

Report On  
How to increase the utilization of fleet vehicles in the distribution of  
AFBL Products

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Bachelor of Business Administration  
Brac Business School  
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September 2019

**Report On**  
**How to increase the utilization of fleet vehicles in the distribution**  
**of AFBL Products**

**By**  
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**An internship report submitted to the BRAC Business School in partial fulfillment of the**  
**requirements for the degree of**  
**Bachelors of Business Administration**

**BRAC Business School**  
**Brac University**  
**September 2019**

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**Mehdi Hasan Rony**  
16104177

**Supervisor's Full Name & Signature:**

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**Md. Hasan Maksud Chowdhury**  
Assistant Professor, BRAC Business School  
Brac University

## **Letter of Transmittal**

Md. Hasan Maksud Chowdhury

Assistant Professor,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

**Subject: Submission of internship report on “How to increase the utilization of fleet vehicles in the distribution of AFBL Products”**

Dear Sir / Madam,

With all due respect I would like to inform you that I have completed my internship report on the topic “How to increase the utilization of fleet vehicles in the distribution of AFBL Products” which is required for the completion of BUS400 course. The report has been made with the available resources that I collected while working as an intern at Akij Food and Beverage Ltd.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible. Furthermore I would like to thank you for the immense help and guidance during the preparation of this report. I hope you would accept my report and provide your valuable remarks over it.

Sincerely yours,

---

Mehdi Hasan Rony

16104177

BRAC Business School

BRAC University

Date: September 01, 2019

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Akij Food and Beverage LTD. and the undersigned student at BRAC Business School .....

## **Acknowledgement**

It's my gratification toward the Almighty that I was able to complete my internship report right on time. Cooperation from my internship advisor and my co workers at AFBL made the whole process easier.

Firstly I would like to show my gratitude toward my internship advisor, Md. Hasan Maksud Chowdhury sir who has helped me all throughout this time of preparing the internship report. Sir has helped me to choose the internship topic and also helped me to understand the whole topic and motivated me to prepare my internship report on it. Secondly I would like to thank Mr. Shakil Md. Intiaz who is a senior executive of Supply Chain management department of Akij Food and Beverage Lrd. and he has helped me by providing relevant data and ideas about the report. Though extracting information at AFBL was not easy but Shakil Sir made the job easier for me. I worked at AFBL three months but the experience that I gathered was immense.

Lastly I would like to thank all the faculties of BRAC Business School and BRAC University who has always motivated me and added values to my studies. I would like to carry my academic knowledge to my work life and would also like to implement them wherever I go.

## **Executive Summary**

This report portrays the status of each fleet vehicle of AFBL. This report also shows how many trips are being made by the fleet vehicles. This report begins with the company and industry overview, it also includes my three months internship experience at AFBL. The report also has the data which shows the number of trips made by fleet vehicles of AFBL and the status of the vehicles. It also gives an idea of how to increase the vehicle utilization of AFBL. The report illustrates the methodology of the study as well as limitations. The overall analysis and findings has been indicated in the later end of the report. Some expert theories from journals were also included which increased the validity of the report. However the report also included why it is important to utilize the company's asset properly and how to sustain in the market by properly using the resources. It also describes how the excel report that I prepared can be an essential tool to measure accountability of the related employees. Consequently in the utmost end of the report there are some recommendations which can be implemented in order to have competitive advantage in the dynamic industry of food and beverage.

**Keywords:** Fleet vehicles, internship, analysis, recommendation, utilization, food and beverage industry

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## **List of Acronyms**

AFBL- Akij Food and Beverage LTD.

## **Glossary**

Fleet vehicle

Fleet vehicles are groups of motor vehicles owned or leased by a business, government agency or other organization rather than by an individual or family.

# **Chapter 1**

## **Industry and Organizational Overview**

### **1.1 Introduction**

This report is about Akij Food and Beverage Ltd (AFBL), which is a sister, concern of Akij Group. This report exclusively centers on the vehicle use and Supply Chain Management department (Distribution) of AFBL. This report based on the three months of Internship time of mine where I was allocated in the genuine workplace. The motivation behind this report is to demonstrate the genuine procedure of distribution and vehicle use methodology of AFBL. To do the Internship program under this association was a prerequisite for my BBA program. This Internship program was structured so that as a learner an understudy can encounter the genuine workplace in a renown organization. While working in the organization an understudy can execute a student's hypothetical information which he accumulated for most recent four years in his college's learning period and contrast this learning with the down to practical ground. This encourages him to discover the likenesses and the contrasts between his hypothetical learning and reasonable work. Learning and working is unquestionably a fun activity particularly when an understudy comprehends what he is doing and he can apply his learning in his work. The head office of Akij Group is situated at Akij House 198, Bir Uttam Mir Showkat Road Gulshan Link Road Tejgaon Dhaka. This is the place the head office of AFBL and every operation is arranged and all crafted by AFBL is coordinated from here. AFBL is a specialty unit of Akij Group and its business is production of beverages and refreshments for the mass shopper. The subtleties of AFBL are portrayed in the organization review part.

