

Report on

How operational things work at BanglaCAT

By

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ID: 16204079

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

Bachelor of Business Administration

BRAC University

February 2021

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Habibur Rahman

Student Full Name

16204079

Supervisor's Full Name & Signature:

Rahma Akhter

Supervisor Full Name

Lecturer, BBA

BRAC University

Letter of Transmittal

Rahma Akhter

Lecturer,

BBA

BRAC University

66 Mohakhali, Dhaka-1212

Subject: How operational things work at BanglaCAT

Dear Madam,

This is my pleasure to display my entry level position provide details regarding ' How Operational things work at BanglaCAT of Bangla Trac Limited, which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Habibur Rahman

16204079

BRAC Business School

BRAC University

February 25, 2021

Non-Disclosure Agreement

With reference to my request letter dated 5th January 2021 Bangla Trac has organized an internship program for me. They took me as an intern for three (3) months which started on 7th January. The agreement between me, a student of BRAC University and Bangla Trac Limited are given below

1. I must abide by the rules, norms and policies of Bangla Trac Limited
2. After completion of my internship, I shall not have any legal rights and privilege to claim any employment in Bangla Trac Limited.
3. I shall not have any right to divulge any information to any person's or institution or company etc. which may come to his knowledge pertaining to my assignment activities and attachment of works in my organization.
4. In the event of violation of any rules, norms and conduct, the management shall have the right to stop my internship with immediate effect.
5. I am advised to work very carefully maintaining all pre-caution; In case of any accident company will not be liable.
6. I shall have to report to Md.Saddam Hossain- Engineer (Retail Sales) during internship period.

Acknowledgement

An internship in a corporate world like Bangla Trac Limited has been a very great experience for me. Therefore, I would like to express my heartiest gratitude to the almighty Allah for making everything easy and smooth and helping me to prepare my internship report within the given time.

I also would like to thank my honorable faculty and supervisor Rahma Akhter who guided me in proper way. Whenever I faced any problem regarding my report, she helped me a lot to overcome that problem by giving the best solution of it. Moreover, I am also grateful being a student of BRAC University. This institution has enlightened me by growing my confidence level, skills and widen knowledge.

furthermore, I would also like to thank my organizational supervisor Md. Saddam Hossain and the Head of Retails Sales Mr. AL Amin Sarker for supporting me throughout the journey of my internship. They helped me a to gain a better understanding of a corporate world.

Executive Summary

This project illustrates the internship experience at Bangla Trac Limited- Retail sales division as a course of BBA program of BRAC University. This report describes all the learning, experience and outcomes of the internship program while working in Bangla trac Limited. I worked in the Retail sales department at Electric power system that's the reason of my choice the topic "How Operational Things Work at BanglaCAT". There is an overview of BanglaCAT and the activities of EPSD department. The main purpose of the internship report is to provide meaningful information about the operational things of BanglaCAT and its EPSD departments.

In the first chapter, there is a description about my overall internship experience at Bangla Trac Limited. In chapter two there is a description about the day to day operations of BanglaCAT, and also their activities on how BanglaCAT is operating and throughout the country and outside the country.

Lastly, In the finding and analysis part, there is analysis about Operation of BanglaCAT and the EPSD department of BanglaCAT at Retail sales division. The whole report summarizes my 12 weeks internship experience and how operational things work at BanglaCAT is functioning to generate more sales, improve service and acquire and make a strong perception about BanglaCAT on consumer mind.

List of Acronyms

Abbreviations	Meaning
CEO	Chief Executive Officer
CMO	Chief marketing Officer
IS	Information Management

OS	Operation System
CTO	Chief Technology Officer
CFO	Chief Financial Officer
COO	Chief Operating Officer
AGM	Assistant General Manager
IT	Information Technology
ICT	Information and Communication Technology
MIS	Management Information Systems
B2B	Business to Business
B2C	Business to Consumer
C2C	Consumer to Consumer
C2B	Consumer to Business
B2A	Business to Administration
C2A	Consumer to Administration
WTO	World Trade Organization
TV	Television
PC	Personal Computer
3G	Third Generation
VAN	Value Added Network
e-CAB	E commerce Association OF Bangladesh

Table of Contents:

CHAPTER 1 OVERVIEW OF INTERNSHIP	1
1.3 Internship Outcomes	2
2.2 Overview of the Company:	6
2.1 Mission & Vision-	7

2.1.1 Organogram:	7
<u>Products and Service</u>	8
New Products	8
Generators (Gas/Diesel/HFO/Dual Fuel)	9
Diesel Generators	9
HFO Generators.....	10
Dual Fuel.....	10
Machines: (New)	11
Marine Solutions	11
Fork Lifts	12
Service	13
STRENGTHS:	22
Employee recruitment policy:	22
OPPORTUNITIES:	23
THREATS:	23
CHAPTER 3	27
PROJECT PART: How operational things work in BanglaCAT	27
References :	Error! Bookmark not defined.

CHAPTER 1

OVERVIEW OF INTERNSHIP

1.1 Student Information

Name : Habibur Rahman
ID : 16204079
Program and Major/Specialization : Marketing

1.2 Internship Information

1.2.1 Period: Three (3) Months, 7th January 2021- April 7, 2021

Company Name: Bangla Trac Limited

Department/Division: Retail Sales

Address: House # 68. Road #11, Block # H, Banani, Dhaka-1213

1.2.2 Internship Company Supervisor's Information-

Name: Md. Saddam Hossain

Position: Engineer, Electric Power System

1.2.3 Job Scope –

Job Description/Duties/Responsibilities:

- Making quotation for customers
- Communicate with existing and potential customer through phone
- Field visits with customer
- Putting data on excel sheet
- Report creating for the organization
- Making budget for different Seminars

1.3 Internship Outcomes

1.3.1 Student's contribution to the company: Students contribute a good portion to the company during an internship program. During internship period the organization provides a small amount of remuneration, with this company can reduce their cost. Many students work very hard for the betterment of the company. Moreover, some interns share their innovative ideas, which can be very helpful for the betterment of the company.

