

Report On  
**Impact of COVID on the Customer Orientation of KORD (BD) LIMITED**

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**  
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## **Declaration**

It is hereby declared that

1. The internship report submitted is my 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:**

**Mubtasim Fahim**  
Student ID: 16304009

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Lecturer  
BRAC Business School.

## Letter of Transmittal

Ms. Nusrat Hafiz  
Lecturer  
BRAC Business School  
66 Mohakhali, Dhaka-1212

**Subject: Report submission on Impact of COVID on the customer orientation of KORD(BD) Ltd.**

Dear Madam,

With due respect I would like to show my entry level position providing details regarding export Future analysis of KORD (BD) LTD, which I was appointed for my Internship.

I tried my best to complete this report with the essential data and recommendation in compact and comprehensive manner.

I believe that this report will meet all the expectations.

Sincerely yours,

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MUBTASIM FAHIM  
16304009  
BRAC Business School  
BRAC University  
Date: JAN 2021

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## **List of Acronyms**

**GDP** - Gross domestic product

**RMG** – Ready made garments

**EPB**- Export Promotion Bureau

**BEPZA**- Bangladesh export processing zone.

## **Chapter 1**

### **1.1 Internship Information:**

**Period:** The internship started from 1<sup>st</sup> October 2020 and will be end on 31<sup>st</sup> January.

**Company name:** KORD (BD) LIMITED.

**Address:** Dhaka office: H#15, R#08,3<sup>rd</sup> Floor, Gulshan-1, Dhaka Bangladesh.

Factory: SFB-2 (3<sup>rd</sup> Floor), SFB-3 (Ground, 2<sup>nd</sup> & 3<sup>rd</sup> Floor), Pre-fabricated & Plot#1/6-11, Sector#04, Uttara EPZ, Nilphamari, Bangladesh.

### **1.1.2 Internship Company Supervisor Information:**

Name: Mohammed Samsul Islam

Designation: Senior Executive of Commercial

✉ [samsul@kordparty.com](mailto:samsul@kordparty.com)

📞 01618405040

📍 Pre-Fabricated Building & Plot#1/6-11, Sector #04, Uttara EPZ, Nilphamari, Bangladesh.

### **1.1.3 Job Duties:**

- Responsible for documentation of Dhaka office.
- Deal with GSP related issues.
- Continuous communication with Export Promotion Beurre.
- Maintain relationship with BEPZA, NBR, Home ministry authority.
- Communicate with forwarder company and collection of Bill of Lading (BL)
- Cash account controller of Dhaka office.
- Meet with the foreign customers and follow the instruction as per company policy
- In charge of purchase in Dhaka office.
- Market analyze and purchase of raw material for production
- Direct communication with the suppliers and importers.

- Maintain cash related issues and purchase related issues.
- Passport (Visa & Security clearance) related work for the Chinese persons.
- Responsible for give update to Mother company situated in Hong Kong.
- Import clearance for samples.
- Courier the documents and parcel as per requirement to the authority.

## **1.2 Internship outcomes:**

### **1.2.1 Student contribution to the company:**

After joining as an intern, total 45 shipments have been done to different countries mostly France, Italy, Netherlands, Russia, etc. for which issued 45 GSP perfectly. Also collected the Bill of lading from different forwarder agencies within time. As a direct communicator with EPB, company can get help any time about export related issues. Moreover, as a buyer for the company, any raw materials related with production, they can purchase from local market with cheap rate. It will help them to analyze whether they can purchase from local market or import raw material from China or other countries. Most of the time on emergency basis documents submission can be done easily by the intern. Different organization such as BEPZA, NBR, Passport office, Home Ministry Office related issues can also be done by intern.

### **1.2.2 Benefits & Achievements**

Working with the multinational company, it will help me to understand how import & export-based company regulates and deal with different issues. Doing internship in Kord (BD) Ltd, easily understand the commercial related issues and how export and import problem can be solved. Achieved clear idea about local purchase policy and purchased related issues. Direct communication with suppliers and importers helps me to understand their point of view and how to do negotiate with them directly. As an executive, these works help me to analyze the importance of time and information.



### **1.2.3 Difficulties**

First difficulties that I have faced working with Kord (Bd) Limited is suppliers and importer information. At first, I do not have any information about who sell which times of raw- materials but giving some time to collect information about purchase item helped me a lot to achieve market policy. Secondly, lack of proper documentation instruction was another issue but it also solved after a moment. Furthermore, lack of communication with different government authorities was became an issue and after doing some assignments consigned by company, it also solved.

## **CHAPTER 2**

### **2.1.1 Introduction**

Bangladesh, a country of Southern Asia consists of 161.4millions (2018) people where the economy of this country mainly depends on exporting RMG, foot ware, fish, rawhides, leather, plastics, etc. Currently (2020) there are 4621 registered garment factories are available but actually, the number is near 600 (Akhter, 2020). According to (The World Bank, 2019), Bangladesh GDP rate is near about 8.2% (2019-2020 FYI) & 7.9% (2018-2019FYI). From which the 10% of RMG export and this export provided 84% growth rate of GDP.

Behind this impressive growth of GDP, the RMG sector contributed a vital role in the development and improvement of all economical aspects in Bangladesh. This sector is considered not only the main exporting sector but also a major employment sector. Around 3.6 million workers are occupied in this sector out of the total population in Bangladesh.

