

Report On
The Business Development of Antique Hydraulic Piling and
Development

By

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

BRAC Business School
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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing my 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.

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Letter of Transmittal

Dr. Sumon Das

Adjunct Professor

BRAC Business School

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66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “The Business Development of Antique Hydraulic Piling and Development”.

Dear Sir,

With due respect and humble submission, I want to inform you that I have prepared a report named “The Business Development of Antique Hydraulic Piling and Development” as per your given instructions. I have tried to give my utmost sincerity and tried my level best to provide as much information possible and make it comprehensive as I could. This report has helped me to acquire pragmatic knowledge on the business development process of Antique Hydraulic Piling and Development. I have gathered all the information from my market visits, internet and different subordinates. Without your friendly support, this report would have been an incomplete one.

I hope that this report will meet your expectations and will be able to enlighten you with enough information regarding my work.

Sincerely yours,

Nurshad Islam

BRAC Business School

BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between “Antique Hydraulic Piling and Development” and the undersigned student at BRAC University Nurshad Islam.

Executive Summary

AHPD being one of the principle associations in the precast stacking business in Bangladesh added to the storing zone by offering an enormous and quality thing. In this report I have attempted best for my delegated association's market improvement of Antique Hydraulic Piling and Development. The report addresses the business improvement practices of AHPD. The business improvement measure starts from investigation and completions at project end. In order to sustain in the long run AHPD needs to adopt new techniques so that the company can run smooth. With this research I learnt the procedure of LC for importing in our country. Every employee needs to be prioritized, skillful so that they can help the company get more revenue. This research assisted with discovering the purposes for the tumbling from the opposition and give a few answers for defeat the difficulties.

Keywords: Precast Piling, Hydraulic, LC

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List of Acronyms:

AHPD	Antique Hydraulic Piling and Development
HSPD	Hydraulic Static Pile Driver
LC	Letter of Credit
HRM	Human Resource Management
PI	Proforma Invoice
LCAF	Letter of Credit Authorization Form

Chapter -1

Overview of Internship

1.1 Student Information

Name: Nurshad Islam

ID: 18364025

Program: Masters of Business Administration

Major: Operations and Supply Chain Management

1.2 Internship Information:

1.2.1 Period: Full time (From 1st November 2020)

Company: Antique Hydraulic Piling & Development

Department: Development of Business

Address: 1040, Japan School Road, Baridhara J Block, Dhaka

1.2.2 Internship company Supervisor's Information:

Name & Position: Nazrul Islam (Managing Director)

1.2.3 Job Scope (Description/ duties / Responsibilities) :

- L/c, Import & Tender related works.

- Making corporate relationship with current and Potential clients and offering supports.
- Creating and maintaining prospect database.
- Research of market and sales.

1.3 Internship Outcome:

The chance to apply obtained information to genuine work encounters, seeing firsthand the everyday occupation obligations can assist with experiencing in their picked field. It Helps to explore a career path to give competitive in the career which helps to gain confidence.

1.3.1 Student's contribution to the company:

Though Antique Hydraulic Piling and Development is a small company, I got a very helpful environment. My position in this company is Deputy Managing Director and on the supply chain process & management of the company. As the business of AHPD depends on Pre cast piling, I tried to take lesson from manufacturing and marketing practice then tried to gain product knowledge. I tried to roam around the market and find new scopes for the development of business. The money collection from client to our account was relatively slow. I tried to find out the root cause. There were few gap between client and our company which is minor but creating hamper in the business.

1.3.2 Benefits:

- I found out a lot about Strength and Weaknesses for the management control.
- Preparing is something other than procuring credit, graduating or bringing in cash; temporary positions are an occasion to gain from the individuals around myself,

pose inquiries, and intrigue. It implies I can or I have constructed a solid organization with the experts.

1.3.3 Problems/ Difficulties:

- ❖ Lengthy Negotiations are big problems while getting works
- ❖ Sometimes buyers are not willing to pay bill on time during COVID 19 it becomes severe.
- ❖ Sometimes clients account doesn't have enough balance, so the cheques are bounced.
- ❖ Marketing of such service is very difficult.

1.3.4 Recommendations:

- I. Maintenance of the machines should be done with proper way and knowledge.
- II. Company should arrange training programs for the employees so that they can operate machines properly.
- III. Yearly a remuneration can boost the workers working capability.

Chapter 2:

Organization Overview, Operations and a Strategic Audit

2.1 Introduction:

Pile foundations consists of Structural Members installed into the ground for transferring load from the superstructure to a deeper part of the ground that is competent to sustain the load. Commonly, piles are installed either by hammer driven or bored cast in place. Antique hydraulic Piling and Development (AHPD) is the first to introduce static hydraulic pile driver in Bangladesh market. For hammer driven pile, the structural strength of each pile element has to be designed to withstand stresses arising from handling and particularly during installation. For concrete hammer driven piles a substantial amount of reinforcement has to be included merely to cater for handling and installation phases. The reinforcements are not required under working conditions of the pile. Bored Cast in place piles usually require very much less reinforcement. In fact, a substantial amount of most bored piles are just in situ concrete without any reinforcement. However, the replacement of soil with concrete in bored piles can be messy and expensive affair and is not normally economical for piles of small sizes required to carry loads of less than 100tons. The Static Hydraulic Piling consists of a 9-meter precast concrete pile element forced into the ground using an indirect jacking system. The method of installation allows the omission of heavy reinforcements which are necessary in hammer driven concrete piles.