1.3.2 Benefits to the student: Internship at BanglaCAT can create good opportunities for their Interns. Here Interns can get real life experience at corporate level. Students can gain effective knowledge about corporate life. In BangaCAT there is huge opportunities of networking. Students can gain knowledge about corporate environment they also learn time management. With the help of the supervisor and colleagues' interns can learn different strategies and technics and as well as different skills. Moreover, many organizations offer direct job towards their interns, so it is a nice opportunity for fresh graduates.

1.3.3 Problems/Difficulties (if any faced during the internship period):

I think I was very lucky to work with BanglaCAT. During my Internship period I did not face any difficulties or problems in work place. However, faced some problems to collect some information. My supervisor was very supportive and colleagues are very friendly. The working environment was very good.

1.3.4 Recommendations (for and suggestions to the company on future internships)-

Recommendations for the Company: I would highly recommend BanglaCAT for internship because it offers well facilities towards its Interns. They offer paid Internship, 5 workings day and nice working environment and the most beautiful part of BangaCAT is BanglaCAT provide Transportation facilities towards its interns.

Recommendations to the Company: The company should emphasize their recruitment process.

CHAPTER 2

ORGANIZATION PART: OVERVIEW, OPERATIONS AND A STRATEGIC AUDIT

2.1 Introduction-

a) Objective:

- Provide best quality product
- Provide best service after sales
- Create strong perception about BnaglaCAT into consumer mind
- Maintain high quality
- Positioning a strong band to its marketplace.

b) Methodology:

In order to gather information about my organization I have taken both the help of primary and secondary data.

- **Primary Data:** To get primary data I have asked different employees of my department and also took the help of my department head, so that I can go as depth as possible.
- **Secondary Data:** Here, I have gathered information by visiting different website, articles, news etc.

c) Scope:

I have work In BanglaCAT at retail sales in the division of EPS (Electric Power System). Here, I Have learned how retail sales work at EPS in BanglaCAT. I have also learned how to deal with customers, how to present an offer to our customers for retail sales. I have also learned how to maintain a good relationship with our existing and potential customers over phone calls.

d) Limitation:

There are some problems and difficulties that I have faced while I was making the report those were given below:

- Limited access on my as well as different departments created problem for collecting information.
- Some data was very confidential
- Time limitation

e) Significance:

The significance of doing internship in a corporate place like Bangla Trac Limited is huge. There is a huge opportunity to learn. I have learnt about the machine industry and how they function. I have learned what types of machine is suitable in which place. I have also learned how to deal with corporate people professionally. I have learned how and what type of strategies is followed by my department, this helped a lot to enhance my knowledge. This internship program helped to build networking. It helps a lot to meet professional corporate people which helps a lot to get a job. Moreover, by enrolling into an internship one can get the real-life professional experience. An internship helps to gain knowledge about recent trend and the real situation of marketplace. Therefore, the time management and professionalism can be learned through an internship program.

2.2 Overview of the Company:

Bangla Trac Limited (BanglaCAT) is the authorized dealer of Caterpillar Inc. USA in Bangladesh, and it is one of the largest contributors in the Power Generation and Infrastructure Development of the country. A fortune 100 Company, for nearly a century Caterpillar Inc. has been the world's leading manufacturer of construction and mining equipment, diesel and natural gas engines, industrial gas turbines and diesel electric locomotives

BanglaCAT started its operations from 11th of October 2004 and since its establishment, has been successfully providing unparalleled nationwide service to numerous customers and organizations. The high-level customer service and honesty has made BanglaCAT the largest provider of independent power generation solutions in the industrial sector of Bangladesh. BanglaCAT is also the Largest Electric Power Generation (EPG) Dealer for Caterpillar in Asia Pacific and is among the Top 5 Caterpillar EPG Dealers and is one of the largest Gas Engine dealers globally.

