



Inspiring Excellence

Internship Report

On

**“Overall Business Operation of “CIRCLE” an
Electric Company in Bangladesh.”**



Department: Master of Business Administration (MBA)



Submitted To

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Letter of Transmittal

10th January 2019

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Subject: Request for Internship Report Submission

Dear Sir,

With due respect, as student of BRAC Business School, I have prepared my internship report on **“Overall Business Operation of “CIRCLE” an Electric Company in Bangladesh.”**

Your valuable advice, suggestion and guidance have helped me to prepare the report with ease. I hope you will appreciate my effort. I have done the study in a complete form and I have tried my level best to conduct this in a professional manner. It is true that, it could have been done in a better way if there were no limitations. I hope you will assess my report considering the limitations of the study. I will be very glad, if you kindly accept this report.

Sincerely,

Mukit Chisty

ID: 16364048

MBA

BRAC Business School (BRAC University)

Executive Summary

The objective of this report is to demonstrate **Overall Business Operation of “CIRCLE” an Electric Company in Bangladesh.** It helps to know the business operation of a company like Circle Electric & Electronics and as well as know its competitors in the field of current electronics market in Bangladesh also what are the problem associated with this field. This is a new and growing company right now.

Acknowledgement

Initially I would like to thank my almighty Allah who gave me the physical ability and mental strength to complete the task within scheduled time. The path toward completion of this report is hard and often times it seemed quite difficult.

I would like to express my gratitude to Mahmudul Haq my Academic supervisor BRAC University, MBA program, BRAC Business School. His valuable suggestion and guidance helped me a lot to prepare this report in a well-organized manner. Without his guidance, it would have been very difficult for me to complete this report.

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1. Origin of the report

This report is originated as the academic report of the MBA program at BRAC University. The main purpose of the internship is to familiarize the students with the corporate world practically and slowly get them acquainted with the corporate culture.

The study has following purposes:

- To learn about the job responsibility.
- To relate the real scenario with the lessons learned in MBA program.
- To get exposed in the real business world.
- To fulfill the requirement of the MBA program.

2 Objectives:

Broad Objective:

To know the business operation of a company like Circle Electric & Electronics and to know its competitors.

Specific objectives:

- First objective is to work on the total business operation of a company.
- Perform the comparative analysis with the competitors.
 1. Super Star.
 2. Star Paradise Ltd.
 3. Energypac.
- Rank the organization with three major competitors.
- To identify the current situations of electric industry in our country.
- To sort out the problems associated with this market.

3 Scope of the report:

The study was concerned with the problems, prospects and measures to develop the electric market in Bangladesh. This paper will help to understand the reason behind the underdevelopment of electric market in Bangladesh and the steps that can be taken to improve the situation. There are some other scopes, those are given below-

- To know about the marketing mix of Circle Electric & Electronics.
- To know the kinds of operation done in the electric sector in Bangladesh.
- To know the competitors of Circle Electric & Electronics in the electric industry of Bangladesh.

4 Methodology:

As the report was based on some theoretical and some practical research, so all the information collected from primary and secondary sources. The sources are:

Primary data are collected through

- Discussing directly with the officials.
- Some personal sources for the information about the competitors.
- Gathering information through direct consumer of electric goods from market.

Secondary data are collected through

- Online journals.
- Thesis papers.
- Research articles.
- different survey reports.
- Websites.

- Reference books.
- Different periodicals and newspaper articles.

5 Limitations:

While conducting the internship report, I was confronted with the following limitations:

- There was a little scope for research on this crucial subject as most of the data were secondary and very hard to collect primary data.
- Lack of a wider coverage due to time constraint. I did not have much time to visit all the relevant places and meet respective personnel.
- Abundance of information to prepare a good report.
- Due to business secrecy and confidentiality, some information will be held back.