2.1.1 Objectives:

In order to achieve success and growth in business we try to provide best service. Our all works are provided with state of the art technology. We trained our workers to maintain safety while doing work. Our priority is to complete piling work quickly as possible. As traditional piling creates problem around site which is related with the work. From our hydraulic piling machine there is almost zero problem for around the site.

2.1.2 Methodology:

Technique alludes to an assortment of cycles wherein different analyses are done. There are different interrelated exploration issues. Studies might be of a subjective and quantitative nature. Exploration on amounts centers around mathematical outcomes. On the off chance that the qualities of the example are gathered in quantitative investigation. The blended strategy is, in any case, utilized by most analysts. Both subjective and quantitative methodologies are utilized in this technique. Examination strategy is chosen based on the exploration point. Hence, blended technique is utilized to have the most extreme suitable thought in this examination.

2.1.3 Scope:

- The image of company is clean as we are the pioneer in this industry.
- There is a benefit of getting commission
- There is experience of using real life examples.
- Well-furnished office environment.

2.1.4 Limitations:

- Difficulty in communicating with suppliers for spare parts.
- Low availability of spare parts in country.
- Foreign exchange rate fluidity

2.2 Overview of the company

Antique Hydraulic Piling and Development started providing services from 2013 with the intention to provide best quality precast piling in Bangladesh. The head office is located in Baridhara J Block in a sophisticated office. All the management and other things are controlled from the Head Office by well trained officers.

AHPD has imported several Static Hydraulic Piling machines from China. AHPD is also importer of Heavy machineries and has started importing since 2015. The list of machines is given below:

Company Name	Country of origin	Quantity
CHTC Jove Heavy Machineries	China	5
Sunward Intelligent Equipment LTD	China	2
Changhe Machine Co. LTD	China	3
Generator 300+ kW	Germany, Sweden, China, USA	15

We have served many popular construction companies.

SL No	Client Name
1	Confidence Group
2	Bangladesh Navy
3	Assurance Group
4	BTI
5	Mirpur Ceramics
6	Bay group
7	Anwar landmark
8	Hatil Group
9	Rupayan Developments LTD
10	Bashundhara Group
11	Western Engineering LTD
12	ACS Textiles
13	Eastern Housing Limited
14	Rakeen Development Company LTD
15	Pakiza Textiles
16	Index Development

Figure 1 List of Clients

2.3 Management Practices:

In order to grow bigger every company needs to have a strong management. It makes business more effective to run. For a proprietor it is not easy to control a whole company efficiently. It is necessary to have management for improvement. Although AHPD's entity is small but we try to practice robust management that can help to sustain in the long run. We try to maintain several standards to implement our strategies. Few of them are given below:

- Involvement of Worker:

We like the involvement of all the workers. When in a position of taking any decisions we always take opinion from the workers so that they can get a comfortable and helpful environment.

- Civilized Construction:

From our machines there is no emission of environmental hazardous gases. In fact there is no noise and vibrations around the site. From the work there is zero construction wastage.

- Reliability on Visibility:

The piling method is identical to the static load test, where the bearing force of the pile can be shown with a pressure meter. Therefore, approximately 99% pile success is guaranteed.

- Efficiency of Pile driving:

HSPD system can drive 600-800M per 8 Hours, which is faster than other modes. It is suitable for large scale or time constraint projects.