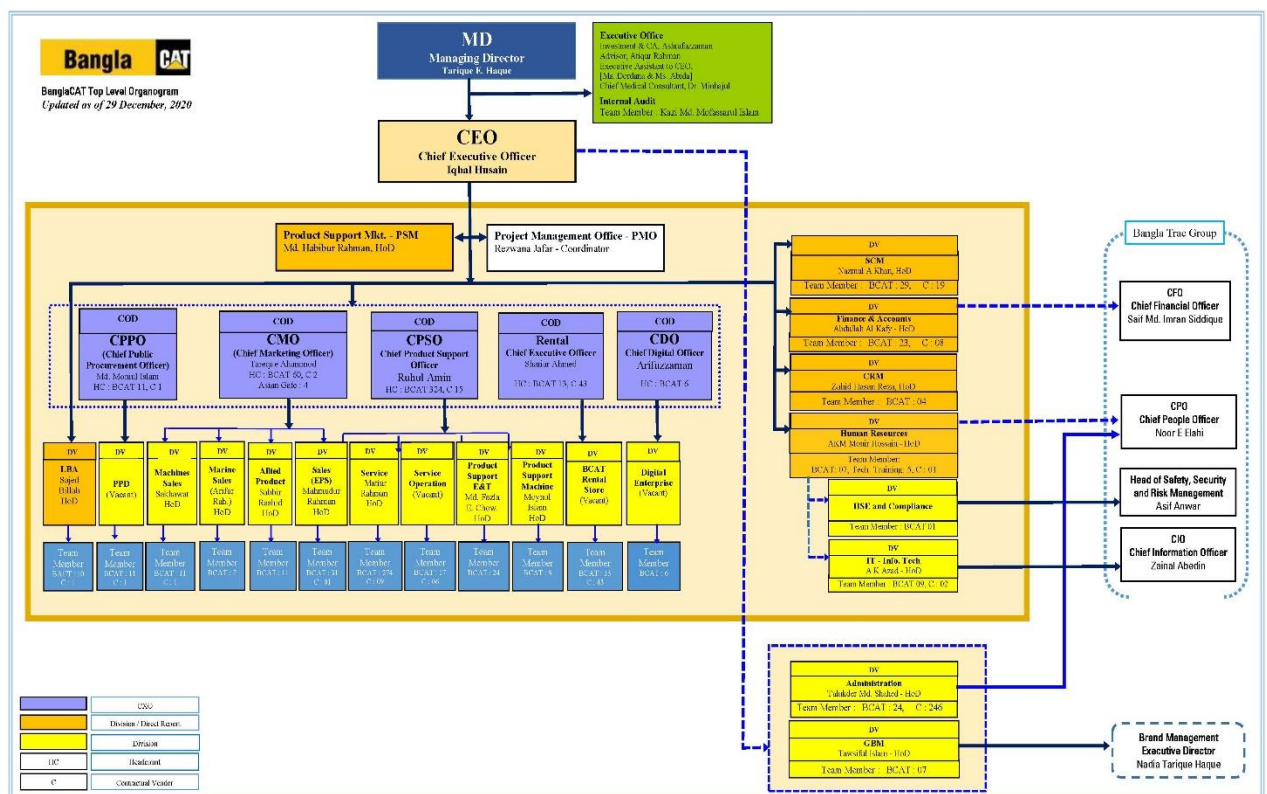
BanglaCAT was founded on the promise of meeting customers' needs with utmost importance, efficacy and sincerity. The company has hundreds of executives, engineers and service personnel who work relentlessly round the clock in order to provide top-notch services and innovative business/ technical solutions to the stakeholders. The company's management prioritizes establishing and sustaining reliable, long-term professional relationships in which the patrons can depend on.

2.1 Mission & Vision-

Mission: We are committed to creating value for our customers through wide range of products and superior services to ensure highest level of customer satisfaction and to achieve sustainable business growth.

Vision: A Dynamic Global Company Driving Stakeholders' Success Through Excellence, Integrity, Humility & People Leadership.

2.1.1 Organogram:



Products and Service

New Products

Wheel Loader K Series features:

- Engine Model Cat® C7.1 ACER™
- Optimized Z-bar Linkage - The new optimized Z-bar linkage combines the digging efficiency of a traditional Z-bar with tool carrier capabilities for great performance and versatility. With parallel lift and high tilt forces throughout the working range you can safely and confidently handle loads with precise control. High Lift versions are also available.
- Work Tools - A new line of optimized Performance Series Buckets, Pallet, and Construction Forks, as well as a wide range of work tools, are available in a Pin-On or Fusion™ Coupler interface.
- Powerful Predictable Hydraulics - The system senses demand, adjusts flow and pressure to match. Working with buckets, forks, and other work tools has never been more efficient.
- Intelligent Power Management - A smooth, step-less electronically controlled hydrostatic transmission provides adjustable power to the ground and superb groundspeed control for fast digging cycles and the flexibility to efficiently perform a multitude of tasks.
- Cab and Controls - Large, spacious cab features excellent visibility to the front and rear, extremely low sound levels and low-effort ergonomic joystick controls so you can concentrate on your work. In cab, adjustments are easy with intuitive controls and an easy-to-read optional display. An optional semi-cab is available.
- Serviceability - Extended service intervals and excellent service access make daily checks quick and easy allowing you to get to work sooner.

Generators (Gas/Diesel/HFO/Dual Fuel)

If you need engines that have an impressive power range and can positively impact on your business, you will want the CAT® family of engines. CAT® Gas, Diesel, HFO and Dual Fuel Generators, within the range of 6.75kVA-18500kVA, are designed with superior quality for unsurpassed reliability and greater durability and allows for an ease of serviceability and reparability.

CAT® Generators are driving some powerful new changes in the way we see our world; all specifications - besides being highly efficient, having low life cycle costs and meeting most global emissions specifications - offer fuel flexibility to burn fuels from the low energy landfill gas or biogas to pipeline natural gas to field gases and in case of liquid fuel. In fact, CAT® gensets are capable to run from crude oil to vegetable oil range up to even 700 cSt of viscosity. This unrivalled quality of the CAT® generators is coupled with BanglaCAT's outstanding 24/7 product support and service.

Gas Generators - Powering Possibilities with World-Class Power

Ranging from 80 KW to 10000 KW and with customizable options to match your power needs, CAT® Gas Generators are easy to select, permit and install. They are optimized for operation in parallel or disconnected from a primary electric utility and are coupled with Factory-sourced containers, heat recovery modules and control systems. Caterpillar's new engine technologies deliver power, heat, or cogeneration with world class electrical and thermal efficiency.

