

INTERNSHIP REPORT ON

**J & S FOOD AND BEVERAGE LIMITED**

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SUBMITTED TO:

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LECTURER

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SUBMITTED BY:

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APRIL 05,2018

LETTER OF TRANSMITTAL

JUBAIRUL ISLAM SHAOWN

LECTURER

BRAC BUSINESS SCHOOL

BRAC UNIVERSITY

Subject: Internship report on J & S Food and Beverage Ltd.

Dear Sir,

I have the honor to state that as a student of BRAC Business School, BRAC University, Bangladesh, I have prepared my internship report on "J & S Food and Beverage Ltd.". I have tried my best to insert as much data as I could to make the report enriched yet concise. However, there were certain limitations without which the report could have been even better.

Therefore, I sincerely hope that you would be kind enough to keep those limitations of the project in mind while assessing my work.

Sincerely,  
Hriday Sarkar  
ID-13104029

\_\_\_\_\_/\_\_\_\_\_  
Signature Date

## ACKNOWLEDGEMENT

First of all, I would like to thank my internship supervisor, Jubairul Islam Shaown Sir, who has guided me throughout the entire journey of writing this report. I would like to thank Mr. Md. Saduzzaman Sadi, Chairperson of J & S Food and Beverage Ltd. for giving me opportunity to work in the esteemed company. I am proud to be a student of BRAC University, the top private university of our country, and also grateful it gave me the opportunity to have this wonderful experience.

Last but not least, I would like to thank Almighty Allah from the bottom of my heart because without His grace, none of this would have been possible.

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## EXECUTIVE SUMMARY

*The aim of my internship report is to basically know how a auto rice mill works in Bangladesh. An orgnizational study was undergone at J & S Food and Beverage Ltd. as a part of the academic programme for a period of three months. It has a leading position in the market with its main objective is to carry ou the activity of hulling paddy to obtain different types of Rice, Broken Rice, Husk and Bran.*

*A comprehensive study was undertaken to understand the overall functions of the organization and individual functional departments such as Production, Human Resource, Finance and Marketing. The products obtained through paddy from the auto rice mill are Rice, Broken Rice, Husk and Bran. The industry produces the different qualities of rice such as Minicate, Chinigura, Nazirshail and Aromatic Rice. Manufacturing Process, Quality Assurance and Safety Policies will be discussed in detail. The study will provide all the strenths and weakness and what measures can be taken to better the working conditions of the company.*

## TO WHOM IT MAY CONCERN

This is to certify that HRIDAY SARKAR son of PRIOTOSH SARKER and SARASWATY RANI SARKER was internee of J & S Food and Beverage Ltd. from 1<sup>st</sup> September 2017 to 1<sup>st</sup> December 2017.

During his attending the Internship program he was found him very honest, hardworking, intelligent and his responsiveness is impressive.

We wish him success in his career.

Md. Saduzzaman Sadi  
Chairperson  
J & S Food and Beverage Ltd.

## Objectives of the Internship Program:

The objective of the internship program is to learn how the factory works and sustain their production within the deadline of their customer. Also can know how the different departments co-ordinate with each other and know about the production process and method how paddy is converted to rice.

The report is mainly on the organization practices adopted in J & S Food and Beverage Ltd. and to understand current practices and make the suggestions for the upgrading the way factory is run.



