

INTERNSHIP REPORT
ON
Sales Process of A-One Polymer Ltd

Submitted to:

Hossain Akhtar
Group Executive Director
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Letter of Transmittal

3rd September, 2018

To

Hossain Akhtar

Group Executive Director

Anwar Group of Industries

Subject: Submission of Internship Report

Dear Sir ,

It is a matter of honor to state that, I hereby submit the internship report on **Sales process of A-One Polymer Ltd** . It was a great pleasure to work on such an important topic.

This Internship report is an integral part of my academic program in completion of the bachelor of business administration(BBA) , which has helped me to gather practical knowledge and experience about a company's operation and activities. For my study i have collected data from primary and secondary sources. I have prepared my report based on these two sources of information. This report can help others to gain knowledge about the company.

It will be kind of you , if you accept my report on the topic i have worked on. For further query , I will be available always.

Sincerely Yours

.....

Sadman Sakib Sadaf

ID - 14304046

Program: BBA

Session: 2014 - 2018

Brac University

Major in Marketing

15th August, 2018

I **Sadman Sakib Sadaf** hereby declares that , my Internship report on "**Sales Process of A-One Polymer Ltd**" , is uniquely prepared by me under the report work program that provided the authority of Brac University.

I can confirm that the report is only prepared for my academic purpose and not for any other purpose. I have used all information in the report based on academic rules and ethical conduct.

Sincerely Yours

.....

Sadman Sakib Sadaf

ID - 14304046

Program: BBA

Session: 2014 - 2018

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Major in Marketing

Acknowledgement

The internship report is the outcome of the contribution of many people . I like to take the opportunity to express my sincere gratitude to those without the blessings and cooperation this report would not have been possible

First of all , I am grateful to Almighty Allah for enabling me to finish the report in time.

I would like to express my gratitude to my supervisor of the internship program - **Dr suman paul chowdhury** , Assistant Professor of Brac Business School , who helped me in my internship program as well as developing my report .

I am particularly indebted to Anwar Group of Industries for giving me the opportunity to work in thier organization and supporting me for my internship program on A-One polymer ltd. I like to express my tributes and gratitudes to (**Mr Anisur Rahman** - Senior Manager) of A-One polymer Ltd ... Head Office - Baitul Hossain Building 27 Dilkusha C/A Motijheel , Dhaka , Bangladesh for the appointment of discussions and providing information from internal sources.

I will never forget the contribution of all the managers and employees of A-One polymer Ltd , who have shared their valuable advice , suggestion , opinion and time to me.

Thank you all who are directly and indirectly related to this report.

Sincerely Yours

.....

Sadman Sakib Sadaf

ID - 14304046

Program: BBA

Session: 2014 - 2018

Brac University

Major in Marketing

Executive Summary

The Internship report is an integral part of my academic program in completion of the degree named " Bachelor's of Business Administration , which has given me exceptional experience and practical knowledge that might help in my career.

I was assigned to work at Head Office of Anwar group of Industries. The Internship report is based on my two months attachment in the A-one Polymer Ltd. My topic was "Sales Process of A-One Polymer Ltd , A Study of "Anwar group of Industries in Bangladesh".

In the course of preparation of the report , relevant data , concerned articles and information were studied and practical knowledge had been gathered. Anwar Group of Industries is a leading industry of Bangladesh. It has other sister companies like Anwar Ispat Ltd , Anwar Landmark Ltd , Anwar Cement Ltd , A-One polymer Ltd , Anwar Cement Sheet Ltd and many more. A-One polymer Ltd is playing one of the leading roles of Anwar Group of Industries. A-One polymer Ltd is a uPVC products manufacturing and selling company registered under the company act in 1978.

The report is accredited to examine the sales strategies followed by the sales executives and marketing officers of A-one polymer Ltd. The report highlights about the newly advance selling process of A-one polymer Ltd.

