



Internship Report On
“Supply Chain Management at Orion Tea Company Ltd”

Submitted to:

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***“Supply Chain Management at Orion
Tea Company Ltd”***

Letter of Transmittal

12th April 2018

To,

Md Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of Internship Report on “Supply Chain Management at Orion Tea Company Ltd.”

Dear Mr. Md. Hasan Maksud Chowdhury sir,

Here is the internship report as you asked me to prepare as part of requirement for internship.

After studying this report, you will understand how Supply Chain Management functions in Orion Tea Company Limited. There will also be important organizational details that will easily help anyone looking to further analyze the company to get a generalized concept of this new concern of Orion Group.

If you have any kind of query in understanding this report, please ask me. I will most honored to provide you with clarifications.

Sincerely

Fahim Shahriar Mohammad Rouf

ID: 14104138

Program: Bachelor of Business Administration

Major: Operations and Supply Chain Management

Letter of Endorsement

Fahim Shahriar Mohammad Rouf, a student of BBA Program, bearing ID: 14104138 has completed internship report on *“Supply Chain Management at Orion Tea Company Ltd”* as a requirement for obtaining MBA degree. I have read the report and found that it meets the standard of BBA internship report. Fahim Shahriar has completed the report by himself under my supervision.

I wish him all the success in life

Md Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School

BRAC University

Acknowledgement

Firstly I would especially thank our faculty for giving me the opportunity to have his vicinity and allowing me to submit me an official report on “Supply Chain Management at Orion Tea Company Ltd”

I would also like to thank my honorable Instructor for providing me guidelines on completing this report from time to time. Furthermore, I am really grateful to the Orion Tea Company Ltd. family for helping me during my internship and providing me a favorable and friendly working environment.

At the end I would like to mention the names of two special people I will always remember for their support and advice. Firtsly, **Mr Mohammad Ibrahim Khalil sir** (Head of Operations, OTCL) helped to gain a very peaceful work environment looking after all my needs whenever I presented them to him. Secondly, there is **Mr. Imran Rahman sir** (Deputy Manager, SCM, OTCL) who also helped me a lot especially in understanding the work of SCM and other organizational works.

Executive Summary

In the 21st Century a new concept is emerging rapidly around the globe and making its way into several organizations day by day. That concept is known as “Supply Chain Management”. This concept is still very new from the perspective on Bangladeshi companies but these organizations are realizing the fact that there should be a department by the name of Supply Chain Management. One of those companies which has a separate department for supply chain is Orion Tea Company Ltd which a concern of Orion Group, the very famous Industry giant in Bangladesh.

I joined OTCL as an Intern on Sunday, 21st January 2018. I joined the Supply Chain department of this organization based on my academic major course in BBA. Now I have completed this report for my graduation to be completed.

I was not only an intern in Orion Tea Company Ltd (OTCL) but also managed the SCM activities of Orion Consumer Products Ltd (OCPL). A question might arise that why my report not includes detailed account of OCPL. For this I would say OCPL just started in January 2018 and there isn't much development on the organization more than what I have mentioned in this report and other than the little pieces of information the rest activities of OCPL are fully same with OTCL. OTCL has launched seven diversified ranges of Tea along with Tea bag by the brand name “Jafflong”.

This report is basically very informative which heavily sheds light on the supply chain of the company as well as the activities by the entire department. Apart from the report's focus on supply chain, there is also scope for knowledge about the entire organization as a whole from its beginning to the very problems the company is facing along with recommendations which can help the company be a better performer in the tea industry. The attractive part of this report is that this is the first internship report written on this organization and the very first intern happens to be me. Considering this fact I have gathered knowledge outside the SCM department as required for anyone who wants to learn about this company and its operations. When discussing about the activities I did, I also mentioned about how they work beyond my control or interference or after my work is done and also the procedures through which I have worked maintaining a strict format of rules.

I have also mentioned the challenges of being a part of a completely new organization like this one and in what ways can this be improved. Challenges or constraints will always be there in any organization but there will also exist scope to improve and do better. Existence of weakness is very natural but there should be enough strength to overcome those weaknesses. Lastly there is a recap of what is discussed in the report but with more of a concise and recommended manner.

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Part 1

Organization Overview

ORION TEA COMPANY LTD.

1.1 Introduction to Orion Group

Orion Group is one of the leading conglomerates in Bangladesh. The Chairperson of this Company is Mr Mohammad Obaidul Karim and the Managing director of the Company is Mr. Salman Obaidul Karim. Orion group's Management structure is very skilled and has the working hands of eighteen thousand individuals all over the country. Orion group is mainly famous all over the country for "Orion Pharmaceuticals" which is the most successful concern they have in all organizational aspects. Orion also has successful concerns like Gas, Footwear, Cosmetics & Toiletries Infrastructure Development and many more. In this Orion Group I joined as an intern in two of their concerns know as Orion Tea Company Ltd and Orion Consumer Products Ltd.

1.1.1 Introduction to Orion Tea Company Ltd.(OTCL)

Orion Tea Company Ltd. is a concern of Orion Group which started its journey on the Month of July 2017. The organization stated its operations for Tea in July and started selling their tea in August 2017. The name of the tea brand for the Company is *Jafflong*. Jafflong brand is named after the Jafflong Tea Garden which Orion owned in 2005. The brand currently is making a lot of for the company which we will discuss in the report with appropriate details. The Group has assigned Mr. Ibrahim Khalil sir as the head of Operations of all the Tea Concern. The group has departments of Accounts, Audit, Finance, Supply Chain, Branding, Sales, HR, Field HR, MIS, Admin and Distribution for OTCL in order to run the company smoothly.

1.1.2 Introduction to Orion Consumer Products Ltd.(OCPL)

Orion Consumer Products Ltd started its journey from the beginning of 2018. There is no difference between the personnel running the company between those who are in Orion Tea Company Ltd. I am an intern in both tea and consumer products. All work procedures between the Tea Company and Consumer Products concern are equally same and there no differences in employees of these two Companies starting from the top to bottom. Consumer Products has launched two products only till now they are "Orion Chinigura Aromatic Rice" and "Orion Sugar". More products are yet to be launched within this year, they include Vermicelli (Semai), Puffed Rice, Mustard Oil, Spices - Turmeric & Paprika. The entire strategic panel is now emphasizing more in the Consumer Products concern because these products will be difficult to launch in the market.



Part 2
Project Part

Chapter-1
Introduction

ORION TEA COMPANY LTD.

2.1 Rationale

Research and Development in today's modern world is more of a never ending process where there will always be scope for further study in any educational matter. There will be constraints and they will also perish with time being replaced by more. Universities nowadays are giving the privilege to students to feel what it is like to present their own findings through experience from several organizations through internship reports at undergraduate level. The main purpose of this report is to provide a clear picture Operations and Supply Chain management is being applied in Orion Tea Company Ltd. This report is significant according to my belief because even thou there have been interns in several other companies of Orion Group, I happen to be the first Intern of Orion Tea Company Limited and Orion Consumer Products Limited. As mentioned earlier that it has been nine months since the tea company started and already they have a supply chain department for keeping the flow of materials smooth from one stage of SCM to another. This report is significant for analyzing an organization which has recently started their operations. We need to see what their level of progress is from time to time and what the basic challenges are for a new company. Main focus will be on the supply chain department of the company which is where I have worked as an intern. Supply Chain is a growing concept in the overall context of companies of Bangladesh, hence it is necessary to study the extent of application of Operations and Supply chain is taking place in this company at the current level. Lastly the main significance of this report is to create a platform for knowledge about the company which will give chances to many more students and researches a background to study this organization and other companies like OTCL. This report is just the beginning of what is to come next by other interns and researchers of OTCL as there is no end to research and development remembering there will always be scope of further study and improvement in any sort of organization.