## 1.2 Industry Overview

The Food business industry is tremendously vast. Recently, this food industry under FMCG in Bangladesh has been developing massively. As regular the interest for any sustenance items is consistently there in the market. In any case, as the population on Bangladesh has developed quickly the utilization and request of beverage is enormous. The decent variety of creative beverage items has developed everywhere throughout the market as an ever increasing number of organizations have entered this industry. In past the business situation dislike this. With the tremendous possibilities of catching piece of the overall industry in this industry rivalry has raised among the current organizations just as danger of new passage is additionally there. The present sustenance industry is ruled by Pran-Rfl Group. With the vast majority of the assortment of items are created by the Pran-Rfl from bakery food to juices and drink things their flexibility of items range has helped them to command this market. They are the one of the licensees of world-acclaimed soda brand Coca-Cola after Abdul Momen Group. Another Famous worldwide brand Pepsi's licensee is PepsiCo. Discussing sodas Akij Food and Beverage Ltd is additionally in the challenge with their image Mojo and Clemon. As the buyers' ways of life have created in our nation individuals are more into instant bundled sustenance. The interest for bakery food items is colossal. Here Pran-Rfl is driving this segment with their image "Untouched". Different organizations are serving this bakery food segment, they are the old Nabisco, FU-Wang, Haque Bakery, Danish and the new Square Food and Beverage, Dan Cake organization and so on. However, on bread shop thing Akij Food and Beverage Ltd is on behind. In caffeinated drink advertise the Globe Soft drinks and AST refreshment Ltd has their prominent image "Royal Tiger". Be that as it may, presently Akij Food and refreshment is immensely prominent in market of caffeinated drinks with their image Speed is one of the top brands in the market. Not just that for Pran's juice image "Frooto", Akij Food and Beverage Ltd had additionally given an intense challenge with their

juice brand "Frutika". However, there is another passageway of a sustenance organization in the market, brought by the Meghna Group of Industry. In spite of the fact that this is an old organization yet new marks in the sustenance market like "Gear" energy drinks, "Soul up" and "Fresh" mineral water and "Fresh Mejanda" there is potential challenge in this industry. For Dairy items there are pioneer in the market like "Milk Vita" following "Pran Dairy", "Aarong Dairy" and AFBL's "Farm Fresh".

The food business of Bangladesh is tremendous and discussing it won't end. Here the few organizations identified with Akij sustenance and drink Ltd was referenced as it were.

### **1.3 Company Overview**

Akij Group of industries is perhaps one of the greatest conglomerates in industries of Bangladesh. Other than being the most established industry it is as yet proceeding with its business tasks effectively. The 50 years of age organization reliably settled its certainty throughout the year. It has twenty four major concerns. This incorporates tobacco, plastic, materials, food and drink, ceramics, matches, printing and bundling, earthenware production, pharmaceuticals, consumer products and so on. In excess of fifty thousand individuals are utilized here and minded as relative in this organization. Akij Group is one of the nation's most astounding Tax payer contributing 2 percent of national spending plan and improvement of the nation. The Akij Group is pleased for its top quality and phenomenal administration by offering some incentive to its clients simultaneously never ceased from the point of making benefits. Akij Food and Beverage Ltd otherwise called AFBL is one of the specialty unit of Akij Group which is worth 70 million dollar. In the year 2006 Akij Food and Beverage Ltd began its journey as consequence of visionary idea of Late Mr. Sheik Akij Uddin. The principle business of AFBL is producing wide scope of food and beverage for both residential



and foreign markets like South East Asia, Eastern Asia, Middle East and Africa. AFBL for the most part produce snacks and beverage things like organic product Juice, dairy items purified milk and spread, chips, carbonated drinks like sodas, caffeinated/energy drinks, drinking water. The industrial factory is situated at 50km outside capital the Dhaka Krishnapara, Dhamrai, covering over 100,000 square meter territory. AFBL was worked with the most present day European innovation for preparing and bundling which incorporates the main Aseptic Filing line in the whole nation as well as in the whole subcontinent. Apparatuses and bundling are finished by world renowned brands like Tetra Pack, SIG, Crones, giving the best quality to its customers. The capacity is at an enormous pace of 1900 BPH with yearly deals volume of around US \$5 million to US \$10 million and fare level of 21% to 30 %. With the sustenance business winding up progressively aggressive AFBL has won the most extreme fulfillment of the clients by creating best quality items and considerably turned into a danger for both local and foreign brands in the nation inside an exceptionally brief time period.

## **1.4 History**

The Akij group was founded by Late Mr. Sheikh Akij Uddin half a century back in the 1950s who was the Founder, Entrepreneur, a Visionary and Lifetime Chairman of this company. Due to neediness Akij Uddin couldn't go to any formal education. Everything began from a basic method for Jute exchanging which was known as the brilliant fiber of Bangladesh back in the late 1940s before the tobacco business. In his youth Sheikh Akij Uddin left his home at age of 13 to Calcutta conveying just TK 16 with him. By selling oranges close Hawra Bridge he accumulated little investment funds and with that he purchased a portable basic food item truck and began selling for 6 paisa. Later in 1952 at Bejerdanga Rail Station he opened a tobacco shop and began selling tobaccos that later transformed into one of the greatest tobacco organization of Bangladesh. After a few unforeseen development later in 1950s in

the town of Navaron Bangladesh, the greatest tobacco industrial facility was constructed. This began with a solitary brand of cigarette which is broadly known as AKIJ BIRI. Before long this brand turned out to be outstanding item the nation over and abroad too. Later during the 1970s the Government chose to disinvest and hand over the tobacco businesses to private part. With the accomplishment of the brand Akij Biri, the Akij Group framed The United Dhaka Tobacco Co Industries. After that Akij Group began blasting to its crest by differentiating its business in assortment of product offering. In ongoing time United Dhaka Tobacco Co was offered to Japan Tobacco Int. for US \$ 1.5 billion arrangement which is one of the country's biggest procurement exchanges by a foreign organization

## **1.5 Mission, Vision and Goals**

### *Mission Statement*

The mission of AFBL is

We will strive to be a sustainable business through

- Consistent quality products: Meaning by providing Fresh and Healthy food products with International standards
- Employee that is empowered and motivated: Meaning to build and maintain an inspired ad committed workforce
- Technology that is state of the art: Meaning continue business with appropriate technological advantage over competitors
- Society that is benefitted: Meaning serving society by quality job creation, adding food and nutrition value to mass people and contributing to national economy.