6. Organization Overview:

Circle Electric & Electronics is a successful manufacturer, importer and marketer of electrical accessories and equipment since last three (3) years under the brand name of “Circle Electric”. Circle is not 100% manufacturer of all its products in Bangladesh rather it imports raw materials and assemble them in their factory. And on the other hand, they also manufacturer of some outstanding quality products. The company started its journey in 2015 by establishing its first venture Light Emitting Diode (LED) located at Kalabagan, Dhaka. Circle Electric provide wide range of lighting and other electrical solution for residential, commercial, and other special needs. Corporate sector is one of the big & promising sectors for the company. Circle Electric offer high quality lighting solution to its wide range customer with no consider in quality that will make them number one in lighting sector of Bangladesh. The product ranges are Compact Fluorescent Lamp (CFL), Incandescent Lamp (GLS), Light Emitting Diode (LED), Fluorescent Tube Light (T8, T5), Switches & Sockets, Fan and Fluorescent Lighting Fixture. All these products have got both intrinsic and aesthetic value for which we are proud of and find ourselves truly satisfied in supplying the quality goods to our valued and prospective buyers and consumers. The company was formed in 2015 with a vision to make an easy access for Bangladeshi people to the modern lifestyle through providing them with latest LED based goods. The focus of the company is facilitating our people with technologically that is rigorous to survive in present world by using latest LED products. Highly trained engineers and skilled management of the company are trying their best to provide exclusive solution to problems regarding lighting in reasonable price and adopt appropriate technology to improve standard of living of Bangladeshi consumers.

Circle Electric & Electronics has constructed LED products assembling factories of about at Kolabagan, Dhaka and Kashimpur, Gazipur. Thousands of LED goods are assembled there each day. Its superior product quality, affordable price and excellent after sell service have made Circle Electric & Electronics a trusted, renowned and valued name among the users in the LED field of Bangladesh.

Due to the quality products and services of this company, it has valued clients from all segments of society. The client list of Circle Electric & Electronics includes various Government Organizations, Multinational Companies, Non-Government Organizations, International Organizations, various foreign funded projects, diplomatic missions, universities, other educational institutions and thousands of end users from every segment of life.

7. Mission & Vision:

Mission:

Provide best in class end to end electronics solutions ensuring highest value addition to those we associated. Our mission is to render full customer satisfaction, achieve utmost employee satisfaction, and to uphold our position as a market leader as a premier brand in the field of electrical and electronic products

Vision:

Our vision is to become the best in this industry as per international standard to face domestic and global challenges. Importing necessary products and making it available for the consumers from every nook of the country.

- We want to say “Yes” to all our customers.
- We want to be leader through innovation.

- We take responsibility for what we do.
- We ensure integrity above everything else.

8. Core Values:

- **Customer Value Creation**

We deliver value that substantially improves customer performance and competitiveness.

We act to enhance customer value with a customer centric mindset and a deep understanding of both our customers and the market

- **Strong Implementation**

Strong implementation is essential to bringing corporate objectives and aspiration to fruition. It is a systematic process that requires an objective view of reality, through analysis and concrete planning to achieve our goals

- **Mutual Respect**

Mutual respect plays a key role in building teams and the capacity to make breakthroughs. This teamwork strengthened by mutual recognition and respect is what empowers us to achieve our goals.