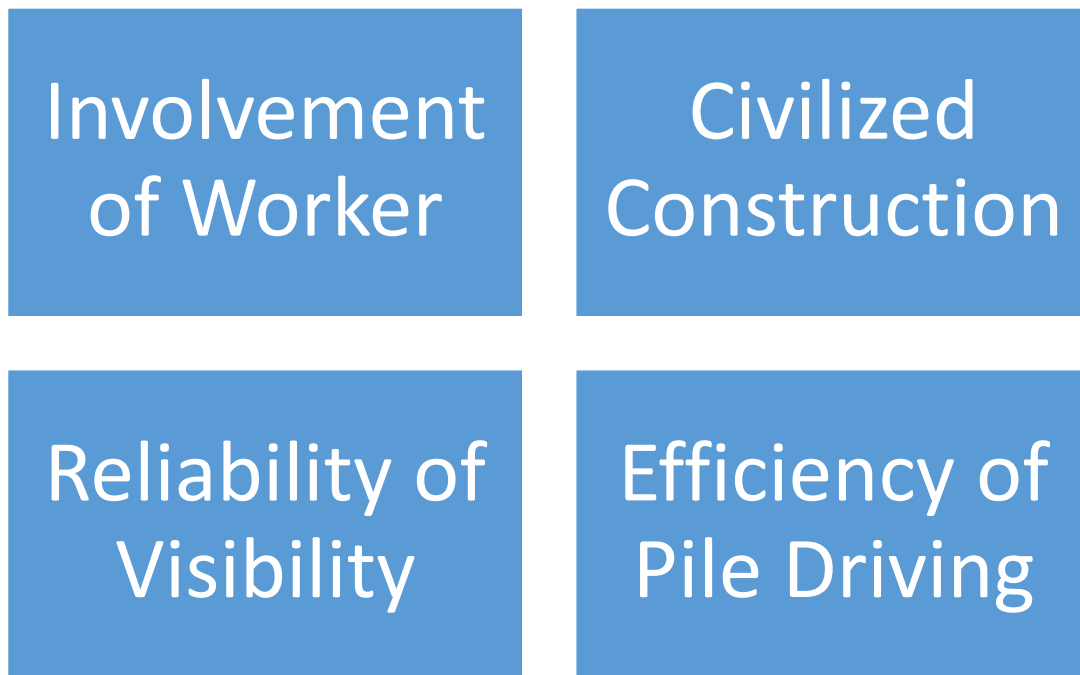


Figure 2: Management practice of AHPD

2.4 Marketing Practices:

Successful marketing campaign attracts more customers to avail our service. Our focused customers are basically developer companies and individual people who are willing to construct a building. As more marketing can be done it can reach more clients.

2.4.1 Relationship marketing:

The business of AHPD mainly relies on relationship marketing. Almost all Civil engineers from all over Bangladesh are known of AHPD. The good relation with civil engineers is the key to success of AHPD in the market.

2.5 Financial Performance and Accounting Practices:

Financial management is a crucial action for every company to control its financial capital.

The financial planner carries out these tasks, such as financial forecasting, coordination, administration and monitoring of corporate assets.

2.5.1 Liquidity Ratio:

Net Profit= Total Income / Total Sales

Current Ratio= Current assets / Current Liabilities

Working Capital = Current Assets / Current Liabilities

Gross Margin = Gross profit / Revenue

Stock Turnover= Cost of Goods Sold/ Average Inventory

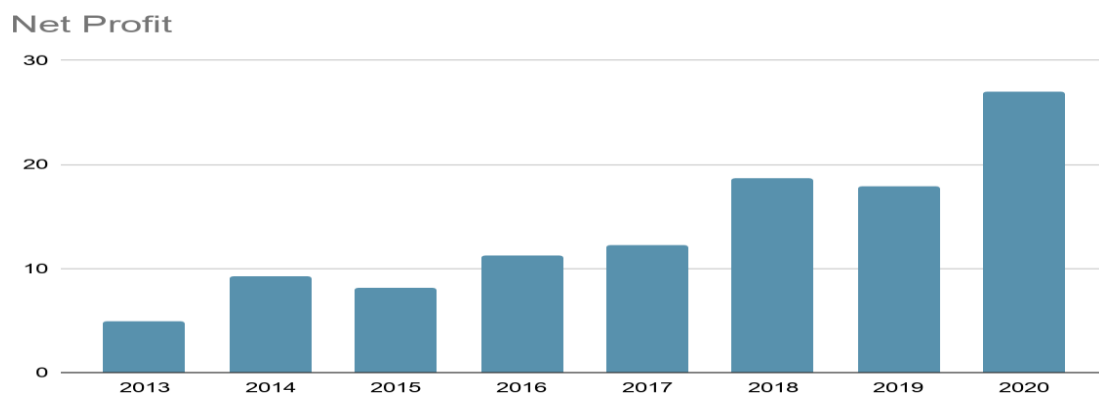


Figure 3 Net Profit

Interpret:

From the projection we can see that the trend is upward. From 2013 - 2020 AHPD has recovered its debt by the help of minimization of liabilities and usage of Current Assets.

