
Supply Chain Model of Top One Trading

**---A study based on secondary data
review and discussion with internal industry
experts**



Report on

Supply Chain Model of Top One Trading

*---A study based on secondary data review and
discussion with internal industry experts*

Prepared for

Md. Mamun Habib, PhD

Associate Professor

Prepared by

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Date of Submission

8th May, 2019

BRAC Business School (BBS)

BRAC University

Letter of Transmittal

8th May, 2019

Md. Mamun Habib, PhD
Associate Professor
BRAC Business School (BBS)
BRAC University

Subject: Submission of Internship Report on “Supply Chain Model of Top One Trading
---A study based on secondary data review and discussion with internal industry
experts”

Dear Sir,

With due respect, this is Sahida Sharmin Salim Mishu, ID: 152 62 016, would like to inform you that, it is a great pleasure to submit you the internship report titled “Supply Chain Model of Top One Trading---A study based on secondary data review and discussion with internal industry experts”. This report was assigned to me as a partial requirement for the completion of MBA program.

Here is my overview on the supply chain model of Top One Trading, one of the largest hospitality supplies in Bangladesh. Throughout the study I have tried with the best of my capacity to accommodate as much information and relevant issues as possible. I tried my best to make this report as much informative as possible.

Therefore, I firmly believe that, this report will be able to meet your approval. I would truly appreciate to make further corrections where it seems necessary by you. Your kind advice will encourage me to conduct more works in future.

Sincerely yours,

Sahida Sharmin Salim Mishu
ID: 152 64 016
BRAC Business School (BBS)
BRAC University

Letter of Endorsement by the Supervisor Faculty

This is to certify that, **Sahida Sharmin Salim Mishu** is a student of MBA program, ID: 15264016 successfully completed her “Internship program” entitled “Supply Chain Model of Top One Trading ---A study based on secondary data review and discussion with internal industry experts” under my supervision as the partial fulfillment for the award of MBA Program.

She has done her report to my advice and guidelines. She has tried her level best to do this successfully. I think this program will help her in the future to build up her career.

I wish her every success and prosperity in her Endeavour.

Md. Mamun Habib, PhD
Associate Professor
BRAC Business School (BBS)
BRAC University

Acknowledgement

The successful accomplishment of this report is the outcome of the contribution of number of people, especially those who have given the time and effort to share their thoughts and suggestions to improve the report. At the beginning, I would like to pay my humble gratitude to the Almighty of Allah for giving me the ability to work hard under pressure. I would like to express my gratitude to all the people who were involved both directly and indirectly in the preparation of this report. It gives me immense pleasure to thank the individuals for their cordial cooperation and encouragement.

I would like to thank my academic supervisor **Md. Mamun Habib**, PhD, Associate Professor, BRAC Business School (BBS), BRAC University for guiding me and giving me the opportunity to initiate this report. More specifically, I would like to thank him for imparting his time and wisdom.

I want to thank all the officials of Top One Trading those who were involved. I would especially thank **Mr. Rashel Khan**, CEO, Top One Trading for his co-operation and valuable suggestion during the time of my involvement in this organization as Head of Operation.

Declaration

I Sahida Sharmin Salim Mishu, hereby declare that the study of Internship program titled on “Supply Chain Model of Top One Trading ---A study based on secondary data review and discussion with internal industry experts” is uniquely prepared by me during the period working as Head of Operation in Top One Trading.

I confirm that, the report is only prepared for my academic requirement not for other purpose. I also assure that; this study report will not be submitted anywhere of Bangladesh before me.

Sahida Sharmin Salim Mishu
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EXECUTIVE SUMMERY

This project entitled “Supply Chain Model of Top One ---A study based on secondary data review and discussion with internal industry experts” has been undertaken with the objective of knowing the supply chain model and supply chain management of Top One Trading.

The study was conducted at Top One Trading, Corporate Office, Mohakhali DOHS with the help of data which were collected by frequent discussion with the CEO, executives and officials in the company. Data were also collected from Annual Report of Top One Trading, journals and websites. Besides this, my experience while working as Head of Operation in this company also supported. The data thus has been described along with some flow diagram in the report.

This report body is divided into three parts. First part of the body contains the overview of Top One Trading having company profile, historical background, product range and much more. Then comes the main body part which is Research where Research questions are given, data collection, analysis and interpretation done and statistically pie chart was established. According to the findings, I have designed Supply Chain Model for TOP ONE in the recommendation part. The last part of the body is Conclusion of the report.