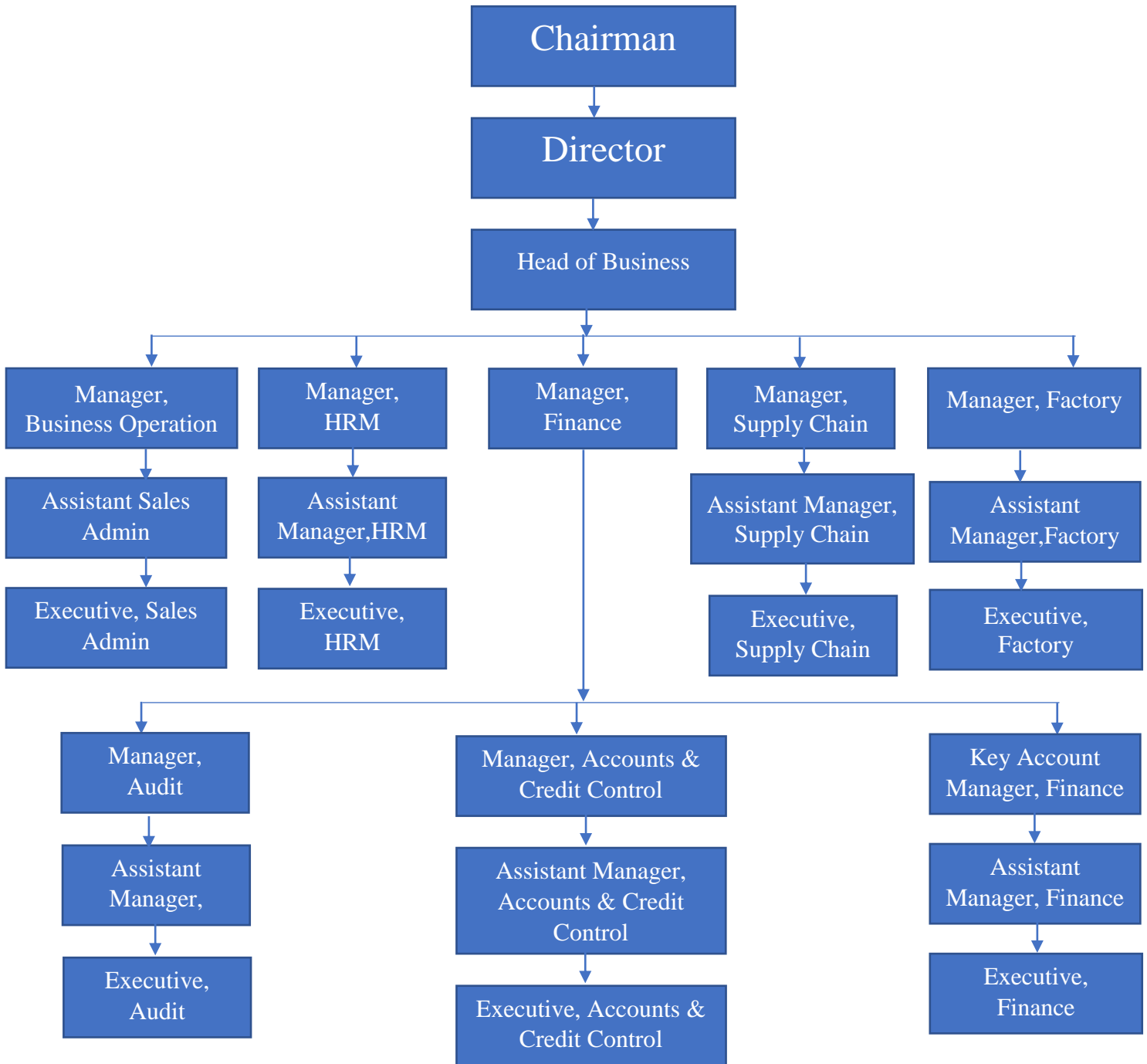
9. Company Manpower's:

We have started our journey in 2015 with a bunch of dynamic and energetic people. Currently we serve our products all over the Bangladesh. More than 400 employees are always trying to do their best for providing the best quality Products to our valuable customers. We have more than 20 branches all over the Bangladesh.

We are also doing business through distribution channel, we have almost 37 distributors in whole country and the number of distributors is increasing day by day.

Our focus is to manufacture, process and market electric LED Lights, Switch and Socket,
Electric Fan, Main switch, etc. items.

10. Company Hierarchy:



11. Company products at a glance:

LED Lights



LED Tube



LED Panel Light



LED Professional Lighting



12. Company Branch Offices:

We have more than twenty (20) branches all over the country. Branches are given below:

1. Multiplan Computer City, Dhaka
2. BCS Computer City, IDB Bhaban, Dhaka
3. Syed Grand Center, Uttara, Dhaka
4. Afaj Complex, Bogura
5. Jalil Tower, Khulna
6. Gour Hanga Greater Road, Rajshahi
7. Karimullah Market, Sylhet
8. Moqbul Market, Barisal
9. Jess Tower, Jessore
10. Savar City Center, Savar
11. Rahmania Computer City, Motijheel

