



Inspiring Excellence

Report On  
[An Assessment on Seafood Exporting and Its Current Status of  
Seamark (BD) Ltd.]

By

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

BRAC Business School  
BRAC University  
January, 2020

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## Declaration

It is hereby declared that

1. The internship report submitted is my 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 have acknowledged all main sources of help.

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

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**Nuren Mahmud Ibne Sarwar**

**15304057**

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

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**Mr. Mahmudul Haq**

Associate Professor

BRAC Business School

BRAC University

## Letter of Transmittal

**Mr. Mahmudul Haq**

Associate Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submitting Internship Report on “**An Assessment on Seafood Exporting and Its Current Status of Seamark (BD) Ltd.**”

Dear Sir,

With due respect, I want to inform you that I have completed my 3 month internship program in a seafood exporting company. As you are assigned as my internship supervisor, it is a great honor for me to gain specific valuable directions from you to make my internship report. Your guidance facilitated me vastly to complete my report. I have given the maximum effort and tried to include all the chapters in the report according to your guideline.

I tried my best to make the report flawless. I will appreciate to let me know if any flaws is identified.

I belief that the report will meet the necessities as per as your guideline.

Sincerely yours,

---

**Nuren Mahmud Ibne Sarwar**

15304057

BRAC Business School

BRAC University

Date: January 06, 2020

## Non-Disclosure Agreement

This agreement is made and entered into by and between Seamark (BD) and the undersigned student at BRAC University

.....

## Acknowledgement

Every task seems more iconic when the responsible person tries to keep the standard. Following the proper guideline to complete any task increases the chances of getting more acceptance and praise.

First of all, I want to thank my almighty creator that he gives me the ability to perform all the university tasks perfectly.

Secondly, I am expressing my humble gratitude towards my internship supervisor Mahmudul Haq Sir. My respected supervisor guided me so well that I have faced least amount of troubles while making this report. The directions and guideline he gave helped me so well to finish my report on the certain time.

Further, I want to also thank Mr. Afifuzzaman who helped me a lot while completing the internship. His guidance helped me to gain proper knowledge about corporate culture also learnt from him how to be more professional while working for any organization.

Lastly, whom I want to thank my family members and friends from the bottom of my heart. Without them the journey will seem incomplete.

## Executive Summary

The reports main objective to give a proper idea about how the Seamark (BD) Ltd. exports seafood in the foreign country.

In the first phase, information regarding the seafood industry has been included. Further company overview has been included for get an idea about the company. Here, company's major products, countries whom they export, departments, and completing of exporting this information is included.

Then the internship overview is attached after the company overview. Here, what was my internship responsibilities during the internship and I also shared my internship experiences.

Further, a research has been done for identifying the key factors which increases the revenue from exporting seafood has been attached. The three major key variables is product quality, customer satisfaction, proper communication. After analysis and interpretation, major findings and recommendation has attached which may be helpful for the organization.

## Table of Contents

<b>DECLARATION.....</b>	<b>II</b>
<b>LETTER OF TRANSMITTAL .....</b>	<b>III</b>
<b>NON-DISCLOSURE AGREEMENT .....</b>	<b>IV</b>
<b>ACKNOWLEDGEMENT.....</b>	<b>V</b>
<b>EXECUTIVE SUMMARY .....</b>	<b>VI</b>
<b>LIST OF FIGURES .....</b>	<b>1</b>
<b>CHAPTER 1.....</b>	<b>2</b>
<b>INDUSTRY OVERVIEW .....</b>	<b>2</b>
<b>1.1 INTRODUCTION: .....</b>	<b>2</b>
<b>1.2 SEAFOOD EXPORT FROM BANGLADESH: .....</b>	<b>2</b>
<b>1.3 SEAFOOD PRODUCTS THAT EXPORT THE MOST:.....</b>	<b>3</b>
<b>CHAPTER 2.....</b>	<b>4</b>
<b>ORGANIZATIONAL OVERVIEW: SEAMARK (BD) LTD. ....</b>	<b>4</b>
<b>2.1 ORGANIZATIONAL HISTORY: .....</b>	<b>4</b>
<b>2.2 MISSION: .....</b>	<b>4</b>
<b>2.3 VISION: .....</b>	<b>4</b>
<b>2.4 CORE VALUES: .....</b>	<b>4</b>
<b>2.5 PRODUCTS: .....</b>	<b>5</b>

<b>2.6 MAJOR EXPORT COUNTRIES:</b> .....	<b>5</b>
<b>2.7 DEPARTMENTS:</b> .....	<b>5</b>
<b>2.8 HOW THE EXPORT IS COMPLETED:</b> .....	<b>7</b>
 <b>CHAPTER 3</b> .....	 <b>8</b>
 <b>INTERNSHIP OVERVIEW:</b> .....	 <b>8</b>
 <b>3.1 INTERNSHIP RESPONSIBILITIES:</b> .....	 <b>8</b>
 <b>3.2 INTERNSHIP EXPERIENCES:</b> .....	 <b>8</b>
 <b>CHAPTER 4</b> .....	 <b>9</b>
 <b>INTRODUCTION TO REPORT</b> .....	 <b>9</b>
 <b>4.1 RATIONALE OF THE REPORT:</b> .....	 <b>9</b>
 <b>4.2 OBJECTIVE OF THE REPORT:</b> .....	 <b>9</b>
 <b>4.3 SECONDARY OBJECTIVES:</b> .....	 <b>10</b>
 <b>4.4 SCOPE OF THE REPORT:</b> .....	 <b>10</b>
 <b>4.5 LIMITATIONS OF THE REPORT:</b> .....	 <b>10</b>
 <b>4.6 RESEARCH QUESTIONS:</b> .....	 <b>10</b>
 <b>CHAPTER 5</b> .....	 <b>11</b>
 <b>LITERATURE REVIEW</b> .....	 <b>11</b>
 <b>5.1 QUALITY PRODUCTS:</b> .....	 <b>11</b>
 <b>5.2 CUSTOMER SATISFACTION:</b> .....	 <b>11</b>
 <b>5.3 PROPER COMMUNICATION:</b> .....	 <b>12</b>



