

Report on
A study of the sales process of AI Polymer

By

Abid Islam
ID: 16204048

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

Brac Business School
Brac University
June 2021

©2021. BRAC UNIVERSITY
All rights reserved

Declaration

It is hereby declared that

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

Student's Full Name & Signature:



Abid Islam

16204048

Supervisor's Full Name & Signature:

Supervisor Full Name

Designation, Department

Institution

Letter of Transmittal

Mr. Md. Shamim Ahmed

Lecturer

BBS

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

This is my pleasure to display my entry level position as an Intern in the Sales & Administration department of A-1 Polymer of Anwar Group of Industries Ltd.

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

I trust that the report will meet the desires.

Sincerely yours,



Abid Islam

16204048

BRAC Business School

BRAC University

June 09, 2021

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between (Anwar Group of Industries Ltd) and the undersigned student at BRAC UniversityAbid Islam.....

Executive Summary

This Internship report is a part of my completion of the academic program at BBS and writing this report has helped me gain valuable experience and practical expertise which I believe will contribute to my career. For this report I have chosen Anwar Group of Industries Limited (AGI Ltd.) as the concerned organization and this report is based on my two months of employment as an intern at A1 Polymer in the Sales Administration department. This report is titled “Sales process of A1 Polymer” and its purpose is to provide an understanding of the sales strategies followed by A1 Polymer and help me to gain an insight into all other operations that are involved in the sales process. All the data used for this report was collected either through practical experience from working at the organization or from secondary sources. Anwar Group of Industries is a leading conglomerate in Bangladesh with divisions such as Anwar Cement Ltd, Anwar Ispat Ltd, A1 Polymer e.t.c. Out of all these sub companies A1 Polymer is particularly important as it is one of the leading players in the pvc pipe production industry. It started its operations as a upv product manufacturing and selling company after having been registered in 1978. Other than focusing on the sales strategies of this company , this report also touches on other functional units of this company such as operations, management, marketing, finance & accounting, and performs a brief analysis of this company’s financial performance.

Table of contents

Chapter 1	
Overview of Internship	1
Internship Information:	2
1.2.1 Period, Company Name, Department/Division, Address	2
1.2.2 Internship Company Supervisor’s Information: Name and Position	2
1.2.3 Job Scope – Job Description/Duties/Responsibilities	2
Internship Outcomes:	3
1.3.1 Student’s contribution to the company	3
1.3.2 Benefits to the student	3
1.3.3 Recommendations (for and suggestions to the company on future internships)	3
Chapter 2	5
2.1 Introduction (Objective, Methodology, Scope, Limitation and Significance)	5
2.2 Overview of the Company (Background, Mission, Vision. Core values & strategic objectives)	6
2.2.1 Background	6
2.2.2 Organogram of Anwar Group	7
2.2.3 Mission	7
2.2.4 Vision	8
2.2.5 Core Values	8
2.2.6 Organizational Structure	9
2.3 Management Practices	10
2.3.1 Training and recruitment process	10
2.3.2 Open communication	10
2.3.3 Fairness to employees	11
2.3.4 Employee recognition	11
2.3.5 Focus on team effort	11
2.4 Marketing Practices	
Sales promotional strategies	
There are five strategies for promoting sales by A1 Polymer	12

2.5 Financial Performance & Accounting Practices	13
2.5.1 Financial statements for 2017, 2018 and 2019 of AGI Ltd.	14
2.5.2 Statement of Financial Position for the years 2017, 2018, & 2019 of AGI Ltd.	15
2.5.3 Interpretation of Financial Ratios	16
2.5.4 Accounting Practices followed by AGI Ltd.	17
2.6 Operations Management and Information System Practices	20
2.6.1 Operations Management	20
2.6.2 Information System Practices	21
2.7 Industry and Competitive Analysis	23
2.7.1 Industry Analysis	23
2.7.2 Porters 5 forces	23
2.7.3 Competitors Analysis	24
2.7.4 SWOT Analysis	25
2.8 Summary and Conclusions	28
2.9 Recommendations	28
Chapter 3 “Sales Process of A1 Polymer”	29
3.3 Findings and Analysis	31
Departmental Structure	31
How Sales takes place	31
The Sales Process	32
Middlemen Selection	34
My experience while working for A1 Polymer in the Sales Administration department	35
Summary and conclusions	36
Recommendations	36
References	37

List of Acronyms

AGI Anwar Group of Industries

Chapter 1

Overview of Internship

1.1 Student Information: Name, ID, Program and Major/Specialization

Abid Islam

16204048

BBA

Marketing Major

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

Internship Period: February 10, 2021 to April 9, 2021

Company name: Anwar Group of Industries

Department: Sales & Administration

1.2.2 Internship Company Supervisor's Information: Name and Position

Md. Abdur Razzak

General Manager, Sales & Marketing

E-mail: abdur.razzak@anwargroup.net

1.2.3 Job Scope – Job Description/Duties/Responsibilities

- Working closely with the General manager and assisting other staff members with other department related tasks.
- Data entry and documentation related to sales records.
- Observing and carrying out sales process
- Sorting and filing Sales invoices

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company

Initially I photocopied bank cheques and other documents for the sales executives. Later on, I sorted Bank cheques for the sales executives so that if needed it could be taken into the bank or input into the Tally software. If any sales executive was not present, I answered dealer phone calls and informed their problems/queries to the sales executives, side by side I had to carry periodic sales order reports to the managers. Sometimes, I was given the work to input the debtors' details on Tally and also sorted debtors PIN according to their account details on Bank cheques.

Furthermore, I was involved in overseeing Bank statements and whether funds have entered into the accounts recorded into the Tally software.

1.3.2 Benefits to the student

As I started working as an intern, I realized that a job is not only a job it comes with many duties and responsibilities, and I believe that I have partly become more responsible in case of managing time and coordinating with the other office employees. I also observed certain things such as how a marketing executive operates in the field, how a sales executive takes an order via mail/phone from the dealer parties and how overdues and outstanding amount is adjusted in the account books of the dealer party.