12. Yousuf Mansion, Elephant Road, Dhaka
13. Rizbi Bhaban, Comilla
14. B.G.C Complex, Pabna
15. Shopon Munjil, Maijdee
16. Kalabagan Service Center
17. Unique Building, Faridpur
18. Haque Super Market, Rangpur
19. Uthara Lodge, Mymensingh
20. S.K Villa, Netrokona

13. Some of Our Valued Corporate Clients:





14. Energy:

Electricity for lighting accounts for approximately 15 % of global power consumption and 5 per cent of greenhouse gas (GHG) emissions. And Bangladesh is not out of this, the mentioned statistics is also computable in our country. It also shows that, high-efficient lighting technologies offer up to an (Eighty five percent) 85 % improvement in energy efficiency compared with conventional lighting technologies, even providing an equal or better quality of light.

It can reduce our countries' GHG emissions, generate significant economic benefits, enhance energy security, and improve people's wellbeing. While our country is suffering a serious energy crisis in recent past.

Lighting are used significantly to business energy and operating costs. Increasing energy prices highlight the need to reduce the cost of lighting. Energy use associated with lighting systems can be reduced by up to 85 per cent if energy efficient lighting practices are adopted.

The Light-Emitting Diode (LED) is one of today's most energy-efficient and rapidly-developing lighting technologies. Quality LED light bulbs last longer, are more durable, and offer comparable or better light quality than other types of lighting. It also finds that China also stop their production of other lighting products except LED lights.

15. Energy Savings:

LED is a highly energy efficient lighting technology till now and has the potential to fundamentally change the future of lighting in our country. Residential LEDs, especially energy saving products use at least 85% less energy and last 25 times longer than any other lights.

Widespread use of LED lights has been increasing day by day which has a potential impact on energy saving in Bangladesh. Bangladeshi government also put a lot of pressure on using energy saving light and equipment's.

16. How LEDs are Different:

LEDs are different from other lighting such as GLS and CFLs. Key differences are stated below-

- Light Source: LEDs are the size of a fleck of pepper and a mix of RGB.
- Direction: LEDs emit light in a specific direction, reducing the need for reflectors and diffusers that can trap light. This feature makes LEDs more efficient for many uses such as recessed downlights and task lighting. With other types of lighting, the light must be reflected to the desired direction and more than half of the light may never leave the fixture.

- Heat: LEDs release a very little heat rather than GLS or CFLs release.

17. Strategy:

Sustainability

Circle Electric believes in quality products, having international standard for utmost customer satisfaction with a long-term business plan designed to achieve organizational objectives. Our strategy also consists of the result of choices made to maximize long-term value.

Adaptability

Circle Electric follows the system of adaptability as a necessary feature of a manufacturing system. As we consider adaptability in the context of factory planning, where it is an objective to develop modular adaptable system. For us, being a manufacturing organization is an important consideration.

Diversification

Continuous improvement of a business requires diversification. As such, we follow the system to grow bigger by increasing profitability through increased sale volumes obtained from launching new products, and penetrating market segments.

18. Choosing an LED Light Bulb:

Different types and styles of LED bulbs are introduced in today's marketplace. When anyone choosing a bulb to buy, keep in mind the following:

Estimate Desired Brightness

Read the package to choose desired brightness level. You can use wattage to compare bulb illumination. For example, a 15-watt (W) LED is equivalent in output to a 45 W incandescent.

However, wattage measures energy used, not the light output. The new method for comparing bulbs is lumens. ‘Lumens’ is the unit of measurement of perceived lighting brightness, and the higher the lumens, the brighter the bulb. Bulbs with similar wattage may vary in lumens.

Choose Between Warm and Cool Light

New LED bulbs are used in “cool” white light, which is actually required for task oriented, but in the other hand “warm” lights are commonly used for those places where bright light is not required.

Standard Base or Pin Base

LEDs are generally available in several types of ‘pin’ sockets but now-a-days it is converted into ‘thread’ type. Big watt lights are normally made with ‘thread’.