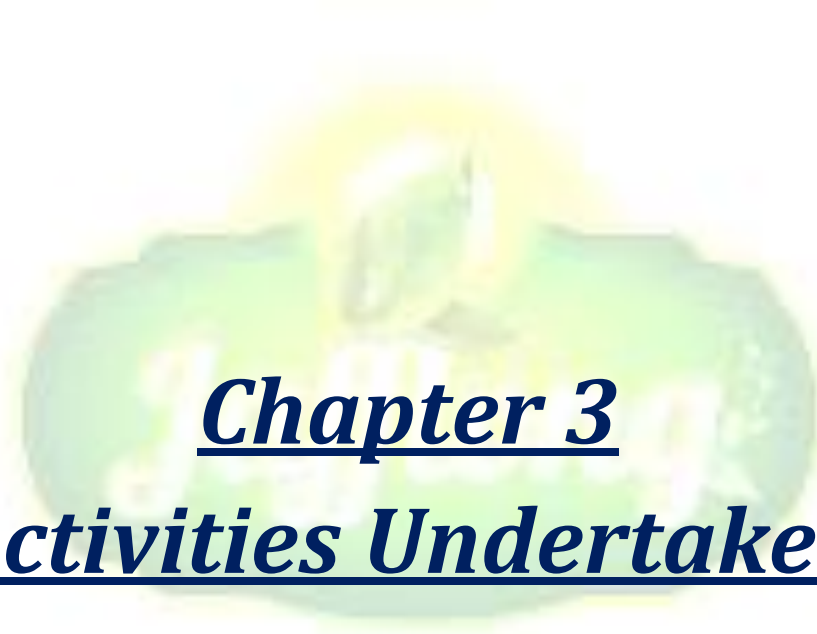
ORION TEA COMPANY LTD.

2.2 Objectives of the report

The rationale part of this report was written from an educational point of view where the main focus was demonstrating the importance of knowledge. The objectives part will focus more on the organizational point of view. Basically the main objective of this report is to improve the company's current situation focusing heavily on the Operations and Supply Chain activities. Analyzing something may seem very easy but providing solutions on given situation is extremely tough since we all can come up with various solutions for many problems but the company need the resources to implement them. Operations and Supply Chain Management concepts in Bangladeshi organizations are still in a very preliminary stage of development and we need to see why this is happening. Overall speaking the main objective of this report is to provide the company with suggestions regarding their supply chain department along with some strategic problems they are facing from time to time. Even though I joined as an intern in both Orion Tea Company Ltd (OTCL) and Orion Consumer products Ltd (OCPL), my major focus will be on OTCL with very little discussion at times on OCPL. The main reason for not discussion of OCPL was that I did get enough information about OCPL to work with since it has been only three months that the company started whereas OTCL has been there for eight months.



ORION TEA COMPANY LTD.



Chapter 3
Activities Undertaken

ORION TEA COMPANY LTD.

Working in OTCL & OCPL has been one of the most amazing experiences I have had in life. That is because I was able to learn a lot of things which could not have been achieved through academic text books and readings. I worked as an Intern under the direct supervision of Mr. Md Ibrahim Khalil sir who also happens to be the Vice President as well as the Head of operations of Both OTCL and OCPL. Since it was a bit tough in reaching out to Mr Khalil because he was a very busy person who stayed out of Dhaka in almost every week, he assigned Mr. Imran Rahman – Deputy Manager of Supply Chain Management (SCM) to direct me in my organizational activities along with Mr Rashed Khan –Senior Officer of FHR and Admin. In this section I will discuss all the activities I did in my entire internship period. These activities mainly those attached with the efficiency of SCM department and there are some quite a few which was related as advised from the upper management. There are some information given on this report which are not directly related to my activities but they are a part of my major course and hence it is my duty to collect as much information is required to attain.

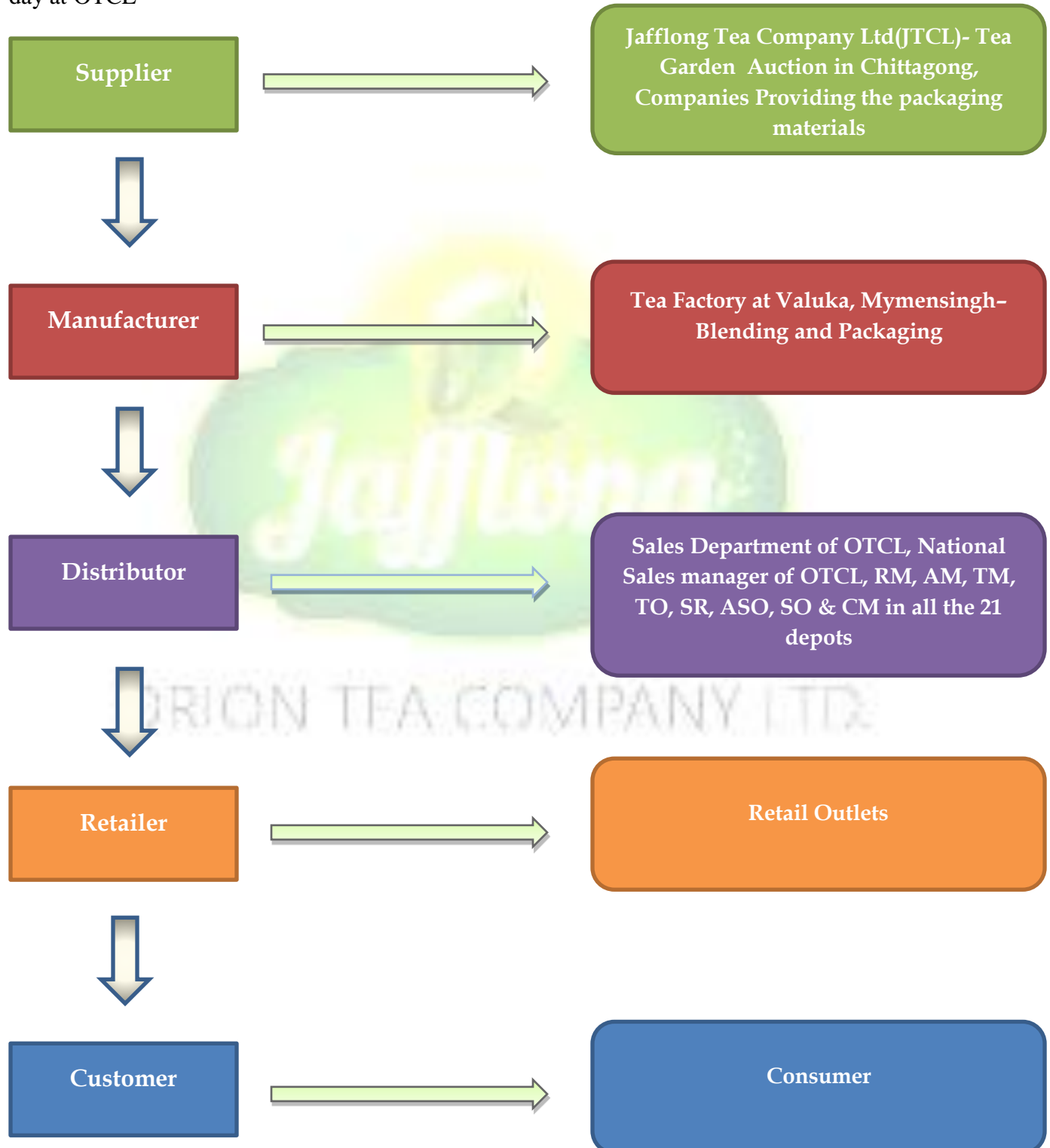


ORION TEA COMPANY LTD.