<b>CHAPTER 6.....</b>	<b>13</b>
<b>METHODOLOGY OF THE STUDY .....</b>	<b>13</b>
<b>6.1 THEORETICAL FRAMEWORK:.....</b>	<b>13</b>
<b>6.2 RESEARCH METHOD: .....</b>	<b>13</b>
<b>6.4 DATA SOURCE:.....</b>	<b>13</b>
<b>6.5 DATA COLLECTION METHOD:.....</b>	<b>14</b>
<b>6.6 SAMPLING: .....</b>	<b>15</b>
<b>6.7 MEASUREMENT:.....</b>	<b>15</b>
<b>CHAPTER 7.....</b>	<b>16</b>
<b>ANALYSIS AND INTERPRETATION OF DATA.....</b>	<b>16</b>
<b>7.1 ANALYSIS OF PRODUCT QUALITY: .....</b>	<b>16</b>
<b>7.2 ANALYSIS OF CUSTOMER SATISFACTION: .....</b>	<b>18</b>
<b>7.3 ANALYSIS OF PROPER COMMUNICATION: .....</b>	<b>20</b>
<b>CHAPTER 8.....</b>	<b>22</b>
<b>FINDINGS, RECOMMENDATIONS AND CONCLUSION.....</b>	<b>22</b>
<b>8.1 MAJOR FINDINGS: .....</b>	<b>22</b>
<b>8.2 RECOMMENDATIONS: .....</b>	<b>23</b>
<b>8.3 CONCLUSION: .....</b>	<b>24</b>
<b>CHAPTER 9.....</b>	<b>25</b>
<b>APPENDIX:.....</b>	<b>25</b>

**CHAPTER 10..... 26**

**REFERENCES: ..... 26**

## List of Figures

FIGURE 1.2. 1: SOURCE: (SEAFOOD TRADE INTELLIGENCE PORTAL, 2018) .....	2
FIGURE 1.3. 2: SOURCE (SEAFOOD TRADE INTELLIGENCE PORTAL, 2018) .....	3
FIGURE 2.7. 1: SUPPLY CHAIN ACTIVITIES .....	6
FIGURE 6.1. 1: THEORETICAL FRAMEWORK .....	13
FIGURE 7.1. 1: SUPPLIERS.....	16
FIGURE 7.1. 2: CONTROLLING SYSTEM .....	17
FIGURE 7.1. 3: FREEZING SYSTEM .....	17
FIGURE 7.1. 4: PRODUCT PACKAGING .....	18
FIGURE 7.2. 1: BUYER'S COMPLAIN .....	18
FIGURE 7.2. 2: RETAINING BUYERS.....	19
FIGURE 7.2. 3: BULK ORDERS.....	19
FIGURE 7.3. 1: ORDER CANCELLATION .....	20
FIGURE 7.3. 2: BUYER'S PAYMENT .....	21
FIGURE 7.3. 3: FACING FRAUDULENCE ACTIVITIES .....	21



## Chapter 1

### Industry Overview

#### 1.1 Introduction:

Bangladesh has the fourth biggest common people of Asia with more than 160 million humans and is one of the maximum densely populated country within the world. Though the GDP growth of Bangladesh vitally depends on textile industry but 50 percent of people's livelihood depends on the agriculture segment. Aquaculture, fisheries, and its related processing are important for its economic system in phrases of food security, employment and export earnings. According to the annual record (D. GM Samsul Kabir, 2015-16) of the Department of Fisheries of 2016 fisheries contribute almost 3.6% to Bangladesh its overall GDP. Fish supplies 60% of the total animal protein inside the country and fish is widely consumed each in inland as well as coastal communities .More than 17.8 million people are mainly depends on this industry. The yearly average production of shrimp and fishes is 3.6 million ton and 55% is manufactured in inland and coastal aquaculture. According to FAO, Bangladesh ranks at 5th inside the international as aquaculture producer. The Bangladeshi government is making an attempt to maintain this boom to obtain a projected production target of 4.55 million MT through 2020-2021. Bangladesh has a fishing fleet of 225 business trawlers and round 68,000 smaller mechanized and non-mechanized fishing boats.

#### 1.2 Seafood Export from Bangladesh:

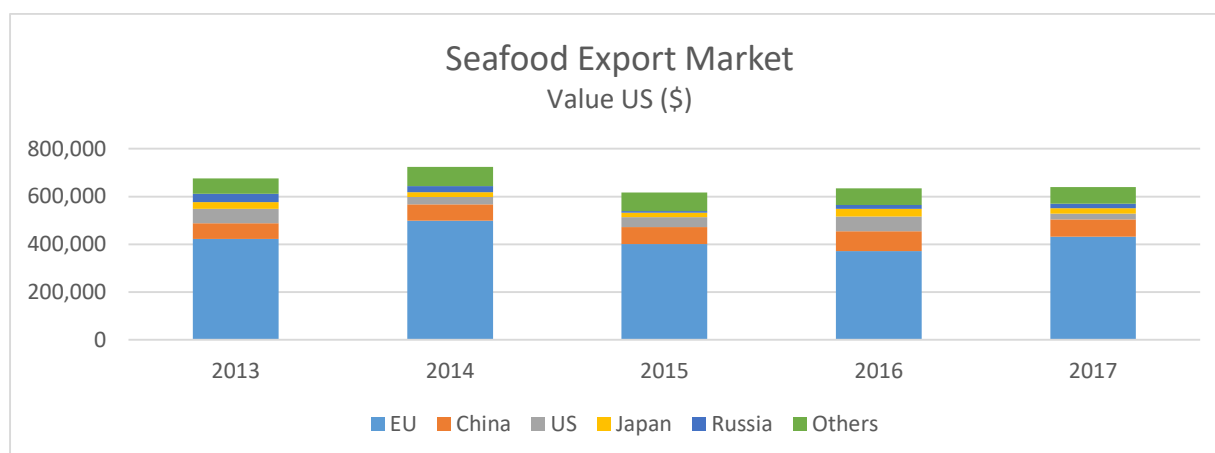


Figure 1.2. 1: Source: (SEAFOOD TRADE INTELLIGENCE PORTAL, 2018)

Year	EU	China	US	Japan	Russia	Others
2013	422,928	65,602	60,438	27,447	35,044	64,205
2014	498,763	68,644	30,118	20,416	26,256	80,193
2015	401,504	69,809	41,812	19,153	7,276	77,373
2016	371,159	82,823	62,099	32,058	16,171	70,289
2017	431,420	72,279	24,951	22,613	19,095	69,378