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

- Salary and other fringe benefits could be improved for the employees which will result in employee motivation to work harder and also attract more suitable people which will help in increasing the overall image of A-one Polymer in the building materials industry.
- Pricing at A-one Polymer is quite high compared to its core competitors thus most customers are low/mid income level. If the factor is looked closely and pricing is improved, new customer segments could be grabbed by A-1.
- The software used by the company “ERP Tally 9” has a lot of technical issues, which results in interruptions while working and employees have to sit idle during that time. So proper IT sector workers should be recruited in order to fix this problem as it very crucial.

Chapter 2

2.1 Introduction (Objective, Methodology, Scope, Limitation and Significance)

2.1.1 Objective

Sales is the key factor in how an organization earns income. As a sales intern at the Sales Administration department, I had to work with the sales executives and observe the full sales process of A-one Polymer Ltd. Moreover, understanding and observing the sales strategies of the whole sales team of A-1 Polymer Ltd. Order, booking and the system of how an order is received was also learnt. I got to know the sales policy of A-1 and what documents are needed to be affiliated with a new dealer. I've learned the process of selling to both B2B and B2C customers. I've also learned how the company dealt with different projects and how the company communicated with their clients and parties.

2.1.2 Methodology

Primary Data

The main source of primary data was found from the organization where I went to work. Direct observation was done of the attitudes and beliefs of the sales executives and also the whole marketing team. Various interviews were conducted in order to understand the whole concept. Different parties including corporate and dealer parties, IT engineers visited the office from time to time, communicating and interacting with them aided to gather practical work experience.

Secondary Data

A lot of information was collected from the Anwar Group Ltd official website. Other than that, various journals and published articles also came in handy. The Yearly reports of A-one Polymer Ltd. were also very useful.

2.1.3 Scope:

As Anwar Group Ltd. is a privately owned firm serving all around Bangladesh, a thorough analysis of the Sales process would be a daunting task. Therefore, the scope of the report is

limited to the country office of AGI Ltd located in Mothijheel, Dhaka. This report mainly concentrates on the overall sales process of AGI, other departments' works may be occasionally drawn in the report. This mainly consists of Sales Order, approval of sales order, delivery note, synchronization, invoice, party monthly statement and receipt (sales) voucher.

2.1.4 Limitation:

The main limitation was the amount of time given to me for my internship period which was only 2 months hence, gathering all data and information was a challenge for me in such a short span of time. It was very difficult to find published articles and journals related to my topic. Eventually, I felt like a lot of information was kept confidential for security purposes, having access to those would've helped in making the report more conclusive.

2.1.5 Significance

This study was mainly conducted to provide a brief overview of Anwar Group of Industries Ltd. and how they operate in every field. This study has been helpful for me in gaining valuable knowledge about the organization, without this study preparing the report would've been impossible. This section is under the project title which requires a thorough understanding for AGI Ltd, which also acts as a context for the following chapter which deals with the report title.

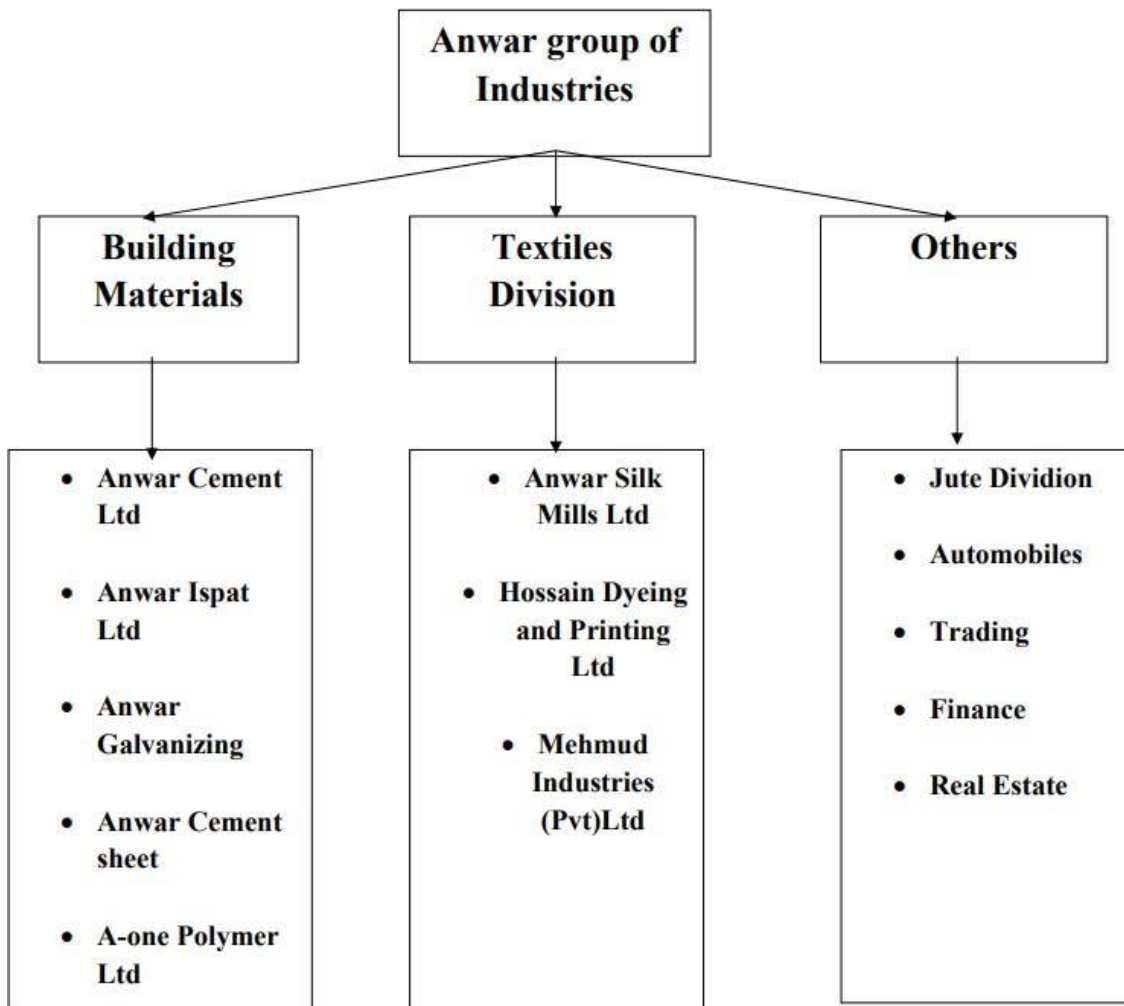
2.2 Overview of the Company (Background, Mission, Vision. Core values & strategic objectives)

2.2.1 Background

The company was established during the year of 1834 by Late Lakku Mia. The company has then gone on to establish many subsidiaries and many partner businesses and has become a key figure in the industry ever since. The 12,000 devoted employees of Anwar Group (including all the associated companies) are considered to be the chief support behind all the

success. The current chairman of the company is Mr Anwar Hossain. The company's major pride is in the success of partner businesses which includes building materials, real estate, home decor, engineering, trading, composite textile, jute, financial services like banks & insurance and automobiles.