Diesel Generators

CAT® Diesel Generators - Discover power designed for your demands

From 5.4 to 14,800 ekW (6.75kVA to 18,500kVA) of power potential, the highly efficient CAT® Diesel generators have been Field-proven in thousands of applications worldwide. Their industry leading mechanical and electrical design and motor starting capabilities help them remain matched to the performance and output.

HFO Generators

Bangla Trac Limited being the partner of Caterpillar Motoren GmbH & Co. KG widely known as CM or MaK; is having state-of-the-art manufacturing facilities in Kiel and Rostock in Germany. CM manufactures low emission high efficiency liquid fuel (LFO, CRO & HFO up to 700 cSt) fired gensets ranging from 2.5 MWe to 14.4 MWe each, especially for the Power Market to meet the worldwide demand of electricity and combined heat & Power (CHP) solutions. CM gensets are available in 500 & 750 rpm for 50HZ and 600rpm for 60Hz. The versatile genset design allows variety in cooling systems, wide liquid fuel range, transportability into remote places, ease in maintainability and overall profitability. CM gensets are built to meet the emission levels of World Bank regulations.

Dual Fuel

CM Dual Fuel Fired engines eventually can burn natural gas up to 99% volumetric with 1% Diesel pilot injection at full load. These gensets are also manufactured in the facilities of Caterpillar Motoren GmbH & Co. KG in Kiel and Rostock, Germany. Only CM 340mm and 460mm bore Vee engines are now available for this type of combustion variety. Caterpillar 3500 series diesel fired genset from Lafayette, USA is also having the convertibility to dual fuel technology whereas it is limited to minimum 30% Diesel pilot injection & remaining 70% Natural gas for combustion at 100% load. These dual fuel generators are available in 500/600/750/1200/1500 rpm and 50/60 Hz. Caterpillar also does the dual fuel conversion for used CAT® liquid fuel genset as an aftermarket care provision with conversion kits. CAT® provides warranty for the aftermarket conversion subject to diligent performance tests and workmanship. Also, these gensets meet the World Bank emission regulations. Bangla Trac Limited is having the capability for providing the engineering & after sales support for this type of mixed fuel application and conversion for both electricity generation and Combined Heat & Power (CHP).

Machines: (New)

CAT equipment sets the standard for the industry & is noteworthy for its high-level of productivity. The success of the customer's business is what drives the design and manufacture of every piece of equipment in the product line. As a total solutions provider, BanglaCAT Machines Business Group offer more than 300 pieces of rugged and reliable equipment and over 35 types of work tool attachments for industries like heavy & general construction, mining, forestry, paving & landscaping. Our extensive equipment line includes hydraulic excavators, wheel loaders, track-type tractors, backhoe loaders, paving equipment, work tools & many more. We know that with CAT® machines, you'll move more and make more, and we further ensure that you get • the right equipment at the right time to meet all your business needs • greater fuel efficiency • higher production • everyday dependability • the competitive edge you need & want • the highest level of product & support service • access to all the required and relevant CAT® parts in the industry

No matter what part of the country you are in, we can provide a wide selection of CAT® machines for sale, as well as quality "used" construction and mining equipment to help you accomplish your job. Our CAT Certified Used machines are reliable, yet, affordable alternatives to the new CAT® machines & engines we have. In fact, our large selection of used equipment allows us to offer you something within any budget. Besides reliability & affordability, another advantage of these used equipment is that they've all been maintained & serviced as per CAT® guidelines & standards. All our CAT Certified Used machines are high quality machines and achieves the "certified" status after undergoing a rigorous 140-point inspection. With our many years of experience with CAT® equipment and specialization in CAT® products we guarantee that purchasing used equipment from us will be your best option.

Marine Solutions

Caterpillar has the industry's largest range of marine engines that ensure maximum reliability and efficiency. Manufacturing both the CAT® and MAK brands, the CAT® Marine power system is committed to meet customer requirements regardless of their vessel or location, Every CAT® marine engine comes with over 75 years of experience in augmenting productivity and versatility, and results from the industry's leading technology and expertise. As a part of marine solutions, we have a world class product line of high and medium-speed propulsion engines for commercial, ocean-going and pleasure craft applications ranging from 280 to 7577 BHP (209 to 5650 BKW). These engines offer superior performance besides meeting all international requirements. Caterpillar also has auxiliary engines-ranging from 292 to 7268 BHP(218 to 5420 BKW) and power Solutions (Genset) for the output range of 10 KVA to 6050 KVA(10 KW TO 4840 KW); these combine proven designs and manufacturing

methods with the latest technology to deliver more power and greater efficiency and offer enhanced monitoring.

Fork Lifts

CAT® Lift Trucks offer a complete range of durable lift trucks designed to handle material handling applications. With a dedicated focus on quality, reliability & customer service, CAT® lift trucks: have been designed to increase productivity and minimize downtime, are equipped with spacious operator compartments for low-effort operation, and have industry-leading features such as fingertip controls, an advanced operator, Presence Detection System (PDS) and informative displays. The low maintenance costs along with extended service intervals, warranty options, and industry-leading dealer support programs make CAT® lift trucks an ideal choice for any business.

Caterpillar's best-selling forklift models, DP30N and DP50N, have been specially designed to meet the demands of industries and businesses that require heavy duty, good quality-machines. These pneumatic tire lift trucks have an engineered design that delivers top horsepower and performance that makes for exceptional productivity; whether it's handling industrial materials or shipping products on a tight schedule, these internal combustion pneumatic tire lift trucks work long and hard to get the job done! In fact, every CAT® lift truck model in this series meets or exceeds stringent U.S. Environmental Protection Agency (EPA) standards for reducing carbon monoxide, hydrocarbons and nitrogen oxide emissions while delivering the power needed for heavy-duty performance. CAT® lift trucks also include a durable frame, powerful masts with dependable performance and a highly efficient system - robust engines that run smoothly and quietly.