### 1.3 Seafood products that export the most:

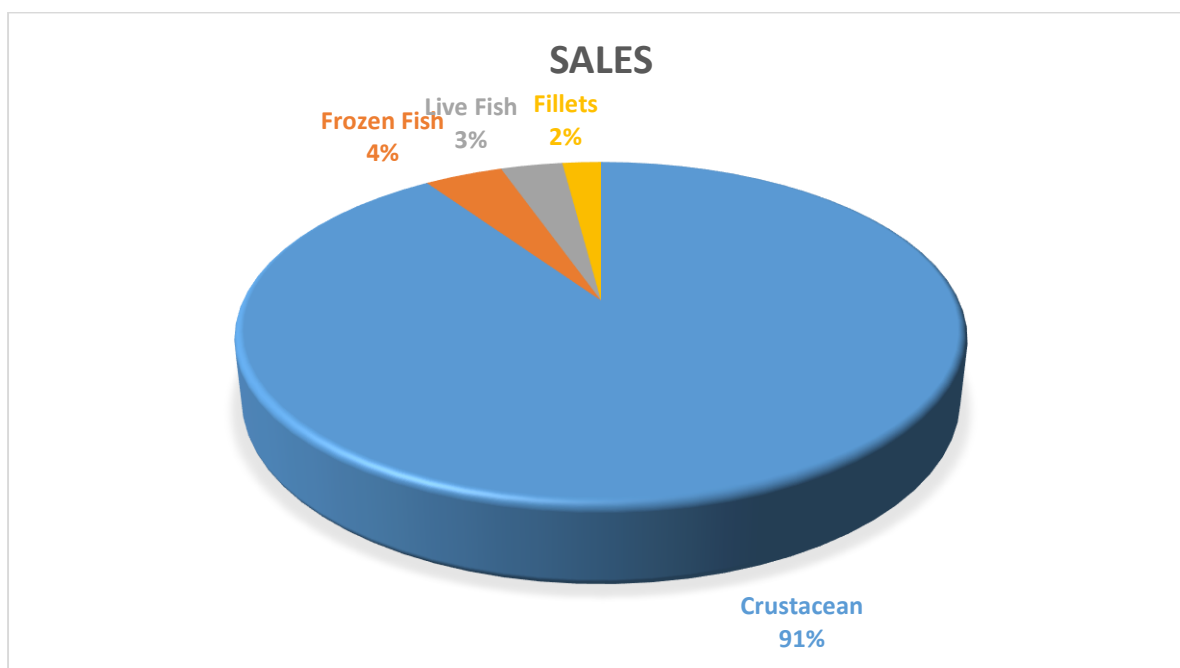


Figure 1.3. 2: Source (SEAFOOD TRADE INTELLIGENCE PORTAL, 2018)



## Chapter 2

### Organizational Overview: Seamark (BD) Ltd.

#### 2.1 Organizational history:

This organization is one of the pioneer of exporting sea food from Bangladesh to several others countries. This organization was founded by “Mr Jasim Ullah” in 1999. He ran his business individually for five years then he included two partners named “Mr. Asif-Ud-Dola” and “Mr Khaled Bin Hossain” as a result of expanding his business. There are more than 65 employees who are serving the organization. A variety range of sea foods are processed for exporting in others countries such as United States of America, Saudi Arabia, United Arab Emirates, Oman, Qatar, Turkey.

#### 2.2 Mission:

Satisfying the customer by providing the best quality seafood products in the cheapest possible price according to the customer’s need and requirements.

#### 2.3 Vision:

To become the top exporter of seafood products through customer satisfaction and providing quality full products.

#### 2.4 Core Values:

- Commitment
- Synchronized Operation Management
- Transparency
- Timeliness
- Management



## 2.5 Products:

- Shrimp
- Crab
- Squid
- Cuttlefish
- Hilsha

## 2.6 Major Export Countries:

USA, The kingdom of Saudi Arabia, United Arab Emirates, Qatar, Turkey

## 2.7 Departments:

- **Sales Department:**

The key role of this department is track the foreign customers demand and keep communicating with them. Moreover, documenting client's information, products requirements, delivery date this tasks is also completed by the employees of sales department.

- **Accounts Department:**

The department actually handles the financial part of the organization. The key roles of this this department is maintaining the Income Statement, Balance Sheet, and Debit Account and Credit Account

- **Human Resource Department:**

The HR department of Seamark (BD) Ltd. basically in charge of hiring professional and technical peoples. The many task of this department is hiring the best professionals such as sales executive, production manager, HR executive to run their business activities perfectly. Moreover, hiring technical people like, quality assurance officer, audit officer. Machine Operator for making their business activities more efficient.



- **Supply Chain Department:**

The supply chain department of this organization plays the most important role. Collecting seafood from suppliers to maintaining the key activities before exporting all the tasks are handled by this department. The department is the combination of both technical and professional people. After getting all the seafood from suppliers all products are shifted into the production house for cleaning. In cleaning department, 20 workers consistently do the task such as a sorting and peeling. Cleanliness and accuracy is the fundamental that workers have to maintain. After that this seafood are shifted into quality assurance department. The technicians evaluate that the seafood products are up to the mark or not. Seafood which are not match with the product standard they keeps apart those seafood from the product line and the rest of seafood are shifted into cold storage for frizzing. The seafood products are stored under super ambient temperature for keeping the freshness of the seafood products. The products are packed up under a brand name called “Eskay”. In the third phase, after completing all the formalities with the buyers, products are loaded into transport and shift those products into EPEZ for the shipment.