2.2.2 Organogram of Anwar Group



2.2.3 Mission

AGI Ltd's Mission according to their website would be as follows:

1. To remain as the most diversified group in Bangladesh, to be able to respond to customer need
2. Continuously presenting the country with new products, services and export markets
3. Be environment friendly and meet social responsibilities
4. Remaining as the quality leaders in every industry it takes interest in
5. Continuously investing in HR, processes and technology
6. Developing people
7. Providing the work force a professional & enabling work environment

2.2.4 Vision

“Continuing the heritage of being the pioneer in industries and leaders in development.”

2.2.5 Core Values

According to AGI Ltd’s website core values would be as follows

Faith in Allah

Respect for Parents, elders & people

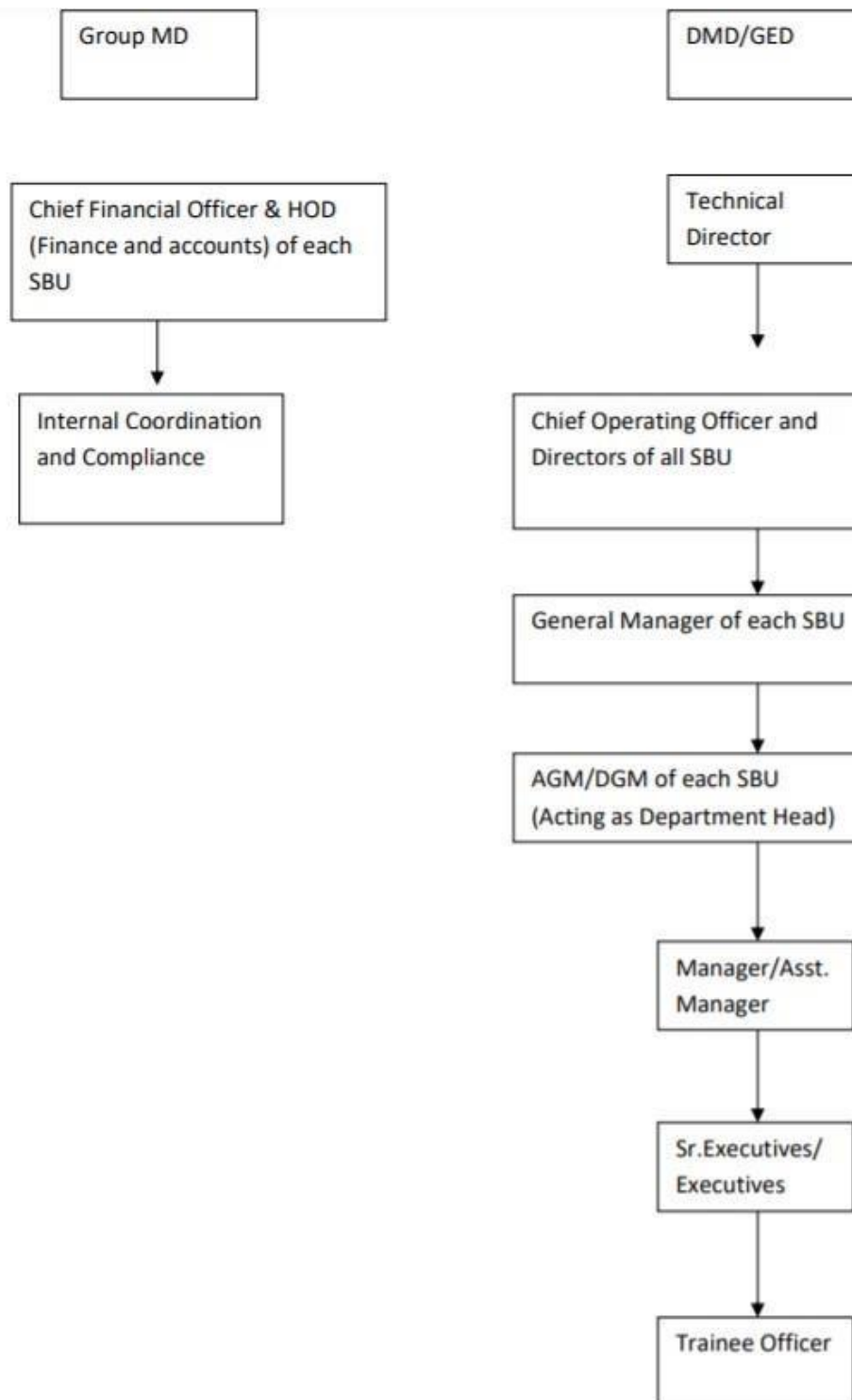
Honesty, Integrity & Hard work

High ethics and morals

Trust in employees

Family values and value family

2.2.6 Organizational Structure



2.3 Management Practices

Nowadays management has become one of the main challenges in an organization, because if management is okay then the company can survive for a longer time in this world. Every single activity in an organization is dependent upon management which in result has an impact on the overall performance of the company. Therefore, the management team of AGI Ltd. are trying their level best to cope up with the recent world and take decisions based on the recent timeline so that workers stay motivated. I'm going to talk about the core management practices followed strictly by AGI ltd.