Parts and Service

The unsurpassed quality, competitive prices, quick availability and warranty of the CAT® Parts we provide are your optimum quality options. From fluids to filters to lube oil to complete components like engines, the BanglaCAT Product Support Team has everything you need to increase your returns on investment. Our highly trained service personnel and engineers, specialized workshop, and specially customized services have been organized to offer you with comprehensive solutions round the clock through one-point-contact solution. We offer a complete range of genuine CAT® spare-parts and service kits at competitive prices with one-year warranty. We also maintain a parts inventory that stocks almost every spare part you may need. Besides keeping in stock almost any CAT® parts that you may need, we maintain over 6,000-line items to 10,000-line items in our local inventory and are committed to fulfilling most of our parts orders in the shortest span of time; no other company has this dedication, resources, and customer focus for getting the right parts for your equipment. We also have a 24/7 online parts ordering provision that is supported by the Caterpillar Logistics Services. With direct access to the Caterpillar Network, latest technical information, product update and expertise, we have all that it takes to provide you with your required CAT® parts.

Service

BanglaCAT, being the authorized dealer of Caterpillar products, is committed to providing industry-leading customer service that is delivered by a team of experienced and reliable engineers and service personnel. As a company, it puts its customers' needs first with one of the most comprehensive customers support and care programs in the business today.

Hundreds of highly skilled engineers, and scores of competent technicians, managers and support staff work relentlessly round the clock to boost every aspect of your engine and equipment's productivity. Our service team is available for on-site and emergency services 24 hours a day, seven days a week, and is under constant training to update themselves. Each of our teams have access to a comprehensive library of technical data, manuals and bulletins and are equipped with special purpose Caterpillar tools and computerized diagnostic equipment to provide fast, accurate troubleshooting, and repair support and solutions. Because we value

Customer Success and Satisfaction, we provide unparalleled nationwide product and service support through our 24/7 Service, and our well-maintained fleet of Service vehicles and delivery vans, and through our nationwide Service Satellite Stations (SSS). Be it anywhere and anytime, we are always ready and happy to walk an extra mile for supporting our customers' interests and for safeguarding their investments.

2.2 Management Practices:

2.2.1 Empowering Organization's Staff:

Bangla Trac Limited provides increment after 1 years to its employees as well as promoting the employees based on their performance and progress towards the company. It also inspires employee to think out of box. Employee who are hard worker, dedicated are promoted quickly. It also provides vacation on govt. holidays. Moreover, it inspires to think creative. Moreover, different functions are also arranged to make fun and motivate employees to work efficiently.

2.2.2 Training Facility:

Bangla Trac Limited also make the arrangement to train their employees, so that they can provide their best towards the organization. Different training session and seminar are held to train the employees. Through those seminar and training arrangement employee can lean practical issues. Employees can understand how to deal with a difficult situation and how to solve a problem effectively and efficiently.

2.2.3 Introducing new technology:

As BanglaCAT is a machine industry it always looks for new technology and new innovation. All the employee of BangaCAT are the user of the most update technology, they all have update computer, printer, mobiles. Moreover, In BangalCAT there are other 3 software named LOWSON, WORK O POLO SMART OFFICE and M3 SALES AUTOMATION. This 3 software make all the task convenient towards the employees of BanglaCAT.

2.2.4 Hold Meetings:

In my department retail and sales, I have found that meetings are held every day before starting the work. Where employees present their previous work and make a blue print for the day.

2.3 Marketing Practices-

2.3.1 STP Analysis-

i) Segmentation-

Demographic Segmentation:

Income: 10 million\$ - 100 million \$

ii) Targeting-

BanglaCAT targets the all renowned companies, Bank, Universities, Government and new companies as well. As BanglaCAT is a famous Brand for Machine and for this reason the BanglaCAT charge higher prize compare to other brands and for this reason they target those organization or individual who really can afford BanglaCAT products.

iii) Positioning-

As Bangla Trac Limited is runs B to Business, so here do not have any advertising or celebrity endorsement or Brand ambassador. However, BanglaCAT arranges different trade fair for example US Trade show, DIFT fair, Directory Add etc.

2.3.2 Distribution Process of BanglaCAT

➤ Manufacturer → Deller to → Customers.

BanglaCAT is the only authorized Diller of CATERPILLER. BanglaCAT brings machines directly from the manufacturer and after that the customer buy from the Diller

2.4.5 Promotion-

For promotion purpose BanglaCAT follow some steps, BanglaCAT provide newspaper add, Billboard add, Social media Facebook, LinkedIn etc. Moreover, BanglaCAT also participate in different fair for example DTG fair. Therefore, arranging different kinds of seminar and campaign are also used for the promotion of BanglaCAT.