### *Vision of AFBL*

According to Visionary Entrepreneur Late Mr. Sheikh Akij Uddin, he quoted “We will not only manufacture and provide high quality products in the market for consumers but also for our family’s usage as well; and thus, not to let our family to consume foreign products”. So, this was his vision regarding AFBL that is to be the number one pioneer brand in food and beverage industry in terms of quality, excellence, marketing creativity, honesty and proper service to the consumers by means of commitment and effort from our employees of AFBL. By commitment to quality this means consistency in good quality of product and services to the consumers, business partners and internal-external stakeholders.

### *Goals*

To gain profitability by means of acquiring the market share and create strong brand position in consumers’ mind.

### *Core values of AFBL*

- Innovation and Transformation:
- Teamwork and Cooperation
- Integrity and Righteousness
- Customer Focus
- Trust and Respect:

## 1.6 Organizational Structure

Every specialty unit of Akij Group has its very own chiefs. The directors are the successors or offspring of Late Mr. Sheik Akij Uddin. Akij Group has a bureaucratic workplace where the basic leadership procedure is especially concentrated from Top level Directors.

Management Board:

Company Name	Akij Food and Beverage Ltd
Legal Status	A Private Limited Company
Factory Location	Barobaria, Dhamrai, Dhaka, Bangladesh
Chairman	Shiekh Nasir Uddin
Managing Director	Sk Bashir Uddin
Corporate Director	1.Sk Jamil Uddin 2.Sk Shamim Uddin 3. SK Jashim Uddin
Website	<a href="https://www.akij.net/">https://www.akij.net/</a>
Phone	08000016609
Nature of Business	FMCG
Group Consultant	Akij Group
Deputy Manager HR and Admin	Ahmed Bin Anwar
HR Manager	Tariqul Alam

*Table 1: Management Board*

## 1.7 Products and Services



Product Line	Brand	Size (SKUs)
Cola	MOJO (Mojo Diet, Mojo Zero Cal)	150ml can, 250ml pet and can, 500ml pet, 1litre pet, 2litre pet
Cloudy Lemon	Lemu	150ml can, 250ml pet and can, 500ml pet, 1litre pet, 2litre pet
Orange Drink	Twing	250 ml Pet
Clear Lemon	Clemon Clear Up	150ml can, 250ml pet and can, 500ml pet, 1 liter pet, 2 liter pet
Energy Drink	Speed, Houston, Hero (Discontinued)	250ml pet and can 250ml Can 250 ml pet
Spicy Drinks	Aafi Jeera Pani Clemon Masala	250 ml Pet 250 ml Pet
Mineral Water	Spa, Rivera, Aafi	500ml pet, 1 liter pet, 2.15 liter pet, 5 Liter pet
Juice	Frutika (Mango, Red Grape, Apple, Orange, Pineapple. Guava,) Aafi (Mango drink; Ziraa Pani)	125ml Tetra Pack; 250ml pet, 250 ml & 500 ml tetra pack and pet, 1 liter pet
Dairy	Farm Fresh UHT milk Farm Fresh UHT milk (Mango flavored,	200ml and 500 ml tetra pack

	Chocolate flavored)	200 ml
	Farm Fresh Pasteurized Milk	0.5 Liter, 1 Liter
	Farm Fresh Ghee	200gm, 450gm, 900gm
	Farm Fresh Butter	200gm
	Farm Fresh Powdered Milk	
	Farm Fresh Yoghurt (Sweetened, sour, low fat)	100gm, 500gm
<b>Malt Beverage</b>	Wild Brew	250ml can
<b>Snacks</b>	Cheese Puffs, O' Potato (Vegetables Masala, Magic Masala)	15/30gm Foil pack
	Aafi Chanachur	
<b>Fruit Bar</b>	Aafi Mango Bar	15 gm

*Table 2- List of Products of AFBL*

## **Chapter 2**

### **Internship Experience**

#### **2.1 Job at a glance**

Because of the job experience that I have acquired from Akij Food and beverage ltd. I am being able to write this report. So before going further into the report I would like to explain my job responsibilities and contribution during the 3 months of internship. After I was recruited by the HR I was assigned to work in Supply Chain Management department. Supply Chain management department covers a lot of work at AFBL but I was assigned by SCM manager to work with the distribution team. In that team there was a senior executive who was the team leader followed by a junior executive and executive. I use to keep records of the company's vehicle no. of trips in a month. I made an excel sheet where I use to keep the track of the company's vehicle and make sure whether the capacity of the vehicle were fully used or not. If I found anything which is unusual I use to report it to the team leader. I also use to look after whether in every distributor around Bangladesh are having sufficient stock against their target. I will be discussing more about the vehicle utilization and how they can improve their efficiency and capacity of each company vehicles.