2.3.1 Training and recruitment process

Training is the process through which if a new employee is to join an organization, he/she would be given knowledge and teach new skill which can eventually help them to increase their productivity and confidence. Recruitment is the process when an employee does well in an interview and he/she is selected based on their qualifications and experience. Most companies in Bangladesh require at least 2 years' experience while applying for a job, whereas AGI Ltd. has the option to provide training to freshers. If an inexperienced graduate has a lot of qualifications but does not have work experience it would be difficult for him/her to apply for a job but AGI Ltd does provide sufficient training to these candidates and help them improve their skill, knowledge and confidence and eventually offer them a job at the company.

2.3.2 Open communication

When an organization plans to run and perform successfully there should be no vertical or horizontal communication barrier. Top level managers should know what is going on in the lower levels so that any new problems does not delay the works of an organization. Open communication should be used to evaluate performance as a control measure. Lastly, communication can also be informal at times this helps employees to open up more and talk about their problems freely. Managers in AGI ltd. created such an environment that everyone in the office can communicate with each other freely. Communication is not always formal,

sometimes managers lay out some jokes in order to make the employees stay happy and not be stressed at all times with their work.

2.3.3 Fairness to employees

Every employee's salary should be appealing, and every employee in the office should be treated fairly in the same way. Laws and rules for every employee should be the same and biases towards any employee should always be forbidden. AGI Ltd maintains this very strictly so that the office environment does not become unhealthy.

2.3.4 Employee recognition

Employees are delegated to do specific works according to their job description, and when an employee does something extraordinary he/she should be given special recognition. They should be motivated in their professions and, if possible, provided some incentives to encourage them to do their best work. Doing these may lead an employee to be more courageous and determined. If an employee becomes more determined his/her inner creativity would be flaunted more and this can help the organization in the long run. In AGI Ltd. There are certain quotas for sales executives and if any of them surpasses the target sales they are given recognition by celebrating the joy of success.

2.3.5 Focus on team effort

Managers sometimes devote the majority of their efforts on ensuring that the team gets off to a good start, such as arranging conferences to promote teamwork and being active to hear new ideas as they emerge. However, it's critical to keep an eye on ongoing team work to ensure that members aren't distracted by personal interests that lead them away. The greatest strategy to obtain the best results is to reevaluate and readjust team goals on a regular basis. While working in AGI Ltd senior managers always encouraged employees in the same line of work to sit side by side and help each other out if one was facing any problems. In case of critical problems the senior manager himself assisted to solve the issue.

2.4 Marketing Practices

Sales promotional strategies

There are five strategies for promoting sales by A1 Polymer

1. **Low Price for cash parties-** A cash discount is provided by a seller for creating an incentive for the purchaser to pay within a specific period of time, or make quick payments. At A1-Polymer a cash party will receive a 17% cash discount on every transaction. If the customer is taking multiple items and in huge quantities a larger percentage of discount would be provided.
2. **Target Achievement-** Every party is given a minimum target for purchasing products from A-1 polymer every month. This sets an incentive for the purchaser to consistently meet the target so that they can be offered with a better deal. If the party meets or surpasses the minimum target he/she is given a commission such as cashback. This is a good strategy to boost more sales as when a party would see an offer like that he/she would be encouraged to buy more.
3. **Advertisements-** It is a marketing tactic that involves the promotion of a product, service or is caused by booking up a space for some amount of cash. It is wise to decide on the medium of advertisement as it needs to reach their target audience. AGI Ltd advertises on TV, billboards, social media and on their official website, which helps them to reach target audiences and also get more recognition.
4. **Customer Retention-** Customers that have already made transactions with the company, they should have a separate database in order to make special promotions for them. A1 Polymer has separate data for the existing customers and they are notified for any new offers that the company provides, plus information about other promotional activities . Furthermore, A1 Polymer

arranges motivational seminars for the sales executives and the customers to boost sales.

5. **Website-** A Website can help a business' customers gain valuable insight about their business' operations. A1 Polymer compared to other companies of AGI Ltd is comparatively new so they decided on creating a website for the company. The website has information about the company and products. Moreover, product brochures, offers and usage instructions are also provided. Lastly, purchasing procedures and online order processing methods are also available.

2.5 Financial Performance & Accounting Practices

Financial performance is a subjective indicator of a company's ability to earn revenue from its main way of operation. Financial performance is used by analysts and investors to evaluate similar organizations in the same industry or to assess industries or sectors as a whole. In a wider sense, financial performance relates to how well financial goals are being met or have been met, and it is an important part of financial risk management. It is the process of calculating the monetary value of a company's policies and operations. Then there are also certain ratios which can be used to identify the financial performance. I'm going to discuss some of them in this report.

2.5.1 Financial statements for 2017, 2018 and 2019 of AGI Ltd.

	2017	2018	2019
Sales			43,34,43,776
Turnover	24,91,07,204	36,82,90,713	43,34,43,776
Cost of sales	21,34,53,709	31,73,61,710	37,92,57,017
Gross profit	3,56,53,495	5,09,29,003	5,41,86,759
Operating expenses	1,41,06,762	2,28,53,502	2,41,92,751
Selling & Distribution expenses			
Administrative expenses	82,63,478	1,17,92,217	1,33,33,045
Operating profit	2,15,46,733	2,80,75,501	2,99,94,008
Non-operating income	4,34,441	4,73,783	1,86,937
Finance costs	8,47,161	5,17,653	8,06,570
Profit before contribution to workers' profit participation fund	2,11,34,013	2,80,31,631	2,93,74,376
Contribution to workers' profit participation fund	10,06,382	13,34,840	13,98,780
Profit before taxation	2,01,27,631	2,66,96,791	2,79,75,596
Income tax expense	50,77,510	0	60,86,629
Current Tax	24,92,963		-61,75,640
Deferred Tax	25,84,547		89,011
Profit after tax	1,50,50,121	2,66,96,791	2,18,88,967
Earnings Per Share (EPS)	1.04	1.24	1.51