3.1 Work Related

3.1.1 The Supply Chain of OTCL

I was asked by my deputy manager to prepare the Supply Chain of Orion Tea during my second day at OTCL



3.1.2. Description

Supply Chain is basically a process which starts from buying raw materials to the customer buying finished products. This entire process is what supply chain entails and basically all these components of supply chain are the main concern of the Supply Chain department to maintain in a very effective and efficient manner. We will now discuss in details about the entire supply chain in details.

i. Supplier:

The first requirement in manufacturing tea is the raw material itself or raw tea. OTCL does not have any particular supplier for that as the tea board of the company buys that tea material through bidding at the Chittagong auction. My first thought was we used to easily get those raw materials from Jafflong Tea Company(Tea garden) but later knew that the tea from the tea garden straight to the Chittagong tea auction. Then after we need the main packaging materials for tea and those are supplied from different suppliers who are dealt with in Dhaka by OTCL's SCM department according to the requisitions of the tea factory. Below are the specifications of materials required for our different brand names:

Statement Of Packing Materials					
SL	Item name	Sq	Packaging materials		
			LDPE Poly Bag		
1	Classic	10gm	11"x 15.5"	Foil	PP Woven Bag (26" x 42")
		50gm			
		100gm			
		200gm			
		400gm			
2	BOP	500gm	14" x 15"		
		1000gm			
3	PD	500gm			
		1000gm			
4	Choramoni Moyor	500gm			
		1000gm			
5	Bengal Tiger	500gm			
		1000gm			
6	Jafflong Dust	500gm			
7	Jafflong Gold	1000gm			

All the above mentioned materials are ordered from different suppliers and some of the most prominent suppliers in the country such as: The Merchants, Premiaflex, Paragon Plast Fiber, Digital Engravers Ltd etc.

ii. Manufacturer:

Orion Tea Company Ltd. manufactures consumer packs of tea at the tea factory in Valuka, Mymensingh. The consumer packs of tea are made after the raw materials are blended to form different flavors of tea which are named in different brands after packaging. After blending the tea they are all set for packaging in machines and are packed according to packaging materials asked from the SCM department in Dhaka. Whenever order is received from the depots the NSM directly reports this to the SCM department and they then contact the factory in Valuka about transporting those goods within designated time in those depots. There is a diversified range of products for tea which are made in order to satisfy the tastes of different consumers. Not all consumers like the same taste when it comes to tea, some like it with rough liquor, some may like dusty blends, some may prefer blends with good color and many more. The products with different tea blends are:

- **Jafflong Class:**

This blend consists of broken and fanning grade. It gives off a rich aromatic, strong Liquor. This tea is for those who fascinate The classic, strong tasting tea. Usually Meant for house hold day to day uses for Family-relative uses.



- **Jafflong Bengal Tiger:**

This grade of tea contains dust which dissolves very quickly and is also good for health conscious people; helpful for increasing strength.



- **Jafflong BOP:**

A very leafy blend, creates an outstanding brew and long lasting liquor. This sort of tea is usually provided in tea stalls due the strength of the tea. Black tea made out of it is extremely tasty.



Jafflong Dust:

Provides a very strong taste within a short Duration.



- **Jafflong Churamoni Moyur:**
This pack contains the finest blends of tea With a very strong liquor created in shortest Time.



- **Jafflong Gold:**
The blend contains fanning and broken tea, Has a lot of similarities with the classic blend with flavor emphasis being low. These are Made for official places, hotels, restaurants and even in tea stalls.



- **Jafflong PD:**
Has a very unusually rich blend, best for tea Stalls and hotels as the tea is quite near dust and can be used for preparing more than once and even hours after hours it can be used



Jafflong Tea Bag

Regular tea bag as for those who are in a rush can easily prepare tea with this



iii. Distributor:

Before discussing distribution, I would like to mention that the distribution activities are completely maintained according to the requirement of the sales department and is controlled by the SCM department. Distribution has very little to do with the distribution department of the company. The distribution process starts with the finished materials being stored at the factory warehouse. OTCL has nineteen depots spread all around the country which act as the distribution centers for the products. Finished goods are sent to the depots according to the direction from the SCM department which depends upon the proposal of the national sales manager of OTCL who every now and then informs the SCM department to send goods to the particular depots according to quantities as demanded. The goods are carried through trucks from the Valuka factory. Below are the names of the depots through which distribution takes place all over Bangladesh.

Depots around the country	
SL	Name
1	Chittagong
2	Rangpur
3	Dinajpur
4	Rajshahi
5	Cox's Bazar
6	Bogra
7	Barisal
8	Chawmohoni
9	Khulna
10	Narayanganj
11	Palton
12	Mymensingh
13	Moulvibazar
14	Sylhet
15	Tangail
16	Kushtia
17	Comilla
18	Mohammadpur
19	Faridpur

From this point onwards it's the work of the sales department to sell the product and collect money through MIS department's help.

iv. Retailer:

The retailer gets the finished goods through the field force controlled by National Sales Manager (NSM) – Mr. Ashik Rubayet. NSM sir has the following field force under him:

- SRM: Senior Regional Manager
- RM: Regional Manager
- SAM: Senior Area
- AM: Area Manager
- TM: Territory Manager
- TO: Territory Officer

Mainly deals more with planning about retailers and how the finished packs will get distributed. SRM and RM does the work of Supervision also.

- SO: Sales officer
- ASO: Assistant Sales Officer
- SR: Sales Representative
- CM: Cycle Man

Mainly Deals with the execution of the planning done by SRM, RM, SAM, AM, TM & TO

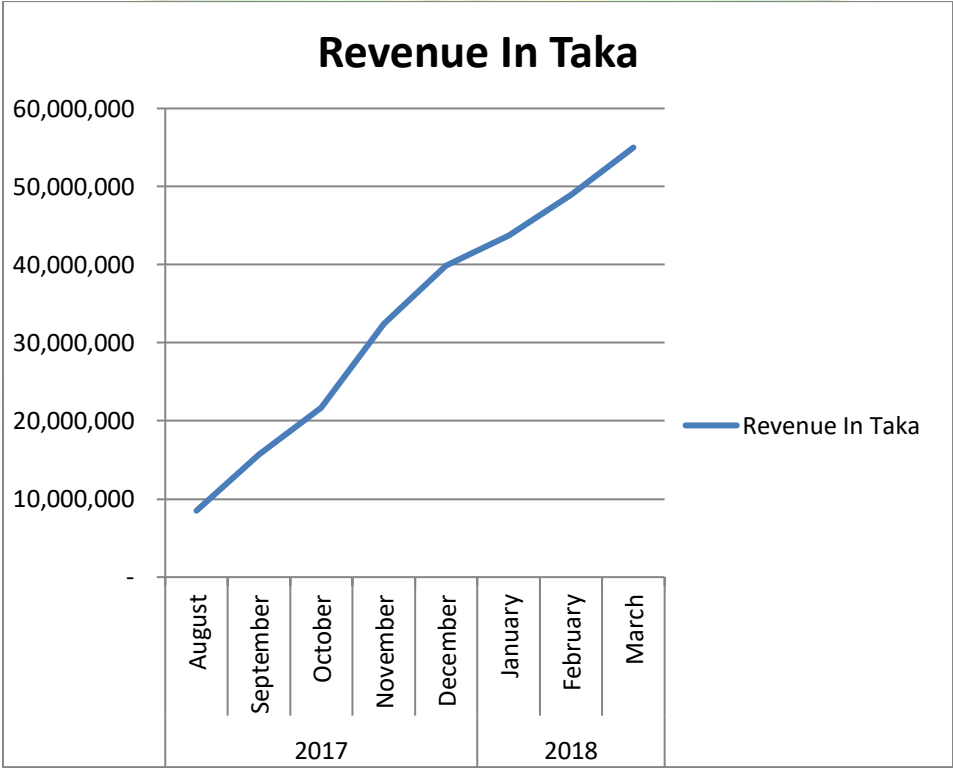
SO and ASO does the main dealing in the retail shops as the main field force executioners. Retailers collect tea from the SR and CM. The report of SR and CM are collected by SO and ASO. Their sales report are forwarded to TM and TO, then TM and TO updates the report of SO and ASO, hence forwards it to SAM and AM. SAM and AM gives the report of TM and TO to SRM and RM and they report to the NSM from time to time. In order to keep track of all the field force employees and workers we have a special department under the HR department known as “Field HR”. There are more than 1400 retail outlets all over Bangladesh selling jafflong Tea and all the retailers have the contact details of the NSM.

v. Consumer:

Consumers buy Jafflong Tea from the retailers and their demand is the main driving factor of all our Operations and SCM activities. Consumers provide us with their demands and we produce in order to meet their demands. Our diversified product line is an example that we are really into meeting consumer demand. SCM may try to meet consumer demand but it is the main task of the Marketing and Branding department to establish that brand and anticipate demand. Consumer demand till now has been very good and satisfying as we have been quite successful during the last eight months.

Below is an Illustration of What sales looks like during the first eight months Jafflong Tea has entered the market.