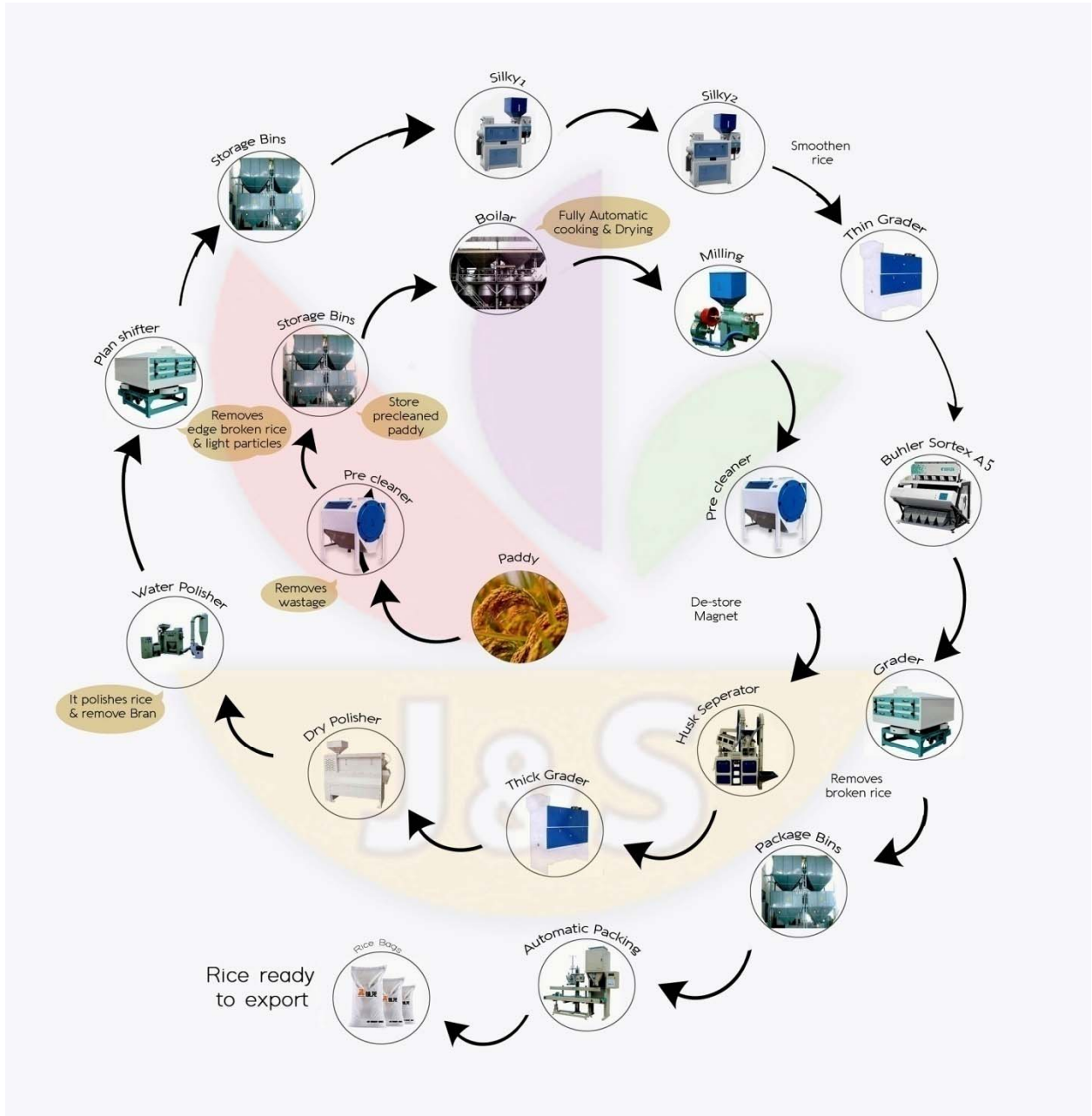
## A Brief of the Organization

J & S Food and Beverage is a professionally managed organization that specializes in providing comprehensive range of Minicate, Chinigura, Nazirshail, and Aromatic rice. Incepted in the year 2014, the company is located at Sherpur, Bangladesh. Initially the mill was set up in 2013 then firm was reconstituted as Pvt. Ltd. Company in 2014. Under the guidance of owner Alhaz Joynal Abedin, the company has emerged as key player in the domain of Agricultural Industry.