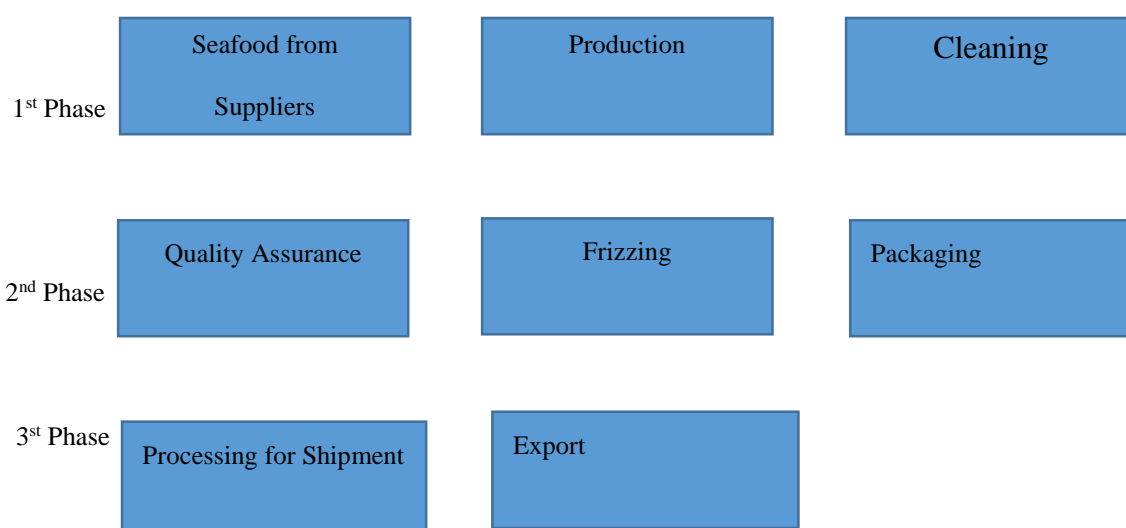


Figure 2.7. 1: Supply Chain Activities





## 2.8 How the Export Is Completed:

In the first phase, the organization do an internal inquiry when they get order from buyer. An initial inquiry conducts by the organization such as size details, schedule of delivery date, dispatch mode, Packaging pattern etc. After that the organization sends a conformation letter to the buyer and request for giving the conformation of opening LOC (Letter of Credit). When buyers give the conformation, the organization open a LOC via any bank and send an initial invoice to the buyer and request for send an order placement bill. After acknowledging the bill exporters get the surety buyers must purchase their products.

In second phase, the organization has to make a contact with the C & F (Clearing and Forwarding) government approved agent who will deliver goods to the buyer. This agents complete the whole task base on charge. After agreement between the agent and the organization, product bill, invoice, product list are being handed over to them. Further, C & f agent attaches all the documents of exporter and send it to custom office for being permitted. Then custom house agent will offers a shipping bill after receiving the commercial invoice, packing list and other documents. Then the bill has to submit in the port, port representative verifies then giving the approval of loading the containers. After completing the task, a bill of lading is issued by the ship authority. Then the ship sails for its destination.

The payment system is completed by the banks.



## Chapter 3

### Internship Overview:

#### 3.1 Internship Responsibilities:

- Documentation of finished product information
- Preparing bills for the buyers
- Documenting buyer's information
- Emailing
- Attending Meeting

#### 3.2 Internship Experiences:

During the internship period in Seamark (BD) Ltd., I was appointed as an intern in Operation department. The organization is a partnership proprietorship business organization as I got the chance to give a close look up at every departments of that organization. All the employees were very helpful and I have learn many things from them. During the internship I have experienced that timeliness is one of the thing that every employees has to maintain because it is an exporting company all the task is have to complete under a certain deadline otherwise it is impossible for delivering the buyers product on the designated time.

I have also experienced that how the one employee is keeps one's motivation to perform his task. Here, a good supervisor helps the employee to be more productive and informative. My supervisor Md. Afifuzzaman guided me so well that I had gained many ideas about the corporate etiquettes, how to approach to the seniors as well as got idea about how to work as a team and complete any task efficiently.

I hope the knowledge I have gathered from this organization will eventually help me further when I will assign as permanent employee in other organization.



## Chapter 4

### Introduction to Report

#### 4.1 Rationale of the report:

As a student of BRAC University, it requires that every student of each department has to submit a research paper or an internship report after completing all the courses. Further I am a student of BRAC Business School Department of BRAC University, it requires an internship program where students have to attempt an internship program after completing their all the credit courses. It is a source of gaining practical knowledge and an opportunity for fresh graduate to know about the corporate culture and evaluating oneself that how well he\she is capable of serving a particular department of any organization. Moreover, through an internship program, a student gets the scope of how organization run its business activities, how they achieve their goal, or how they overcome their challenges and how all the departments synchronize all tasks to achieve company objectives..

As the report is based on partnership proprietorship business organization named Seamark (BD) Ltd. the organization's main task is exporting seafood from Bangladesh .Behind exporting, many operational activities have to complete such as collecting raw materials from suppliers to process seafood and storing them and transportation for moving goods to shipment etc. In this report, it is a scope for all how this operation tasks are completed and also will get an idea about the current status of the organization's exporting status. Moreover, a survey report has also attached with the report by whom general people can an idea about what are the major factors are crucial for earning revenue from exporting seafood.

#### 4.2 Objective of the report:

**Main objective:** Identifying the core factors that have to ensure for earning more revenue from exporting seafood.



#### 4.3 Secondary Objectives:

- Gathering general notion about the business process of Seamark (BD) Ltd.
- Identifying core needs of the customers
- Gaining information about product quality of the company
- To gain a knowledge about the communication channel

#### 4.4 Scope of the Report:

Seamark (BD) Ltd. Is a seafood exporting company and for the survey and for gathering information Seamark employees are the key source. Other data are collected from the annual report of that company and from website.

#### 4.5 Limitations of the Report:

Sample size was low. Only 25 responses were able to collect because time limitation. Moreover, all the respondents were Seamark (BD) Ltd. employees. Further, the questionnaire has distributed through email and could not interact with them directly because the office is located in Chittagong. So, here is a high chance that respondent might misinterpret the questionnaires. On the other hand, it was quite impossible for evaluating the satisfaction level of the customer through doing survey on them because all buyers are from foreign country.

#### 4.6 Research Questions:

Is the Seamark (BD) Ltd. earning adequate revenue from exporting seafood?



## Chapter 5

### Literature Review

For the literature review purpose a few key factors are explained in the below:

#### 5.1 Quality products:

(Inc., WebFinance, 2019)The group of functions and traits of a sale capable good which determine its desirability and which may be managed with the aid of a producer to meet sure primary requirements. Most corporations that produce items for sale have a product satisfactory or guarantee branch that monitors outgoing merchandise for customer acceptability. Seamark (BD) Ltd. mainly exports seafood such as, Shrimp, Crab, Octopus, Hilsha which can be easily rotten. As a result, organization has to ensure the proper quality management, cleaning, packaging and the freezing system in the store house. Firstly, organization has to collect the seafood from the local supplies such as from local fisherman, hatchery, or directly from the Bay of Bengal as per company's standard. Further, proper cleaning and packaging are two major factors to keep the seafood products more protected. After that, storing the seafood products in the suitable temperature and frizzing those products is the main challenge until the shipment is completed. It is important factor because if the buyer gets the rotten products here is a high chance of mislaying valuable buyers.