I have discussed in detail about the purpose of the report , objectives , data collection procedure , scope and limitation of the study.

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CHAPTER : 1
INTRODUCTION

1.1 Introduction

This is the Internship report that I have prepared based on the practical knowledge I have gathered during the past two months working in the company. The report has five parts and covers , the Introduction , background of the company , sales process , Swot analysis and findings of A-one polymer Ltd.

1.2 Background of the report

This report is created on the basis of legal information which I collected from ANWAR GROUP OF INDUSTRIES head office . It contains the history of AGI , overview of this organization present market position in local and international markets.

1.3 Significance of the report

- To know how the Sales process works and the tasks involved in each and every step.
- It will help me to complete my Undergraduate program

This report can give an overall idea of the sales process to other students and researchers and enable them to gather more knowledge.

1.4 Objectives of the Report

Sales activity is very important part of an organization . Here in the A-one polymer Ltd. I worked at the Sales administration department. The people working here are mainly Sales Executives. During my internship program I learned different types of activity.

My main objective was

- To observe the selling process of A-one polymer Ltd.
- To understand and observe the sales strategies of the marketing officers of the A-one polymer Ltd.
- To know the sales policy for the dealer and the basic sales plan.
- To learn about how to sell to B2B and B2C customers

- To learn about how to communicate with the parties or clients and handle the different projects
 - To understand Order Booking and Order Receiving system.
-

1.5 Methodology

Primary Data

- Directly observed the attitude of the sales executives and the marketing officers of A-one polymer Ltd.
- Interviewing people about their concept
- Practical work experience by interacting with different parties , engineers and dealers during the visit.

Secondary data

- The annual report of A-one polymer Ltd
 - Various journals
 - Related published articles
 - Company website and other related publications.
-

1.6 Limitations of the Study

Some limitations regarding the report were :

- Time was not in my favor. During my time in the company I had faced difficulty in gathering information in two months.
 - Deficiencies in data required for the report
 - Sufficient records , publications were not available which covered my topic.
 - Not all information was disclosed to me by the company as they maintained some secrecy.
-