## Values of J & S Food and Beverage Ltd.

- 1 .Environment Friendly- We have a group of quality controller. They are controlling quality in three steps.
2. World Class Technology- We have built our industry using by Indian and china technology.
3. Eco Friendly- We produce rice from best quality paddy in charm-full and healthy environment. As a result our rice is free from bad smell soil and concrete.

# Production Process



## Manufacturing Process

### Cleaning & Hulling

Dried paddy contain dust and impurity. They are cleaned thoroughly by the grain removing only the husk and not the nourishing germ part of the grain thus retain the nourishing value of the grain.

### 3 Stage Whitening

Whitening is the process of debasing the/ three stages with each stage being gentle on grain still retain the grain part. Thus the grain become easy to digest as well as healthy along with bright finish after whitening..

### Double Polishing

To improve the polished form on every grain of rice, they are polished with a spray of purified water. After polishing, rice glitter when seen at eye level in front of light. This is the process that determine the shelf life of the rice. This process is very watchfully monitored at DHM Rice Mill thus retaining the average shelf life of rice when compared to polished rice of other mills.

### Dual Grading

Grading is the process of removing the broken down from head rice thus maintaining standardization in size of every single grain. Single grading is not always doing well in achieving the result. So, we have dual grading for completely restricting the mix of broken rice into the final product.

### Optical Sorting

Optical Sorting is the final quality control and development step in the rice mill. Discolored grains are removed to yield a first grade product. This is achieved by Buhler's SORTEX+, which is imported and sets the standard for the usual export quality rice.

## Weighing & Packing

We have achieved standardization in weights for bags belonging to its respective sizes with the setting up of bag filling machine which is PLC controlled ensuring exactness in set weights. We have the competence to pack any sizes between 1 to 100 KG packs. The stitching is firm and uniform with the nylon threads. We also contract with private label packing as per the customer cool dry go down free from dust and foreign particles.

## Quality Assurance

Providing finest quality product to our customers is our major goal. That is why we never compromise with quality. As a Non-basmati, Parboiled Rice Exporters in India we make an effort and make certain that every bit we produce to serve the desire of people should be fresh and genuine. We always try to convey the benefits of advanced technology to ensure the highest quality. The organized examination, checking and re-checking of paddy and rice to determine the fool proof quality of the end product is the hallmark of CGM. Our physical laboratory is well equipped for quality management of samples, in-coming material, in-process material & outgoing material.

"J&S Food and Beverage Ltd. is dedicated to meet customer necessities and exceeding customer outlook, while producing healthy, safe and hygienic products"

The realization of the Quality Policy is achieved through: -

- i. Paying attention on 'Total Customer Satisfaction'
- ii. Implement 'Continuous Improvement' in all activities
- iii. Provide products and services that meet or surpass our customers' expectations in:
- iv. Food Safety
- v. Product performance, appearance and value

As a food processor we have a legal, marketable and moral responsibility to ensure good standards of food hygiene are maintained, fulfill with all legal requirements and safe for their planned use. All necessary steps will be taken throughout processing to ensure food safety, quality and fulfillment of customer expectations are maintained.

This is achievable through management of our HACCP system, which involves a organized evaluation of each step in the production process. This incorporates practical and anticipatory control of raw materials, processing activities, and the processing environment.

The company is dedicated to providing adequate resources including equipment, personnel facilities and training, to ensure the highest possible values in the running of Finlay's Food.

Quality management and practice is recognized by the company as a means of monitoring due carefulness and helping the needs of its customers, employees and owners.

## Safety Policies

At J&S Food and Beverage Ltd., we see sound and dependable environmental, health and safety (EHS) management as an integral part of achieving our goal to grow the value of our food businesses for our shareowners. We aim to ensure that in the course of our business activities we not only minimize our impact on the environment; but also look after the health and safety interests of our employees; in addition to seeking opportunities to improve the local environment and the communities in which we operate.