#### 5.2 Customer Satisfaction:

(Management Study Guide, 2019) Customer satisfaction refers the degree of the way the desires and responses are collaborated and added to excel client expectation. If the consumer's perceived value satisfy their needs or meets their expectation it actually reflects that customers are highly satisfied. By evaluating a few factors such as customer retention, customer's buying pattern, customer's feedback organization can get an idea about the satisfaction level of their customers. In seafood industry, exporters have to provide good quality of seafood as per their



demand requirement otherwise company will lose their valuable customers. On the other hand, all the exporter's price range of their seafood products do not have that much differences as a result, if any seafood exporter lose his reputation eventually there is high chance of not getting further order from the same buyers as well as from the others buyers. So, revenue from exporting seafood will be eventually decreased if this type of incident consistently happens.

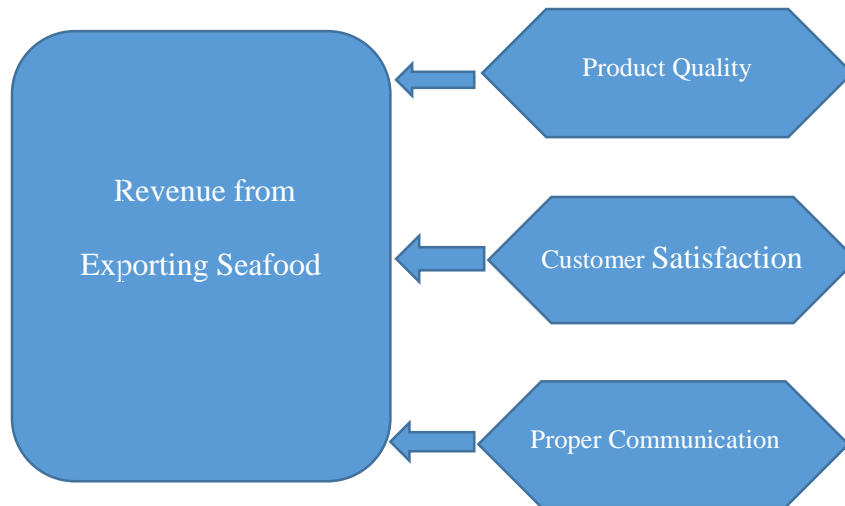
### 5.3 Proper Communication:

Proper communication one of the main factor in import-export activities which ensures that buyers will get his product on time and sellers will get his payment on time. Through maintaining proper communication with the buyers enhances the chances of getting the order done as a result it helps the organization earn more revenue from foreign country. Moreover, proper communication should also have to maintain with the Custom Office, Banks, and with C & F agents to complete the task efficiently.

## Chapter 6

### Methodology of the Study

#### 6.1 Theoretical Framework:



*Figure 6.1. 1: Theoretical Framework*

#### 6.2 Research Method:

Primary research method has used for completing the research. This research has been done for providing a general understanding regarding factors that effects most for earning revenue while exporting seafood.

#### 6.4 Data Source:

- **Primary Data Source:** Present Employees of Seamark (BD) Ltd.
- **Secondary Data Source:** Annual Report, Website



## 6.5 Data Collection Method:

- Questionnaire

Questionnaire is a formalized set of questions to collect information from the respondents. It is the easiest way gather respondent's opinion regarding any statement.

For collecting data from the respondents, a formal questionnaire has structured and it has divided into three parts inclusion with some sub factors.

### 1. Product Quality

- Raw materials from suppliers
- Quality Control
- Frizzing system
- Product packaging

### 2. Customer's Satisfaction

- Customer Retention
- Customer's Order
- Customer's Compliance

### 3. Proper Communication

- Rate of order cancelation
- Payment from customers
- Facing Fraudulence Activities





## 6.6 Sampling:

After designing the questionnaire, a survey has been conducted regarding it. The respondents are chosen from the employees of Seamark (BD) Ltd. The survey is conducted based on employee's perspective because it is quite impossible to conduct the survey from a consumer perspective because most of the Seamark (BD) Ltd buyers are from foreign countries as it is quite critical to communicate with them. 25 Seamark employees are the major respondents of the survey.

## 6.7 Measurement:

Likert scales have been used to measure the perception of the respondents. Every measure item contains 5 answer categories starting from numeral 1 "strongly disagree" and at the figure 5 "strongly agree". Moreover, other items such as at the numeral 2 verbally presents "disagree" whereas at the numeral 4 it's "agree" & the numeral 3 it shows "neutral" perception of the respondents. Strongly disagree indicates an adverse judgment towards a statement where as strongly agree shows similar judgments towards the statement & what it refers to.

## Chapter 7

### Analysis and Interpretation of Data

#### 7.1 Analysis of Product Quality:

Suppliers provide the freshest seafood on certain time.  
25 responses

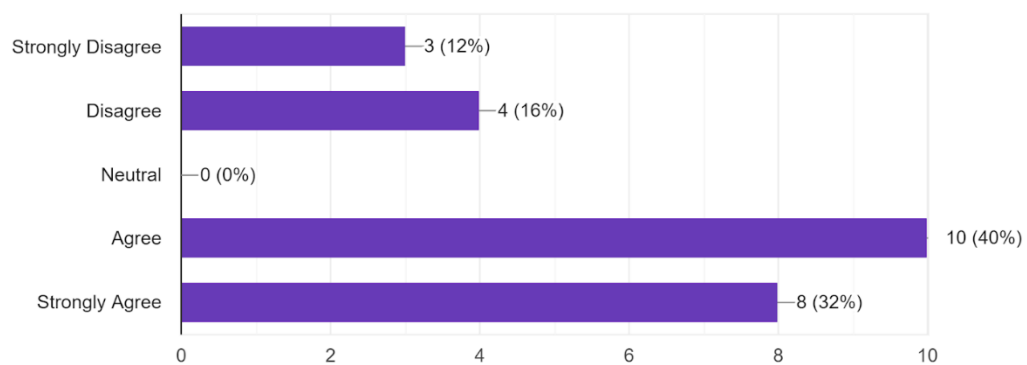


Figure 7.1. 1: Suppliers

**Analysis & Interpretation:** Figures shows that 40% of Seamark (BD) Ltd. employees strongly satisfied with their suppliers and 16% of employees agreed that suppliers provide fresh seafood on certain time. The demonstration reflects that 56% of employees are satisfied with their suppliers. On the other hand, 12% of respondents strongly disagree with the statement and 20% respondents have moderately disagreed as well as, 12% of respondents remained neutral with the statement. This responses reflects that because of a few situational factors suppliers was unable to satisfy their customers.



Seamark (BD) Ltd. has well-managed quality control system to process seafood.