This study was conducted mainly on academic ground and will be considered as a successful effort if my report can give elaborate knowledge on the Supply Chain Model of Top One Trading.

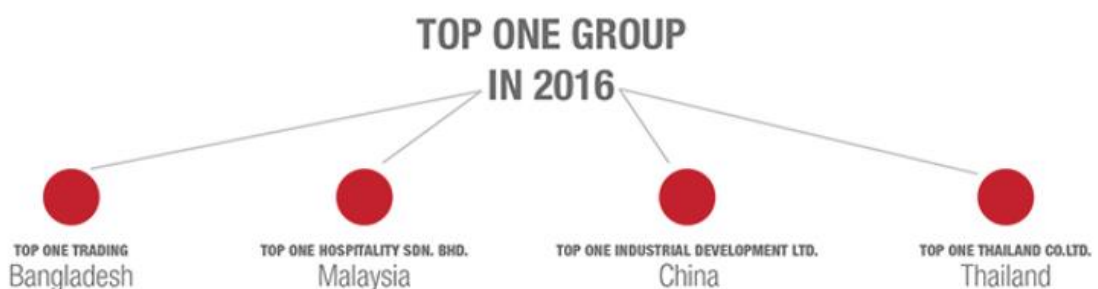
ORGANIZATIONAL OVERVIEW

Introduction

TOP ONE was founded by Mr. Rashel Khan in 1995 in Bangladesh. Even with a humble inception, the company successfully sealed the deal with Pan Pacific Dhaka and provided general supplies to the 5-star establishment ever since. In the following years, TOP ONE have served a wide spectrum of hospitality-sector businesses that range from hotels, restaurants, cafes, hospitals to even the military.

In 2006, the company set forth to take the rest of Asia. TOP ONE marked their new strategic milestones by expanding their official presence to China, Malaysia and Thailand – the countries known to be a robust stronghold for hospitality industry. It never stops growing and seek to reach further beyond.

In 2016, the company set forth to take rest in Asia. They marked their own strategic milestone by expanding their official presence to China, Malaysia and Thailand- the countries known to be the robust stronghold for hospitality industry. They never stop growing and seek to reach further beyond.



For nearly 25 years of exciting journey as a supplier to the hospitality industry, its legacy has been continuing without compromising its values. The company, born in a small office with one employee, has become one of the most recognizable brands in the industry and making inroads towards becoming the market leader. Such success is the product of hard work by its highly motivated and efficient team of professionals, coupled with the unparalleled support of stakeholders, notwithstanding, their vision to the future. With our vast experience in handling a diversified clientele, TOP ONE is confident in delivering customized solutions that meet each client's business objectives effectively and efficiently. The clients comprise Restaurants, Fast Food store, Bakeries, Bars, Banquet organizers, Hotels and Resorts, to whom they offer a spectrum of products to suit their varying needs. TOP ONE takes all necessary steps to retain customer satisfaction at the highest levels. And hopefully they will continue to do so with greater economy for the benefit of their clients and uncompromised quality. It was only possible with everyone's contribution in building and enhancing the brand value of Top One.

Philosophy

We make hospitality happen is the essence of business thinking. This is the brief we uphold religiously through every step of our operation.

Hospitality, in this regard, does not refer to hospitality industry. It actually reflects our obligation to optimally satisfy each and every client with hospitable services. We take it as our mission to work with you under a close collaboration and cordial partnership. We are committed to perfection and bring only what's best to the table.

Mission Statement

To build strategic alliances with manufacturers and distributors that propagate the delivery of affordable and quality products for the benefit of our clientele.

Vision Statement

To strengthen our presence in Asia as a leading provider of one-stop solutions that include high-quality equipment and hospitable services.

Quality Policy

Apply best practices that fall in line with international standards and expectations from the conceptualization phase to implementation.

Solution

TOP ONE tries to provide one-stop solution including the following parts.



Goals of TOP ONE

✓ Long-term Goal:	:	To be the Market Leader both in terms of quality and good advances among Hospitality Supplies in Asia by the year 2025.
✓ Short-term Goal:	:	To expand in Bangladesh market again and reduce employee turnover by 2020.
✓ Financial Goal:	:	To become financially stable and regain ability so that from trading TOP ONE can move towards manufacturing also.