2.5.2 Statement of Financial Position for the years 2017, 2018, & 2019 of AGILtd.

Particulars	2017	2018	2019
Property, plant and equipment	13,93,72,329	8,93,99,729	8,80,31,523
Total Non-current assets	13,93,72,329	8,93,99,729	8,80,31,523
Inventories	11,18,60,151	13,81,28,715	12,53,87,724
Trade and other receivables	80,40,183	1,01,75,087	52,24,134
Advances, deposits and prepayments	3,12,68,562	1,33,15,562	1,53,73,982
Short term investments	14,76,678	13,23,293	12,17,468
Assets reclassified as held for sale		5,22,80,217	
Cash and cash equivalents	1,01,93,732	3,43,49,782	3,33,56,832
Total Current assets	16,28,39,306	24,95,72,656	18,05,60,140
Total assets	30,22,11,635	33,89,72,385	26,85,91,663
Stated capital	13,20,00,000	14,52,00,000	14,52,00,000
Retained Earnings	-4,82,77,124	-4,36,06,728	-22,85,883
Tax holiday reserve	3,40,57,703	3,40,57,703	
Equity attributable to owners of the company	11,77,80,579	13,56,50,975	14,29,14,117
Total equity	11,77,80,579	13,56,50,975	14,29,14,117
Deffered Tax Liabilities	73,21,711	1,04,09,064	1,03,20,053
Total Non-current liabilities	73,21,711	1,04,09,064	1,03,20,053
Trade and other payables	17,71,02,601	19,11,86,822	11,53,57,493
Liabilities for other finance	6,744	17,25,524	
Total Current liabilities	17,71,09,345	19,29,12,346	11,53,57,493
Total equity and liabilities	30,22,11,635	33,89,72,385	26,85,91,663
Net Asset Value (NAV)	8.92	9.34	9.84

2.5.3 Interpretation of Financial Ratios

Financial ratios are a vital source of information for businesses since they give managers insight into a company's profitability, solvency, efficiency, liquidity, and market worth. The data in the income statement, balance sheet, and the statement of cash flows are analyzed to get information about ratios. Interpretations of some of the major financial ratios of AGI Ltd. are stated below.

EPS-Earnings Per Share

This ratio mainly talks about how much money a company is earning from each share of its total stocks and having this ratio high indicates greater value for any corporation. The higher the EPS the higher amount investors would be willing to pay for each share as they would know that the company can be consistent with profits. Based on the financial statement above we could see that AGI Ltd's EPS is greater in 2019 compared to 2018. This indicates a positive response, as now we know that now investors would be more willing to buy AGI Ltd's share.

P/E Ratio

In a nutshell, the P/E ratio indicates how much the market is ready to pay for a stock now based on its previous or projected earnings. A high P/E ratio indicates that a stock's price is high in comparison to its earnings and may be overvalued. A low P/E, on the other hand, may imply that the present stock price is cheap in comparison to earnings. P/E ratio for AGI Ltd would be 67.36 which is relatively high compared to other corporate companies in the same industry. Therefore, it can be concluded that AGI has a promising P/E ratio and investors would be ready to buy their shares.

Current Ratio

It is one of the major liquidity ratios that shows the company's ability to pay its short-term debts, debts that are to be paid within a year. It is also an indicator that helps investors to identify whether there is a need to increase their total current asset figure on the balance sheet, to enable their ability to pay off short term debts. AGI Ltd current ratio for the year 2019 was 1.57:1. The standard current ratio is 2:1. AGI Ltd's ratio is close to the standard which in result means that they are not in a problem for paying off their short term debts.

Quick Ratio

This ratio is quite similar to the current ratio, it also indicates whether a company can pay off its short term debts within a year. It mainly focuses on the amount of cash a company can liquidize quickly and easily with having a minimum impact on the current market. The standard for this ratio is at least 1:1 . AGI Ltd's quick ratio for the year 2019, according to calculations would be 0.33:1. This shows AGI Ltd's lack of ability to convert their available assets to cash. This ratio figure would be very concerning for the investors as this clearly indicates the company is not fully equipped with enough assets to be liquidated instantly to pay off its current liabilities.

Net Profit Margin Ratio

This is an important profitability ratio for every company. This shows how much a company's net income is generated against its revenues. The net profit margin of 2019 for AGI Ltd. would be 5.05% and for 2018 would be 7.24%. Therefore, we could see a clear decline in the profit percentage. AGI Ltd. has incurred more operating profit in 2019, this factor can shove off some investors as they might think that the company's overhead costs are not being contained.

2.5.4 Accounting Practices followed by AGI Ltd.

Accounting practice is the process and action of recording a business entity's financial operations. It is required to produce a company's mandatory accounting records. Companies can implement a variety of accounting practices, and also there are some practices which must be followed.

Standards and Reporting Period

Companies like AGI Ltd. and other Bangladeshi companies who do international business follow the rules of IAS and IFRS. These standards are followed since these have global recognition and thus can help any stakeholders that may wish to analyze the company's financial reports. AGI Ltd. uses accrual basis of accounting for all of its accounting records, this means that transactions are recorded when a sale is made rather than recording it after payment is being received. Finally, the reporting period of AGI Ltd is July 1 to June 30.

Accounting Software

Agi Ltd uses “ERP Tally 9” as its primary accounting software and this software allows the company to track and create purchase and sales vouchers, prepare detailed periodic reports, process and track orders as well as providing the full functionality of basic journals and contra vouchers. The software also facilitates the creation of budgets and controls for specific departments and cost centres.

Reports Prepared

-Statement of financial position- This statement shows a picture of a company’s worth in terms of assets and how much it owes in the form of liabilities as well as the valuation of its capital.

-Statement of Profit & Loss and other comprehensive income- It gives an overview of how much revenue the company has earned from selling products and how much residual profit it has after deducting relevant expenditures.

-Statement of cash flows- This provides information about cash flows from different types of business areas such as operating, investing, and financing, and it is a useful source of information for the company to understand how well it can generate and utilize that cash.

-Statement of Changes in Equity- This statement reflects information about how much net assets of the company increased or decreased by. It also shows movement of specific items as well as the reasons behind these changes.

Recognition of key Accounting Items

-Inventories- The company values its inventories at the lower of costs and net realizable value. The cost of inventories also includes additional costs of acquiring and transporting the inventories to their location and the calculation is based on the weighted average method.

-Leases- All leases except finance leases are treated as operating leases by the company. This indicates that they are recognized in the income statement and payments made under them are recorded in profit or loss.