Chapter : 2

Organizational Overview

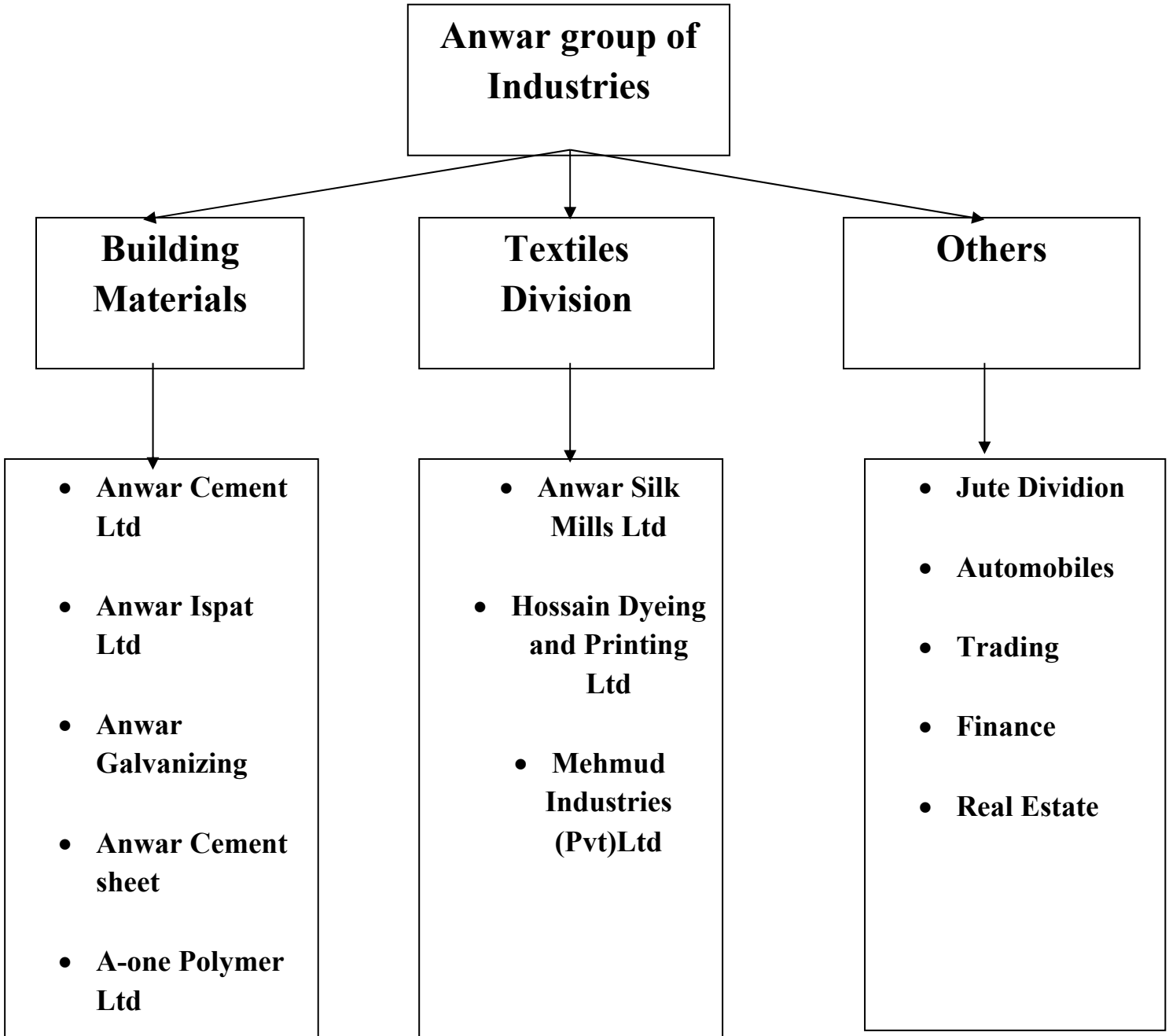
2.1 Background

Established during the year 1834 by Late Lakku Mia. Overtime it grew to become an industrial giant of the country and succeeded in creating a national & international network that comprises of many subsidiaries and affiliates. The Group (including the associating companies) employs over 12,000 dedicated people, whom it considers the backbone of all the success. Presently, the Group is chaired by Mr. Anwar Hossain. The Group takes pride in the success of its associating companies that includes composite textile, jute, financial service like banks & insurance, building materials, real estate, home décor, engineering, trading, and automobiles.

2.2 Vision

Anwar Group of Industries has been working as a development associate in building up the homeland for almost two centuries. Now at the outset of the twenty-first century, the Group is ever more prepared for heeding the challenging demands of the new millennium. Highly qualified management team, modern management techniques and R&D have empowered the Group to be the forerunner in economic progress of the country. As part of its '**Vision 20-20**' the Group envisions to make at least one product of Anwar Group available at every home in Bangladesh. The Group shall be at the forefront to herald the millennium on the horizon.

2.3 Organogram



2.4 Corporate profile



A-One polymer falls under the building materials group of Anwar Group of Industries.