Corporate Profile

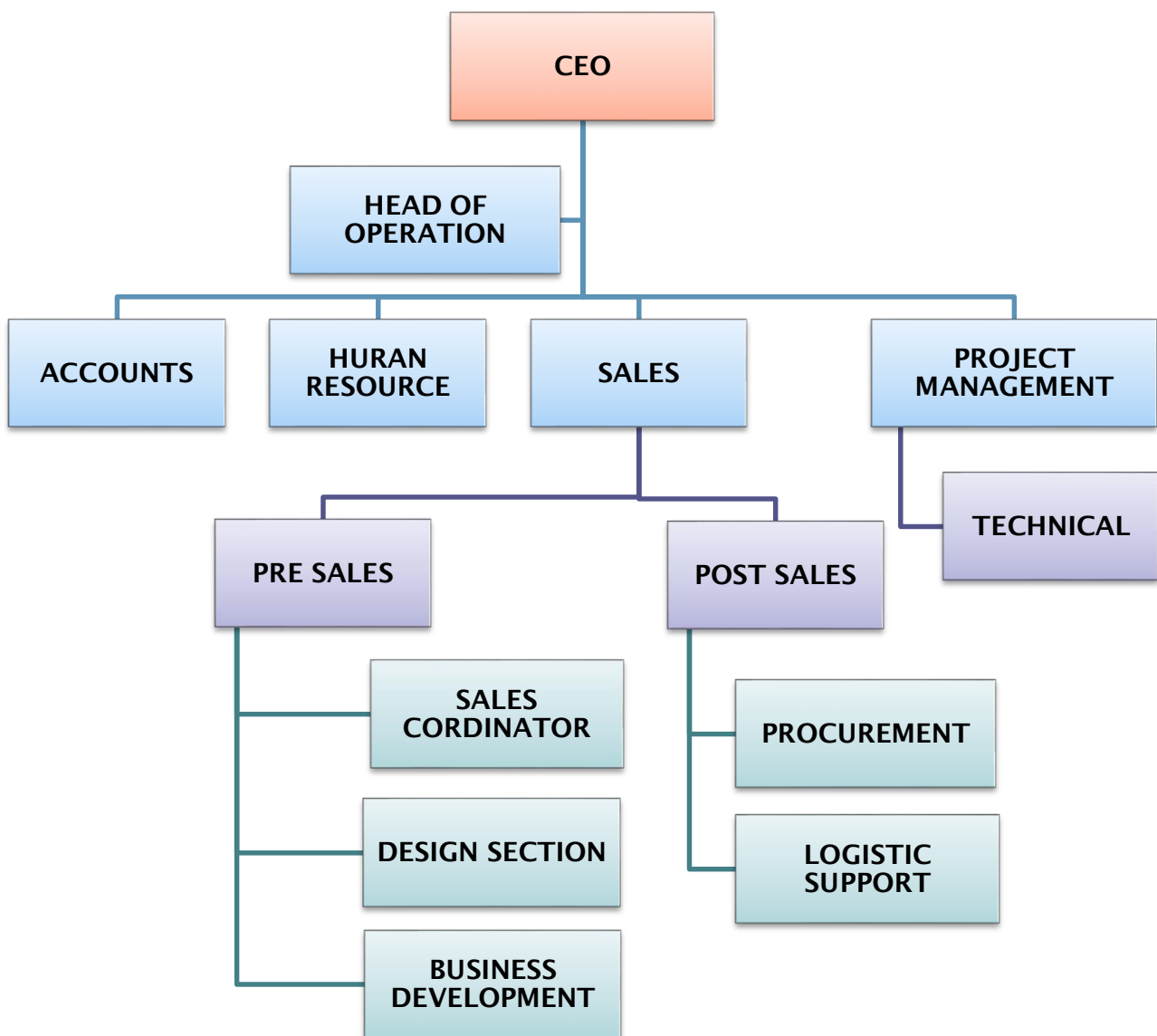
Name of the Company	:	TOP ONE TRADING
Legal Form	:	A sole proprietorship business incorporated in Bangladesh on 22 nd February, 1995 under the Trade Organization Ordinance 1961.
Date of Commencement	:	February 22, 1995
Registered Office	:	3/A Kawran Bazar, Hasney Tower, Tejgan, Dhaka 1215, Bangladesh
Corporate Office		Unit# 3B, House# 189, Road# 2, Mohakhali DOHS, Dhaka
Telephone	:	+880 2 983 2535, +880 2 983 2536
Operation:		Bangladesh, Thailand, Malaysia, China
E-Mail	:	info@top_1.biz
Web Page	:	www.top-1.biz
CEO	:	Mr. Rashel Khan

Organizational Hierarchy

TOP ONE follows functional organizational structure in which groups are formed according to specific functions performed. Common departments such as human resources, accounting and purchasing are organized by separating each of these areas and managing them independently of the others.