#### **2.2 Responsibilities as an Intern**

While working at AFBL I was never treated as an intern. I always had the privilege to share my point of views and ideas for distributing the products. The reports I use to make every single day was very important for the team I was working with. According to that vehicle utilization report the team leader use to communicate with the warehouse in charge. Sometimes I was given the authority to talk to the warehouse in charges about any queries.

As an intern and a new entrant in the company I was assigned with a very sensitive report which was the six days stock of every distributor against their target. After doing with for few days I found numerous distributors are not having enough stock against their target. And it this message was conveyed to the very higher authority and there was a day when every single employee was forced to go for market visit.

However I faced challenges while working there but my team members were very friendly and use to value my ideas which made my job easier and enjoyable.

### **2.3 Observation and Key Takeaways**

While working at AFBL I learned how to work in a team. Why is it very important to have good relationship with team members, I have also learned that. I was never very good in MS Excel but working here taught me why is it important to work beyond limitations. AFBL was almost a 70% paperless organization and everything was done in computers.

As I worked with the distribution team I had the privilege to see how the whole distribution network works in a big company. And it was amazing to see how the chain of command was maintained. I worked with a vehicle utilization report and through which one can easily witness the efficiency and productivity of each vehicle.

Lastly I can say I worked in an organization where there was diversity. There were people with different mindset and values. But I never felt was I an intern there. They provided me with all the valuable information which is required for making this report. They provided me the report that I use to make on vehicle utilization and also helped me gathering information about their own vehicle.



## **Chapter 3**

### **Study of the Report**

#### **3.1 Origin of the report**

When I started my work at AFBL I was assigned to work with the distribution team. I use to see our team members working really hard to ensure that every distributor gets the product within the promised time of 72 hours. AFBL use to use their own vehicle as well as hired vehicle in order to deliver the products in the right time. AFBL has specific plan and specific route for different regions. It also depends on the amount of order and the distance from the factory and warehouse. In maximum situation the big orders are delivered from the factory and small orders are being delivered from the warehouses.

While working at AFBL the senior executive of the distribution department encouraged me to make an excel file on Vehicle utilization. Through the file we can see the position of the vehicles and how well we can use the available resources. We also could see whether the maximum capacity of the vehicles was used during loading the products. Previously there was no report regarding the utilization of the company's vehicle. So this also encouraged me to make a excel sheet where we can see the position of the vehicles at a glance.

#### **3.2 Objective of the Report**

The main objective of this report is to understand and determine:

- Position of the Factory Vehicles
- Using maximum capacity of the vehicles
- How to improve the present condition.
- Ensuring accountability of the factory in change.
- Improving the delivery time of the orders.

- Bringing more efficiency in trips.

These are the main factors that are associated with the objective of the study. At the end of everything we need to ensure the cost minimization. And by bringing accountability and efficiency we can ensure a minimization of cost.

### **3.3 Literature review**

Council of Supply Chain and Logistics Management professionals (1991) defined that logistics is ‘process of planning, implementing and controlling procedures for the efficient and effective transportation and storage of goods including services, and related information from the point of origin to the point of consumption for conforming to customer requirements. This definition includes inbound and outbound, internal and external movement of goods’.

According to the article on ‘Cost effective utilization of transportation service in today’s business environment’ by Kiran S. Nair (2017) the function of transportation is the main factor which determines the speed and efficiency of movement of goods from one place to another. The advancement in transportation, its techniques and principles helps in the improvement of quality of movement of goods, its speed of delivery, efficiency in operation cost, quality of service and the better utilization of available resources. Transportation places a crucial role in the global supply chain and logistics function in any organization. Considering the current situation, it is evident that a strong supply chain logistics system needs a full proof transportation system for the effective movement of goods from the source to manufacturing units till it reaches the consumer.

There is also a huge impact of transportation in service quality and in the same article the author mention that the main function of any organization is to create customer value and loyalty and this can happen only if the customer is happy and satisfied. (Disney, S.& Towill,

D. 2003) Customer satisfaction purely depends on the speed of delivery of goods at the right time and right cost to the customers. Hence having a well-handled transportation service provides organization helping them in gaining customer satisfaction and making those customers loyal to them. With the option of having multiple brand providing the same products at similar pricing, the crucial decision making factor for customer in terms of which brand to buy and from where to buy, is purely based on the service level and transportation becomes the crucial element of service level and company's competitiveness. (Ferdows, K Lewis, M. & Machuna, J. (2004),)

Basically in order to improve service quality and better use of the fleet vehicles AFBL has scopes of improvement. In this dynamic and competitive market of food and beverage there proper use and monitoring of fleet vehicle can ensure a huge competitive advantage and minimization of cost.

### **3.4 Scope and Limitation of the Study**

This study seeks to understand the vital contribution of distribution of products on time and the proper use of the fleet vehicles. By this report we can see the position of the fleet vehicles and how well the capacity is maintained. Due to the ease of finding the problems so the management can find the solutions of the problems as well.

Though as an intern I had the privilege to get little information about the fleet vehicles and with the available information I wanted to come to a point from where a real scenario can be portrayed. During the study there were few problems regarding the collection of relevant data from different departments so there is also some limitation in the study as well. Another point is there is not much research and findings available that can back my report so I had to come across the foreign journals in order to show the importance of efficient use of fleet transports.