Choose High Quality Bulbs or will they die prematurely

Don’t buy cheap bulbs from eBay or discounters. They are inexpensive because the bulbs use a low-quality chip, which fails easily. Many cheaper varieties also don’t work inside enclosed light fixtures (see below) and will burn out within a year or less as they heat up.

Enclosed Light Fixtures Require Special LED Bulbs

LEDs have mechanisms to dissipate heat build-up, but these require more airflow than many common light fixtures permit. Bulbs designed for enclosed fixtures will last longer than standard LEDs. Look for explicit statements saying that a bulb works inside enclosed light fixtures.

Recessed ‘Pot’ and can light Fixtures

Be sure to check the diameter of the bulb you’re considering against that of the can you’re filling. Your existing bulbs should say whether they are R20, BR30, or BR40. Look for these same numbers on the LEDs you’re purchasing. Because heat can also be an issue with recessed lighting, look for a description that indicates its suitability for recessed fixtures.

Floodlights, Spotlights and Accent Lighting

If you're replacing floodlights, spotlights, or accent lighting, be sure to consider whether you want the light to be diffused or focused. Omnidirectional bulbs will cast light over a wide area, while spotlights and floodlights will have a narrower band of illumination.

19. Colors of LED Bulb:

Most LED bulbs are used today clear or white, commonly in cool or warm color. But LEDs are also available in colors and used as individual bulbs for various purpose. In case of LED color, we all understand is white or warm color. Though it is the most used color. We have some other colors of LED bulbs, they are stated below-

White

White color is widely used in the LED sector. It produces a very soft light, which is not irritated us and also looks bright.

Amber

LED amber bulbs do not attract flying insects like ordinary white bulbs. It is commonly used outdoor areas such as patios and decks where insects flying around lights are a nuisance.

Red

Red is the most traditional and color of gravity. Some LEDs have the options of switching to red color while we need it.

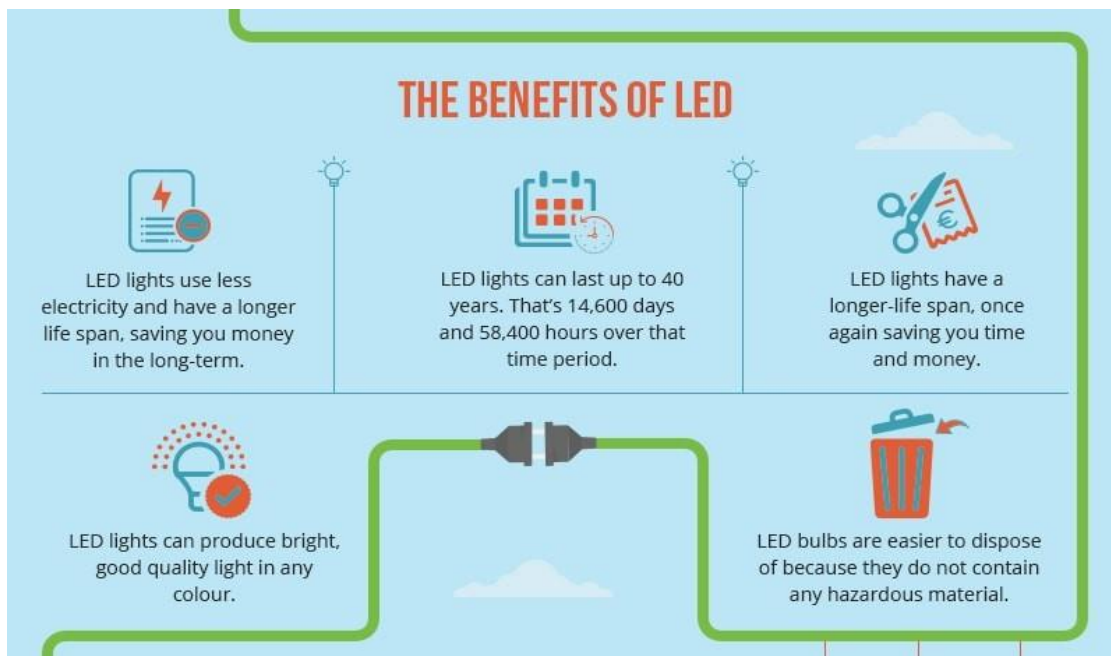
Green

Green LEDs are the most preferred light for the defense people. Green light is also used for different marking in maps and indications.