- i. Sustain and continually improve systems to manage our EHS tasks, establishing and ensuring employee responsibility for our EHS performance at all levels of the organization.
- ii. Conduct our business in agreement with environmental, health and safety laws and with our global standards, and regularly evaluate the fulfillment of our operations against these requirements.
- iii. Set clear targets for frequent improvement in our EHS performance and monitor these targets to ensure that they are met.
- iv. Make every effort to avoid pollution and to lessen the environmental costs and impacts of our global operations.
- v. Provide a well and secure environment for our employees, contractors and other visitors to our sites.
- vi. Evaluate and eradicate or control the EHS risks of new and existing operations, and continually assess the environmental performance of our products, seeking ways to contribute positively to their performance.
- vii. Educate and encourage our employees to understand their EHS responsibilities and to participate keenly in our EHS programs.
- viii. Work with our supply chain and business partners to improve our collective EHS performance, to protect the ecosystems that provide our raw materials and to reduce the impacts of carrying.
- ix. Converse with our shareowners, employees, customers and other interested parties by regularly reporting on our EHS performance and maintaining an open discussion.
- x. Assessment and bring up to date this policy regularly.

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The company is committed to providing adequate resources including equipment, personnel facilities and training, to ensure the highest possible standards in the running of Finlay's Food.

Quality management and practice is accepted by the company as a means of monitoring due conscientiousness and serving the needs of its customers, employees and owners



## Major divisions in the factory

There are four major divisions in the factory

Production

Human Resource

Finance

Marketing

## Suppliers

1. Biswanath Saha

Haluaghat, Mymensingh

2. Master Oil Mill

Melandah, Jamalpur

3. Sarafat Ali

Nalitabari, Sherpur

4. Mannan Member

Kamarchor, Sherpur

5. Totamia

Jhograchor, Sherpur

6. Abdur Halim

Roumari, Sherpur

All the suppliers supply raw materials mainly paddy for the factory.

## Customers

1. Hazi Akhtar Hossain

Pagla Bazar, Narayanganj

2. Amir Traders

Tongi

3. Sohid Enterprise

Kochukhet, Dhaka

4. M/s Priotosh Sarker

Bottola, Sherpur

5. Sen Rice

Bottola, Sherpur

6. Munni Rice Agency

Bottola, Sherpur

We produce the best quality rice. We have customers locally as well as in other areas of Bangladesh.

## Our target market

Our target market is to cover the area of Dhaka , Narayanganj and extend to Chittagong.

## SWOT ANALYSIS

This analysis identifies the strengths and weakness as well as opportunities and threats envisaged in J & S Food and Beverage Ltd.

### Strength of the organization

- Peace of mind
- Quality Assurance
- Latest Equipment
- Trained Workforce
- Network

### Weakness of the Organization

- It has concerned markets mainly in Dhaka and Narayanganj but lacks presence in other parts of the country.
- Adequate amount of promotional policies for promoting the products don't exist in the organization.
- High price charge from suppliers
- No motivation program for the workers

## Opportunities of the Organization

-Rice is the staple food for the population in Bangladesh and it is the largest consumed calorie source among the food grains, hence there is a great demand for rice both in the domestic and international market.

-The modernization, rationalization and automation in technology can reap the benefits in the future.

## Threats of the Organization

-Recession or political insecurity will indirectly lead the company to crisis.

-Many industries are escalating their capacities.

-Imposition of taxes and increase of more electrical power may taper down the industry.

-Lack of its product promotion and competition in the market by players also stand in the way of its development.

-Incoming of LC Rice imported from India decreases the price.

### Safety Problems:

- Routes are blocked with unloaded material.
- Lack of Exit Entry.
- Lack of Stair.
- Lack of knowledge about safety.
- Lack of water facility to prevent fire.
- Lack of awareness among the workers and the owner.