### **3.5 Methodology**

This is a quantitative research method based study where the day to day data has been recorded and analyzed. The data was collected from the report sent by the factory in-charge where the fleet vehicles were available. I also collected the list of vehicles with their size and capacity from the relative department. I collected the information of capacity of vehicle according to their size from the warehouse in-charge. The report that I use to follow had the information of each and every product it carries, so I converted them to 250ml as our capacity calculation was also according to the 250ml size.

As far as the report is concerned I collected the data of two months and analyzed the data accordingly. However if the condition and age of the vehicle can be determined then the whole study would have been carrying more values. There were also some interview sessions with the warehouse in-charges which helped to analyze the reliability of the collected information. Since the report was supervised regularly the error of data collection was at the most minimum level.

## **Chapter 4**

### **Data Analysis and Findings of the Report**

The collected data and analysis of this report has been segmented into two parts. The collection of data was from the information that has been provided to me from the factory in-charge at a daily basis. The second part is the interview or the discussion that I made with the warehouse in-charge and the senior executive of distribution department.

#### **4.1 Analysis of interview**

Before starting working with the fleet vehicles of AFBL I had a conversation with Mr. Shakil Md. Imtiaz who is a senior executive of Supply Chain Management Department. He gave me a lot of information from the very beginning of order processing to delivery of the products. He also helped me to get the list of the entire fleet vehicles list from the transportation department. I also talked to factory in-charge in order to know how they select whether fleet vehicle will be used or rent vehicles. I have found little important information which will be discussed in the later part of the report. While talking taking with Mr. Shakil Md. Imtiaz I found there were 143 trucks in the factory which are enlisted as AFBL fleet vehicles in the month of April. And 133 trucks were in the list for the month of March. There are also criteria of the vehicle. There were trucks of 5 sizes they are 1.5tons, 3tons, 5tons, 7tons and 14tons. And the information about capacity was collected from Mr. Alamin( Fatory warehouse in-charge). He is responsible for the loading of products in the vehicles and also decides which vehicle will be used for the designated delivery. We also found information that not all the vehicles enlisted in the name of AFBL were used by AFBL few of them were also used by other concerns of AKIJ Group. I also figured out by talking to Mr. Shakil Md. Imtiaz that every month there is issue with drivers and vehicles cannot be utilized properly due to that. There were also few vehicles which has to be sent to garage every now and then.

<b>Size of the vehicle</b>	<b>No. of vehicle</b>
1.5 ton	2
3 ton	20
5 ton	49
7 ton	60
14 ton	2
Unknown	-

*Table 3 List of fleet vehicles for the month of March 2019*

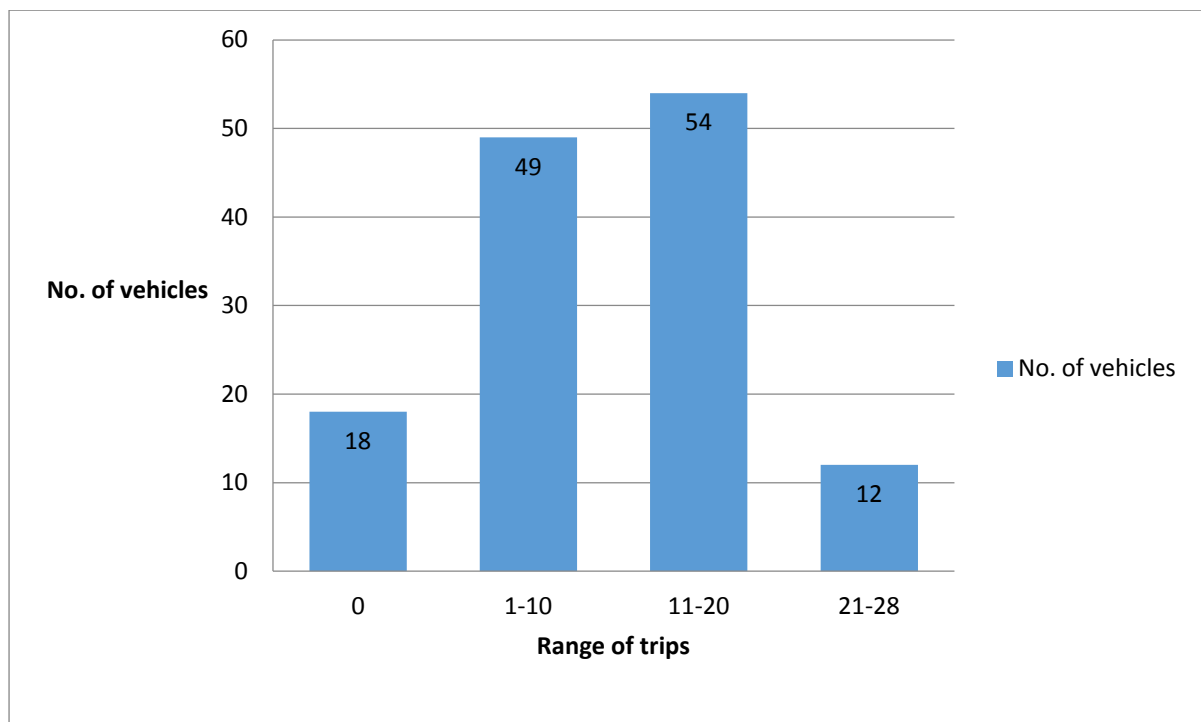
<b>Size of the vehicle</b>	<b>No. of vehicle</b>
1.5 ton	2
3 ton	21
5 ton	54
7 ton	60
14 ton	2
Unknown	4