Blue

Blue LED lights are widely used in restaurants, hotel rooms and for decoration purpose. But now-a-days research indicates that some lights in the blue spectrum can affect human circadian rhythms and therefore sleep.

20. Benefits of LED lights:



Using funding from the Energy Department, Philips Lumileds developed the LUXEON S1000 -- a commercial LED product used in outdoor street and parking lot lighting. While small, this chip is the heart of the light and as of June 2012 was brighter than a 60-watt light bulb. Some benefits of LED lights are given below-

Long-Lasting

LED bulbs lasts up to 10 times longer than compact fluorescents and 40 times longer than any other incandescent bulbs.

Durable

It also seems that, Since LEDs do not have filament, they are not damaged under circumstances when a regular incandescent bulb would be broken. In most of the cases, LEDs body is made by Poly carbonate which is not vulnerable as incandescent bulbs are.

Cool

LEDs do not produce heat, it produce 3.4 btus/hour (British Thermal Unit) compared to 85 for incandescent bulbs. Common incandescent bulbs get hot and contribute to heat build-up in a room. LED prevent that heat and thus helping to reduce air conditioning costs.

Mercury-Free LEDs

Mercury is not used for manufacturing of LEDs, which is very harmful for human.

Cost-Effective

The sot of LED bulbs has gone down dramatically in last few years and it is continuing to go down. And at the same time, it also reduces the normal consumption of electricity thus it seems to be cost-efficient.

Light for remote areas and portable generators

Because of low power requirement for LEDs, using solar panels becomes more practical and less expensive than running an electric line. It also using in the remote or off-grid areas. We also have some emergency bulbs which are used by AC/DC, and it helps by giving backup at least $\frac{3}{4}$ hours without electricity.

21. Lumen Output Comparison: LED vs CFL vs

Incandescent:

Did we know that watts don't tell us how bright a light will be?

To compare different light bulbs, we need to know about lumens. Lumens tell us how bright a light bulb is no matter the type of bulb. The more lumens, the brighter the light.

Lumens are the best measurement of comparative lighting among the various bulbs, they are not always a perfect measure.

The chart below shows the amount of brightness in lumens we can expect from different wattage light bulbs. LED bulbs require much less wattage than the CFL or Incandescent light bulbs, that's why LED bulbs are most energy-efficient and long lasting than any other type of bulbs.

Incandescent Watts	Lumens	CFL equivalent	LED equivalent
40W	450 lm	9W	5-8W
60W	800 lm	15W	12W
75W	1100 lm	18W	14W
100W	1600 lm	23W	16-20W
150W	2600 lm	40W	25-28W

22. SWOT Analysis:



The SWOT analysis of Circle Electric & Electronics is given below:

Strengths:

- Huge number of consumers in our country for the LED market.
- Company is doing business with its own money so when they want to expand, they may go for bank loan. It means company has the financial strengths.
- Our products are more durable and longevity than any other in the market.
- Very competitive price of the product.

Weaknesses:

- New in Lighting market less than 5 years.
- Have not build a brand yet.

Opportunities:

- Govt. incentives for energy saving products in our country.
- LED market is on going rapidly and has a great future.

Threats:

- Number of competitors is increased in the market in recent years.
- Ongoing CFL bulbs demand in market.

23. Conclusion:

LEDs (Light Emitting Diodes) are normally solid light bulbs that are extremely energy and cost-efficient. When first LEDs developed, were limited to use in applications. But when the time flies, its use is increasing in all the sector of lighting. Circle Electric & Electronics has been operating to satisfy customer needs with its high-quality products. We always try to provide our customers with our best goods and services. Our aim is to render full customer satisfaction, attain maximum employee satisfaction, and to sustain our position as a market leader as a premier brand in the arena of electrical and electronic products.

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