25 responses

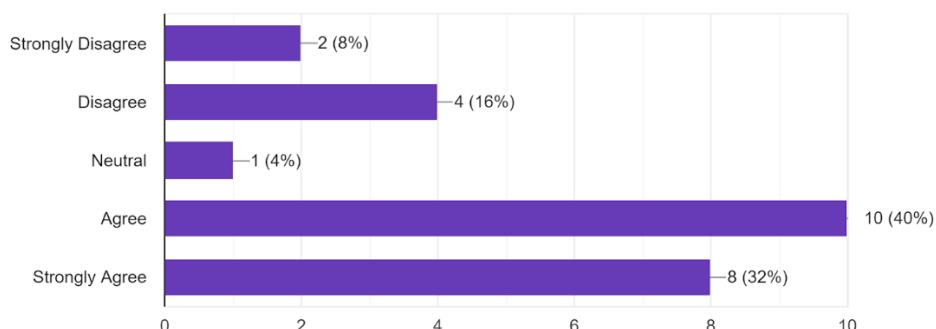


Figure 7.1. 2: Controlling System

**Analysis & Interpretation:** Figures demonstrates that 32% of Seamark (BD) employees strongly agreed with the statement and 40% of employees agreed that Seamark (BD) maintains a synchronized quality control system to process seafood. On the other hand, 8% of respondents strongly disagreed with the statement and 16% respondents have moderately disagreed as well as, 4% of respondents remained neutral with the statement.

Freezing system of Seamark (BD) Ltd. keeps seafood from being rotten and taste

25 responses

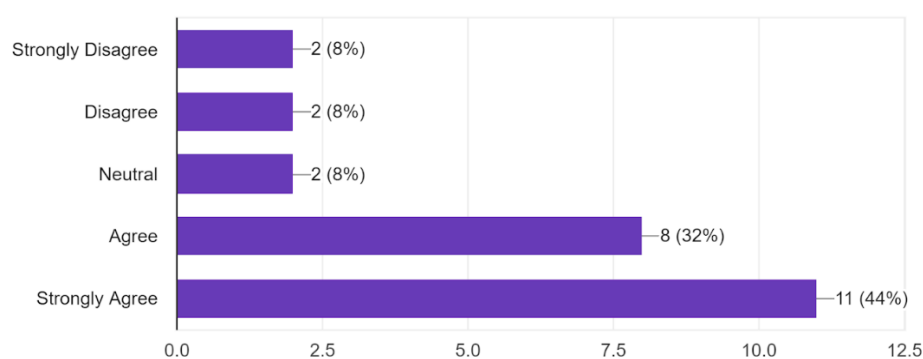


Figure 7.1. 3: Freezing System

**Analysis & Interpretation:** Figures indicates that 44% of Seamark (BD) employees strongly agreed with the statement and 32% of employees agreed that their freezing system keeps seafood from being rotten and keeps its taste also. On the other hand, 8% of respondents strongly disagreed with the statement and 8% respondents have moderately disagreed as well as, 8% of respondents remained neutral with the statement.



Seamark (BD) Ltd. always ensures the air tied product packaging

25 responses

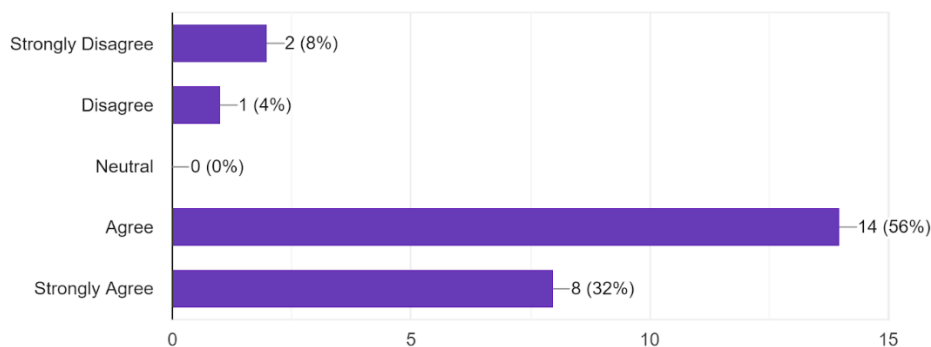


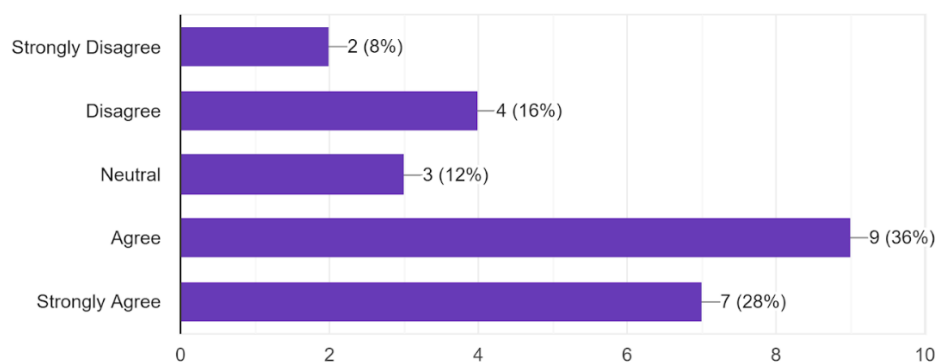
Figure 7.1. 4: Product Packaging

**Analysis & Interpretation:** Figures shows that 32% of Seamark (BD) employees strongly agreed with the statement and 56% of employees agreed that their freezing system keeps seafood from being rotten and keeps its taste also. On the other hand, 8% of respondents strongly disagreed with the statement and 4% respondents have moderately disagreed as well as, 0% of respondents remained neutral with the statement.

## 7.2 Analysis of Customer Satisfaction:

Buyers are less likely to complain after getting the products.

25 responses



Fig

Figure 7.2. 1: Buyer's Complain

**Analysis & Interpretation:** Data shows that 28% of Seamark (BD) employees strongly agreed with the statement and 36% of employees agreed that they get less complaints from

their buyers when they get their products. On the other hand, 8% of respondents strongly disagreed with the statement and 16% respondents have moderately disagreed as well as, 12% of respondents remained neutral with the statement.

You retain your potential buyers.