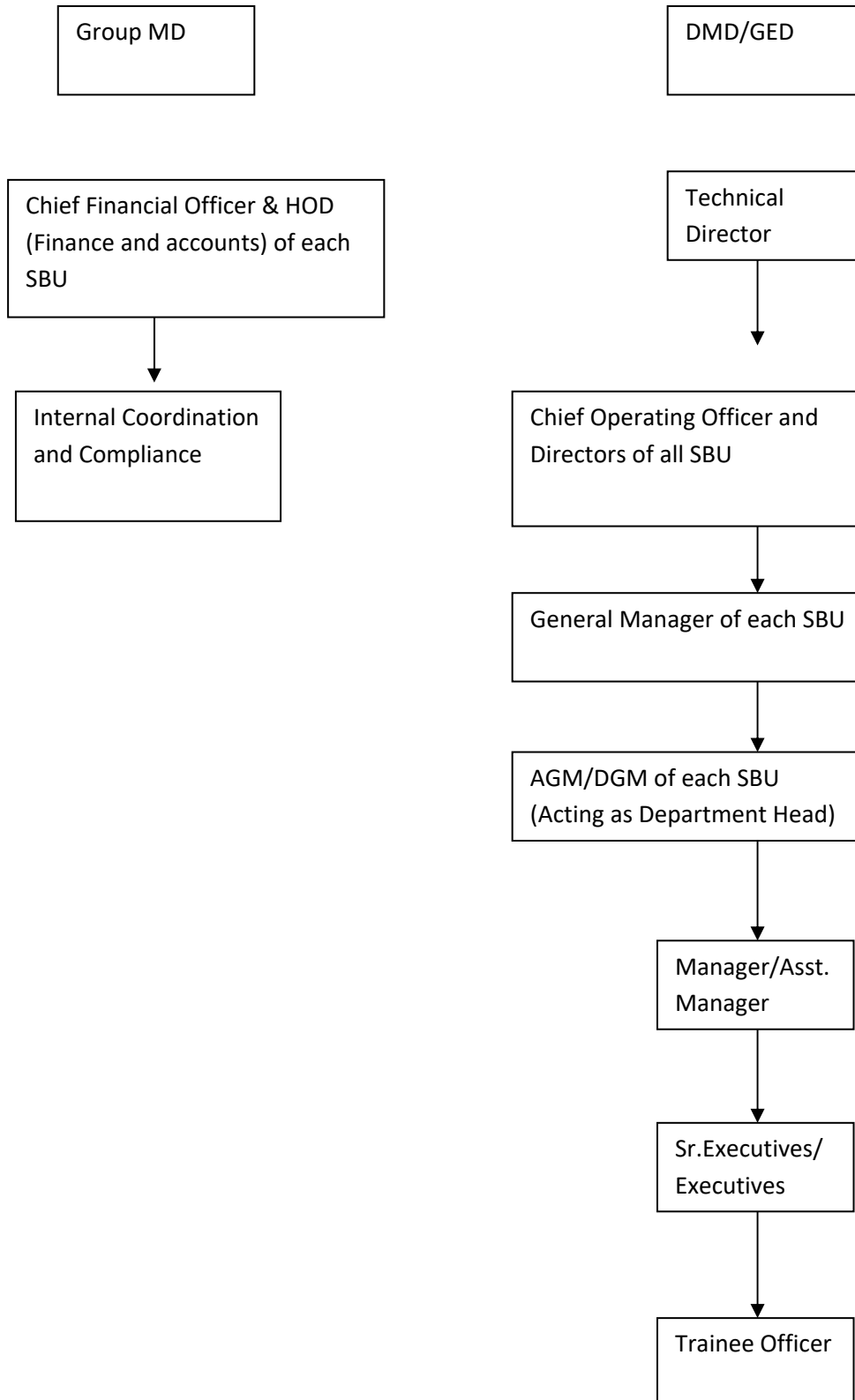
This company was made with the objective of producing premium grade uPVC pipes and fittings , Teflon tapes and other related products and therefore taking the Groups vision of manufacturing total range of construction materials forward. All products are approved and certified by BSTI (Bangladesh Standard and Testing Institute).

Products



- uPVC pipes
- Teflon Tapes
- Pipe Fittings

2.5 Organizational structure



2.6 Details of Organizational Structure

In Anwar group the group managing director , Deputy Director and Group Executive Director is the top line manager. Everybody is accountable to them. They are the decision maker of the companys goal , strategy and policy.