For example, managers of different functional areas all report up to Head of Operation who has responsibility for all of the operational areas who then reports to the CEO. However, CEO always can assign or take updates of assigned task directly with any groups.

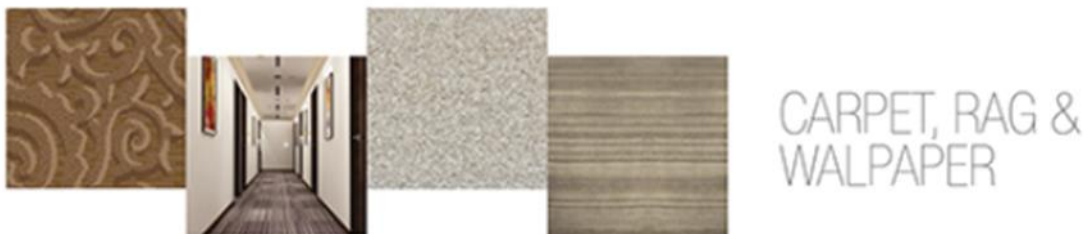
The advantage of this type of structure is that functions are separated by expertise but the challenges comes in when different functional areas turn into silos that focus only on their area of responsibility and don't support the function of other departments.



Products of TOP ONE

INTERIOR FIT OUT

TOP ONE has been creating spellbinding interiors with intricate craftsmanship for clients to enjoy a refreshing ambience. With unmatched elegance and a touch of class, they are specialists in interior decoration works, joinery, furniture, furnishing & case goods, and provide turnkey solutions to luxury hospitality, prime residential, commercial sectors, palaces and high-profile residences.



Its uniqueness in approaching each project, executing the minutest of detail to perfection and delivering beyond expectations have earned us international acclaim. TOP ONE also work collaboratively with owners, developers, international designers and consultants translating concepts to life.



Solutions for Turnkey projects, restoration and fit-out works are built on sound management principles, highest quality standards, and ethical business practices. With operations spanning many countries across Asia, TOP ONE speaks a common language –Trust & Partnership.

They have successfully grown our customer base by leveraging market expansion, project execution expertise and international know-how. With a competitive business portfolio, TOP ONE is the 'Preferred Partner of Choice' for clients across Asia.

LOOSE FURNITURE



LIGHTING

BATHROOM FITTINGS



FURNITURE FIXTURE & EQUIPMENT

Furniture, fixtures, and equipment (abbreviated FF&E or FFE) are movable furniture, fixtures, or other equipment that have no permanent connection to the structure of a building or utilities. These items depreciate substantially over their long-term use, but they are important costs to consider when valuing a company, especially during liquidation procedures.

TOP ONE provides FF&E such as desks, chairs, computers, electronic equipment, tables, bookcases, and partitions at different destinations such as for hospitality, healthcare and institutional places.



OPERATING SUPPLIES & EQUIPMENT

OS&E is short for Operating Supplies and Equipment. It is the small equipment which is manufactured off site and most if it does not require any installation. Most of it is “off the shelf” and chosen from websites, catalogues and brochures. In brief the term includes chinaware, bed linen, silverware, uniforms, housekeeping equipment and engineering tools, all loose kitchen and laundry equipment, loose health club equipment,

The above do not include consumable supplies such as food, drink or paper products, wall coverings, hard floor finishes, wall tiling, plumbing fixtures such as faucets, washbasins, baths or wks., built-in millwork such as the reception desk, PABX systems and handsets, or computer cabling. If does not include FF&E.



COMMERCIAL KITCHEN

Commercial kitchens are designed for production and food safety. Whether your commercial kitchen is in your home or in a separate facility, it's a good idea to design it so you can complete your work as efficiently as possible. Regardless of whether you're making a few batches of cookies a week or supplying all of the grocery stores in your area, your commercial kitchen will need to meet a list of requirements for cleanliness and safe food handling.

Food Service Equipment: Most commercial kitchens use professional equipment. Food service equipment is often made from stainless steel, which can be easily cleaned and sanitized. Professional refrigeration equipment is designed to cool foods quickly from temperature ranges where food borne illnesses are most likely to grow. Industrial stoves have more intense heat output than residential ranges, with the capacity to cook in volume.

Dishwashing equipment must either reach temperatures hot enough to sanitize, or there must be multiple sink compartments to wash, rinse and sanitize by hand.