-Financial assets- The company recognises financial assets except receivables and deposits on the trade date, and de-recognizes if the asset in question stops producing cash flows. Some examples of the company's financial assets are cash, deposits, trade receivables and investments.

-Cash and Cash equivalents- This consists of cash balances and deposits with maturities of less than three months, as well as bank overdrafts in case it occurs.

-Financial liabilities- These are recognized when a contractual obligation arises for the company due to past events. These liabilities are recognised on the transaction date at which the company becomes a party to it.

Depreciation method

The company does not charge any depreciation for land and capital work in progress. This is because land has an unlimited useful life and usually appreciates in value as opposed to depreciating. As for depreciation of assets, the company uses a straight line method, this is done by dividing the cost of assets by no. of useful years and charging the resulting amount as depreciation every year.

2.6 Operations Management and Information System Practices

2.6.1 Operations Management

Anwar Group of Industries Ltd. is a diversified company that strives to satisfy customer needs across different industries therefore, this company's operations vary across a lot of industries such as textile, steel, polymers, jute, galvanizing etc. The operations involving the production of Polymer products and finally selling them to the customers initially, start with the import of raw materials which are primarily PVC Raisins and another chemical compound named VinylChloride Monomer (VMC). These raw materials are then further processed by the factory into finished PVC products such as pipes and fittings using state of the art production technologies. Throughout the production process it is also made sure that the products have no biohazard so that they are ozone friendly and recyclable. Furthermore, modern scientific approaches are applied to ensure that no fault occurs in any stage of the production process. Each unit of finished product is then subjected to multistage inspection to ensure their durability and measurements.

Once the production process is complete the factory then notifies the sales team about it and updates their stocklist, making it easier for the sales executives. But a certain problem is always linked with the delivery process as the maximum number of orders are dispatched for delayed delivery. And these deliveries have a considerable amount of lead time reaching the customers' place which may sometimes go as high as 5-7 days.

Anwar Ispat Ltd. Operations

AGI Ltd. entered the steel industry in 1978. Initially the company launched with 60 grade products which overtime, factory, mills and equipment were upgraded to new and latest technology claiming themselves as the most advanced in the industry. They brought Europe's pioneering technology originated from Belgium for quenching and TMT processing. The company gathered a lot of fame since they produced such high quality Re-bars in fact, they got worldwide recognition as they claimed to show under the US patent No. 4.329.165 & No.4.790.164. This achievement within a year made the group fully devoted towards this brand and the Group MDs promised to technologically upgrade the factories until the end.

Anwar Cement Ltd.

Operations of Anwar Cement are fully automated state of the art manufacturing facilities , collecting the high quality raw materials with a strict policy over quality control and quality assurance. The technological advancement was brought from Europe, and high quality raw materials were only used in production to produce high quality cement. Dedicated storage and production facilities and human resources are available in order to maintain supply and meet up the demand in the market. To get the top of the line quality, the company uses a high efficiency ‘classifier’ with PLC driven Close Circuit technology .

2.6.2 Information System Practices

The IT department deals with all the technologically arising problems such as, rebooting or reinstalling softwares, keeping secured data and solving many more computer related problems . All of these tasks happened behind the scenes therefore, they are a vital part of the businesses. The 3 main tasks of IT department would be governance, infrastructure and functionality. These are all discussed below:

Governance- It generally refers to implementing operating parameters and use IT systems, architecture and networks by individuals for work teams. It is also the management of master data based on workflow processes by following business rules. Keeping conventional IT security and data secured is also the responsibility of the IT department

Infrastructure - It is also the IT department's responsibility to check whether the hardware, network, the circuitry and all other equipments related to computers that help in processing transactions, are in a workable state.

Functionality - It is the most visible task of the IT department employees. This means the creation and maintenance of operational applications; the development, securing, and storage of electronic data within the organization; and the use of data management and softwares in all functional fields of the organization

All of these responsibilities were maintained by the IT department of A1 Polymer . These were the core responsibilities , followed by some other responsibilities mentioned below:

Network Contingencies

All of A1 Polymer's sales process is dependent on a single software known as ERP Tally 9, which is functionable through a LAN networking system. In case of network failure the whole system is to collapse and the company is supposed to lose all its electronic data. The IT department of A1 Polymer has implemented a crisis plan. The plan is designed in such a way so that the network gets quick backup or at least can switch on to an alternate system. This will not only help with work interruption but also keep all the unsaved data safe.

Company Website

The IT department of AGI Ltd. has already designed different company websites for each company including A1 Polymer. It is also their responsibility to code and design the website so that it is appealing to the customers and also reflects information about the company and its products. The IT departments can also re-design to create a fully interactive commercial site which can help in boosting sales.

Technical Support

For any problems related to computers the executives are instructed to contact the IT department. Technical support mainly involves installing new softwares or hardwares, fixing faulty hardwares, training the staff for using newly implemented software and troubleshooting all other problems related to computers.

2.7 Industry and Competitive Analysis

2.7.1 Industry Analysis

The plastic pipe industry in Bangladesh is a fast growing industry with the largest consumer of these products being the government sectors. This is because of various government development projects such as water supply and irrigation systems. Even though two decades ago almost 90% of Bangladesh's demand for pipes were met through imports, however presently with the growing no. of pipe manufacturers in the country it is estimated that Bangladesh will become self-sufficient in pipe manufacturing very soon. As pipes are considered to be an integral part of most constructions, there is a huge demand for high quality plastic pipes. This paves the way for well established companies such as A-1 Polymer and RFL Pipes to grow even further while smaller entrepreneurs experience a decline in sales.

2.7.2 Porters 5 forces

Threat from new Entrants

Since A-1 Polymer is a well established business in this industry and has built brand loyalty amongst its customers, it is unlikely that new entrants would have any significant impact on A-1 Polymer's sales. Therefore, the threat from new entrants is low.

Rivalry Among Competitors

Similar to A-1 Polymer, its biggest competitors are also big players in the market with decades of experience and through vast investment on innovation and product design. Therefore rivalry among the top players in the industry is high and A-1 polymers need superior product differentiation strategy and cost leadership to come out on top of this competition.