This industry standing near 40 years old that started from nothing currently competing with China, India, Japan, Vietnam, Canada, Eu Countries Etc. But recently due to the covid19 pandemic, 1 million people lost their job. To tackle this situation, the Government of Bangladesh announced a stimulus of 5000 crores for the export sector in March 2020 (The Daily Star, 2020). For this pandemic, supply chains have been facing the problem and this may create a negative impact on sustainable economic growth. On 26th March 2020, Bangladesh Government announced a 10days shut down and it was extended from time to time. For this reason, most the order of foreign

customer cannot be fulfilled on time and most of the orders has been canceled. But with the help of Government support situation is getting normal and orders are reassigned to the exporters.

### **2.1.2 Objective:**

<b>Research Questions</b>	<b>Research Objectives</b>
Even though orders are not coming properly, how Kord (Bd) Ltd manages to incur their cost and expenses?	To find out how KORD (BD) LTD manages customer orders during COVID-19.
What strategy can take to solve the customer order placement problem during COVID-19?	To explore the challenges during this situation?
Due to Covid19, what is the problem are arising that might face by customers to visit the factory?	To describe how this company retaining old customers and pursue new customers?

This report aims to assess customer orientation regarding Kord (Bd) Ltd because of Covid-19 and helps the business investors or customers who are directly or partially involved with import-export based company to get the idea of how to tackle the pandemic situation and also constant fight with the competitor at any cost. It also helps to understand any export-based company who are willing to move their business to LDC countries and what should be their most concern to do business in any situation those countries like Bangladesh.

### **2.1.3 Scope of Research:**

Consumer purchasing power, economic situation after & during the pandemic, Governmental stimulus, import, and export barrier, opportunities, competitive world market, export-based foreign multinational companies' managerial aspect, workforce, etc. will be counted and analyzed in this research. Since the whole world is facing this corona pandemic, the consumer, manufacturer, supplier, distributor's point of view will also take on the count.

#### **2.1.4 Limitation of Research:**

However, this study also has some potential limitations. At first, there are not many available data about how the company are fighting with not only pandemic but also the competitors. Most of the companies or organizations think that this might be confidential information to disclose their strategy with a third-party. Furthermore, every government tries to hide the real economic status during a pandemic situation because this might create a negative impression towards their citizen and from the investors. Most of the developed countries like the United States of America, France, Chile, Italy, Turkey, China are still struggling with Covid19. For that reason, international and local companies, organizations are started work from home facilities. So direct data cannot be found at a time from their corporate offices. Also, some syndicate is working so hard to increase the raw material price, and this effecting to increase the finished goods price. So, an economical condition such as supply and demands sometimes not working. Last but not the least, since the research is started in September 2020, some materialistic data might not be collected properly and all parties' points of view cannot possible to collect within a short time. Some knowledge limitations of this sector of import and export can also find.

#### **2.1.5: Significance of Study:**

Companies that are based on import and export, foreign trading companies, international buyers and sellers, investors, producers, suppliers, consumers both will get their necessary information from this report. Because the modern world market did not see this kind of pandemic and some potential investors may require some solid evidence to prove them to invest in this uncertainty. In most cases, previous researches mostly enlightened about the market, consumer, clients, etc. but a few types of research can be found which might help the organizations, companies, ventures, countries as a whole during covid-19.

## **2.2. Overview of KORD (BD) LIMITED**

Kord (bd) limited is one of the prominent exporters in Bangladesh. It is categorized by “A” where they can only sell their produced products in foreign countries but not in Bangladesh. The production factory is located in Uttara EPZ, Nilphamari, Bangladesh. Their main produced goods are known as festival carnival items including party products, decoration items, banners, eye masks, paper fans, photo props, blowouts, horn, paper bell, hanging cutouts, paper cards, party packs, etc.

Kord (Bd) Ltd enlisted as a private company under the Company Act 1994 and doing their business from 2015 and their production unit situated on Nilphamari and the Dhaka office located on 3rd floor, House 15, Road 08, Gulshan 01. Dhaka. This company is regulated by Kord Party Favor Manufacturing Limited which is situated in Hong Kong and is considered the world’s biggest party goods manufacturers

## **2.3 Management Practices:**

Since this report is conducted on Kord (Bd) Limited, the practices of management are quite lenient. There are different departments such as production, accounts, commercial, admin & support, purchase department. Focusing on the admin & support department, they are responsible for the recruiting process, hiring, take care of employee benefits maintaining liaison with Hong-Kong, BEPZA, ministry authorities, and government officials. As per the officials, two types of officers and staff are currently working in a factory located in Uttara EPZ, Nilphamari, Bangladesh. Contractual and permanent base officers are mostly seen in this sector.

The recruiting process of this company is not easy since it always follows government provides authorities rules and well-strategized. Because in the EPZ area, BEPZA monitors everything under their strict supervision. Working pay grade and food allowances, transport allowances, festival bonuses, on-time salary facility, labor union are available for the employees. Furthermore, the management cell of Kord (Bd) Limited always active to prevent any kinds of drawback. The whole system here is mostly employee and customer-oriented.