2.5.2 Workable Capital:

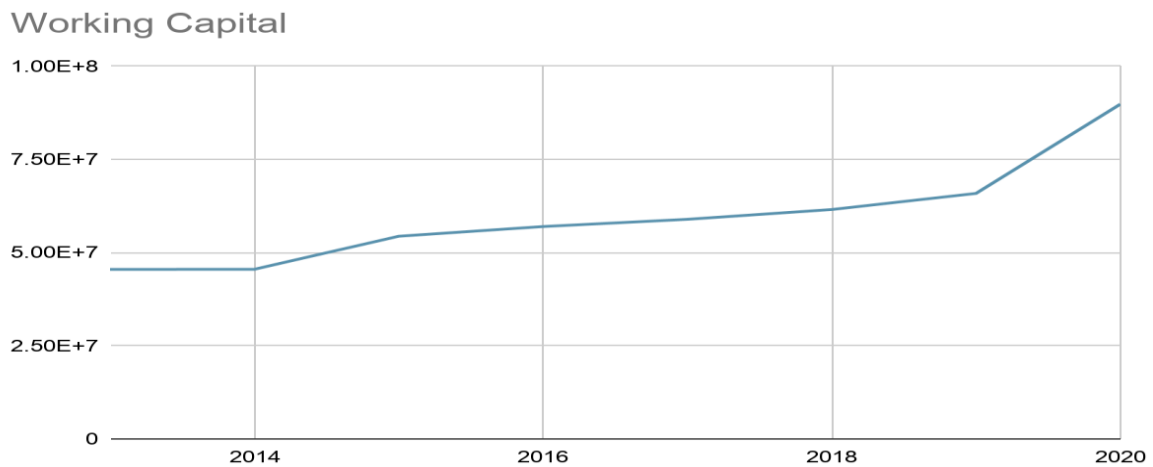


Figure 4 Working Capital

Interpret:

From the projection we can see that from 2013-2020 working capital has increased. Our liabilities are smaller than Assets. It projects the maintenance for liquidity.

2.5.3 Recurring Expenses:

The expenditure is mostly on the daily basis. Some expenses are monthly basis. The expenditure reports are completed on a timed frame. Receipts are added with the report before submitted to management. When workers are in site they get their cost of food on daily basis.

2.5.4 Salaries and Benefits:

The salaries are paid on the monthly basis. Before festival they also get bonus and increments.

2.6 Operations Management and Information System Practices

AHPD is linked with several importers of heavy machineries. We are also importers of heavy machineries as we have imported HSPD machines in Bangladesh. The machines are imported from manufacturers through LC by the help of Local banks. After receiving the products and clearing the due in term loan basis.

2.6.1 System of Letter of Credit (LC) :

The system of LC can be projected in the picture below:

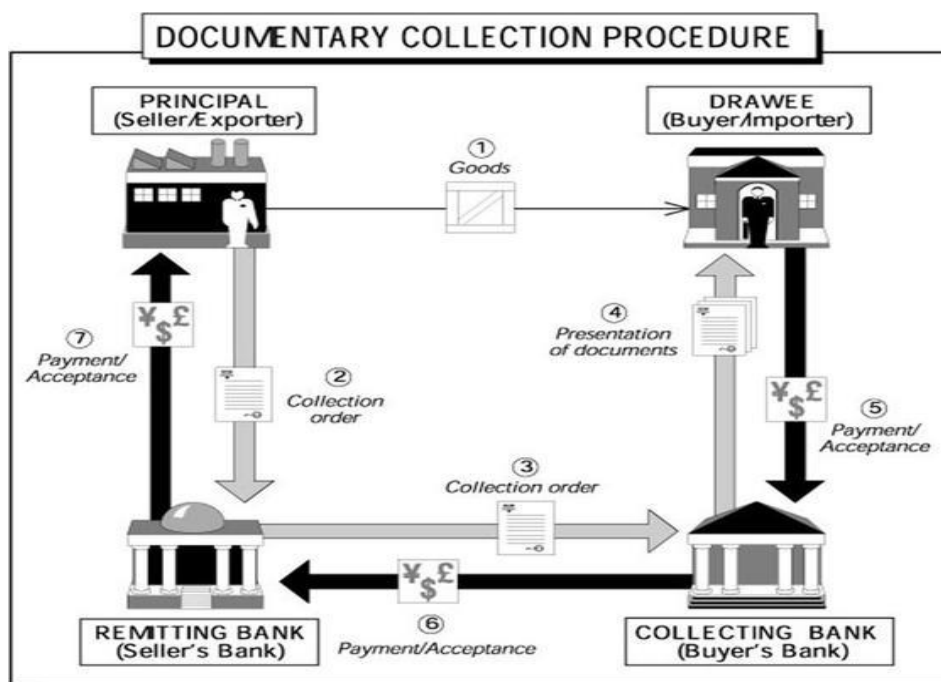


Figure 5 Process of LC

Seller and Buyer communicate through email and some other media. Seller and Buyer bargain to purchase the product and then agree to place order. Buyer asks Proforma Invoice (PI).

Buyer(AHPD) and seller agrees to have a contract to make payment through LC. AHPD applies in a Bank in Bangladesh to open LC for Seller. The insurance pay order must be approved before the LC is submitted to the bank for transmission. LC letters with LC applications, LCAF and imp forms are then filled in. The issuing bank then contacts the advising bank (the bank of the seller's country) to validate the seller's credit. The consulting bank sends the LC documents to the seller. They also notify the vendor of an LC's and conditions. The seller shall review the terms and conditions and, after agreeing to the terms and conditions referred to in the documents, the seller shall begin to bundle the products and prepare the carrier of the goods and other items, such as the packing list, the commercial invoice and the certificate of origin. After the distribution of the items, the seller provides the advisory bank with the records. The advisory bank goes through the records in depth. After that, payment is provided and submitted for authentication to the issuing bank. Delivery of the payment order from the issuing bank to the advisory bank. We take care of the supply of the goods by showing the bill of lading to the carrier. By this, the seller assumes possession of the merchandise.