*Table 4 List of fleet vehicles for the month of April 2019*

## 4.2 Analysis from the Report

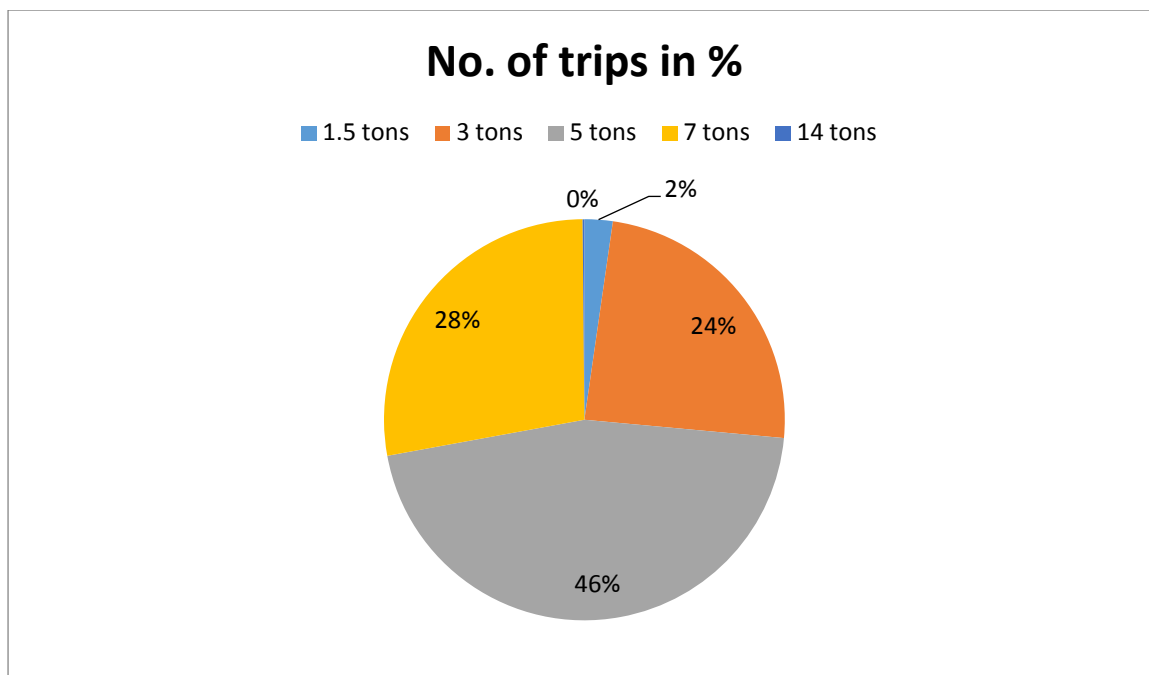
From the report that I have done for two months several analyses were made according to the data that has been gathered. With the available data it has been ensured that the analysis was valid and reliable.

For March:



*Figure 1 No. of trips made by fleet vehicles in March*

According to the collected data for the month of March the data has been analyzed with a range. There were 1406 trips all over March and the maximum number of trip by a single vehicle was 28 and the minimum was 0. There were 18 vehicles that did not make a single trip. Whereas 49 vehicles made trips in the range of 1-10, 54 vehicles made trips in the range of 11-20. There were 12 vehicles that made trips around 21-28.



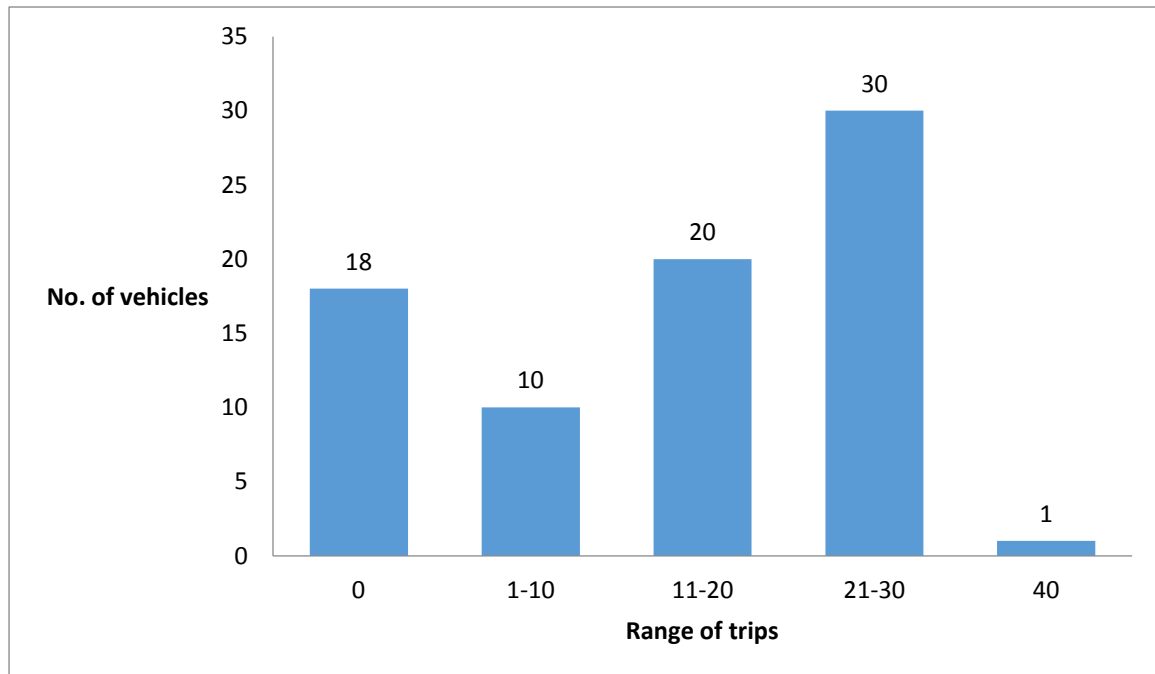
*Figure 2 No. of trips according to the size of the vehicles for March.*