Sales From the beginning till now		
Year	Month	Revenue In Taka
2017	August	8,500,000
	September	15,700,000
	October	21,700,000
	November	32,400,000
	December	39,900,000
2018	January	43,700,000
	February	49,000,000
	March	55,000,000



Source: NSM sir Mr Ashik Rubayet

3.1.3 Functions of the Supply Chain Management Department

The supply chain department acts as a strong unit within the company to ensure that day to day activities are running well for the company. The supply chain department is responsible for the following functions:

i. Maintaining track of Logistics :

The supply chain department is responsible for dealing with different parties in order to buy and collect all types of materials required for the production and processing of both Tea and Consumer Products. The buying process will be discussed with full details in the following chapter of the report. Materials for the product itself and its packaging materials have more than one supplier. And for one single finished product there are various materials required for their processing and packaging. The Supply Chain department received requisition of such materials from the Tea factory and then proceeds to buy them from suppliers who will provide the lowest price at the exact quantities they are ordered. For example: One Tea bags needs **processed tea leaves** as core materials, then it needs to be put under a **filter paper**, that filter paper is then attached to a **thread** which needs to be hygiene and fully suitable for health, then a **tag paper with logo** is put on top of the thread and this makes a tea bag which is ready for consumption. The task is yet not finished after a tea bag is complete; it is put in with forty-nine other similar bags inside a poly known as **Inner-Poly** and that inner poly is put inside a paper box with logo which is the **main pack** and at last the pack is covered with an **outer poly** to complete the entire product and ready to be launched into the market. All these materials mentioned above are bought from several parties according to specification and price.

ii. Procurement of different machineries required to run the tea garden and factory:

All the machineries and tools required are ordered and bought by the supply chain department of the company. The Jafflong Tea Estate – Tea garden gives a yearly indent which is a list of the machines required to run the entire garden for the year. Sometimes the garden authorities may give extra machineries or tools to buy which are not mentioned in the yearly indent. Hence these tools also need to be bought. The same process also goes with the Tea Factory in Valuka, Mymensingh except for the slight difference that the factory has no record for buying tools or small machines rather they buy big machines for large scale production operations and for this reason the bills by the factory is very high compared to the tea garden.

iii. Maintaining Bills:

The Supply Chain department maintains all the procedures of billing and forwards them through online software to the accounts department so that the parties are paid within agreed time. The bill making procedure starts after goods are received with proper receiving documents. All the documents related to the bill are combined in a chronological manner and a bill forwarding statement which summarizes the entire payment details is attached at the top of all the documents. Then we go for submitting the bills through the bill software and also keep the hard copy of the documents to be send to the accounts department after the bills are registered. Moreover, the Supply Chain department also collects ledger from accounts department in order to check how much amount is due in suppliers' accounts and take necessary steps to make those payments quickly.

iv. Collecting samples for branding department:

When Orion Tea Company and Consumer products are planning to launch a product into the market with their own Brand, they need to collect samples of similar products from other brands. This collection or buying of samples is also done by the supply chain management department. The supply chain department buys samples and brings them along with receipts. Then those products are divided into several classes according to their brands, prices and specification. All of this is done by the Supply Chain Department and then these information are given to the branding department along with the samples for further procedures of launching.

v. Miscellaneous activities:

The supply chain department also orders goods for the different office stationeries, equipment and fittings which are necessary for regular office work. More over the department looks after the short time storage of goods of other departments or organizational stuffs for special occasions. The department also keeps records of the gifts given to the employees of the company by the higher level management.

These are the regular day to day activities of the Supply Chain department. Some activities usually do not fall under the concepts of Supply Chain management for example: billing, but still the supply chain department has to deal with such things because it has been only nine months that the tea company has started their operations and hence the company has yet a lot to proceed for getting into a proper setup. Since the company is employing more people in the SCM department, we can expect the department to run more efficiently and the increase in the revenue by the

company will open up more scope for the SCM department to actually focus on activities that are actually related to Supply Chain Management and no other business sciences.

3.1.4 The Procurement Process

As mentioned earlier that one of the SCM department's main activities is to keep track of logistics. In this regard I would like to explain the procedure in a much more detailed manner which will help us understand about how things work out while performing the most significant activity. There is a need for explaining the entire buying or ordering process because Supply Chain in Orion Tea Company Limited is all about buying materials and machineries. Let us discuss the entire process.

Firstly there are two terms we need to be clear in Procurement. We buy things in two ways:

- a. Direct Purchase**
- b. Ordering**

- **Direct Purchase:**

Direct Purchase refers to the buying of goods directly from the market. This entails physically going to a particular market place to buy something. This sort of Purchase requires direct cash according to a budget made to be collected directly by the employees of the SCM department who will be going for purchase. This purchase action requires the presence of at least three people from the departments of Finance, Supply Chain and Admin. The SCM department buys the goods from the market and then submits the invoice to the accounts department along with the signatures of all the people who went for this activity on spot. Whenever this sort of Purchase takes place the bought goods are kept if they are meant for office in Dhaka or if they are for official use outside the city then they are sent via Courier Service. According to my experience this sort of purchase usually takes place for machinery stuff specially meant for the Factory or Tea garden.

- **Ordering:**

The ordering Process is a very lengthy one with buying things through different suppliers who are given a certain period to supply their goods. A percentage of the total amount may be needed to be paid in advance as per the requirement of the supplier and the rest amount will be paid on a cycle basis (Monthly usually). Ordering requires a lot of documentation to be done by the SCM department till the entire bill is forwarded with appropriate documents to the accounts department for clearing payments.

Now we will discuss all the steps in the buying process in full details so that the entire procedure is made clear.

3.1.4.1 Steps in the Procurement Process



- **Requisition:**

A requisition is a specific requirement which is needed either from the Tea garden, tea factory or even from within the office to the Supply Chain department. Before the requisition reaches the SCM department, it is checked by the Planning Department of Orion Group whether there is originally a requirement or not or the products to be bought are actually needed. After the planning department checks and approves the requisition, it is sent to the SCM department of Orion Tea Company Ltd. This requisition basically is sent through mail where the actual specification of the product required is given along with the quantity and its uses for the company. As mentioned earlier that requisition is sent for goods like stationery, fittings, machinery, production materials etc.

- **Supplier Calling:**

Now that the SCM department has received the requisition, it's time to search for multiple suppliers who can provide us with the required product(s). The SCM department after the search contacts around four to five reliable suppliers who are really experienced in the industry. All of them are given the specification of the good(s) required and the quantities to be supplied. The parties are required to email a proper quotation of the price(s) at which they can provide the good(s). Meetings are held with suppliers if necessary when it becomes difficult for them to understand the specifications and get a much more detailed knowledge of what is required. Quotations are then mailed to the SCM department or are given as a hard copy.

- **Comparative Statements(CS):**

It has been a culture of Orion Group to always purchase/order goods from suppliers who provide the lowest price. After the quotations containing product prices are received from all suppliers, the SCM department prepares a comparative statement to compare prices of the suppliers. Comparative Statement is a very basic version of Capacity Planning which is basically a complex mathematical calculation of Profit, Quantities and Cost. Unlike the concept of capacity planning, comparative statements are made only on the basis of price to find out which company provides the same product at the lowest price. Comparative statement is prepared in MS Excel, where the main elements are: Product name, Specification, required quantity, all the suppliers' names – their given prices and the total amount to be spent for the required quantity. After the CS is made by the SCM department, the statement is then shown to the Deputy Manager of OTCL, who then again asks the SCM department to call all the suppliers to provide them a last chance to decrease their prices even further and provide new quotations. After the updated quotations are received, the CS is also updated displaying the previous price along with the new negotiated price. After this the supplier with the lowest price and cost is selected by the deputy manager and at last the CS is signed by the Operations Head of OTCL to move on further with the buying process.