2.6.2 Mode of transportation:

Ocean Transportation: Mostly we use this transportation, because the size is too big to transport. It takes longer time than other transportation.

Air transportation: This transport is used for carrying spare parts or emergency parts that is needed urgently. The freight charge is higher than other transportation.

2.6.3 Information System:

It is necessary for managing the company. It is compulsory because company check their internal summary whenever in need. All the documents a robust software that can accessed

by administrators in need. For managing this system, a dedicated team is always giving their efforts.

PC equipment is the assortment of actual pieces of a PC framework. It incorporates CPU, RAM, hard plate drive, motherboard, video card, network card, console, mouse, screen, printer, and so forth This equipment assists with accomplishing the goals of Information System Management inside the association.

AHPD utilizes various kinds of equipment for their MIS. They use CPU, console, motherboard, printer, mouse, screen, scanner, copier, network card, HDD for running their PC framework easily for everyday activities in the association. AHPD needs to provide request for required items through this PC framework. Furthermore, it needs to circulate its item towards the client that additionally needs this PC framework to achieve that task.

Accordingly, for doing this center capacity of the association equipment is compulsory.

Other than that, various records are should have been printed and filtered for the authority purposes thus printers and scanners are utilizing in the association alongside other equipment of PC framework for finishing the tasks of the association.

PC Software comprises of PC directions as educated by clients. Everything worked in a PC is finished by the product. In AHPD, each office work, request preparing (Bill/Challan), LC works, stock and stock administration and so on is finished with the assistance of computer.

PC frameworks in AHPD have isolated programming into below point:

- i. System Software: It's fundamentally a PC program to run all the equipment and application program. Each Personal PC has approved Windows in them and this working framework deals with all the equipment and programming.

2.7 Industry and Competitive Analysis:

The goal of the industry and Competitive analysis is to consider the factors influencing the input of the market as well as the performance of companies within the industry. It is possible to identify organizations in the field as 'strategic groups,' depending on the methods they follow. Each-strategic category is associated with a degree of performance and can be used to predict their activities within the market through the "participation" of the companies in these categories. In addition, industry and competitive analysis is used by managers to disperse resources, to attain competitive goals such as market share or competitiveness, and to help their businesses improve their role within the industry.

The position of AHPD is in the front. The Piling sector is becoming vast day by day. AHPD always try to bring comfort to the construction sector. Each of machines are environment friendly and pollution free. When piles are made each and every materials can be measured in front of the eye.

In present days there are so many competitors in this sector. Not all of them can provide good service like we do. Most of the time we get work because of the availability of the machines. We have the most efficient workforce to handle the work. From a graph the demand can be projected.



Figure 6 Increasing Demand of AHPD

From the chart we can see that demand for Precast piling by AHPD is increasing gradually. Most of the developers, construction companies prefer AHPD. In 2013 we purchased two

machines from CHTC Jove Heavy Industry Co LTD , in 2014 two machines from Sunward Intelligent Equipment Co LTD, in 2015 three machines from Hunan Changhe Machine CO. LTD. From our company a group of skilled labor is dedicated to the safest pile work.

From Last few years a lot of investors have invested in this sectors.

- Legal Piling and Construction
- Turbopower bd
- ESLA Corporation LTD
- Bengal Technological Corporation LTD
- A One Construction Limited

2.7.1 SWOT Analysis:

Strength:

- ❖ The image of our company is good
- ❖ Profit margin is comparatively big
- ❖ Skilled labor

Weakness:

- Transportation cost is high
- Price of each machine is high
- Lack of Marketing among people.

Opportunities:

- ❑ It is one of the latest technology in piling

- Vast suppliers for precast pile making
- Business expansion with Builders

Threats:

- Day by day tax is getting higher
- A lot of entrants in the market.

2.8 Summary and Conclusion:

This report is a projection of the company's Operational Progress and other activities. This will help to go through the inside management.

The analysis of the company's information involves a mixture of phases and parts that communicate and interact with each other. No single feature of the analysis can be presented in single way. Close-to-term liquidity influences profitability; profitability continues with sales attributable to asset liquidity. Stock storage capability impacts the cost of credit and the efficiency of the capital base. The share price is affected by some part of the company's financial position, performance and outlook. The last step in the analysis of the financial accounts is the integration of the various pieces into the whole, leading to the company's findings.

2.9 Recommendation:

Throughout the internship period there were some limitations which should be minimized in order to get success. Below some steps are mentioned:

- Management must instruct employees to follow the command strictly.

- The should be a organized worker salary policy.
- Improve worker's safety issues
- A database should be maintained for future references.
- Digital software should be used in order to run in account section for keeping records.

Chapter 3

Project Part: The Business Development of Antique Hydraulic Piling and Development”.