Layout and Work Flow: Although local health departments are only concerned with the layouts of commercial kitchens insofar as food safety is concerned, such as not installing a mop sink too close to a prep sink, successful commercial kitchens are usually designed for easy flow of work. There should be sufficient space between appliances for employees to move and work without bumping into each other, and there should be enough counter space for efficient

processes. TOP ONE gives thought to layout and work flow can complicate the process of designing a commercial kitchen, but these steps save work and time in the long run.

LAUNDRY

For any business that processes laundry as a professional service, whether you have a hotel with an in-house laundry service or are a commercial launderer, the cost of running your equipment can be one of your largest business expenses in a month. With a traditional laundry machine, even a so-called “high-efficiency” unit, 3 to 4 gallons of hot water are consumed with each pound of laundry washed. Because of this fact, high utility costs are often considered a given for commercial laundry services.

TOP ONE ensures commitment to customer support. They don’t just sell pieces of commercial laundry equipment and part ways, but instead, form a lasting goodwill centered on two-way communication.



RESEARCH

1.1 Rationale of the study

A developed hospitality sector plays a vital role for tourist attraction and financial expansion of a country. In the MBA program, the internship is one of the vital parts, which has to be done by every student. The internship program provides an opportunity for the student to minimize the gap between theoretical and practical knowledge and will help in practical life. After completing my Masters of Business Administration (MBA) as a student I wanted to complete my internship report based on my working experience as Head of Operation in the trading company named Top One, one of the leading hospitality supplies in Asia. I have completed internship report based on theoretical and practical knowledge. This report is originated as the requirement of BBS, BRAC University.

I have selected the area of supply chain management and focused on supply chain model of Top One as my concentration topic. I have been working here as Head of Operation and look after operations mainly but I also look after other departments like Procurement, Marketing, Accounts, Human Recourse, Project Management, Business Development, etc. For my interest and my Supervisor's support I liked to choose "Supply Chain Model of Top One Trading ---A study based on secondary data review and discussion with internal industry experts" as the topic of my internship report.

Supply chain management is a discipline that came about as companies began to see the supply chain as one entity, rather than separate pieces of a puzzle. Effective supply chain management controls costs and ensures efficiency, from the point of origin of raw materials or components, through the manufacturing process and delivery to the consumer.

The terms supply chain management and operations management is often confused. They do have similarities, but their differences make them completely separate processes. The way we manage our supply chain connection has a direct bearing on our business performance in terms of product cost, working capital requirements, service perception by customers, speed to market and other factors that influence your competitiveness in the marketplace. One distinct difference between supply chain management and operations management is that supply chain management is focused externally. Its focus is on: planning products that consumers will want to buy, sourcing raw materials, components or parts, transporting and warehousing products, delivering the goods to the point of purchase.

Whether working for a restaurant chain, a healthcare system or an automobile manufacturer, operations managers share many duties, including:

- Forecasting sales
- Improving productivity
- Increasing responsiveness
- Meeting customers' demands
- Maintaining quality standards
- Contributing to the bottom line

Every day, around the world, businesses of all sizes are collaborating to produce and deliver the goods that consumers need through a vast, interconnected series of processes. Each of the companies involved along the way utilize both supply chain management and operations management in producing goods.

An organization's supply chain strategy is shaped by four key elements, including:

- The industry framework
- Your unique value proposition
- Internal supply chain processes
- Managerial focus

There are six main supply chain models that almost all businesses adopt. These can be grouped into main categories:

- Supply chain models that are oriented to efficiency
- Supply chain models that are oriented to responsiveness
- Supply chain models oriented to efficiency

1.2 Problem Statement

Supply chain is the most crucial part in any business organizations. A hole in the supply chain networks will affect the whole chain in the supply network. The causes of supply chain activities to failed are due to the lack of understanding or knowledge on the nature of demand.

Supply chains have become more multifarious than before thus the ruthlessness and occurrence of supply chain disruptions seems to be increasing. These scenarios could be worst to firms which does not achieve responsiveness in relation to its supply chain strategies.

In this current economic turmoil in the country, it is really essential to make every money and time counts. Any sorts of waste, either an internal or external occurrence, they are a large amount of expenses of time and money. It can be improved through more efficient supply chain responsiveness.

As per the current economic turmoil, literally it will affect the flow of supply chain in the country especially when it involves the global supply chain. The drop in our currency value will discourage the end-users to purchase items as their buying power has drop tremendously. In addition, firms will also lose suppliers reliability and as a result they could not sustain an efficient flow of supply network due to the drop of value in the country currency.