25 responses

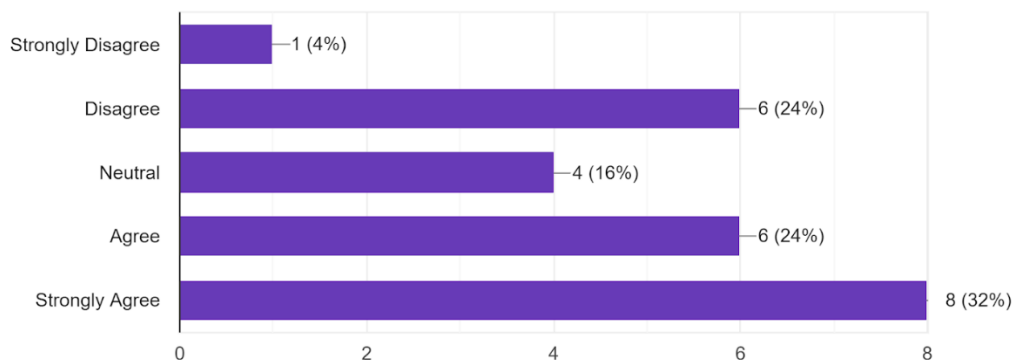


Figure 7.2. 2: Retaining Buyers

**Analysis & Interpretation** Data shows that 32% of Seamark (BD) employees strongly agreed with the statement and 24% of employees agreed that they are retaining their potential buyers. On the other hand, 4% of respondents strongly disagreed with the statement and 24% respondents have moderately disagreed as well as, 16% of respondents remained neutral with the statement.

You are consistently getting bulk orders from your buyers.

25 responses

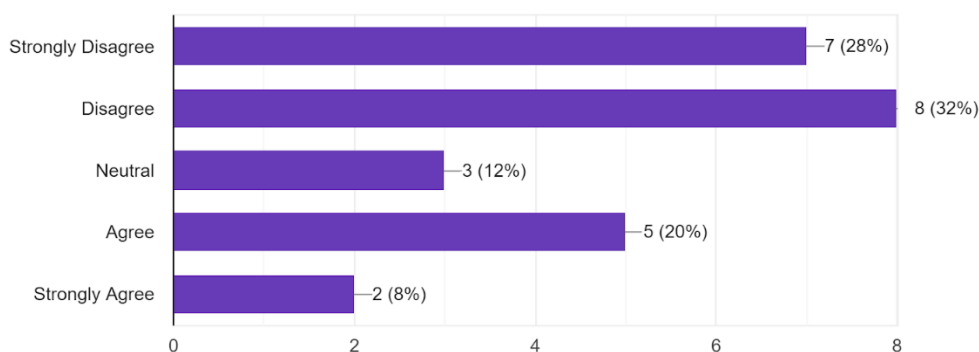


Figure 7.2. 3: Bulk Orders



**Analysis & Interpretation:** Data shows that 28% of Seamark (BD) employees strongly disagreed with the statement and 32% of employees disagreed that they are getting consistently bulk orders from their buyers. On the other hand, 8% of respondents strongly agreed with the statement and 20% respondents have moderately agreed as well as, 12% of respondents remained neutral with the statement.

### 7.3 Analysis of Proper Communication:

Rate of order cancellation is high

25 responses

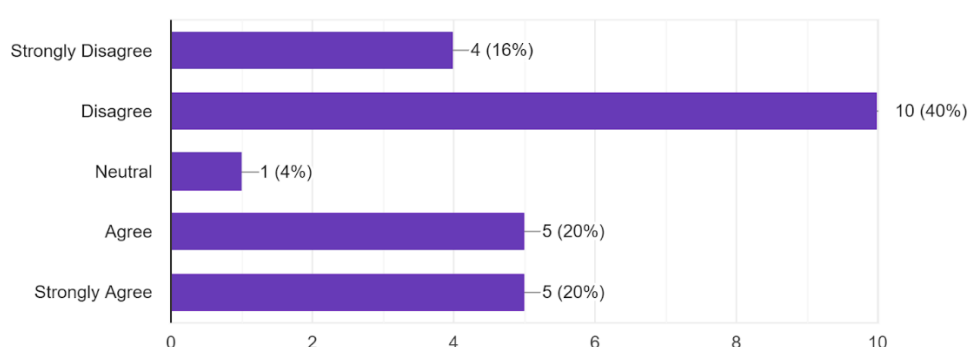


Figure 7.3. 1: Order Cancellation

**Analysis & Interpretation:** Data shows that 4% of Seamark (BD) employees strongly disagreed with the statement and 40% of employees disagreed that buyers often cancel order in the ending moment. On the other hand, 20% of respondents strongly agreed with the statement and 20% respondents have moderately agreed as well as, 4% of respondents remained neutral with the statement.

Buyers often do payment on due time

25 responses

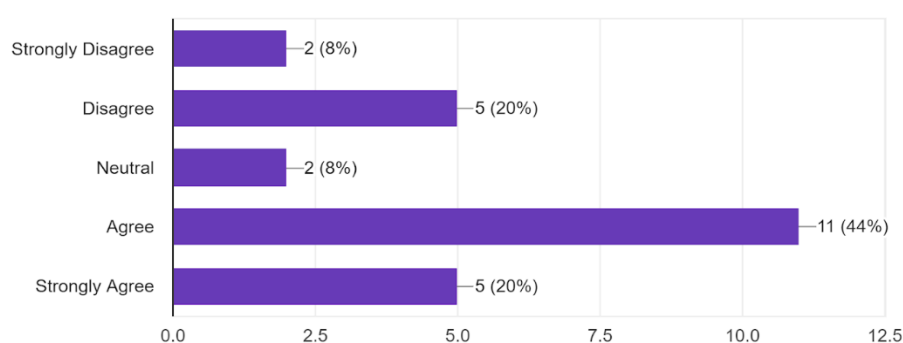




Figure 7.3. 2: Buyer's Payment

**Analysis & Interpretation:** Data shows that 8% of Seamark (BD) employees strongly disagreed with the statement and 20% of employees disagreed that buyers often do payments on due time. On the other hand, 20% of respondents strongly agreed with the statement and 44% respondents have moderately agreed as well as, 8% of respondents remained neutral with the statement.

Seamark (BD) Ltd. often has to face any fraudulence activities.