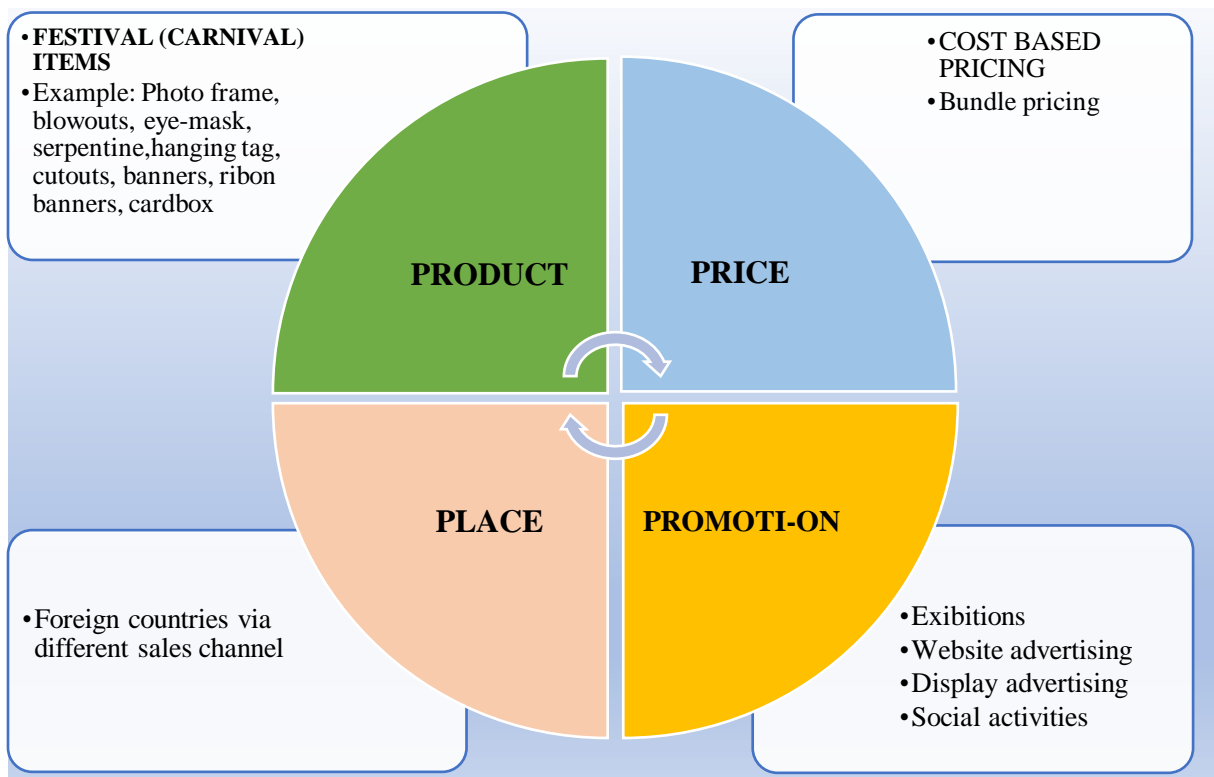
## **2.4 Marketing Practices:**

Kord (Bd) Limited is a 100% foreign own company in EPZ, also called “Type A” company, they are restricted to sell their products in Bangladesh. For that reason, no marketing practices are done in Bangladesh (Facilities / Incentives, n.d.).

The target market of Kord (Bd) Ltd is the large companies who sell the festival item to the direct customer in different types of occasion such as new year celebration, birthday celebration, party decoration, etc. Mostly, customer companies existed in France, Italy, Belgium, the USA, China, Dubai, The Netherlands, etc.

### **2.4.1: 4P Analysis**

Almost every organization or company is concern about their marketing mix and their place. In terms of Kord (Bd) limited customers, they are existing in a different corner of the world. So there are some slight changes in marketing mix activities.



**FIGURE 2.4.1: MARKETING MIX OF KORD (BD) LIMITED**

## **2.5 Financial Performance:**

KORD (BD) LIMITED  
STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME  
For the year ended 31 December 2018

	<u>Notes</u>	01 Jan. 2018 to 31 Dec. 2018 <u>Taka</u>	01 Jan 2017 to 31 Dec. 2017 <u>Taka</u>
Commission income		25,165,994	10,095,717
Direct Expenses		(50,598,130)	(32,361,965)
Administrative Expenses		(119,775,973)	(9,377,738)
Selling & Distribution expenses		(4,488,872)	(1,856,457)
		(41,896,981)	(33,500,443)
Other Income		21,930	145,997
<b>Net Loss before Tax</b>		(41,875,051)	(3,335,446)
Provision for income tax		(25,298)	(51,099)
<b>Net Loss after Tax</b>		(41,900,349)	(33,405,545)
Other comprehensive income		-	-
<b>Total Comprehensive Income</b>		<b>(41,900,349)</b>	<b>(33,405,545)</b>

Figure 2.5.1: Income statement (2017-2018)

**KORD (BD) LIMITED**  
**STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME**  
For the year ended 31 December 2019

	<u>Notes</u>	<b>01 Jan. 2019 to 31 Dec.2019 Taka</b>	<b>01 Jan 2018 to 31 Dec 2018 Taka</b>
Commission income		33,075,874	25,165,994
Direct Expenses		(75,401,916)	(50,598,130)
Administrative Expenses		(14,422,781)	(11,975,973)
Selling & Distribution expenses		(6,884,410)	(4,488,872)
		(63,633,233)	(41,896,981)
Other Income		17,865	21,930
<b>Net Loss before Tax</b>		(63,615,368)	(41,875,051)
Provision for income tax		(105,480)	(25,298)
<b>Net Loss after Tax</b>		(63,720,849)	(41,900,349)
Other comprehensive income		-	-
<b>Total Comprehensive Income</b>		<b>(63,720,849)</b>	<b>(41,900,349)</b>