Thus, the experts in the industry need to have a thorough review in solving these issues by adhering to the supply chain activities and strategy so that they can achieve supply chain responsiveness. Problem arises when there is no stock in hand. TOP ONE sources all its equipment and supplies from abroad, so there never remains much stock for the imported items.

Therefore, while doing working period in Top One, I have realized its importance and tried to focus on the supply chain management efficiency and tried to create a model on it. Though my working area is operations but I have tried to explore the supply chain management in Top One Trading.

1.3 Limitations of the Study

One has to complete an internship report within a semester. In brief, I faced following limitations during the time of preparing this report.

- ☞ The research was limited to Bangladesh Office of Top One and does not cover its foreign branches due to time constraint.
- ☞ Lack of comprehension of the respondents was the major problem that created much confusion regarding verification of conceptual question.
- ☞ Large-scale research was not possible due to constraint and restrictions posed by organization.
- ☞ Some of the relevant papers and documents were strictly prohibited.
- ☞ To protect the organizational loss in regard of maintaining confidentiality some parts of the report are not in depth.
- ☞ As per Company's compliance, as working in Operation Department I was unable to obtain indispensable experiences of different Departments.
- ☞ Due to time shortage, details of many aspects of the services of Top One have been skipped in this report.
- ⇒ Sufficient data for preparing a report was not available.

Observing and analyzing the broad performances of an organization is not an easy job by this short time duration.

1.4 Objective of the Study

The main objectives of the study are follows:

Broad Objectives

- ❖ To have a sound understanding of supply chain management system and procedure followed in the Top One Trading.
- ❖ To identify the factor that influence supply chain responsiveness.
- ❖ To focus on the procedure of procurement, process order, payment to supplier, shipment, and delivery to customer is made.
- ❖ To identify how delivery will be early and cost effective.
- ❖ To describe in supply chain management process of the organization.
- ❖ To focus on the supply chain management system for describing the model followed by Top One.

Specific Objectives

- ❖ To fulfill the requirement for the completion of MBA program.
- ❖ To use practical knowledge and real life experience in official environment and deliver them in report.
- ❖ To apply theoretical knowledge in the practical field.
- ❖ To have exposure to the functions of supply chain management section.

METHODOLOGY

At first, the probable topic of the report was discussed with the respective supervisor. Soon after that, collection of relevant information started for the report from both primary and secondary sources. The practical work which was assigned to me as Head of Operations in Top One Trading, corporate office Mohakhali DOHS, by the senior officials also helped me a lot for the preparation of the report.

The Primary sources:

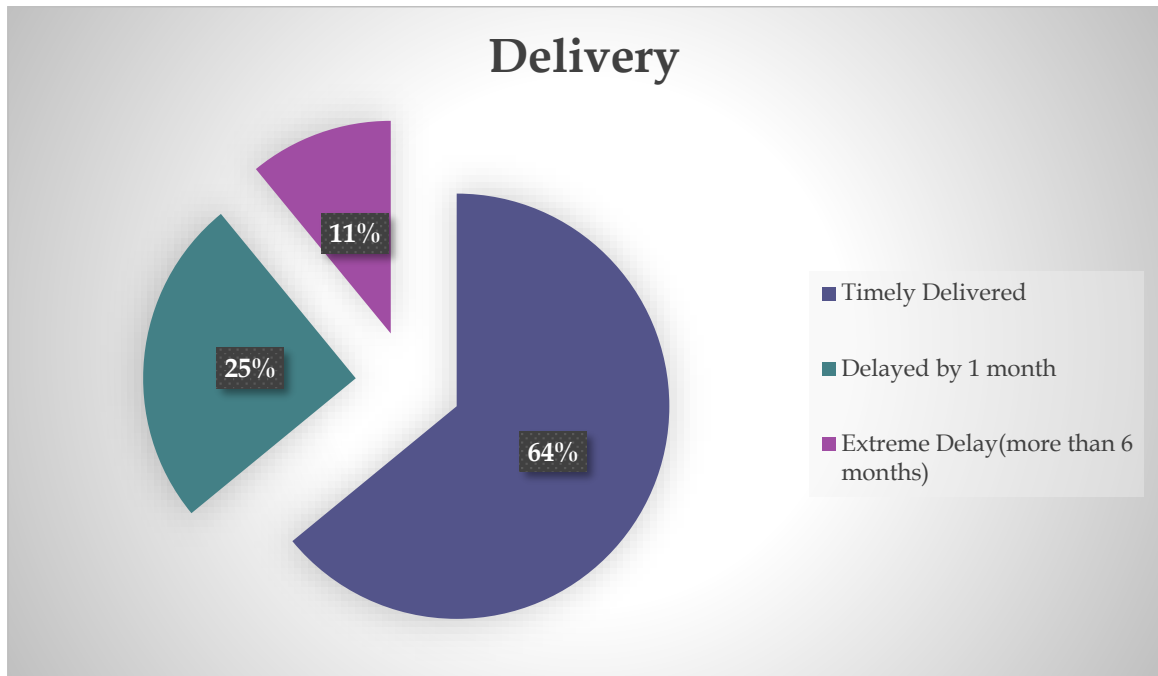
Primary data for this report had been collected through the conversation and discussion with CEO and the documented files according to project. The practical work done by myself and the experience due to the involvement in TOP ONE was also very helpful.