- **Approval:**

The SCM department now writes an Email addressing the Managing Director of the group. This Email is a request for the approval of the budget required to buy the product(s). This email contains the product name, specification, quantity, purpose of buying and the total cost of buying. This approval mail is then sent to the Deputy Manager of SCM or OTCL Head of Operations who proceeds forward to send the mail to the honorable MD sir of the company. After a couple of days or more the honorable MD sir sends his mail of approval to the SCM Deputy Manager or OTCL Head of Operations. Approval mails are also required for cash purchases and if the supplier desires for an advance payment. For cash purchases SCM department people can easily go to the accounts department after receiving the approval. When it comes to making an advance payment (a percentage of the total bill amount) to any supplier, SCM department sends a copy of the approval to the accounts department so that they can proceed forward in the payment process.

- **Work-Order(W/O or P/O):**

The work order or Purchase Order is a document made by the SCM department for the Supplier to order goods after budget is approved. The W/O is the main document for ordering goods. It is the legal document of the suppliers for proving that we have ordered goods from them. The Work order contains the product name, specification (broad- as per requisition), required quantity, per unit price and the total cost. The W/O contains important terms and conditions for the ordering of goods for example: delivery period, no. of defects allowed, VAT and AIT and when payments will be made. The W/O also includes the place where to make the delivery, address of the delivery point is clearly mentioned, if goods are required outside Dhaka then they will be asked for sending the goods through courier service or their own transport. And the goods required for the office are given the office address in the W/O. Usually the work order prepared for the Tea Garden has the heading “Jafflong Tea Company Ltd” rather than “Orion Tea Company Limited”. The work is given to the Supplier after it is checked by the SCM Deputy Manager and approved by the Head of Operations. Usually the document is scanned and sent through mail to the supplier or sometimes a hard copy is also given.

- **Delivery Of Goods:**

Goods are delivered by the Supplier with reference to the Work Order. Sometimes goods are delivered according to a portion of what is ordered in the work order. Bulk buying dictates that it is always not possible receive all of what is ordered but what is received according to what is required from time to time. These deliveries of goods are received with the following documents from the supplier:

- **Delivery Consignment:** This states the product name, specification and quantity.
- **Invoice:** States the total amount of money for goods delivered.
- **VAT Consignment:** Not given by all the suppliers, whenever VAT is written in the work order and quotations this statement is to be submitted to the company by the supplier.

The SCM department then after receiving the goods will prepare a Material Receiving Report in order to justify the quantity of goods received from suppliers. This report is unlike any other report with paragraphs, rather is a statement which looks like a sales invoice with four carbonated pages. This is vital for the processing of bills.

- **Bill Processing:**

After materials are received with appropriated documents, the SCM department prepares a Bill forwarding statement. The Billing process requires the collection and attachment of all the following documents: Requisition, Approval, Work order, MRR, VAT consignment (If given), Delivery Consignment, Invoice and on top of all these documents the Bill forwarding statement is attached. After proper documentation, the bill is entered through an online software and after saving it we get a tracking number which is written on the top of the forwarding statement. Lastly there is a register where there are some information to be written from the forwarding statement along with the name of the person of the SCM department who has been engaged with the business transaction. This register along with the documents are then sent to the accounts department for completing the payment process of suppliers. Some Bills may revert back to the SCM department; in this case there has been an error somewhere within these document and the online entry of these bills which need to be corrected for the payments to be made promptly to suppliers.

3. 2 Organization Wide

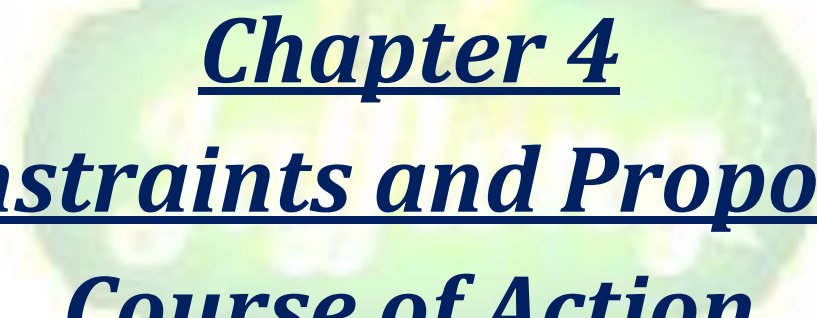
I was also engaged in other organizational activities which were not related to the Supply Chain department but to gain experience I was recommended to do them as per the instructions received. Some of these activities are:

i. Helping the Deputy Manager and Head of Operations sir

Our deputy manager Mr Imran Rahman sir tested me from time to time by giving me certain activities such as summarizing reports, filling up forms, extracting information about BAPA membership, going to the Head office for financial information or for collecting certain organizational pictures for Branding. He also asked me to print scan and photocopy certain documents. The Head of Operations, Mr Mohammad Ibrahim Khalil sir also assigned me tasks of buying official files along with preparing a statement for the chemical compounds used in making powdered milk by different brands along with their country of origins and manufacturer name.

ii. MIS Activities:

Management Information system department is one of the key departments in keeping any organization stable. The same goes with OTCL as well. Generally the MIS department members are responsible for preparing invoices by the names of various dealers all over the country. These invoices are sent to those dealers in order to for the accounts department to collect the revenue. The MIS people are extremely hard working as they work till late night even at 11pm at times when the office hours finish at 6.00 pm. There are currently nine employees in this MIS department. Before when there were six members I was asked to help them for four days since there was huge work pressure on them to finish a task in designated time. Hence I helped them by preparing approximately two hundred DDs in four days which they later used to prepare invoice. DDs contain information given by our dealers who collect money from retailers. The information include depot name, Retailer name, bank name, bank amount and date. However, I did not stay till more than 7.00pm but helped them by easing a lot of pressure by not doing any of my departmental activities as per the orders of our VP sir. I also helped MIS department from time to time by calculating certain amounts of money written in printed documents.



Chapter 4
Constraints and Proposed
Course of Action

ORIGIN TEA COMPANY LTD.

4.1 Observed in the Organization

4.1.1 As an Intern

In my whole internship program I have realized that the company relies extremely rare on the performances or contributions of Interns. I realized this because the company mainly depends upon recruiting people rather than taking interns. It is a bit astounding too that Orion Group does not have good policies about interns where as many local groups as well as multinational companies are competing with one another in terms of providing the best experience for interns during their internship period. Some of the constraints in doing internship are:

i. No PC

The company does not have any policies for providing personal computers or desktops to interns for their work. Since I was an intern of SCM, ninety percent of my work was computer based but I was not given any old pc to work by the company until my fourth week when I was able to share a pc with an employee who mostly stays outside the office for work. Still at times it was difficult for me to operate like this since the person with whom I used to share my pc also had office work which used to an interruption or pause towards my work.

Solution- Its quite costly to spend money on buying desktops and laptops for interns but the company can easily assign a few pcs only for interns who will work according to their designated times. This will be a temporary solution which is still better.

ii. No Official recognition

Being an intern means that I am a guest. Speaking more accurately I used to work but that work recognition used to go by someone else's name because the company has no stable policies for interns. I did not have any ID card for which my hard work was not accounted for. I could not prepare anything using my name rather after I prepared something, the title "Prepared by" had to go by another regular full time employee's name. This certainly is an embarrassing situation for any student studied from a reputed university.

Solution – The Company should allow Id numbers to be given to Interns in order for them to get an official recognition in work. This will allow the intern to be motivated towards more and more.

iii. Other Problems:

Interns cannot travel to factory and garden visits without bearing the costs all by themselves. Moreover there are no conveyance bills or lunch bills for interns going to different places for office work. I faced this problem in my third week and later on the deputy manager did not send me outside the office for official work. The Company does not provide any official transport for these market surveys and minor purchases.

Solution – Since interns are the organization’s guests, they should be given much more improved facilities so that their internship period is more fruitful. My known friends doing internship in Unilever and Nestle are constantly taking interns for market surveys through official transports and they get to complete their tasks with much more motivation than anyone doing their internship at OTCL and OCPL.



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4.2 Overall Organization

In this section I will describe some of the major problems with OTCL which should be corrected as soon as possible. Still considering the fact that problems will always exist no matter what as in business terms any gain is costly. The problems within the organization:

i. No Complete setup:

OTCL is in its ninth month and OCPL in its fourth month. Both these organizations are extremely new to the market. Hence it is quite difficult to actually implement strategies whenever they are needed. The problem which arises is that there are a lot of activities which needs to be done with limited resources at hand. The problems which arise are:

1. **No Track of work:**

People working in departments have to constantly deal with work which they are not supposed to do. The SCM department deals with billing which they are not supposed to do. It is the duty of the accounts department to deal with such stuffs. Just like this people from pharmaceuticals company also has to look after tea operations.