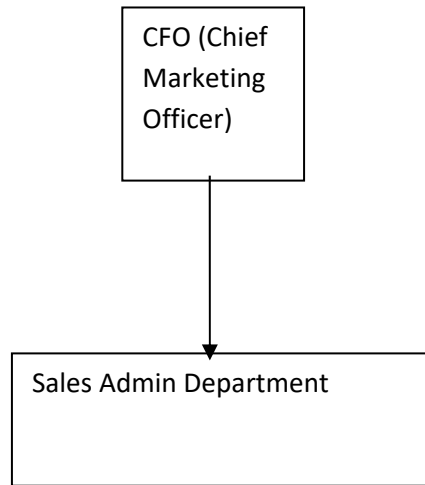
Chief Finance Officer , Chief Operating Officer and head of accountant of each SBU comes next in line. They are accountable to the top line manager like GMD , DMD and GED

Internal Coordinator and Compliance (ICC) is responsible to the COO and CFO, because ICC is responsible to authorize all kind of work order of the organization. Besides ICC there are all SBU directors who are directly accountable to GMD ,DMD and COO. The Director works with senior managers in the business to determine where the business is going and how it will get there. The director also works with a small team of analysts and support staff. So under the directors there are a lot of employees who are middle line managers and they are responsible to directors.

Under the Directors of AGI , comes General Manager (GM) , Deputy General Manager(DGM) and Assistant General Manager (AGM) , who are accountable to directors. Under them are Managers/Asst. Manager and SR.Executives/Executives and finally Trainee Officer.

The common structure of AGI is someone works under someone and so on. This sequence is however not present always , as some events are directly handled by top management and front line managers depending on the situation.

2.7 Departmental Structure



As I worked in Sales Department , I have noticed that the department actually reports to the CFO for approval. This Department is one of the busiest and is responsible for recording and processing sales of A-one polymer Ltd.

Chapter :3

**Sales Process of A-One
Polymer**

3.1 How Sales takes place

Sales represent the sale of products and in turn generates revenue for the company. This department is one of the most busiest among all other departments. A-one polymer ltd sells building materials such as Upvc pipes & Fittings, Teflon Tape, ABS Bathroom Fittings, Magic Pipe, Toilet Tissue Holder and much more.

First of all the marketing executives visit the different dealers , corporate offices and construction sites. After visiting they will try to communicate with the managing director or owner so that they influence them to buy their product.

There are three categories of selling

- Dealer Selling
 - Corporate Selling
 - Retailer Selling
-

3.2 Sales Process

1. Sales order - This is a list of items which we received from party by marketing executives. They collect it and send it through mail to head office.
2. Approval part - After completing the checking process , the parties document is sent to Sr.M /DGM/GM/DM and GMD sir for approval. Without their approval , order voucher will not be made by sales admin
3. Delivery note - is a kind of voucher which is prepared for delivering products to parties address. It is prepared by using tracking (SO) Number by factory.
4. Synchronization - It is the work of IT department. When Sales order is completed it is synchronized by IT department and delivered to factory through online.
5. Delivery Chelan - It is also a voucher of products that contain product list and party address which is prepared before delivery.
6. Packing list - Packing list is a list of product which is prepared before packing so that workers can pack systematically without any errors.
7. Invoice Bill - An invoice is a document issued by a seller to the buyer that indicates the quantities and costs of the products or services provided by the seller. An invoice specifies what a buyer must pay the seller according to the seller's payment terms.

8. Receipt (sales) voucher - We sell our product in two ways , cash and sales at the rest on the basis of bank guaranty . When a party give order he attaches a security cheque of order amount which he will pay in one month. This voucher is processed by Tally ERP 9 software and printed copy attached with order sheet.
9. Party monthly statement - When a party order our products we analyze that party's monthly transaction. This monthly statement analysis is very important because if party did not pay previous payment , then his order will not be approved.

A-One polymer Ltd also takes credit sales

For credit sales two methods are followed

- Post deposited cheque
- Security cheque

If a new party wants to do business with A-One polymer Ltd by credit transaction , then that party must meet some criteria.