25 responses

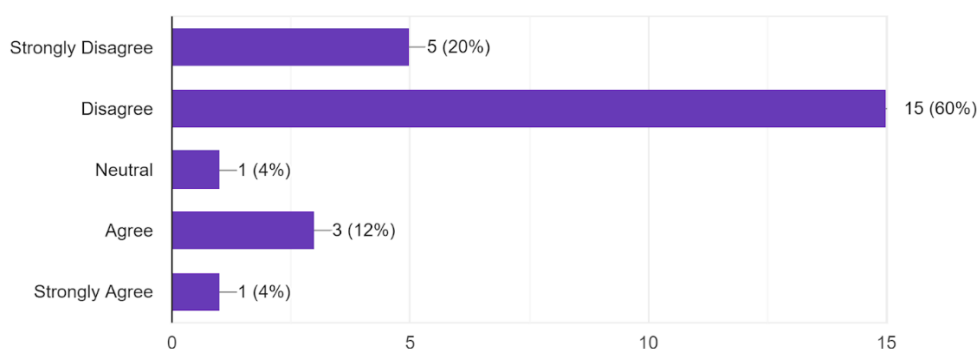


Figure 7.3. 3: Facing Fraudulence Activities

**Analysis & Interpretation:** Data shows that 20% of Seamark (BD) employees strongly disagreed with the statement and 60% of employees disagreed they often have to face any fraudulent activities. On the other hand, 4% of respondents strongly agreed with the statement and 12% respondents have moderately agreed as well as, 4% of respondents remained neutral with the statement.



## Chapter 8

### Findings, Recommendations and Conclusion

#### 8.1 Major Findings:

In the analysis of product quality phase, most of employees gave a positive response that they manufacture good quality seafood products. Through the survey it is clear that their product quality control system, packaging and freezing system of storing seafood products is satisfactory. On the other hand, employees gave a mixed response regarding their suppliers. It means sometimes suppliers are unable to provide good quality seafood as per company requirement or sometimes they are unable to provide good quality seafood on certain time.

In Customer Satisfaction Phase, It is illustrated that Seamark (BD) Ltd. Employees receive less complaint regarding their products from their buyers (36% agreed, 28% strongly agreed). But total 22 % of the employees disagreed with the statement it means sometimes buyers get the rotten products. Further, in the survey question, 24% agreed and 32% strongly agreed that they retained their potential buyers on the other hand, total 28 % people has disagreed with the statement it means besides the loyal buyers they also have some seasonal buyers. Lastly, 60 % people agreed that they are not getting bulk amount of order from their buyers but 28% respondents remained disagreed with the statement. It means most of the buyers are not commercial buyers or most of their buyers are third party buyers who import seafood for seasonal business purposes.

In proper communication phase, employees gave a mixed review regarding the order cancellation though 16% strongly disagreed and 40 % disagreed with the statement and rest disagreed or remained neutral whom total percentage is 44%. From the figures, it reflects that they have lacking of communicating with their buyers properly or they are sometimes unable to gather proper information from buyers. Regarding the buyers payment total 64% respondents agreed that they get the payment on time but total 28% respondents has disagreement with the statement. It means sometimes, buyers take time to make the payment it may occur because





of buyers sometimes face the shortage of money because they have also some limitations. Lastly, total 80% respondents agreed with the last survey question that they less likely have to face any fraudulence activities. It means their communication channel is quite strong and transparent.

## 8.2 Recommendations:

- **Suppliers enhancement:** Seamark (BD) Ltd. should enhance their suppliers because those suppliers has to provide seafood to not only to this organization but also other to other organization. As a result, though their seafood are qualitiful but sometimes it is not able for them to provide seafood on time as a result sometimes exporters are unable to approve buyers order in case of product shortages. So, they need to enhance their communication with the hatchery owners, fishermen, fishing boat owner or with the third party.
- **Targeting Commercial Buyers:** Though they have fixed buyers but they are not as commercial buyers. Most of their buyers are from UAE, Qatar, and the Kingdom of Saudi Arabia. In that country, there is a huge demand for red meat rather than the seafood. Most of their buyers who are settled in that country and run small business. The seafood demand is usually high in European Union countries, Seamark (BD) Ltd., if they are able to enhance their EU buyers then there is a high chance of getting bulk order and will enhance the chances earning more revenue.
- **Enhance Marketing:** The company exports seafood from Bangladesh and all the buyers are from outside Bangladesh. As the company need to enhance their marketing for purpose of enhance its brand name. They need to update their website as in their website they only includes company overview, products, and contact us. If they include the product details, price, ordering process, their product processing system as a result, buyer will be more attracted. Moreover, they need to more active in social media as they can reach more people. As they connect more people, there is high chance of getting more buyers.



- **Construct Effective Administrative Task Force:** In the major findings, it illustrates that the organization is a little bit step behind in communicating with their buyers properly. As a result, buyers sometimes cancel their orders and sometimes delay to make the payment. As the company HR should more concern while hiring people. They should hire people who have good knowledge about English language both writing and speaking because most of time administrative people has to make deal with the foreign customers as well as should hire people who have good command over computer skill because all the deals between exporter and buyers are made on online. As maintaining proper communication with the buyer eventually will increase the number of buyers as well as they can earn more revenue.

### 8.3 Conclusion:

To conclude, Seafood industry in Bangladesh is a profitable industry. Livelihood of many peoples of Bangladesh is highly depended on it. Moreover, many people has interest on exporting seafood in the foreign country and contributing in our economy. For earning more revenue from exporting, exporters have to look up some crucial factors that they are maintaining or not. If exporters can supply good quality products to the buyers as per requirements and can maintain the proper communication with them there is high possibility to earn more foreign revenue. The report gives an idea about current status regarding a specific company but further a border research can be conducted with border sample size. It will be helpful for those who want to export seafood on future. Moreover, the report is mainly focuses on giving an overall idea about how the Seamark (BD) Ltd. executes their tasks for processing seafood and illustrates how they complete the export. Moreover, an assessment has also attached regarding identifying the major factors that effects the organization. From the assessment it is reflected that though if any company processes good quality seafood for lacking of proper communication it is unable for any export organization earning more revenue.



## Chapter 9

### Appendix:

1. Suppliers provide the freshest seafood on certain time.
2. Seamark (BD) Ltd. has well-managed quality control system to process seafood.
3. Seamark (BD) Ltd. always ensures the air tied product packaging.
4. Freezing system of Seamark (BD) Ltd. keeps seafood from being rotten and taste.
5. Buyers are less likely to complain after getting the products.
6. You retain your potential buyers.
7. You are consistently getting bulk orders from your buyers.
8. Rate of order cancellation is high.
9. Buyers often do payment on due time.
10. Seamark (BD) Ltd. often has to face any fraudulence activities.



## Chapter 10

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