2. **No Scope of implementing uncommon ideas:**

The organization now does not provide scope for the implementation for advance business ideas which can improve the organization's current image. Whatever we learn in our universities should also be applied in real life but Orion does not provide the chance to apply even the most basic ones. In my first week I proposed the different forecasting techniques to be applied, along with inventory management and quality management but the company was not in a position to provide me with that scope and neither it was possible for me to conduct a research.

3. **Extreme Work Load:**

Certainly a business organization is not a place for resting. Work must always be there to be done but OTCL does not have enough employees to go with the flow. The work pressure is just too much especially for the MIS employees since they stay till late at night as mentioned earlier. Even in the SCM department when I came in there was only two people doing a huge load of work for the entire department. Now there are three more people including me. Branding department has three people, whereas FHR and Distribution departments have one people each.

Solutions to the above problems are recommended in the recommendations part.

4. **Low payment to employees:**

Employees are paid very less for their hard work which is really demotivating. I will not mention any particular salary but a fresher who joins the organization usually gets a salary way below twenty thousand. For this reason the employees are not much satisfied with the organization as they have lots of work at hand but are paid very less. Moreover, employees need to spend money from their pockets to pay mobile bills for official purposes without any compensation being provided by the company.

Solution – Employees need to be paid higher than they are paid now. Otherwise they will work with extreme demotivation which will either result in loss of efficiency or the employee leaving the organization.

ii. ***Delay in Party Payments:***

Unfortunately the entire Orion group is known for not making supplier payments very late. Suppliers need to keep on pushing for the payments to be made but never get their payments within time. This frustrates the suppliers to a level where they do not feel the urge to supply anymore in this group and hence they stop supplying permanently.

iii. ***Poor Administration:***

The administration department fulfills the needs of the employees which are required for official purposes. In case of Orion the administration is extremely poor it takes months to deliver even the most smallest of stationeries even after requisitions are made; For example: One week later I joined, there were two new employees in OTCL and one more employee joined in my sixth week, in this scenario the person who came in my second week did not get his office stationeries till now where as the one who came on my sixth week got his. Even Pc requisitions are too slow as they take at least a month for pcs to be delivered. How will employees work without a pc for one month? These administrative issues are made even worse by the delay in supplier payments by the accounts department.

Solution – Its time administration department puts their emphasis on OTCL and OCPL. If this does not happen then it is the duty of the employees to complaint against them to the Honorable MD Sir or Chairman Sir.

4.3 Academic Preparation

I am the first ever intern of OTCL and OCPL. I was assigned to the Supply Chain department on the basis of my BBA major. In that department I was taught how organizational supply chain works practically. The tasks assigned to me were not very challenging at all but things were different compared to what I have studied at the university. Somethings which were different are:

i. Unexpected work:

Firstly I thought my work environment will be more about the transfer of goods from one place to another through computer software or I may have to deal with similar things since supply chain is about transferring materials from one component to another. In this case I was wrong because my first activity was to get to know the documents of purchasing goods. Moreover there was not any software for SCM as all the SCM work has to be done manually except billing.

ii. Billing:

Managing, gathering and attaching bill documents as a part of SCM work is something I never knew of. According to my very little knowledge about SCM I am still pretty sure that there are several topics to cover in SCM among which managing bills isn't one. Billing is an activity of the accounts department. SCM department will certainly keep some documents of Billing that are related to quantity but later on procedure of forwarding should be an issue of accounts department.

iii. Application of Operations Management:

Having studied operations and supply chain management, I expected the organization to be well aware of how operational tools work. Tools like forecasting, transportation, assignment, project management and the different views and strategies of supply chain management were the least expected from the people running the supply chain department but I found that they do not have prior knowledge of these terms due to prior knowledge.



Chapter 5
Lessons Learned from the
Entire Internship Program

There are certainly a lot of things which I learned in the entire internship program. Some are real life lessons and some are professional skills. Some things will add to my skills and some will add to my experience on my CV but most importantly I am satisfied that I was able to step to the professional level for at least once in my life which certainly was certainly a very big achievement for me.

5.1 Organization/ Company based

i. The bigger picture:

Maintaining a company is difficult, especially when the company is new to the market. Being part of this it is natural to see what the bigger picture is in terms of getting a full view of how the market looks like and how things run behind each and every single product we buy. Being working for OTCL I got to realize that the industry rivals always keeps the sales team and the upper management concerned. This view is something that cannot be experienced without seeing. I have seen people being fully submerged into work in the most serious manner possible for eight long hours except the lunch time. The upper management also keeps of talking over the phone and spends all day filling up documents or talking with clients. The sales team spends most of the week outside Dhaka on several tours in the depots for keeping records of sales and to assist them. Whenever the sales team returned back to Dhaka I always found them taking with the field force in all the depots via phone most of the time. Field HR was something I was not aware of until I came to this organization this special HR takes report of all the people who are engaged in the field force. The Assistant Vice President Mr. ShamsulAlam is also a very hardworking person as he directly keeps track of sales along with the MIS department from time to time as well taking notes from both HR and FHR of which of the field forces is performing well and who is not, whom to sack and whom to pay salary with delay. These experiences gave me the bigger picture of how people work within the organization.

ii. Dealing with Suppliers:

After coming into this company I realized that SCM is not about just maintain the flow of goods from one component to another but also keeping very stabled relationship with more of a win-win situation where all parties are satisfied. As a part of SCM department I learned in my very first week that I have to confidently but gently speak to the suppliers about the negotiations of price, specification of goods wanted and the quality. Suppliers should always be given a second chance to decrease their prices and we have to talk with them strategically by just mentioning that there are suppliers who are willing to provide me the materials at a much lower price- of course if the case is true but not mentioning the price. Similarly softness has to end if a supplier is found guilty not keeping words from time to time then either that party is strictly warned or

the deal is cancelled. It's always a mandatory to keep the business cards of these suppliers and keeping a good relation will benefit both the organizations.

iii. Complexity of a Transaction:

Official tasks are extremely lengthy even though not difficult to handle when it comes to dealing with parties. The entire process of buying has been discussed before but the main thing which stands out is that there are so many things to do for one simple transaction starting from calling suppliers to writing down bills in the official register. This shows us the fact that things may look easy but must be done in lengthy procedures in order to keep strict records so that in case of a mistake by the SCM department, the accounts department can correct us or even we can correct them whenever they make mistakes.

iv. Work environment:

The work environment will always not be as I expected from the beginning as I did not get a pc but there will always be people to guide us and help us around. We can maintain good relationships with all employees depending upon their nature. There should always be courtesies to talk with people no matter how they behave with us. I first thought of calling my deputy manager sir as "Bhaiya" but my senior colleagues gently advised me not to do so on the very beginning of my internship period rather address everyone above executive level as sir. The reason is people will always be friendly but that does not allow us to cross the lines of organizational norms. One should maintain a very nice affiliation with the other colleagues and some may become really close with us that our organizational movements become attached with them whether it be work or lunch.

v. Professionalism:

This point is merely the summary of the above four points. Whatever I have learned from the organization is all part of my professional skills and will add up to my experience. Realizing the fact that whatever lessons we learn being with an organization there lies a skill or many skills. I have been able to improve my hold over MS Word and MS Excel. I can now deal with suppliers in for ordering materials and can also go for direct purchases. More importantly I have learned how to talk with different people on professional level as well as being understand the generalized concept of how organizations work and what my basic skills should be.



Chapter 6
Conclusions

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6.1 What has been discussed so far

This report is the first of many internship reports which is done on Orion Tea Company Limited. On this part I would like to mention that there is actually nothing called conclusion in research since circumstances in the corporate world will change over the course of time resulting in the scope of other research topic. The report presented a view of what supply chain looks like in OTCL and in the near future there will also be scope of presenting report on OCPL since the consumer products like Puffed rice, noodles, vermicelli and mustard are most likely to be launched by the end of April and operations will begin on the introduction of Orion dairy products along with spices. Hence there will certainly a lot to study apart from the tea operations which I covered most of what is related to my major course. More and more work is now being done on the consumer products concern by the management which hopefully will also come down as internship reports and I expect a student from BRAC University to be given that opportunity.