Figure 2.5.2: Income Statement (2018-2019)

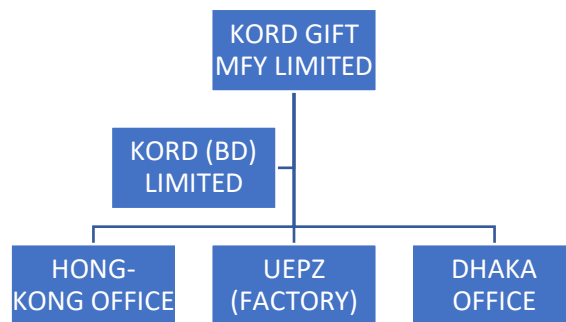
As per the income statement, both 2018 & 2019 year if facing losses due to some investment-related issues such as taking plot rent from BEPZA, importing some high-performance machine,

total factory setup cost, security deposit, etc. considered here as a direct expense. There are also some confidential issues that only accessible by higher authorities. Soon, Kord (Bd) Ltd will see the profit margin because they introduced new customer and make some product diversifications. But for the COVID-19 company is facing some losses however as per the authorities they will be back on their track.

Before hit by the Covid-19 pandemic, Kord (Bd) Limited was moving so fast toward the goal of this company. They arranged some new customers, introduced new products, designed everything smoothly but unluckily the whole process was running slow because of the pandemic. After that, management decided to continue work in this pandemic by ensuring all the health tips and maintaining hygiene procedures for every worker and also for officials. “Safety First” became their main moto to survive in this situation.

## **2.6 Operation Management**

Kord (Bd) limited is a 100% foreign-invested company and the mother company is located in Hong- Kong. There two types of operation management authorities exist. Hong-Kong authorities mainly do customer relationship activities and analyze the production report and financial report and Bangladesh based authorities are responsible for smooth production, import raw materials, purchase local raw materials, maintain local financial funds directed by top officials, work management, export as per order and maintain liaison with Dhaka and Hong-Kong office.

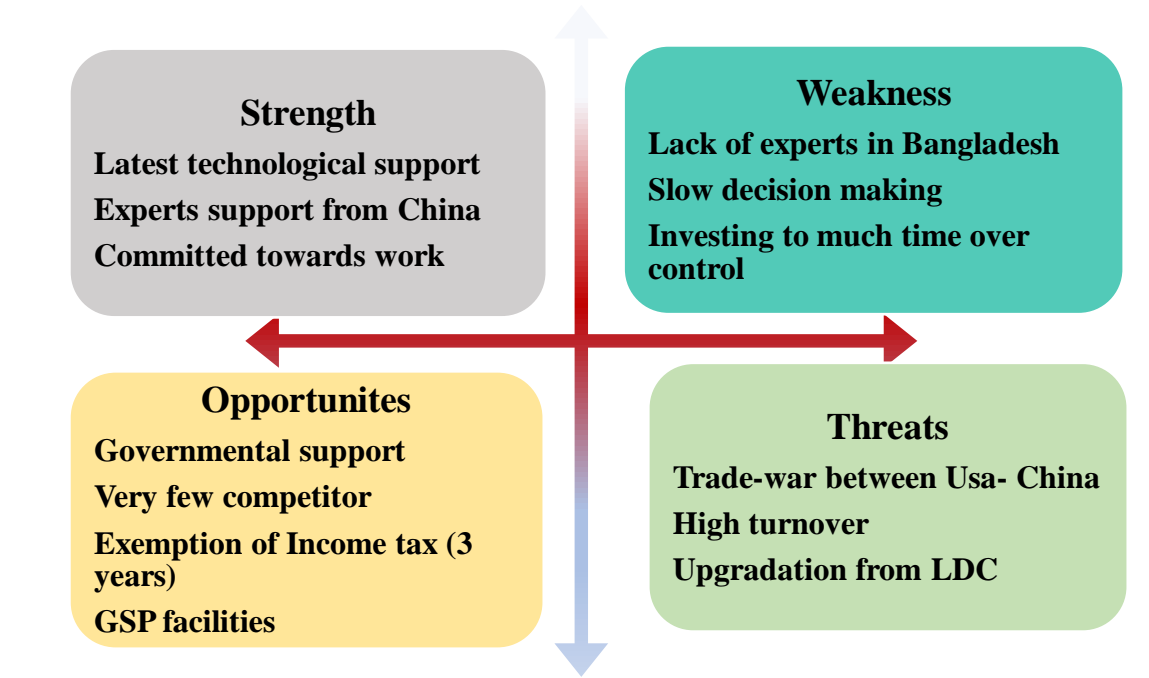


**Figure 2.6.1 : Operation Management of Kord (Bd) Limited**



## 2.7 Industry and Competitive Analysis

This company produces festival (carnival) items and it belongs to non-textile industries but some criteria of industries are quite match with the textile and other industries. If we see their SWOT analysis, it makes a clear idea about the industry behavior towards the customer and investors and other concerned persons.



**Figure 2.7.1: SWOT Analysis**

In terms of the strength and opportunities aspect of Kord (Bd) Limited is very important to analyze the industry analysis. The presence of the latest technological and expert support from the mother company is the main positive strength of the company. Also, the perfect plan for the daily working process shows they are more committed to growing bigger from the current stage. Moreover, this company is a “TYPE A” company, they will enjoy 3 years exemption of taxes. Other governmental support such as BEPZA, on arrival visa for the Chinese, export-oriented steps such as GSP, CO facilities works in this industry as an opportunity. Last but not the least, very few competitors are available in this particular sector because of a startup or competition within the industry there is a large amount of investment and technical support with expertise will be needed.