2.5 Financial Performance & Accounting Practices-

In 2019 BanglaCAT earned a revenue of 520 core BDT. Due to COVID 19 in 2020 they had earned revenue around 460 core BDT and they have made an estimate that by the year of 2021, BanglaCAT will earn a revenue of approximately 550 core BDT. Here, from the revenue around 35 % to 40% is the gross profit margin and the rest 60% is the cost of goods sold. And their net profit margin is around 8 to 10 %. The accounts and finance department also has to keep the accounts of VAT and Tax. This helps to make a clear record of their everyday transaction. The transactions which are happened with customers are basically through different bank, pay order, and also through cheque. When a deal is finalized the customer gives BanglaCAT an order work. After getting the order work in hand BanglaCAT asks for payment. Then the customer pays the bill through bank. After getting the money the finance department of BanglaCAT gives an approval to the Warehouse of BanglaCAT to release the product to its buyer. After that the finance and accounts department prepare a report of all the transactions and the final report is directly submitted to the Finance manager for evaluation.

2.6 Operations Management and Information System Practices:

2.6.1 Operations Management:

OM or Operations Management is the administration of business practices to create the highest level of efficiency in an organization. It helps to convert materials and labor into goods and services. It mainly involves:

Planning: Planning refers to a blueprint of the overall process of an organization. Planning includes the supply of raw materials, transportation, raw materials, the overall strategies, labor etc. In terms of BanglaCAT the planning process is very smooth which includes what type of machines will be brought, their quantities, location to keep those machines etc.

Scheduling: It refers the time frame. It helps to ensures to complete the task within the given period of time. Scheduling includes monitoring whether the machinery, labor forces, production materials are available or not. So that an organization continue their daily process.

Organizing: Here includes all the necessity activities that are require to overcome problems and achieving organization objectives and goals.

Purchasing: It is an important part for an organization. Before purchasing an organization should concern about from where, they should purchase raw materials, which suppliers are providing best raw materials, from where they get raw material in a lower price. Soo that an organization can continue its production process.

Controlling: Here involves the assurance of the actual performance in accordance with the performance which had planned. Here, an organization compare actual factors with planned factors. Therefore, the most important factors under controlling are cost, maintain quality etc.

Quality Control: Quality control is basically monitoring the quality of finished goods. It is a test of the produced goods about whether the produced products are perfectly produced or not.

Inventory Control: For an organization inventory control is a very important part to focus on, because if any business has a huge inventory then it profits will be lower. Moreover, keeping inventory is an additional cost and expensive too. So, it should be controlled.

How Electric Power system function at BanglaCAT: During My internship period I have worked in this department. This division basically deals with retail sales. Here we sell GAS and DIESAL Generators. The first task of this EPSD department is to finding the

customer's and short out the customers requirements. After that the department starts to communicate with those customers. Then we make equation for the customers. In that quotation customer can find necessary information about the technical aspect of that particular product, the price, terms and condition etc. If customer agree with the equation then we EPSD send the design team to the site of the customers where the Machin will be installed. After that there will be another meeting with the clients where the client can negotiate with us for some price reduction. sometimes EPSD give discount to its customers. Then the deal finalized. After that the EPSD collect money from the customers. If everything ok then the finance gets and confirmation from EPSD about payment. Then finance team give order to the warehouse to provide the machine to the customers. Another thing there is a telecommunication team in EPSD department. Through them EPSD communicate with all their existing and potential customers. Ask the if there is any service need or not or is there any future requirement for the customers.

2.6.2 Information System: In formation system basically refers both the combination and hardware and the software to collect, analyze, filter, and process data which helps an organization to perform efficiently.

Hardware: Hardware means is any kind of physical device that help us to work first. BanglaCAT provides computer, printers, laptop and SIM card for the employees to work effectively and efficiently

Software: BanglaCAT use some highly sophisticated software for their organization. Those softwires enable employees to work smoothly.

Measuring data: BanglaCAT use and analyze different kinds of data for its overall work.

Human Resource: Human resource are those people or employee who perform their daily task on the behalf of the organization, like operation, production, communication, management etc.

Process: Process refers how a thing operate and which way in order to reach to a final end. Process is the system by which one can achieve a particular end. All of these functions help to collect, filter, process, create and distribute data.

2.7 Industry and Competitive Analysis:

2.7.1 Machin Industry Analysis:

The machine industry of Bangladesh paying a huge contribution in the infrastructure and construction development. The role of Machin industry is getting higher day by day. There are many local and foreign competitors in in machining industry for example Toyota, Eddison Group, Cross Word, Cultimax, EnergyPac and many more. Therefore, Energypac in one of BanglaCAT big rivalry. In terms of all government project The Energypack is the market leader. Around 80 % work of government done by Energypac. If we talk about the substation the Energypac hold around 78 % market share. On the other hand, BanglaCAT hold around 75% share in terms of gas and desal power generation sectors. other competitor s is hold 18 %, 25% ,28% in different sectors respectively. BanglaCAT started its operations from 11th of October 2004 and since its establishment, has been successfully providing unparalleled nationwide service to numerous customers and organizations. The high-level customer service

and honesty has made BanglaCAT the largest provider of independent power generation solutions in the industrial sector of Bangladesh. BanglaCAT is also the Largest Electric Power Generation (EPG) Dealer for Caterpillar in Asia Pacific and is among the Top 5 Caterpillar EPG Dealers and is one of the largest Gas Engine dealers globally.

BanglaCAT was founded on the promise of meeting customers' needs with utmost importance, efficacy and sincerity. The company has hundreds of executives, engineers and service personnel who work relentlessly round the clock in order to provide top-notch services and innovative business/ technical solutions to the stakeholders. The company's management prioritizes establishing and sustaining reliable, long-term professional relationships in which the patrons can depend on.

2.7.2 SWOT Analysis



STRENGTHS:

Every organization have some strength. With the strengths an organization do their work effectively so that the organization can reach its goal. Some strength is given below:

Best quality products: BanglaCAT's product is one of the best product in machine industry around the world.