I also mentioned about lessons learned and my constraints being an intern. On this regard I would say I have recommended many solutions to those problems in the recommendations section which I did not feel was right to keep repeating the same things. More than just mentioning the solutions to problems it is more necessary for us to understand why these solutions are necessary in the light of logic.

Lastly discussing what I learned from my three month period of Internship at OTCL and OCPL, I would say that at first it was difficult as I was not purely into liking the organization's outset, but later having socialized with many people, my practical knowledge began to flourish and I started to get the hold of things. My professional skills have also improved especially my communication skills along with my skills of using MS Word and MS Excel. The time has finally come to say goodbye to this organization maybe in I am not given a job as an employee and I believe that the organization will always act as a model of enriched business knowledge for more intern students and researches.

6.2 Recommendations for the company

Since I have worked in the Supply Chain department I feel that I should first recommend for the betterment of this department and the overall Operations. Some of the recommendations suggested are not necessarily meant to be from the concept of Operations and Supply chain management but also from other aspects which will help the application of Operations management and Supply Chain success.

6.1.1 Improvement of Operations and Supply Chain

6.1.1.1 Short Run

i. Employ business graduates with SCM major:

In order to improve any field or department it is necessary to employ people who have sufficient knowledge about the work that particular department needs to go through. There are several concepts of Operations and Supply Chain management to implement but its not an easy task to just implement whatever seems right rather implement whatever experts feel is right for the company. As mentioned earlier that the concept of supply chain management is at its very basic being applied in Bangladeshi companies. If OTCL and OCPL need to improve their current situation, it is necessary for them to stop employing people who do not have the knowledge of Operations and Supply chain management for their SCM department and start employing business graduates who have actually studied the course as their major in BBA/ Bachelors and MBA/Masters. This will provide these employees to fully exploit the options to make improvements which will benefit the company in several ways. Operations and Supply Chain management holds many tools through which business conditions can be improved and stands a support for all the other departments within the company. As per my knowledge, OTCL did not employ any graduate with SCM major hence that is an area which they must consider.

ii. Forecasting on a regular basis:

Forecasting sales is a very important part of an organization. Without sales there is no profit which ultimately leads a business to close down. For OTCL to run smoothly, they must calculate what can be their sales in the upcoming few years. There are many techniques of forecasting but since it has been eight months the company has gone for sales, it is better to apply regression forecasting method. Regression forecasting must be used because the sales of goods are just going upwards in terms of both Taka and quantity (Tons). Forecasting will allow OTCL to get an idea of what their sales can look like in the upcoming months for the short run and what they should target for the long run (upcoming years). This idea can help them prepare for what may be the likely scenario or even if improve their methods for further improvement than the figures forecasted. In a nutshell, forecasting will act as the line which they must be able cross

at minimum with all the resources they have at hand and what they will be having in the future.

iii. *Better Sourcing in Procurement:*

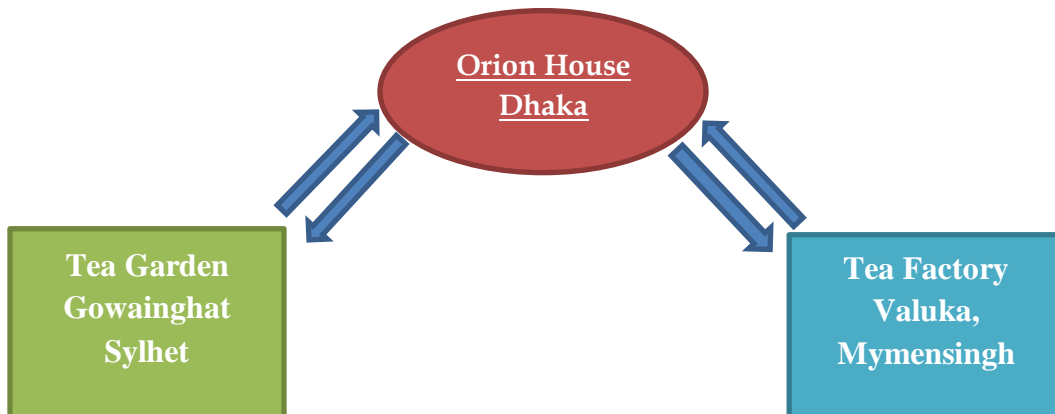
Sourcing is taking place within the company; however there are some weaknesses of this activity being performed in OTCL. For one product or material there can be several suppliers. OTCL usually goes through three to four suppliers at maximum to select the lowest price but it would be more appropriate to look into more suppliers who are spread all over the city. There are many suppliers we do not know about but they may provide much lower prices at better quality. Hence in this huge world there are a lot off possibilities to exploit for OTCL to choose better suppliers in order to reduce their overall costs and improve their quality will ultimately lead to increase in profits.

iv. *Reduce the pressure of Managing Bills:*

According to my knowledge of SCM department managing party ledgers and bills is not a concept of Supply Chain management rather it should be managed by the accounts or finance department of OTCL. The SCM department needs to collect many documents for the bills and then sends them to the accounts department by making multiple entries in registers and online. The Supply Chain department will only collect the delivery statement and send it to the accounts department along with the MRR, W/O. Approval and Requisition. The work of SCM department is done after this, the rest of the billing documents will be collected by the accounts department and they will ask the suppliers to talk with them about payment issues from time to time. This will take a huge work load from the SCM department as they will be able to concentrate only on applying more concepts of SCM or keep specialization neat.

v. *Improved Transportation Facilities:*

OTCL mostly relies on courier services to transfer goods from one place to another specially when maintaining the transactions between Dhaka, Mymensingh and Sylhet.



The diagram on the previous page shows the flow of goods from Dhaka to the designated places for which procurement is mainly done. The problem is that there are no office vehicles assigned for the flow of goods within these places. Even though courier services may look cheaper but in reality there may be cases of fraud and tampering of materials sent which will certainly lead to a massive conflict between the head office and the receiving office. In order to avoid this it is necessary for the company to provide their own vehicles for the transportation of these goods. By the looks of the progress the business is making from time to time suggests that OTCL must have their own vehicles. OTCL also requires its SCM employees to visit the places outside Dhaka for different official purposes and in this case unfortunately the company does not provide transportation services to its employees below managerial level which is something very disappointing. Employees need to go to through other modes of transportation which at times seems very a bit awkward and difficult. For example: If employees are obliged to visit the tea garden then they have to book A/C bus tickets which basically is not a big problem, but the problem arises when they have to travel more sixty to seventy kilometers from the destination their bus left them to reach the tea garden which is very difficult because after travelling for straight seven to eight hours and then finding another mode of transport with an exhausted body for more sixty kilometers is indeed more than just tough. Having the company's own transport vehicle can easily take off a lot off burden as described in the example.