Furthermore, weaknesses & threats are also considered a major issue here but continuous development and changing strategies can turn the weaknesses into opportunities by the authorities. Production of festival items in Bangladesh is not quite usual and very few people know how to produce these types of products. The trained labor number is not satisfactory in Bangladesh. Also, the slow decision-making process and time spend over control is another problem in this particular sector. A correct, precise, and quick decision is the essential key to progress. On the other hand, controlling is a must in every industry, in every sector to do well in the performance but over-controlling sometimes create mislead on the worker mind and it affects their performance. These can be overcome easily by employee and worker evaluation, management evaluation. In terms of threats, international trade policies, trade war, move towards LDC have a strong impact on the company as well as the industry.

## **2.8 Summary**

To Conclude, the overall performance of Kord (Bd) Limited is satisfactory. Some issues will always arise and need to settle down quickly to overcome. Introducing a specialized strategy with modern technologies and strong customer support can make a huge difference in current performance. The second wave of covid-19 may create some problems to the growth of the company but the precautions must need to be taken care of to minimize the losses.

## **2.9 Recommendations**

Kord (BD) Limited is well maintained and balanced organization for the intern which will help a student to discover the process of multinational management process and how a company regulates their works under government support and supervision. It will be a great opportunity for the graduates to do intern here to enhance their working abilities and will help to learn how to execute industrial plan maintaining liaison.

## **Chapter 03**

### **Impact of COVID-19 On the Customer Orientation of Kord (BD) Limited**

#### **3.1.1 Introduction:**

Kord (BD) Limited is depended on the foreign customers but due corona pandemic, the scenario is deteriorating because many countries such as France, Italy, USA again imposing lockdown nation-wide. Most of the buyers or customers are from these countries. Because of the reimposing lockdown the new year celebration, parties will not be held like before. It will create a negative impact on the company earning because the pick hour for selling Kord (Bd) Limited's produced product in this winter period. Moreover, this company is fulfilling their placed orders on time so that customers can get the assurance of supplying the preferable products.

#### **3.1.2 Objectives:**

- How Kord (BD) Ltd dealing with pandemic situation?
- What are the precautions they take to continue the production at any cost?
- Why as an intern need to take on count the company management policy?

#### **3.1.3 Significance:**

This study will help the audience who are interested in doing business in textile or non-textile industry, to get the clear idea about the what can be happen in uncertainty like pandemic, natural calamities situation etc. This study will provide the raw information about the management and customer orientation about Kord (BD) Limited.

### **3.2 Methodology:**

Due to some company policies and confidentiality, only questionnaires were given to some responders to get the idea about how a company is thinking about the employees, internship opportunity, and precautions of COVID-19. Five responders showed interest to participate in the survey. They were given some open-ended questions based on their answers, the data has been collected.

#### **3.2.1 Respondents Profile**

<b>SL</b>	<b>NAME</b>	<b>DESIGNATION</b>	<b>EMAIL ADDRESS</b>
1	Mohammed Samsul Islam	Senior Executive (Commercial)	samsul@kordparty.com
2	Pranoy Chandra Roy	Jr. Executive (Commercial)	pranoy@kordparty.com
3	Md.Sayed-ul-Mamun	Accountant	mamun@kordparty.com
4	Md.Faizul Islam Sumon	Senior Executive (Production)	Sumon@kordparty.com
5	Md. Junaid Salam	Translator	junaidnepun@gmail.com