### Compliance Issues:

- Full proof fire safety issue.
- Prayer room for male and female workers.
- Toilets-1:20
- Canteen Room
- Well equipped with sufficient fire fighting instruments.
- Adequate first aid boxes in each section.
- Life insurance for the workers.
- Mineral Water drinking facility.
- Monthly fire drill demonstrating.
- Safety Problem

### Environment of the Factory:

The environment of the factory is very friendly for male and female workers. There are many facilities for all workers.

## The Marketing Mix

### Product Mix

The product of J & S Food and Beverage Ltd. remains rice. It wants to venture in other products soon. It has different varieties of rice available at reasonable prices on the basis of customer needs, wants and demands.

Minicate

Chinigura

Nazirshail

Aromaic Rice

### Pricing Mix

Pricing of the products is done by the management of the company.

J & S Food and Beverage Ltd. considers the following factors in determining the price of its products:

Cost of Production.

Competition in the market.

Pricing decisions are taken after regular meetings.

### Distribution Mix

The channel of distribution of J & S Food and Beverage is as follows:

Agents/brokers

Traders/wholesalers

Commission is given to the agents if they fulfill the targets. Agents make contract between the industry and the wholesalers.

## Promotion Mix

this includes advertising, sales promotion, publicity and personal selling. J & S Food and Beverage Ltd. has taken different advertising strategies for the promotion of its products, which are as follows:

Giving free samples to agents.

Market Research.

## Findings:

- The work schedule consists of 3 shifts.
- The manufacturing approach assumes that the paddy is converted into rice; technology is combined with materials and labor and then processed, assembled, distributed and marketed.
- Many people working together to finish customer ordered goods in a deadline.
- In every department quality checked by supervisor and quality controller team.
- After finishing the goods quality controller team inspected the good before transportation. After proper checks goods are loaded in trucks and sent to customer's desired location.
- Most of the raw materials are supplied by local suppliers located nearby areas of the factory. This way transportation cost is minimized.
- In every section there is a production target and the employee need to meet that target.
- In this industry the salary range is not very high.
- There is no vacation for the workers and even if they need to work on holidays.
- The company is dependent on local farmers indirectly if the farmers are unable to produce, then the company will suffer.
- Number of workers in the industry has been reduced because of the continuous automation and up gradation of the technology.
- More importance is given on the automation and up gradation of the technology being used in the industry for producing the good quality and customer satisfactory products.
- The rice milling industry has got enough growth potential especially in terms of its currently adopted Chinese and Indian technology in the whole process of production.
- The industry does not pay attention towards the advertising of the products.
- The industry does not have sufficient amount of promotional policies, clear cut long term marketing strategies and product positioning.
- There are financial and non-financial benefits for the employees, when they have been asked to take up additional responsibilities.



## Recommendation:

- The company owners need to increase workers salary automatically than worker will be more active on their work.
- There is a need to concentrate on the various marketing management techniques like branding, trade marking, costing and pricing techniques and various marketing techniques.
- The entrepreneurs have learnt from their ancestors in a conventional way. In order to further improve the productivity, quality, customer satisfaction, effective utilization of resources and continual improvement there is a need to induce various modern techniques in the unit. This may go a long way in widening the vision of the entrepreneurs and growth of industry at National/International level.
- company need to give many facilities.
- company need to provide good quality product to their customer to do long term business.
- they need to transport the goods on time to get more orders from their clients.
- Government need to more strict about compliance issue.
- Entrepreneurship and training programs for the workers/employees.
- Communicate with other rice miller associations for the information exchange.
- Catalog preparation and better web-site launching.

## Conclusion:

As the industry does not have sufficient amount of promotional activities, clear cut long term marketing strategies, lack of advertising and product positioning, this may be a disadvantage for the industry. It is better to find solutions to these problems.

J & S Food and Beverage is a growing company. It has the capacity and the potential for succeeding in the coming years by producing and enhancing the quality of products by utilizing the currently adopted Indian and Chinese technology in a much better way. The company should also look into improving the working conditions of the workers.

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