The Secondary Sources:

- ⇒ Different Circulars issued by TOP ONE.
- ⇒ Different “Company Policy” published by TOP ONE.
- ⇒ Annual Reports (2016- 2017) of TOP ONE and Information obtained from TOP ONE Portal Web-site (www.top-1.biz).
- ⇒ Relevant books, Research papers, Newspapers and Journals.
- ⇒ Publications obtained from different libraries and from Internet.

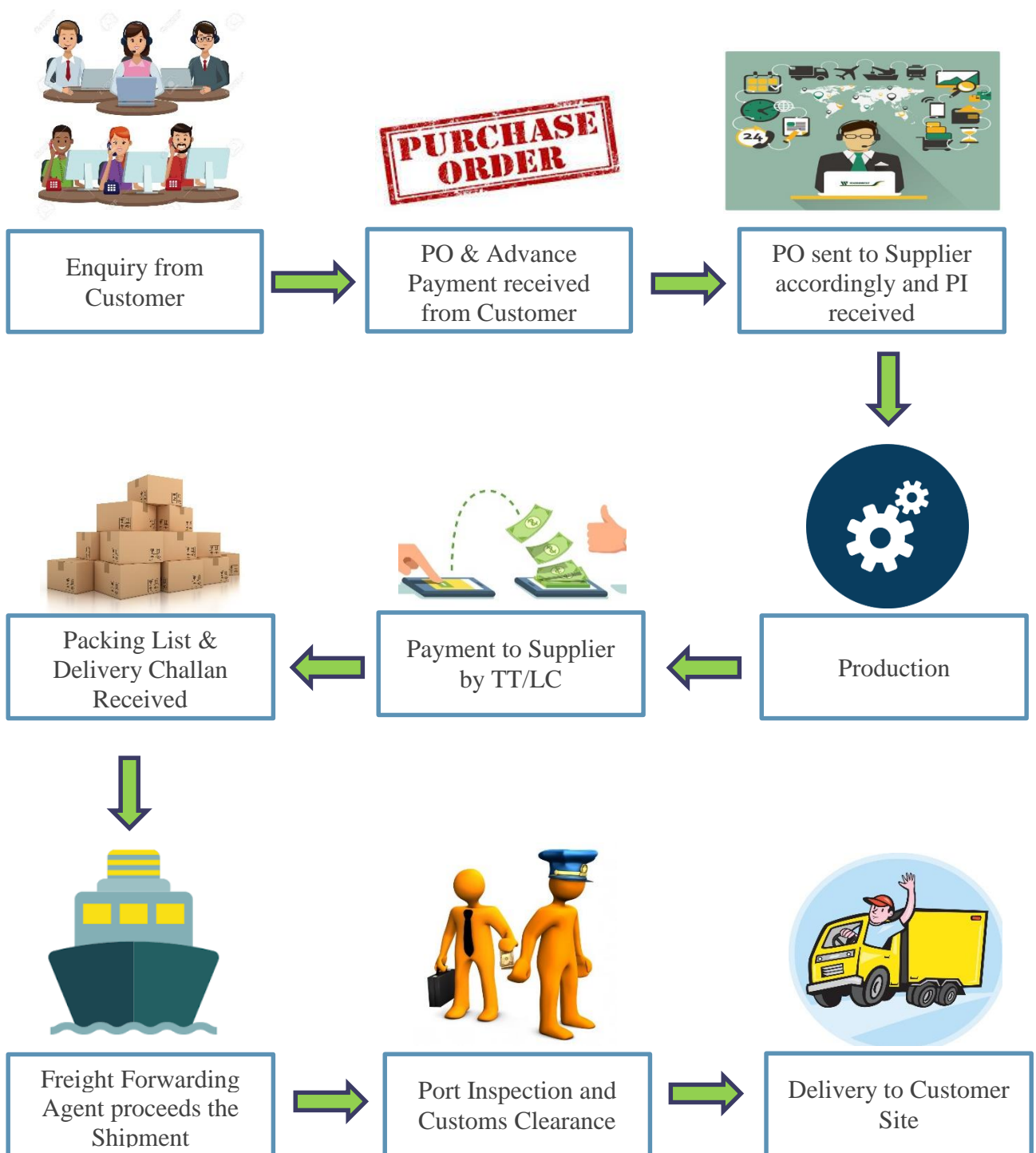
Analysis and Interpretation of the Data

The data was collected from the client files in the last 2 years and done the following analysis. Here are the calculated percentage that shows the delivery data of TOP ONE in last 2 years.



As TOP ONE deals with the imported items customized for valued customers, so there is limited stock kept. Whenever customer give an enquiry, TOP ONE prepares price quotation and give detailed specification and catalogue. Only after the Purchase Order is given and advance payment is made by customer, TOP ONE asks manufacturer to proceed for production accordingly. So we can conclude that TOP ONE follows agile strategy which allows organizations to quickly adjust their sourcing, logistics, and sales.

As TOP ONE deals with the imported items customized for valued customers, so there is limited stock kept. Whenever customer give an enquiry, TOP ONE prepares price quotation and give detailed specification and catalogue. Only after the Purchase Order is given and advance payment is made by customer, TOP ONE asks manufacturer to proceed for production accordingly. So we can conclude that TOP ONE follows agile strategy which allows organizations to quickly adjust their sourcing, logistics, and sales. Even though the following supply chain model can be followed to reduce time constraint and ensure smooth delivery of products to customer.



RECOMMENDATION

According to the data collection, analysis and work experience in working with TOP ONE, it was found that delay in delivery occurs for more than 50% cases. Therefore, from my point of view I have worked out with a supply chain model for TOP ONE, which if properly followed then difficulties will be reduced for most of the cases.

Though there are some other factors related to delay such as unexpected delay in shipping due to worse weather and customs clearance. In that cases of import, such delay occurs and that is unavoidable.

Few Responsibilities of Operations Department that are to be emphasized:

- ✓ Keeping track with planning and forecasting.
- ✓ Selecting the best possible supplier worldwide.