Through the month of March 1.5 tons vehicles made 32 trips whereas 3 tons vehicles made 340 trips which is almost 24% of the whole number of trips. 5 tons vehicles made 642 trips which is 46% of the trips and 7 tons made 390 trips which is 28%. There were also 14 tons trucks that made 2 trips which is almost 0 % of the no. of trips made in the month of March.

In the month of March there was 1406 trips made by the fleet vehicles and this could be easily identified from the report that I have done. On an average each and every day there were 45 trips. The no. of trips varied with the demand of products in the market.

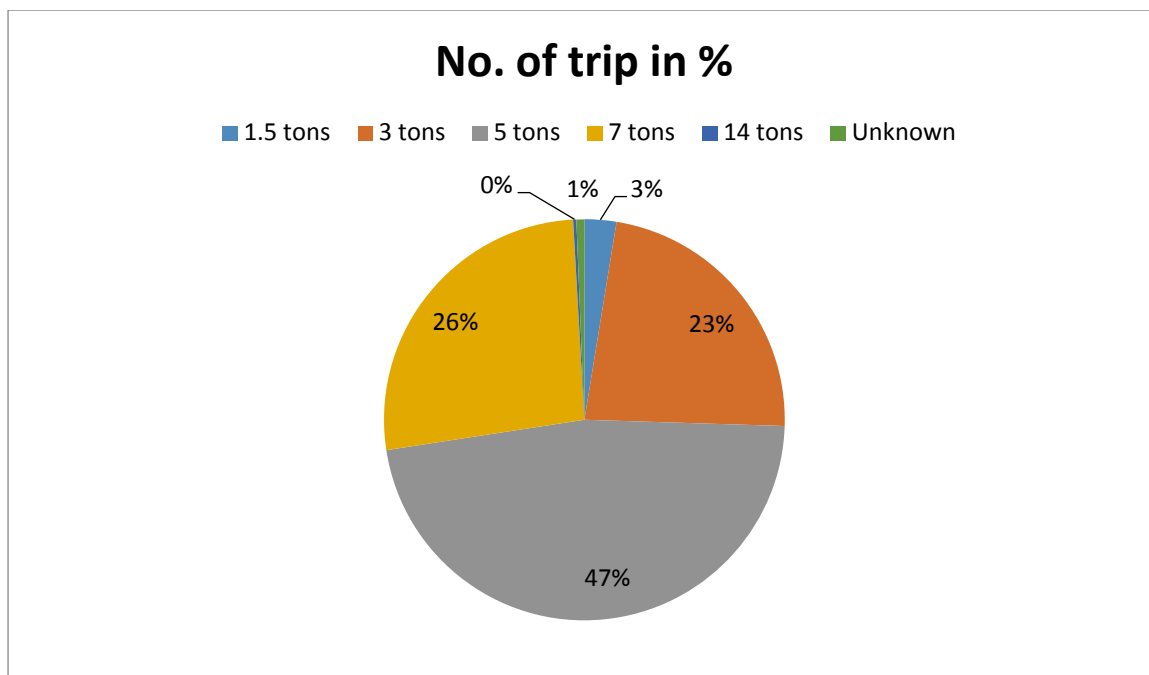


For April:



*Figure 3 No. of trips made by fleet vehicles in April*

According to the collected data for the month of April the data has been analyzed with a range. There were 1524 trips all over April and the maximum number of trip by a single vehicle was 40 and the minimum was 0. There were 18 vehicles that did not make a single trip. Whereas 10 vehicles made trips in the range of 1-10, 20 vehicles made trips in the range of 11-20. There were 30 vehicles that made trips around 21-30.



*Figure 4 No. of trips according to the size of the vehicles for April*

Through the month of April 1.5 tons vehicles made 40 trips whereas 3 tons vehicles made 357 trips which is almost 23% of the whole number of trips. 5 tons vehicles made 733 trips which is 47% of the trips and 7 tons made 413 trips which is 26%. There were also 14 tons trucks that made 4 trips which is almost 1 % of the no. of trips made in the month of April.

In the month of April there was 1524 trips made by the fleet vehicles and this could be easily identified from the report that I have done. On an average each and every day there were 51 trips. The no. of trips varied with the demand of products in the market.

Through the report I use to make while working at AFBL we can determine the capacity of each vehicles and whether the capacity is fully capitalized or not. There were no other tools before to understand whether the full capacity of each vehicle was used or not. The drivers who were making the maximum number of trips and who are making the least number of trips could be identified from the report.

### **4.3 Key Findings**

There are several noteworthy finding from the report that I have done at AFBL

- The report shows the position of vehicles
- It has been found in March and April there were 18 vehicles which were idle.
- There were 16 vehicles which made less than 5 trips in the whole month of April
- There were 11 vehicles in the month of March which made less than 5 trips.
- The proper utilization and accountability can be ensured using the report
- Whether the full capacity of each vehicle is maintained or not it can be monitored
- Forecasting of no. trips can be done and vehicles can be prepared accordingly.
- Which size of vehicle has been used frequently this can be deduced from the report.