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6.1.1.2 Long Run

The suggestions given previously were for improving short term performance of the supply chain department which must be implemented sooner than later. Short term suggestions are not enough for a business especially if OTCL performs in the same way for a long period of time without taking changes into account. OTCL and OCPL needs long term suggestions in the light of Operations and Supply chain management in order to improve their Supply Chain activities and run them efficiently. Practically all SCM activities require long term planning and implementation for better results. Long term suggestions for OTCL are:

i. Inventory Management:

Inventory Management is a very significant aspect for any manufacturing business. A common misconception is that inventory management is only about procuring goods and materials and then storing them in warehouses or in other places. Inventory management will be discussed giving suggestions to both SCM and Sales department. SCM department keeps track of the amount of finished products being delivered to the depots all around the country and hence the sales department takes charge of those finished products to insert them into the market place. Inventory management has two main tools: 1. EOQ (Economic Order Quantity) and 2. ROP (Re-Ordering Point).EOQ determines the economic order quantity- the quantities at which tea needs to be supplied to the depots during fixed intervals within the year taking into account the annual demand of tea in those areas. Another Important aspect of supplying tea in depots is considering the ROP- Re Ordering Point; helps identify the point at which it is necessary to supply another order into the depots after the previous supply of tea in the storage starts to get sold out.

ii. MRP- Material Resource Planning:

The MRP is a very useful tool for managing production. MRP consider all the components required in producing a good and then identifies the level of time required for each of the components to arrive or to be produced by the supplier. It means that in order to produce tea packs in a specific time or period the factory management must also estimate the time it will take for the raw materials will take to arrive into the factory. The main thing is that the time taken for receiving production materials from suppliers must be fixed all the time. After that they can easily order production materials with prior to production time. MRP calculations will give OTCL an advantage of the materials being received not more than what is required in due time and will lead to avoid efficiency loss. The MRP calculations will also help in the calculated amounts of EOQ and ROP as goods will be available whenever they are needed without delay because the raw materials will be available in time as planned.

iii. *Apply Push View Strategy of SCM:*

The Push view of Supply Chain Management states that goods should be supplied according to the anticipation of customer demand. Recently the company is going for the Pull view of Supply Chain Management which is supplying as a response to customer demand. The Push view of SCM is usually a very rich strategy and not all companies can take the risk of this. Currently it was discussed that supply is being made in response to customer demand and this supply cannot increase more than what is demanded, but since there are branding campaigns going on along with plans of TVC advertisements it is very much possible to make the brand known to customers and can easily apply push view strategy from there on. This push view strategy will allow OTCL to become more predictable with their sales and it is more like they would be able to sell at quantities they want creating pressure on other industry rivals like Ispahani, Taaza, Seylon, Fresh, Tetly etc.

iv. *Further Transportation developments:*

Transportation in Operations and Supply Chain management is a huge topic as there are many sides of transportation which can be used to solve all transportation problems for any business. OTCL in the long run can buy their own trucks which is one of the most significantly needed and used mode of transportation mode businesses use in order to carry materials and goods. One of the important tools of transportation is the shortest route method. The shortest route method will first allow the distances between the depots to be identified and put them in a diagram and the starting destination would be Mymensingh Tea Factory. This will lead the factory personnel analyze cost, distance and time and then take decisions on the route(s) they will take which will minimize all the three mentioned factors and will avoid unnecessary travelling. The same suggestion also goes for the consumer products company – Orion Consumer Products Ltd. Transportation decisions about which places would bring more profits can easily be done by using MS Excel solver with certain constraints along with the main objective.

v. *Use SCM Software:*

Increased globalization has not only caused International trade to increase but also the transfer of information and technology is taking place at a rapid pace. More and more businesses are now using online databases and methods to run the business both internally and externally. In this case it is necessary that OTCL develops SCM software in order to improve their supply chain activities. The software should be able to make all the documents which the SCM department makes only by giving input. This refers to be able to make orders online, update inventory stored and which goes into depots, look through how much is to be supplied in each depot. This will give the company to actually see how much they are lacking or are there any excess supplies.

vi. Use of Markov Chain analysis:

Markov Chain analysis as per our knowledge gained from our major courses is a very important tool for forecasting the future market share in the market. OTCL is a tea company there are some big industry giants like Ispahani and Brookbond Taaza along with some small brands. In order to proceed with Markov Chain analysis calculations we need the market share percentage of all the rival companies as well as ours in a certain period. Then after the period there should be another survey and see how much market share has shifted. By this 2 matrices are formed and are multiplied with each other to get a forecasting of the market share for another period. That product can be multiplied with the previous second survey to get the forecasts of the next years. I recommend this tool to be applied because there are not many Industrial competitors of tea and Jafflong can easily make a strong statement in the capturing of market share very soon but this analysis is for the long term and will take time. Forecasting of market share will allow OTCL to understand the position in the market they must achieve at minimum during certain time periods. This will allow them to perform accordingly or even much better performance can out run their forecast is a better way.



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6.1.2 Other Recommendations for OTCL

i. Better Marketing/Branding

Strategically the SCM department has been performing well in supporting the branding and sales department from time to time but the branding team is weak compared to what it should be for a Tea company which is operating in their tenth month. The number of employees under branding department was two until the end of March 2018 and has now a new member. Still this makes it quite difficult to work because the branding team has to go through a lot of work pressure of continuous meeting and presenting various proposals. This is difficult for the three people to be fair because brand management in reality is very difficult and requires a huge amount of hours being spent on the internet. At this rate I believe the branding team requires more employees and the company should consider doing so in order to aid branding department establish Jafflong Tea as a brand. One other important thing Orion should refrain is using the Orion name as a brand for all their products and brands. It is good to see that Jafflong is a brand but other goods specially the consumer products should have a different brand name because if there are any problems in those products then the bad image will go over the Orion brand name as a result the entire Orion group.

ii. Swift Party Payment:

Orion group is quite successful with their businesses but their main weakness lies in the delay in supplier payments. Orion does not pay suppliers swiftly or in due time as per agreements made. This is an issue because payments are held up for months after months by the accounts department and suppliers need to push on regularly to pay them. For this reason of payment delay many suppliers have stopped supplying goods and materials in Orion group. OTCL is a new company and requires the support of finance department at their early stages. Hence the accounts department needs to be quick regarding their payments.

iii. Employee Benefits:

As discussed earlier employees have to spend hundreds and even thousands of taka on mobile phones with the money not coming from the accounts department. OTCL needs to pay those employees for their money spent for office transactions from their own pocket. This will motivate employees to work much better.

iv. Strict Monitoring using CCTV cameras:

Installation of CCTV cameras will allow severe cases of theft to be solved. Moreover, employee supervision is also very necessary especially people hanging around in unauthorized places for hours after hours. Installing CCTV cameras will help solve the problem to an extent.

v. BCG Matrix:

It is good to see that OCPL is looking forward to extend their line of production by making product plans one after another. Even though it seems pretty nice but to my opinion I think OCPL is just getting a bit too impatient in launching spices and mustard oil into the market with industry giants like Radhuni, Suresh, BD, Pran in the market. However they need to test their level of success for each product using BCG matrix from time to time in order to analyze how much should they actually invest for a good if there is any good they might want to stop production.

vi. Employee salary increase:

Increasing the salaries of the employees is the best motivational factor for the company's employees. Employees are the greatest assets a company can have and some people claim the employees to be the brand of the companies not the logo. Employees who work hard should be valued and given higher salaries so that they can feel more secure in this organization and can work with more efficiency.

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6.2 University's Internship Program

BRAC University's internship program is an excellent platform for BBA students to make their mark at the corporate arena and I believe this internationally recognized program is helping thousands of students every year to experience professionalism as explained before. This internship program allowed me to locate areas which need to be improved. I will discuss this according to my perspective.

i. Finding the right organization:

I am saying this because even though I found an organization to pursue my internship but was very difficult to find this organization because SCM is a rare subject and a new concept for which I did not find many internship opportunities in well-known organizations. So I learned there are not many organizations out there enough to support interns and this is a huge problem. Improvements should also be made with OCSAR's internship registration as they should be able to help us more to find an organization we need since many have reported not to be called for interview even after applying and there were not many internship opportunities to apply.

ii. Connection between supervisors

In this internship period I felt the need of my Internship supervisor to stay in contact with my organizational supervisor. This way believe it would have been a better way to assess my performance in the company. University can establish connections between the two supervisors not only for assessment but also for the Internship supervisor faculty to identify the lacking of a student in an organizational phase.

iii. Online Submission:

The email submission system is not a safe one because there have been countless cases of email id thefts and thus leads to Plagiarism. It would be better for BRAC University to take the soft copy of the report through online where students will be asked to fill up certain information and then attach the soft copy. That way it would be much Safer

Appendix

OTCL: Orion Tea Company Limited

OCPL: Orion Consumer Products Ltd

VP: Vice President

AVP: Assistant Vice president

SCM: Supply Chain Management

FHR: Field HR

NSM: National Sales Manager

SRM: Senior Regional Manager

RM: Regional Manager

SAM: Senior Area

AM: Area Manager

TM: Territory Manager

TO: Territory Officer

SO: Sales officer

ASO: Assistant Sales Officer

SR: Sales Representative

CM: Cycle Man



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