3.1 Introduction:

Antique Hydraulic Piling and Development is the futuristic project of Md. Nazrul Islam. He is a farsighted person with ambition to change the piling industry aiming for the better for the nation. He is the managing Director of the Antique group. He handles the business single handedly. He started doing business from 1986 as an entrepreneur in furniture business. Since then he established himself as a successful businessman. After getting success in furniture business he was looking for some other sector for investment. In 2013, he imported two HSPD from China which is manufactured by CHTC Jove. In 2014, he again imported two new HSPD machines from Sunward Intelligent Equipment Co Ltd, China. After getting success in driving pile by four HSPD Machines he took a risk of purchasing three machines from Hunan Changhe Machine Co. LTD. He is running this business as a pioneer. I got a privilege under his supervision to work in several projects. HSPD is slightly newer concept for people. So, it is difficult to get closer to people. My responsibility is to develop the business to sustain in long run.

3.1.1 Background:

This project started from the part of curriculum of MBA in BRAC University. The purpose of this study is to gather professional knowledge in real scenario. In the timed period I was instructed in Operational Department. Now I am Discussing about the purpose of the research.

- i. I faced obstacles that are common in business.

- ii. I got the lesson of real business environment
- iii. I got to meet the criteria of MBA program.

3.1.2 Objectives:

This research focuses on the current and emerging obstacles in Bangladesh's supply chain management of Precast piling. The aim of this study is to identify the major obstacles to the development of a sustainable clean supply chain. The goals are as follows—

- Identification of the development of Piling
- Guaranteeing the sustainability
- Suggestion on the upcoming problems in Bangladesh for Piling sector

3.2 Methodology

Data is the primary element of the analysis. No analysis will be carried out without adequate data. Information can be qualitative in nature and quantitative in nature. Quantitative data tests the study's numerical significance. Qualitative data analyzes the emotions of the data on the opposite site. Such data may be obtained by the Primary and secondary sources of data collection. Sources are mentioned below:

Primary Sources:

- Communicating with officers and workers- It helps to go through inside information
- Field visit- field visit helps to see the actual thing
- Previous records- Previous records are always necessary for sourcing of information

Secondary sources:

- Company brochure: Company brochure gives a brief information about company

- Involving the HR and engineering team- HR & Engineering accumulated working helps to find any problem and actual solution
- Website

3.3 Findings and Analysis

From the objectives of this report, I have mentioned about the development of the piling business. For the development there need to have dedication of the employees. From a survey it can be found. The response is presented through MS Excel. There are 55 respondents of this company.

Business Development Process:

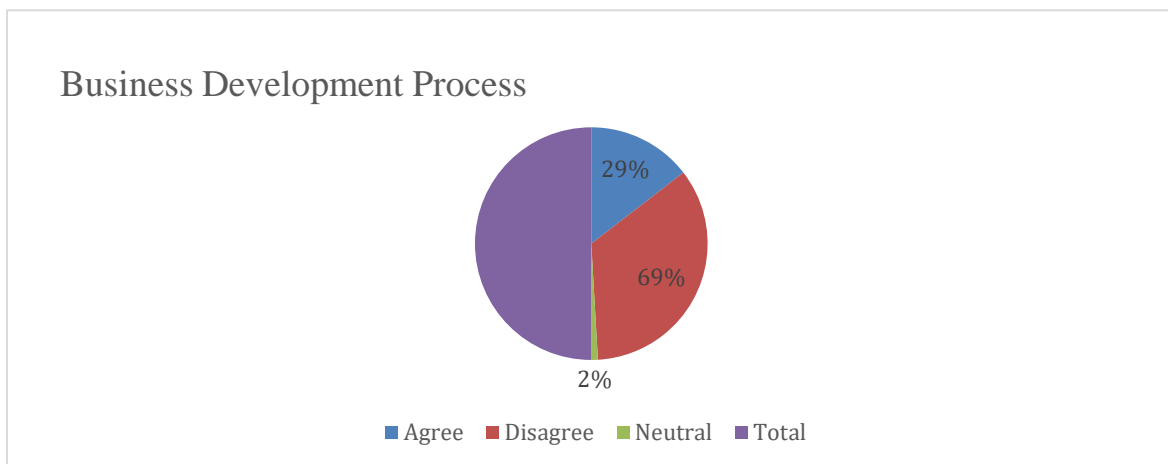


Figure 7 Business Development Process

From the chart It can be seen that business management is not running good as 69% of the respondents have agreed. The quantity of negative respondents is 38. On the other side 29% is thinking positive about business development process, the number of respondents is 16. There is one person who is neutral about such opinion.