## **Chapter 5**

### **Recommendation & Conclusion**

#### **5.1 Recommendations**

It has been seen how the condition of each vehicle can be determined by using the report that I made while working at AFBL. The report could have been more accurate and more relevant if I had the access of more information. Here I could not emphasize on the amount of fuel consumption on each trip and how it can be monitored. In the report it has been seen that the factory in-charge was very much aware about the use of capacity of each vehicle and in most of the cases he has ensured that full capacity of the vehicle were used. Efficiency in distribution also ensures good service quality so maximum utilization of fleet vehicles is very important for the business. The inefficiency of vehicles include bad asset management, longer waiting hours, higher trip time, lower vehicle fill rate, excess inventory holding charges.

So if AFBL can work on the aspects which increase the inefficiencies then it would be easier for the company to reduce cost. The report I made while doing internship would facilitate to find the problems regarding the proper utilization of fleet vehicles.

#### **5.2 Conclusion**

To conclude I would like to state that working on this report was an opportunity for me to understand the why utilization of fleet vehicles is important. How proper monitoring can ensure accountability and increase efficiency. This report provided me the opportunity to learn more about the FMCG industry and how to increase the efficiency of their own assets. Now a day's FMCG industry is highly competitive and to sustain in this industry there is no other option but to reduce cost in every sector and implementing supply chain management would ensure a high reduction of cost. Transportation and distribution is a major part of

Supply chain management so increasing the utilization of fleet vehicles would ensure both customer satisfaction and reduction of cost.

So I would like to end the report with a hope that the report would add value to AFBL and they can extract as many information as they want from my report in order to add value to the operation of AFBL.

## References

<https://pdfs.semanticscholar.org/7227/cb0229d6c3ba618f9a1b07d4a53fb7413557.pdf>

<https://www.akij.net/>

<https://www.gulfood.com/exhibitors/akij-food--beverage-ltd>

## Appendix A.

For march

Vehicle No.		Min. Capacity	Size	Capacity	Trip	Case	Cases (250)
D.M.U	11-2846	1700	7	1700-2100	-	-	-
D.M.U	11-2847	1700	7	1700-2100	7	9,824	15,454
D.M.U	11-2848	1700	7	1700-2100	-	-	-
D.M.U	11-2849	1700	7	1700-2100	-	-	-
D.M.U	11-2850	1700	7	1700-2100	7	10,370	14,310
D.M.U	11-2851	1700	7	1700-2100	-	-	-
D.M.U	11-2852	1700	7	1700-2100	-	-	-
D.M.U	11-2853	1700	7	1700-2100	-	-	-
D.M.U	11-2854	1700	7	1700-2100	10	12,810	16,731
D.M.U	11-2856	1700	7	1700-2100	-	-	-
D.M.U	11-2865	1700	7	1700-2100	9	12,342	16,082
D.M.U	11-2866	1700	7	1700-2100	12	18,990	22,965
D.M.U	11-2867	1700	7	1700-2100	7	11,380	13,348
D.M.U	11-2868	1700	7	1700-2100	2	3,358	4,468
D.M.U	11-2869	1700	7	1700-2100	6	10,459	14,323
D.M.U	11-2870	1700	7	1700-2100	-	-	-
D.M.U	11-2871	1700	7	1700-2100	1	1,498	1,522
D.M.U	11-2872	1700	7	1700-2100	2	2,860	4,000
D.M.U	11-2873	1700	7	1700-2100	-	-	-
D.M.U	11-2874	1700	7	1700-2100	-	-	-
D.M.U	14-0336	1700	7	1700-2100	8	11,394	16,040

For April

Vehicle No.		Min. Capacity	Size	Capacity	Trip	Case	Cases (250)
D.M.U	11-2846	1700	7	1700-2100	-	4,694	6,540
D.M.U	11-2847	1700	7	1700-2100	10	15,177	17,792
D.M.U	11-2848	1700	7	1700-2100	-	-	-
D.M.U	11-2849	1700	7	1700-2100	-	-	-
D.M.U	11-2850	1700	7	1700-2100	9	13,241	16,247
D.M.U	11-2851	1700	7	1700-2100	-	-	-
D.M.U	11-2852	1700	7	1700-2100	-	-	-
D.M.U	11-2853	1700	7	1700-2100	-	-	-
D.M.U	11-2854	1700	7	1700-2100	8	13,688	16,510
D.M.U	11-2856	1700	7	1700-2100	-	-	-
D.M.U	11-2865	1700	7	1700-2100	9	14,453	16,156
D.M.U	11-2866	1700	7	1700-2100	12	18,897	23,198
D.M.U	11-2867	1700	7	1700-2100	5	6,890	8,470
D.M.U	11-2868	1700	7	1700-2100	-	-	-
D.M.U	11-2869	1700	7	1700-2100	9	13,004	17,559
D.M.U	11-2870	1700	7	1700-2100	-	-	-
D.M.U	11-2871	1700	7	1700-2100	2	3,432	5,420
D.M.U	11-2872	1700	7	1700-2100	11	14,246	19,816
D.M.U	11-2873	1700	7	1700-2100	-	-	-
D.M.U	11-2874	1700	7	1700-2100	-	-	-
D.M.U	14-0336	1700	7	1700-2100	11	12,817	17,042