- Party must do cash transaction for the first two months. Only after two months of cash transaction , the new party is eligible for credit transactions.
- Photocopy of trade license (Up to date) of the new party
- Bank solvency certificate
- Banks statement for last six months
- Passport size photo
- Photocopy of voter ID
- Photo of Shop
- Monthly Demand letter
- Visit report from H/O (Head office will send staff to inspect the new party)
- Recommendation from Marketing Executive/DGM/AGM/DGM/GM/Director/COO

3.3 Sales Promotion Strategies

A-one polymer ltd applies some strategies which helps to promote their sales

1. Low price for cash parties - When any party purchase any A-one polymer item such as uPVC pipes and fittings , they are given a cash discount of 17% which can increase with more items purchased.

2. Target achievement - A minimum target is given to a party for purchasing products from the company for a month. If the buyer meets the minimum amount or buys more, he is given commotion. This provides an incentive for the buyer to buy more from the company.
 3. Arranging motivational seminar - By arranging motivational seminar for executives and parties it can help to increase sales.
 4. Advertisement - It is a useful strategy, by giving ads in Tv, billboards, Social media and websites it helps to reach the target audience.
-

3.4 Retailer Selling

It is also called B2C marketing policy. In this case our sales executives and marketing officers go to the retailers shop, they take sales order from dealers code.

3.5 Corporate Selling

It is also called B2B selling. In this step the sales executives and marketing officers of A-one polymer ltd visit the different corporate projects and talk with the purchase manager or the purchase decision maker and influence them for buying the product.

3.6 Dealer based selling

It is another B2B selling. The sales executives and marketing officers go to the dealers and try to talk with the authority and sell the product.

3.7 Web materials

A-one polymer ltd believes that a website is very important for a successful company. So they developed their website by putting information about their company and products. They placed product brochures, usage instructions and other product related information on their website. They placed their list and purchasing procedures to their web.

3.8 Middlemen Selection

For A-one polymer Ltd the middlemen are mainly the dealers , wholesalers , trading agents and engineers. All these personnel play a major role in terms of dealing with the clients or customers and enlarging the volume of sales of AOPL.

Below are some criteria for selecting middlemen for A-one polymer ltd.

Criteria	<ul style="list-style-type: none">• Party's reputation in business• Past dealings were satisfactory• Creditworthiness• Based on store size
Tools	<ul style="list-style-type: none">• Dealing status report• Observation• Reference checks• Face to Face interviews.

3.9 My Experience in Sales Administration Department

I was assigned in the sales department of A-one polymer Ltd. This was a practical experience for me for which I have seen the office environment and worked side by side with my superiors.

Work done by me :

- Sorted bank cheques and prepared them , so sales executive can take them to the bank or input them in the Tally software.
- Photocopied Bank Cheques. This work was done in the early stage of my internship. This was followed by returning the original cheques to the sales executive.
- Had to take periodic Sales order reports to managers
- If no supervisor was around I had to take phone calls and refer their message to Sales Executive later on.
- I had to input Credit Party details in the Tally Server.
- Sorted Credit Party PIN number on their account in Tally server to that of bank cheque
- Observed marketing executives work on the field

- Observed Sales Executive making a Sales Order from mail of client / dealer / customer
- Observed Sales Executive reminding dealers and clients that has payment outstanding and process followed to remedy the scenario.
- Checked Bank statements of A-one Polymer while in supervision by a executive.
- Checked account of A-one polymer using Tally software to see whether funds have entered account or not while in supervision by a executive.

Overall this was a wonderful opportunity for me to help the company as much as I could. Some operations were too hard for me to handle and so those responsibilities were not given to me.

Chapter 4 :
SWOT ANALYSIS

Swot analysis is the overall evaluation of a company's strengths , weakness , opportunities and threats.