Service: their service facility is very good. During sales and after sales BanglaCAT provide satisfactory service towards its customers. BanglaCAT always maintain a good relationship with customer and always take information from its customer whether the customer fare facing any problem with BanglaCAT products. If BanglaCAT finds any problem from customer BanglaCAT do its best to solve the problem as soon as possible.

Employee recruitment policy: BanglaCAT follow very effective recruitment strategy. The hire employee from varies reputed public and private university's student who are done with their undergraduate or Master's degree. Students who are very sincere and technically advanced candidates are hired by BanglaCAT.

Work environment: BanglaCAT provide very convenient and friendly work environment for its employees. They have all the amenities for the its employees.

WEAKNESSES:

Pricing:

Weaknesses are negative internal segments. BangalaCAT has also some weakness, and the main weakness is the pricing of the products. During my internship program I have found that while we went to our customers with product quotation and offer him the product, after watching the pricing the customer sometimes are not ok with the price, it sometimes a long time to negotiate.

Lack of Media presence: In today's media is one of the most important part, in order to create awareness, promotion and other staff we a company need the presence of social media. However, BanglaCAT is not so much active in social media.

OPPORTUNITIES:

Opportunities help to grow more.

More media presence: In this digital era the more the media presence the more a company will rise. More media presence can help BanglaCAT to gain more awareness.

Affiliation: keeping affiliation with different universities BanglaCAT can spare its network, by arranging different seminars events, case study competition.

South Side: Bangla CAT have huge opportunities to spare its business in south side of our country. If the transportation system is fine then it will be a great opportunity for BanglaCAT

THREATS:

Local competitor: Threats of local and foreign competitor is high for BanglaCAT.

Pricing level: As the products of BanglaCAT is much higher than others competitor, so it's an opportunity for the competitor and a threat for BanglaCAT.

2.7.3 Competitive Analysis of BanglaCAT

Porter's Five Force analysis:



➤ **Threat of new entrance: Low**

As BanglaCAT is a Machin industry there need huge, capital and also new technology and innovation. In terms of production differentiation, pricing, strategies it is not very easy task for a company to compete in this Machin industry. There need to take high challenges, mentality of taking pressure and also different rules of government can create barrier to enter into this industry. So here, the threat of new entrance for BanglaCAT is low.

➤ **Industry Rivalry: High**

If we talk about BanglaCat's Rival in Bangladesh ACI Motors and SANY is the most competitive rival which exist in market. However, other companies like Energypac, Cross Word, Cultimax, Eddison Power, Toyota, etc Comparing the quality of Bangla CAT's Product to other is good qualified. On the other hand, considering the price the rivals are getting the market mostly from the CAT. So, comparing existing market for this industry the threat of rivals is high.

➤ **Threat of Substitutes: High**

We all know china capturing a huge share of their products in different countries. However, For Bangla CAT the Substitutes are the China suppliers. As the trade barrier are getting easy day by so the foreign vendors are growing their competitiveness in different marketplace. Due to lower price strategies and better quality chinses substitute products are creating demand on Bangladeshi marketplace. So here, the threat of substitutes is high.

➤ **Power of Supplier: Low**

There are many organizations in our country who purchase their products from different Machin providers. Providers in predominant position can diminish the edges Caterpillar Inc. can acquire on the lookout. Ground-breaking providers in Industrial Goods area utilize their arranging capacity to extricate greater costs from the organizations in Farm and Construction Machinery field. The general effect of higher provider bartering power is that it brings down the general productivity of Farm and Construction Machinery. So here the bargaining power of supplier is low.

➤ **Power of Buyer: High**

In our country Bangladesh there are some other rival companies, if we talk about the price and quality then the buyers have different options to choose. So here the power of buyer is high.

2.7 Summary and Conclusions-

Bangla Trac Limited (BanglaCAT) is the authorized Diller of CATERPILLER company. It is very big reputed organization and has a huge contribution in machine industry. With different technology and innovation and research BanglaCAT has taken itself in very high level. They work hard to provide best quality product and service to its customers. They are promised to provide its customer the best level of satisfaction by ensuring them the most modern quality products and service.

2.8 Recommendations-

Bangla Trac Limited should maintain strong relationship with its existing and potential customers. However, BanglaCAT should maintain their product quality and also and service. BanglaCAT should go with new pricing strategies so that they can compete with its competitor more efficiently. It should engage in different social welfare activities and also should make a good social media presence. And should focus on more promotional activities. Therefore, it should continue its business with honesty, integrity and trust.

CHAPTER 3

PROJECT PART: How operational things work in BanglaCAT

3.1 Introduction-

Background: This internship report is a requirement for the BBA program of Brac University. The main aim of this report is to give the student a real-life experience.

The purpose of this report is given below:

- To gain knowledge about the Machin industry of Bangladesh
- To compare real scenario of corporate life with the lessons learnt in the Brac university life.
- To achieve organization knowledge in depth and how they function
- And lastly to fulfil the Brac university BBA program.

In order to complete the undergraduate program of Brac university, it was required to complete the internship program as a course carrying 4 credits according to the university policy and agreement. In this internship report, the research is done based on individual analysis and finding out the gaps while working in the organization BanglaCAT. This report is incorporated with the theoretical knowledge with real life work experience based on the topic of How operational thing work at BanglaCAT.