Bargaining Power of Buyers

Switching costs in the industry is very low therefore, customers put pressure on the companies to lower their prices. The reasons for having such low switching costs is due to the high no. of players in the industry. Therefore, Bargaining power is high.

Bargaining Power of Suppliers

As most of the raw materials are imported from international markets and these materials are reliant on a single chemical compound called VinylChloride Monomer (VMC) , this means that the suppliers are extremely powerful in terms of bargaining as this is a vital component of PVC. Thus, the bargaining power of suppliers is high.

Substitute Products

Substitutes of PVC exist in the market such as high-density polyethylene (HDPE) pipe, Polypropylene RandomCo-polymer (PPR) pipe, Galvanized Iron (GI) pipe, Mild Steel (MS) pipe and Stainless Steel (SS) pipe. This is an indicator that the risks from substitutes are high.

2.7.3 Competitors Analysis

Some of A-1 Polymer's key competitors are Aziz Pipes Ltd, RFL pipes, BRB Polymer Ltd., and Gazi Pipes.

Aziz Pipes Ltd.

Aziz Pipes Ltd. was established in 1981with its production of PVC pipes starting in 1985. Not only does it meet local market demands through its production but also exports to earn foreign currency.

RFL Pipes

RFL Pipe and fittings is one of the largest manufacturers in the industry. It is part of the RFL group and its plant in Narsingdi is currently the largest PVC pipe manufacturing plant of the country.

BRB Polymer Ltd.

BRR Polymer Ltd. was established in 1997 with the aim of hitting the demand of Pvc Pipes in this country's agricultural sector. The primary aim of this company is to provide PVC pipes to the rural people at low cost and to supply the needs of development of sewerage systems in Urban areas.

Gazi Pipes

It is a concern of the Gazii group and it was established in 1974. The company offers a comprehensive variety of pipes and fittings such as filter pipes, thread pipes, irrigation pipes etc.

2.7.4 SWOT Analysis

A SWOT analysis provides an overview of the strengths, weaknesses, opportunities and threats of an organization and its main objective is to raise awareness of all aspects of decision making and to aid companies in understanding what they can do to fight and utilize them.

The following is the SWOT analysis of A1 Polymer.

Strengths

- A1 polymer has a great reputation in the market for its products' quality.
- It also has a wide range of sales networks all around the country.
- Financially the company is strong enough to develop contingency plans and recover from unforeseen events.
- uPVC pipes of A1 polymer are differentiated via their "superior bend ability" which are not found in any other brands in the industry. This is their USP (unique selling point).

- A1 Polymer has a well trained and skilled workforce that can efficiently and effectively guide the production of the pipes to meet A1 Polymer's standards.

Weakness

- As A1 Polymers' pipes are of superior quality, pricing is quite high (1000tk/m) compared to its lower level competitors price.
- After placing an order the delivery time is at least 5-7 days therefore, A1 Polymers' customers may be displeased with this delay in delivery.
- A1 Polymer may have a countrywide sales network but, in rural areas they lack networks.
- Every product of A1 is highly dependent on imports, if in case imports are not received on time the whole production would be delayed, this can create problems in coping up with the market demand.
- The entire sales process is dependent on ERP Tally 9, in case if the software crashes or there is no internet connectivity the whole office works are paused.

Opportunities

- UPVC pipes have a huge market base and everlasting demand this can help companies like A1 Polymer to sustain in the market for a very long time.
- As the brand already has brand recognition , financial support would not be a problem in the long run.
- In this industry of pipes and fittings A1 Polymer has a very long time experience therefore, threats and troubles can be handled pretty easily

- A1 Polymer can open up more new direct sales office branches in order to increase their product sales in the long run.
- Since the company is totally dependent on the ERP Tally 9 software, an alternate more optimized software can be used to speed up the sales process and also save time as the previous software crashes from time to time.

Threats

- If the competitors of A1 Polymer build new mills and plants with upgraded facilities it can be a serious threat to the company , as now they can increase production and might also have an upgraded quality in their products.
- A1 Polymer is the only company to charge premium pricing in the uPVC pipes industry, if competitors unite together to form a pricing policy A1 Polymer might lose customer segments.
- Initially A1 Polymer had a few competitors , but with the competitors bases also increasing therefore, it might be difficult to cope up in the long run.
- Sales are not consistent for any business similarly, A1 Polymers' sales are of the same ,and these irregularities of demand sometimes create problems in the delivery process, as the factory cannot cope up with the orders received.

2.8 Summary and Conclusions

To conclude, A1 Polymer already holds a strong place in the market and it is extremely reputed because of its wide sales networks. Therefore, this is a key advantage of A1 polymer over its competitors. However, the organization is highly dependent on imports for its production meaning that they have less control over the production process. If A1 Polymer manages to have its own material production unit in the future they can get rid of this bottleneck and strengthen its position in the market even further. As far as financial performance is concerned, even though the organization is financially strong enough for recovering from unexpected losses its liquidity is very low which means that the company will be more likely to be unable to meet its obligations. Thus, improving the company's liquidity can help A1 Polymer to not only be able to meet its short term obligations but also attract more investors.

2.9 Recommendations

For recommendations A1 Polymer has been around for a long time and some of their core cultural values have not been changed, one of which is their autocratic style of leadership. This means almost all of their decisions are made centrally without much involvement of employees down the hierarchy who could've given some valuable input and help in taking better decisions. A1 Polymer also needs a wider adoption of digital technology so that they can be more efficient in their operations as well as be more responsive to the market. Finally, the organization also needs to improve their management in the sense that they need better allocation of tasks among employees. In the current state it can be often seen that employees down in the hierarchy are disproportionately over burdened with tasks compared to those who are higher up the hierarchy.

Chapter 3 “A study of the sales process of A1 Polymer”

(This section is only focused on A1 Polymer in particular as covering the sales process of AGI Ltd. would be beyond the scope of this report)



3.1 Introduction

I've worked in AGI Ltd. for two months and this report contains all the necessary information and some on-field knowledge that I've gained in these months, working for the company. This contains several parts including background, objectives, significance, methodology and the Sales Process.