It is a way of monitoring the external or internal marketing environment. For getting a clear picture of A-one polymer ltd , I have come up with a SWOT analysis which is given below.

4.1 Strengths of A-one polymer ltd

- Market reputation and quality products
 - Country wide sales network
 - Strong financial support
 - Superior Bend ability (uPVC pipes)
 - Well experienced employees and working forces
-

4.2 Weakness of A-one polymer ltd

- High price, minimum Tk.1000.00/MT over the B grade competitors price
 - Delay in Delivery lead time , sometimes 5-7 days after placing orders
 - Poor sales network in rural areas
 - Dependency on import scraps
 - Dependency on the Tally ERP 9 software for the entire sales process.
-

4.3 Opportunities of A-one polymer ltd

- Large market and increasing demand
 - Market reputation for financial support
 - Previous long time experience in the polymer industry.
 - More direct sale offices can increase the product sale in the long run.
 - New software system can drastically speed up the sales process
-

4.4 Threats of A-one polymer ltd.

- Up gradation of competitors mills and plants for manufacturing 72 grade deformed bars
- Premium pricing which can cause to lose potential customers
- Increase of competitors in large numbers
- Irregular demand sometimes creates delivery problems.

Chapter : 5

**Findings , Recommendation
and Conclusion**

5.1 Findings

During my internship I made some findings :

- Dependency on ERP Tally 9 software

Tally 9 is the software used by sales executives during the sales process.

I have seen the sales process come to a halt , when there is a server overload or when the tally software is not working properly.

- Delay in lead time delivery

I have seen while working at A-one polymer ltd , that after sales order has been completed and sent to factory for delivery , there is significant delivery lead time. In most cases due to political instability the delay is apparent.

- Increase of competitors

Working at A-one polymer ltd , I have come to know about the competitors of the company well. Major competitors are RFL , BRB , GAZI , NATIONAL POLYMER , ROBIN POLYMER , SPECIAL POLYMER etc. These companies are also producing similar products .It is very crucial for AOP to hold their market share to compete in the long run.

- Lack of skilled employee

During my internship I have found that some of the marketing executives and other employees are not skilled enough. Some new employees have a lack of experience.

- Poor Sales Network

During my time at A-one polymer ltd , I have come to know of the poor sales network especially in the rural areas. This creates a problem to increase sales in those areas.

5.2 Recommendations

The following action plans may be recommended for the successful development , promotion and profitable sales of A-one Polymer Ltd.

- To attract the appropriate persons from the polymer industry. A-one polymer ltd can offer them alluring salary and other fringe benefits , so that people will be very much interested to join A-one polymer.
- Everybody wants high quality building materials at a low price . Most of the customers in Bangladesh are of medium income level and lower income level. A-one polymer ltd

should make their products within reach of these people by charging prices at the market level. The demand can increase drastically as a result.

- Recruit skilled software engineers to improve the Tally 9 software. Since Tally 9 software is essential to the entire sales process of A-one polymer ltd , management should take this matter seriously.
 - Expanding dealership network. By doing so can help reduce the time it takes to purchase a product by a customer. This can positively affect customer travel time and they can buy from their nearest place. Brand loyalty can be achieved in the long run.
-

5.3 Conclusion

A-one polymer ltd is one of the pioneers and wants to be leading manufacturers and suppliers of building materials for the construction industry. A-One Polymer Ltd. is currently the largest manufacturers of uPVC pipes & fittings in Bangladesh. It is widely acknowledged for manufacturing and marketing the best grade products and has no bio hazard . During my time at A-One Polymer Ltd in the Sales administration department , I have learned a lot from the sales executives and managers about the company , the process they apply for sales and about the software they use during the sales process. This experience can help me somewhere else in my career. The employees here are really friendly and cooperative and they helped me gather the knowledge I needed to make this report . I have observed and learned in what was my first on the job experience .

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- Mr. Anisur Rahman Sr. Manager of A-One polymer Ltd