Objectives: From my point of view, this report will help to see the reflection of my work as an intern at BanglaCAT. During my internship period at BanglaCAT, I had the opportunity to mix with different people and also find out the people I gathered are shared during this study

on the side of hypothetical collaboration. The report is focused on the operational things of BanglaCAT. So, the objectives are listed below.

- Found opportunities to connect with different corporate level people.
- Learnt how to deal work with professionalism.
- Learnt in better understanding and operation and function of a company.
- Got the real tase of corporate life
- Learnt problem solving strategies and time management.

Significance: This internship report is an overall overview of what I have experienced and learnt during my internship period. As I have gone through for different kinds of primary and secondary data, for this reason I have gained a better understanding of the operational things in BanglaCAT as well as how my department EPSD work in BanglaCAT.

3.2 Methodology:

In order to make this internship report I have tried as much as possible to gather information about the Machin industry of Bangladesh as well as the information of BanglaCAT. I have work with primary data as the research methodology

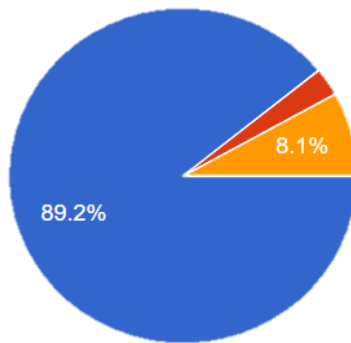
Primary Data: I have collected primary data during my working period in Bangla Trac Limited through my practical experience, interview of different employees, survey and experiments.

3.3 Findings and Analysis-

During my internship period at BanglaCAT I have learnt a lot. I have founded different types of information which are very essential for a power generation industry. I have learnt

management style of BanglaCAT, their operation process, their overall functionality etc. Due to some limitations like time, confidential data, some information cannot be gathered. However, the operational things of BanglaCAT Like their business process, supply chain, management process, recruitment, strategies, are well furnished. some more effort can take BanglaCAT to its pick. Therefore, here are some findings given below

- Lac of promotional activities, and media presence
- Sisters concern of BanglaCAT which are related with the official work of BanglaCAT response slowly, which hampered the official work of BanglaCAT
- Quick response problem of customer quire
- Suggestion for customer abut machine
- Customer information is not as well organized as needed
- Few exiting customers are not cooperative with telemarketing services.

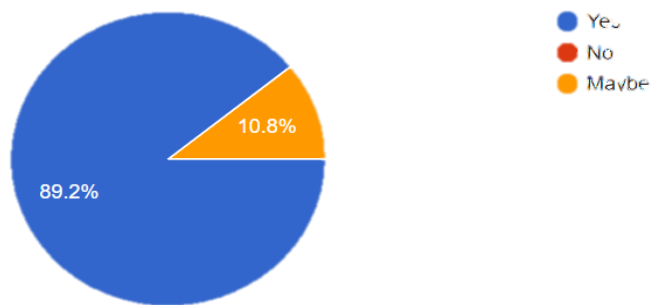


1. Does pricing strategies keep a huge impact on Machin industry?

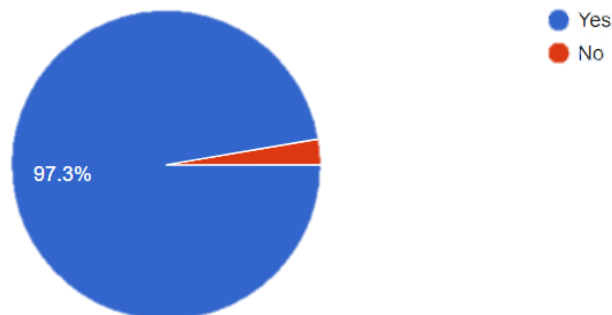


2. Quality and customer satisfaction should be the main priority of BanglaCAT?

2. Does Quality of BanglaCAT influence buyers Purchase decision?



3. Will a systematic operational process can take BanglaCAT one step ahead?



4. Does after sales service in an important attribute for Machin industry like BanglaCAT?

3.4 Summary and Conclusions-

Company like BanglaCAT work hard to provide customers best products. Despite have a huge competition I marketplace BanglaCAT doing their best to have and create customer. They are taking different innovative strategies and adapting with all new technology to compete. Although there are some limitations the company still one of the best Machin or power provider in our country and around the world. Their operational thing works very effectively and for

that BanglaCAT is taking different steps so that they can create a strong position in our country. All the department of BanglaCAT are focusing on the operation and evaluate them. Especially in my department Electric power System Division working very hard to make its operational task more effective and efficient. If it continues then then short period of time BanglaCAT will be the best machine supplier in our country.

3.5 Recommendations-

BanglaCAT is widely known as an international organization and they always maintain their operations similarly to its alternative global aides BanglaCAT holds accountable for implementing it correctly that supplies its staff to build a perception of the condition in zones wherever it will build the best progress. As an intern, I got to experience the diversified work environment. They are highly committed to provide their customer the best quality products and services. Therefore, BanglaCAT can increase their promotional activities and media presence to reach more customer segment and create strong perspective. A proper deal and communication with Sister concern can reduce the problem which hampered the official work of BanglaCAT. However, BanglaCAT can make a quick response team in order to increase more customer satisfaction. BanglaCAT can provide suggestion towards their customers to choose their suitable product which will help to build trust on BnglaCAT. A well-organized customer data can help BnaglaCAT to work more precisely, therefore can take this step. Besides providing telemarketing service banglaCAT can provide customer by direct field visit, arranging different seminar where customer can talk directly with BangaCAT about their problems. And Lastly, BanglaCAT can work on their pricing stratigies in order capture more market share.

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