be death for excessive inventory.

3.2 Procurement steps in PRAN-RFL Group

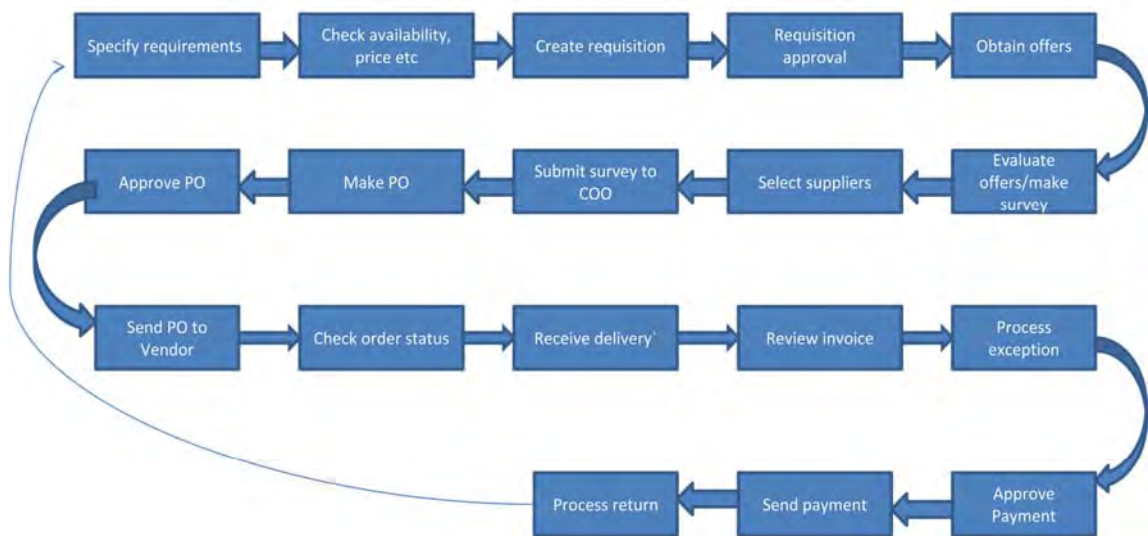
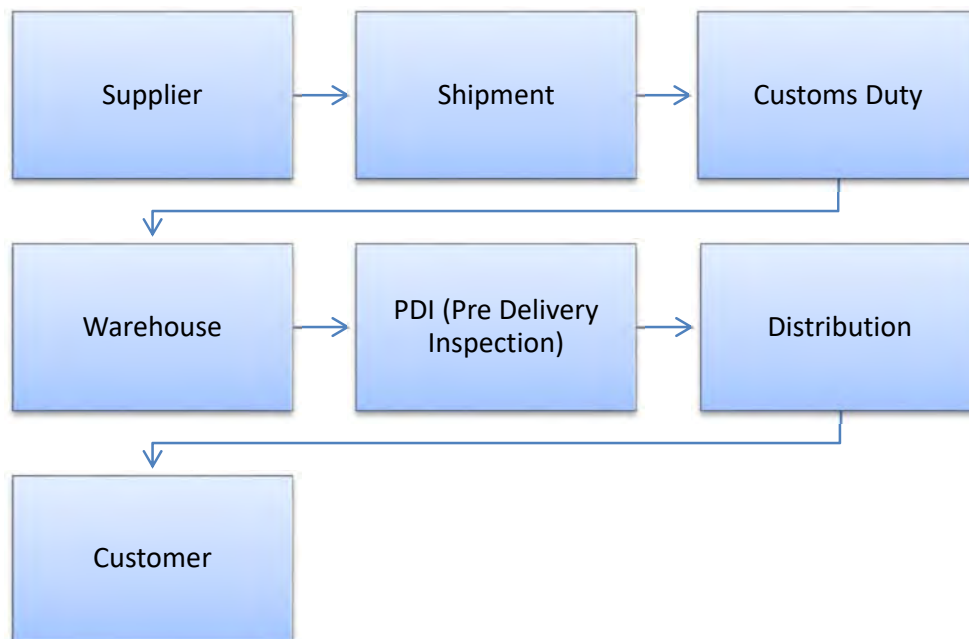


Diagram of PRAN RFL Group Procurement steps by SCM

3.3 Total Supply Chain procedure of Kitchen Sink Production



Chapter-4

Recommendations & Conclusion

It is well established that PRAN-RFL Group is practicing standard business operations. For modern business technology it should implement in every organization for develop competitive advantage. For properly implementation following recommendations are made:

1. Operation persons control the market, so we should think about the recruitment.
2. Understand the organization needs and Management requirements from the system
3. Analyzing risk factors.
4. Careful about new investment.
5. Ensuring quality.
6. Branding more.
7. Proper planning.

Conclusions

PRAN- RFL group of is the biggest name in our country. We are trying to increase our business line and their own brand. From this report we will able to know about the RFL Autos operation as well as supply chain section & their whole task procedure to run a specific business of PRAN-RFL group of industries. RFL autos is a new name in our country, but we got the recognition from customers in a short time. We are getting careful day by day and planning for better service & sales. Hope we can do Better.

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