Opinion about company's responsive attitude to Clients

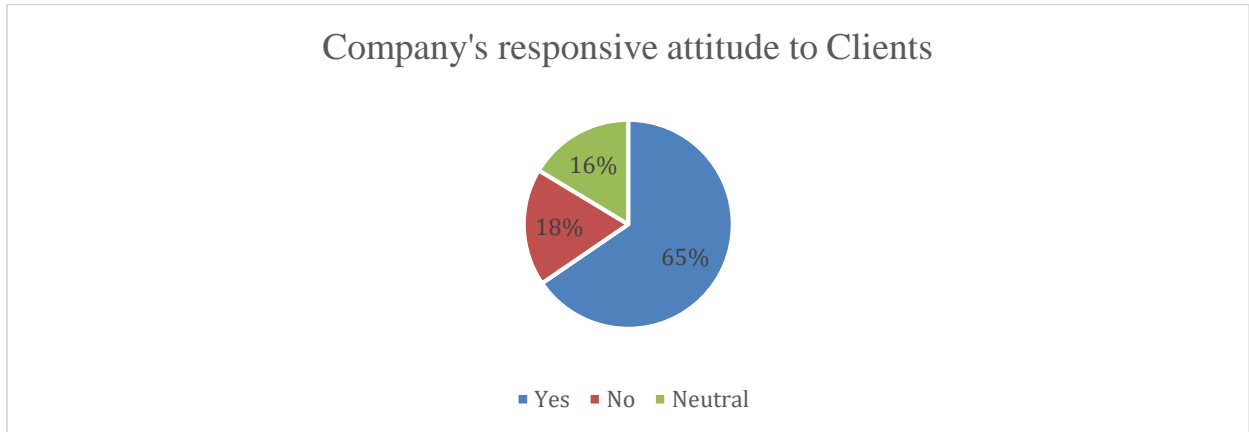


Figure 8 company's responsive attitude to Clients

About 65 % of the respondents were positive about company's response for Clients. The number of respondents is 36.

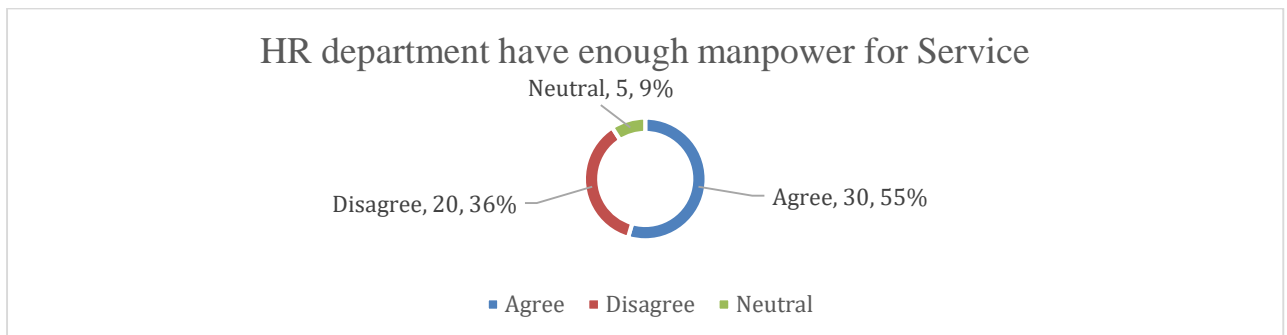


Figure 9 HR department have enough manpower for Service

From the respondents 55% have agreed on capabilities of manpower for services. 30 of the respondents have agreed with enough manpower for service.

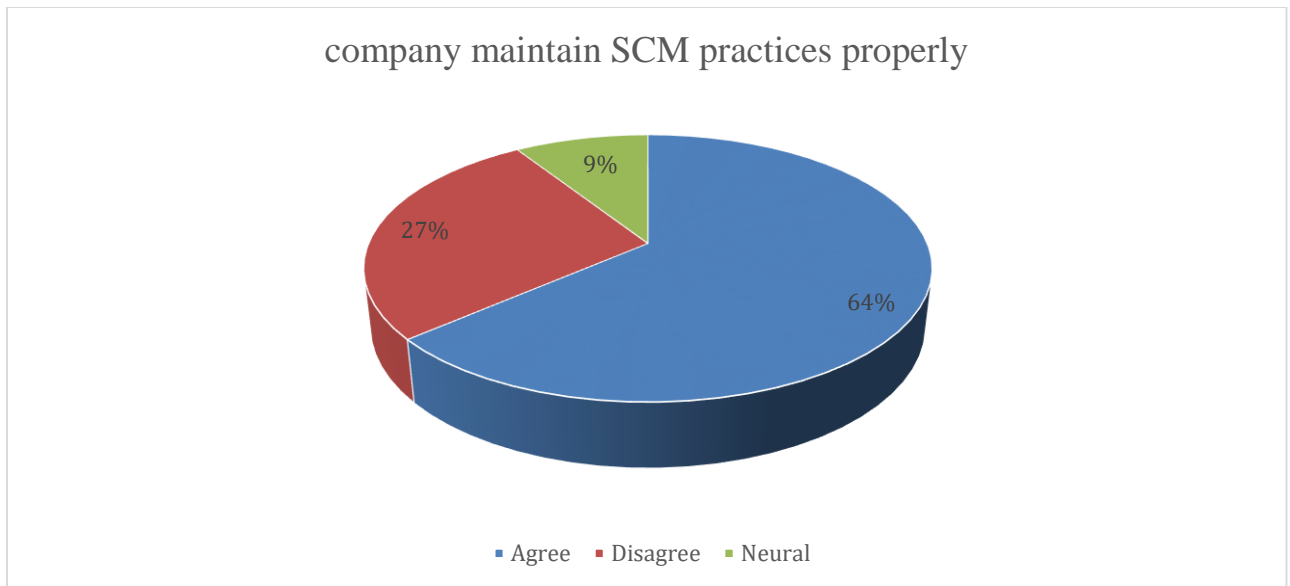


Figure 10 maintain SCM practices

From the chart 35 respondents which is 64% of the respondents agreeing about the practice of SCM in AHPD. So there is presence of SCM in AHPD. The SCM practice should be improved.