Figure: 3.1.2: Respondents profile of Kord (Bd) Limited

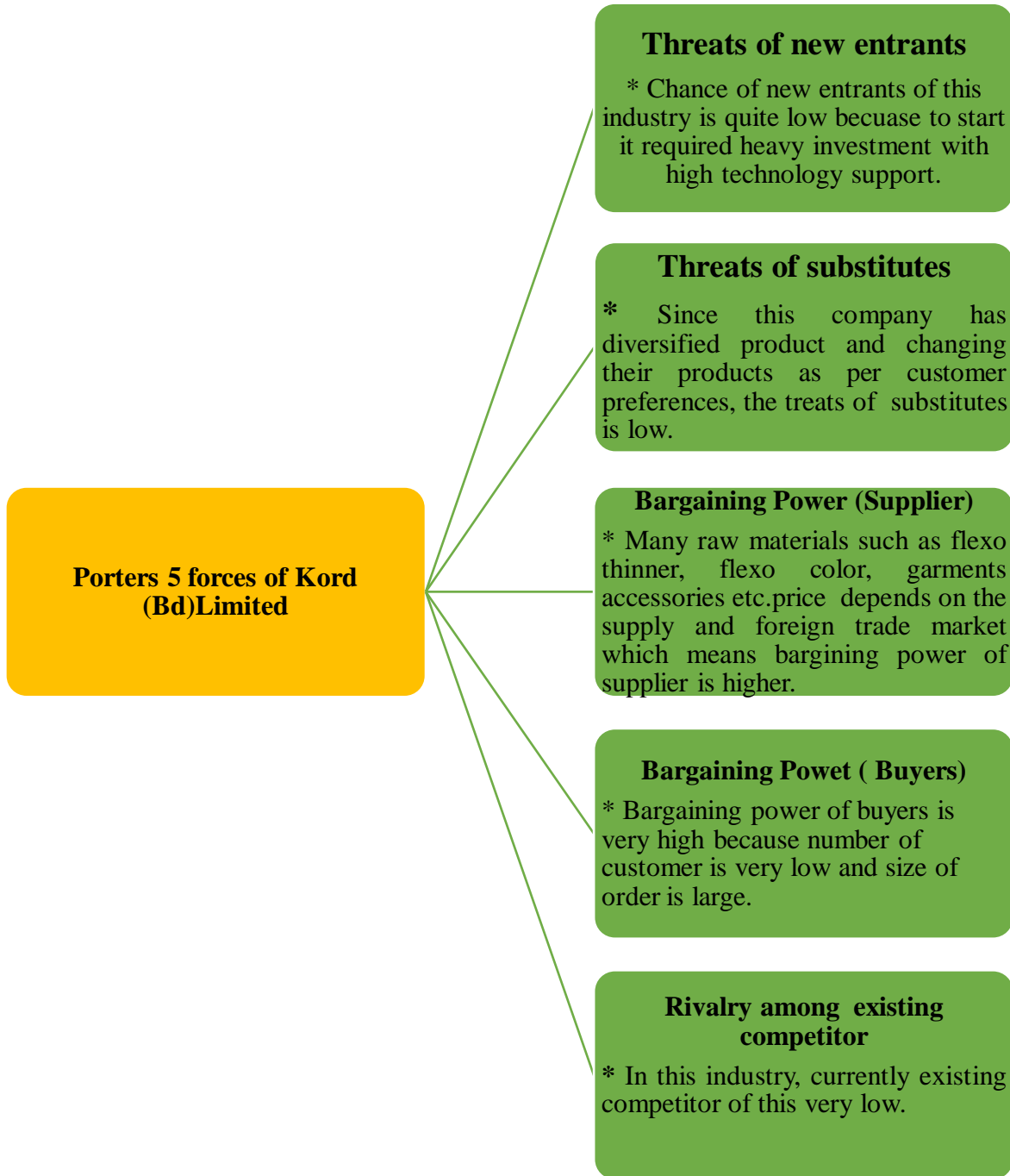
#### **3.3.1 Findings**

From the interview process and intern time, some major issues found which was affecting the whole company performance both positive and negative way. Major issues such as employee turnover rate, lenient management policy, liaison with Chinese working people, multinational management direction, low pay grade, BEPZA rules and regulations, customer value added process, raw material purchase process, production process, export and import process etc. considered as a most important work to run the company smoothly. From the interview part, responders disclosed some important information about how company is contributing to employee benefits, how company is fighting the Covid-19 situation without hampering the production?

### 3.3.2 Analysis

#### 3.3.2.1 Porters Five Forces

Porters five forces will be a nice combination to analysis the findings about Kord (Bd) Limited's customer orientation because of Covid-19 impact which is given below:



**Figure: 3.3.2.1: Porters five forces of Kord (Bd) Limited**

### **3.3.2.2 PESTLE Analysis of Kord (Bd) Limited**

PESTLE Analysis of Kord (Bd) Limited will help us to understand the external factors which have direct impact on the decision-making process in the organization. PESTLE analysis of Kord (Bd) Limited is given below:

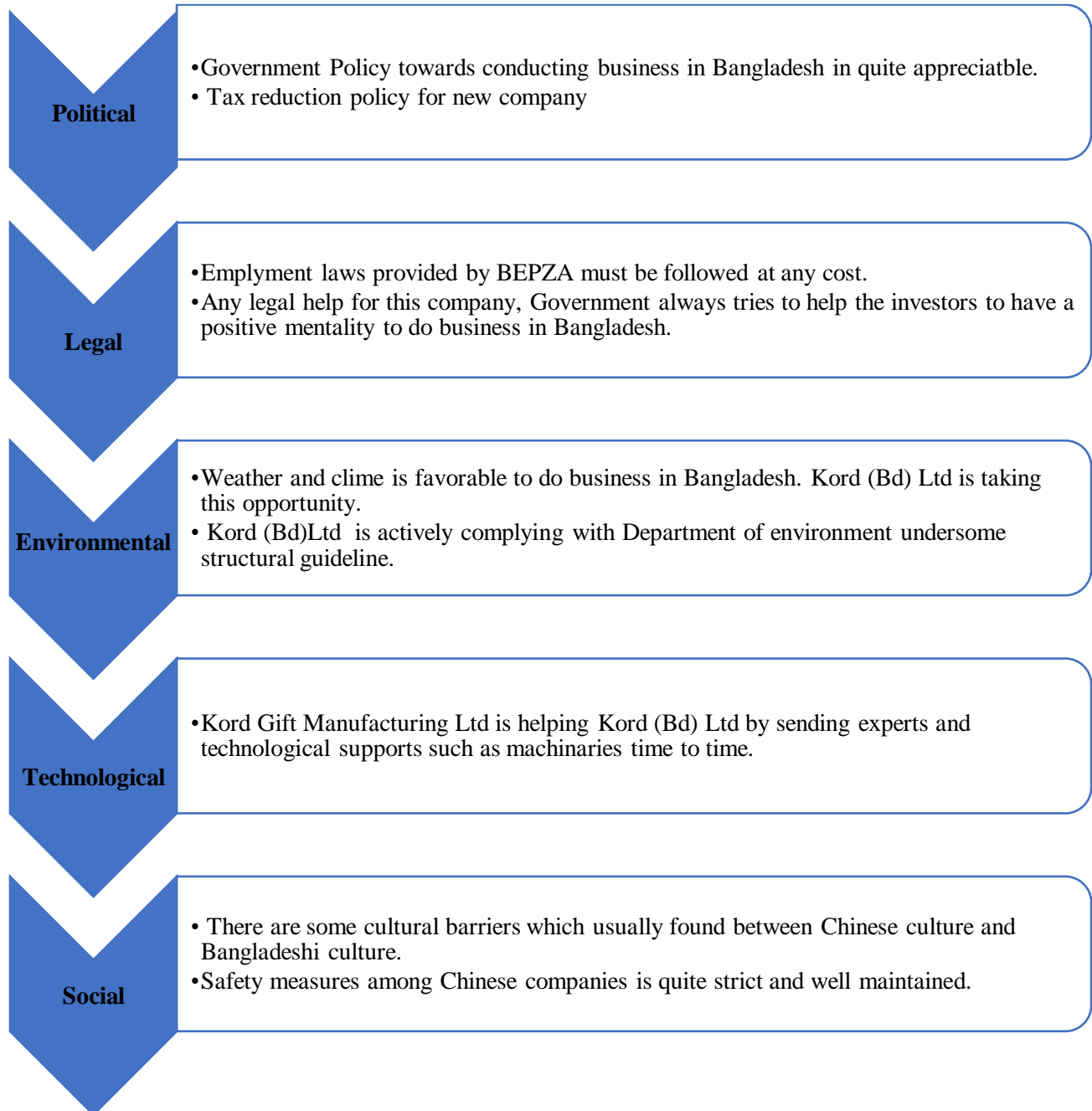


Figure 3.3.2.3: PESTLE analysis of Kord (Bd) Ltd.

### **3.4 Summary**

In pandemic situation like Covid-19, Kord (Bd) Limited is performing well in non-textile industry. As per Porters five forces and PESTLE analysis, the threat and shortcoming of external factors is quite low which is a good opportunity for Kord (Bd) Limited. During the survey, respondents given some raw data that helps to analyze the Kord (Bd) Limited's customer orientation. But the current scenario in global market is not performing well and this might have bad impact on Kord (Bd) Limited.

#### **3.4.1 Conclusions**

To sum up, this report will help the business investors and current companies to estimate the measure in pandemic situation and will help them to understand what strategy need to take on count and how to implement this time to time. Last but not the least, in global pandemic situation businesses are facing some financial crisis and hopefully it will overcome gradually.

#### **3.5 Recommendations:**

Since covid-19 started people are purchasing their essentials from online, and most business are moving their business plan form offline to online. My recommendation will be:

- Extensive online promotions all over the world.
- Pursuing customers to place order time to time.
- Ensuring public health and safety in pandemic situation for uninterrupted production.

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## Appendix



*Dear Sir/ Madam,  
Kindly fill up the answer box with your valuable comments. This questionnaire will use for only academic purposes.*

Question 01: What is your point of view to invite fresh graduates to work with Kord (BD) Limited?

Answer: Fresh graduates can face some problem to adapt with the situations while working here. Providing supervisor in each work to monitor them is time consuming but if they are quick learner then they are good to go.

Question 02: Since Kord (BD) Limited related to the import-export sector, how it contributes to the employee benefits?

Answer: Import & export both related with out sider company too such s freight forward services, CNF, International courier services, carrier shipping company etc. This sector deals with 2/3 companies for each consignment at a time which is a great learning to the employee.

Question 03: What initiatives can be taken to do fight the Covid-19 situation without hampering the production and other managerial activities?

Answer: Talking about managerial activities, we authorized some supervisor to check the output, in the meantime quality inspections is necessary. Time to time body temperature checking, washing hands is a must.

Name:

*Md. Samad Islam*

Signature:





Inspiring Excellence

*Dear Sir/ Madam,*

*Kindly fill up the answer box with your valuable comments. This questionnaire will use for only academic purposes.*

Question 01: What is your point of view to invite fresh graduates to work with Kord (BD) Limited?

Answer: We have to provide them enough data to work with us, some times it is confidential. Most of the time fresh graduates switch their job even if they are dealing with important data. My point of view is neutral.

Question 02: Since Kord (BD) Limited related to the import-export sector, how it contributes to the employee benefits?

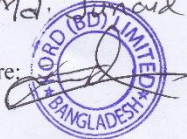
Answer: Those who are responsible in here, they have to deal with NBR, EPB, BEPZA and other governmental authorities. This a great opportunity to not only work with the company but also work with the government authorities.

Question 03: What initiatives can be taken to do fight the Covid-19 situation without hampering the production and other managerial activities?

Answer: From my aspect, the health code providing for our company, is enough to continue the production and managerial activities.

Name: Md. Farouk Salam

Signature:





Inspiring Excellence

*Dear Sir/ Madam,*

*Kindly fill up the answer box with your valuable comments. This questionnaire will use for only academic purposes.*

Question 01: What is your point of view to invite fresh graduates to work with Kord (BD) Limited?

Answer: It will be a great help not for our company but also for the fresh graduates to work in Kord (Bd) Limited. They will learn from the company culture and how to deal with time in heavy pressure. New beginners always come up with new ideas that will also a good sign for company.

Question 02: Since Kord (BD) Limited related to the import-export sector, how it contributes to the employee benefits?