- ✓ Ensure highest efficiency in providing quotation for customer.
- ✓ Purchasing machineries and equipment when ordered by customer.
- ✓ Order supplier according to their production lead time and delivery date.
- ✓ Quality checking and revive order next time.
- ✓ Look after any technical problems arrived, and take actions accordingly.
- ✓ Planning and scheduling logistics of finished products.
- ✓ Minimizing transportation cost
- ✓ Maintaining lead time and delivery on time.

CONCLUSION

In spite of having many operational offices worldwide, TOP ONE has established their base in Bangladesh market. Perhaps, they have a quite systematic supply chain management but there is room for improvements as it's still struggling in delivering goods on time. However, in future when their business will grow even more, they have to have a more effective supply chain management to ensure best use of resources and long-term sustainability. Thus, implication of TQM, using supply chain software and benchmarking tool and implying few other techniques will help them to achieve their goals in the long run.

As TOP ONE deals with the imported items customized for valued customers, so there is limited stock kept. Whenever customer give an enquiry, TOP ONE prepares price quotation and give detailed specification and catalogue. Only after the Purchase Order is given and advance payment is made by customer, TOP ONE asks manufacturer to proceed for production accordingly. So we can conclude that TOP ONE follows agile strategy which allows organizations to quickly adjust their sourcing, logistics, and sales. Even though the following supply chain model can be followed to reduce time constraint and ensure smooth delivery of products to customer.

During the three months Internship report preparation while working with TOP ONE, Corporate office, Mohakhali DOHS, I had the opportunity to work with the highly knowledgeable and experienced officials. This internship program has been arranged for gaining knowledge of practical knowledge over theoretical knowledge. Though all departments and sections are covered in the internship program, it is not possible to go to the depth of each activity because of time limitation. However, highest effort has been given to achieve the objectives the Internship program.

Therefore, it is believed that the supply chain model established in this data for TOP ONE would be helpful and would work out if properly followed and reduce difficulties for most of the cases.

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