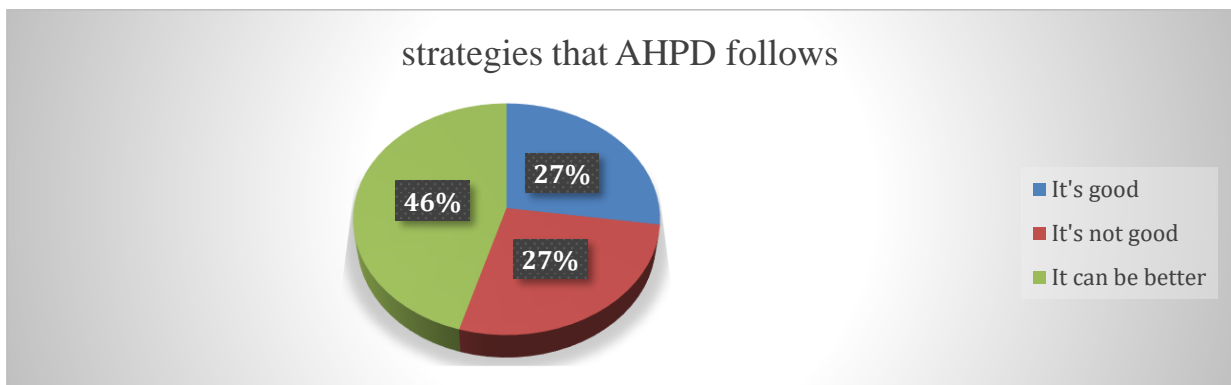


Figure 11 Opinions about strategies AHPD follows

From above chart it can be projected that 46% of respondents thinks that the strategy can be better if it is modified. SO AHPD should think about some modification in the strategy.

So, from the charts that it can be stated that there is in need of development of this company. For the sustainability of the company there should be focused. To overcome the obstacles HR should use the manpower with a good strategy.

Chapter 4

Recommendation & Conclusion

4.1 Introduction

It is a lot of imperative to make cognizance between the scholarly information with the commonsense one. Remembering this view, MBA Program, BRAC Business School, makes legitimate plans of viable directions (internship) for the understudies of MBA which is a piece of MBA program. It is an extraordinary advantage for me being a worker of Antique Hydraulic Piling and Development.

4.2 Summary:

I have provided my project work in three parts. I have titled each part as different chapters. In the beginning I have given a brief information of work in my organization. With that I have mentioned all the benefits and difficulties I have experienced.

In chapter two, there is overview of my organization. I have discussed managerial practice, financial performances. I have also included industry and competitive analysis.

In the last section I have attempted to give some thought regarding my task in AHPD through foundation, objective and importance. At that point I examined the strategy of doing my task. At that point I have shared my discoveries through investigation and gave the potential arrangements.

4.3 Limitations:

There were some limitations

- Not all machines are capable of driving piles with equal force, so according to the soil test there needs to have soil test for the condition inside the soil layer.
- Sometimes clients don't want to make payment on time, this hampers the condition and relationship with clients.

4.4 Recommendations

Here are some recommendations for AHPD:

- Company should give training to more workers so that they can handle problem in necessary time- More training gives a person confidence that fuels the intention to solve any problem. Training will help to increase more work force
- Company should search for more advanced technology for the ease of people. – Technology is evolving. So, which is present might be gem but it might be obsolete in future. Advanced technology will help to run in the long run.
- Company should arrange more seminars with renowned Civil Engineers. - If more seminars can be arranged it can help to reach to more civil engineers. Civil engineers will encourage people for pursuing our service.
- For the electronic technicians there should be more scope for improvement. – there are few technicians for the maintenance for the power supply of the machine. They should be privileged to get more advanced equipment for giving service more easily.

4.5 Conclusion:

I have gained information on various things particularly on business advancement. Antique Hydraulic Piling and Development has been working intimately with both government and non-government association. Therefore, I found the opportunity to get to know the high authorities of government and non-government association. In this report, I have attempted to fit my expert involvement in the scholastic information which I have mastered during my post-graduation. I have attempted to portray a short depiction of the duties of the business advancement. From the undertaking I comprehended the hole between the viable and hypothetical information. I made an honest effort to put forth the report productive and my all attempts will be significant in the event that anybody gets such a profit by my report.

References

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