Answer: Maintaining relationship with import-export via Kord (bd) limited, employee can get the total idea about the export related issues, rules & regulation given by the government etc.

Question 03: What initiatives can be taken to do fight the Covid-19 situation without hampering the production and other managerial activities?

Answer: BEPZA already provided some guide lines about the precautions for COVID-19 and our company also took some strict policy such as distance maintaining, wearing safety protections etc.

Name: Md. Faizul Islam Suman

Signature





Inspiring Excellence

*Dear Sir/ Madam,*

*Kindly fill up the answer box with your valuable comments. This questionnaire will use for only academic purposes.*

Question 01: What is your point of view to invite fresh graduates to work with Kord (BD) Limited?

Answer: Because of the factory location, fresh graduate are not likely come here. If they apply here they will know how Hong-Kong based company works here and will show interest to work with us for a long time.

Question 02: Since Kord (BD) Limited related to the import-export sector, how it contributes to the employee benefits?

Answer: Export is the thing which is the earning/ profit source in every export-oriented company. All work kind of same if they learn once.

Question 03: What initiatives can be taken to do fight the Covid-19 situation without hampering the production and other managerial activities?

Answer: Proper monitoring with strict supervision can be helpful to run production at any cost. Beside, health precautions must be taken by all.

Name: MD. SAYED - UL - HAMMUN

Signature





Inspiring Excellence

*Dear Sir/ Madam,*

*Kindly fill up the answer box with your valuable comments. This questionnaire will use for only academic purposes.*

Question 01: What is your point of view to invite fresh graduates to work with Kord (BD) Limited?

Answer: We have to provide them enough data to work with us, some times it is confidential. Most of the time fresh graduates switch their job even if they are dealing with important data. My point of view is neutral.

Question 02: Since Kord (BD) Limited related to the import-export sector, how it contributes to the employee benefits?

Answer: Many things like stuffing, packaging, producing, exporting considered as a big employment sector. Many people earning their livelihood from this.

Question 03: What initiatives can be taken to do fight the Covid-19 situation without hampering the production and other managerial activities?

Answer: Introducing work from home may be a good initiative but our company is completely based on production with the help of workers. We need to fight with this pandemic by maintaining health code, company health code, personal protection etc.

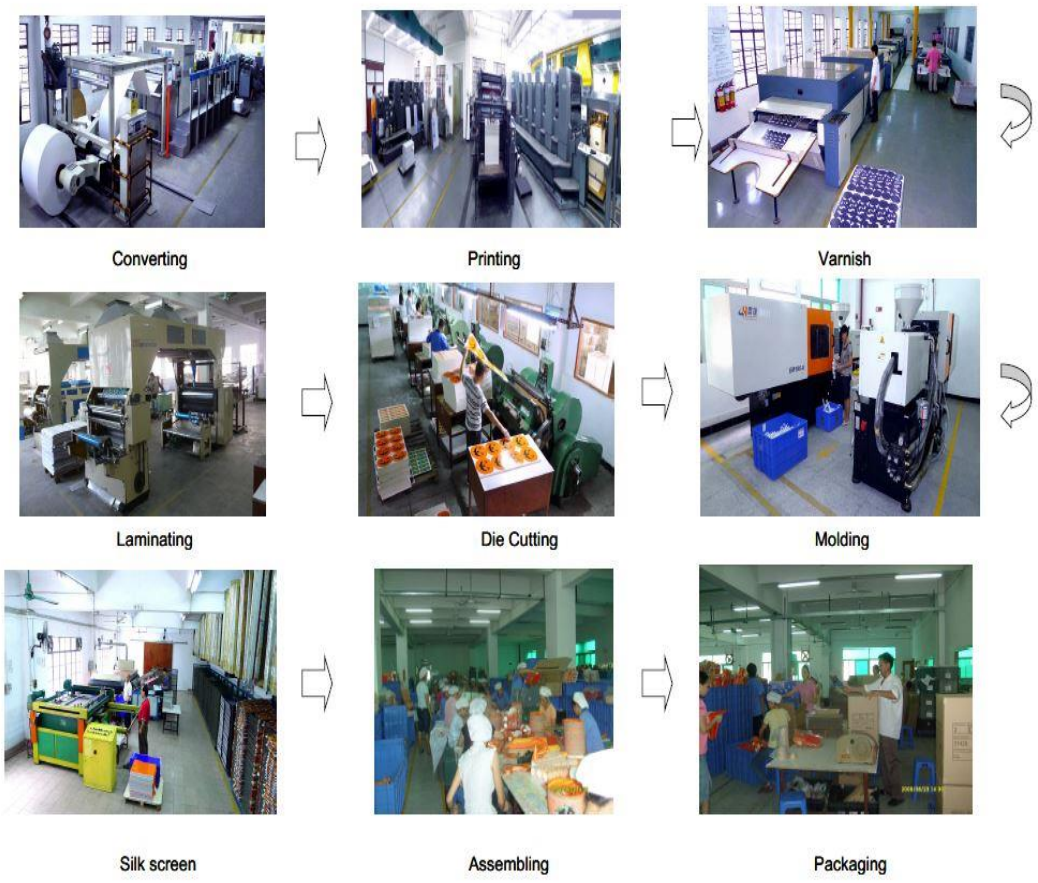
Name: Pranoy Chandra Roy

Signature:



Appendix #1

Production Process



**Figure: Production Process of Kord (BD) Limited**