3.1.2 Background

The materials that this report consists of are legitimate information which was collected from AGI Ltd's head office located in Mothijheel. It contains the company background and the history.

3.1.3 Objectives

Sales is the main factor in how an organization earns income. As a sales intern at the Sales administration department, I had to work with the sales executives and observe the full sales process of A-one Polymer Ltd. Moreover, understanding and observing the sales strategies of the whole sales team of A-1 Polymer Ltd. Order, booking and the system of how an order is received was also learnt. I got to know the sales policy of A-1 and what documents are needed to be affiliated with a new dealer. I've learned the process of selling to both B2B and

B2C customers. I've also learned how the company dealt with different projects and how the company communicated with their clients and parties.

3.1.4 Significance

This report will help others such as researchers and other students in order to understand the whole sales process in a corporate company. It may assist them to understand step by step. It may also aid them in gathering more knowledge. Eventually, it will help me in completion of my Undergraduate degree.

3.2 Methodology

Primary Data

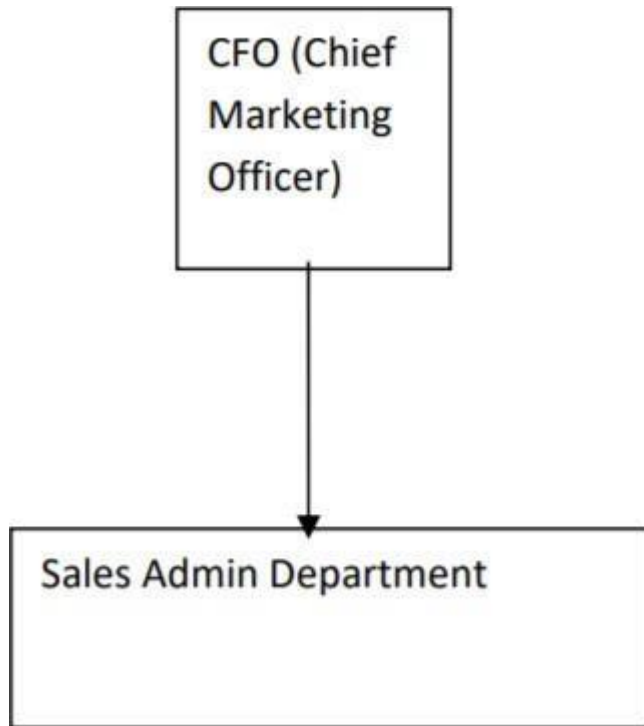
The main source of primary data was found from the organization where I went to work. Direct observation was done of the attitudes and beliefs of the sales executives and also the whole marketing team. Various interviews were conducted in order to understand the whole concept. Different parties including corporate and dealer parties, IT engineers visited the office from time to time, communicating and interacting with them aided to gather practical work experience.

Secondary Data

A lot of information was collected from the Anwar Group Ltd official website. Other than that, various journals and published articles also came in handy. The Yearly reports of A-one Polymer Ltd. were also very useful.

3.3 Findings and Analysis

Departmental Structure



How Sales takes place

Sales administration department of A1 Polymer was the busiest department since there were non-stop sales taking place every minute, and also the employees always seemed to be engaged in some work. The building materials sold in A1 Polymer were Upvc Pipes & fittings, Teflon Tape, Magic Pipe, Toilet tissue holder, ABS bathroom fittings and many other products.

A1 Polymer has more than 250 marketing officers who work on-field to make sales all around Bangladesh. These executives try to visit corporate offices and construction sites as well to close a good deal. Corporate Parties used to visit the head office while closing the deal.

There were 3 types of sales:

- **Corporate Selling-** It is a form of B2B selling. Marketing officers of A1 Polymer visit corporate projects and try convincing the purchase manager of the project to take building materials from them.
- **Dealer Selling-** This is also a B2B selling. Marketing officers visit the dealers and try to persuade the authorities into closing a deal with A1 Polymer.
- **Retailer selling-** This is a form of B2C selling. The on-field marketing team of A1 Polymer visits retailer shops to take new orders.

The Sales Process

- 1. Sales Order**- Consists the list of items that have been ordered by a party/customer. The marketing executives make these sales and send the document through email to the workplace.
- 2. Approval**- After receiving the purchase order it is checked by an executive, and afterward the parties' documents are sent to GM/DM/DGM Sir for approval. Sales executives are not allowed to prepare a sales order voucher without their approval.
- 3. Delivery Note** - the voucher made by the factory for delivering the products to the customers address. It also contains a tracking number same as the one on the Sales Order (SO).
- 4. Synchronization**-After a sales order is prepared it is sent to the IT department for synchronization and it is sent to the factory via email.
- 5. Delivery Challan** – A voucher prepared before delivery and it contains the list of products and customers address.
- 6. Packing list**- It's basically a list of products for a particular order. It is mainly created so that the workers do not make any errors while packing the goods.

7. **Invoice Bill-** Invoice consists of all the items that are included in the delivery note, such as the list of products and the total price for all those products. It also contains the tracking no. same as the SO and DN, followed by a list of the pending goods that are yet to be delivered related to that SO. Furthermore, the invoice is sent via courier to the party for cross checking errors made in the delivery process.
8. **Receipt (sales voucher)-** Sales are done in two ways: cash and credit. In case of credit sales a bank guarantee is given. In these cases when a customer is placing an order he/she attaches a security cheque of the order amount which has to be paid within the next month. Ultimately, this voucher is processed in the Tally software and a printed copy is attached along with the SO.
9. **Party monthly statement-** Whenever a previous party orders something new their monthly transaction is assessed to see whether they have any older due payments. The order is not approved if there were any previous dues therefore, keeping monthly statements is very important.

A-1 Polymer credit sales requirements

Two methods of credit sales are followed: Post deposited cheque and security cheque. If a new party/customer is interested to do business with A-1 Polymer there are some criterias that are needed to be met and they are as follows:

Initially when a new customer wants to do business they have to make cash transactions for two months, after that they will be eligible for credit transactions Photocopy of trade license (Up to date) of the new party Bank solvency certificate Banks statement for last six months Passport size photo Photocopy of voter ID Photo of Shop Monthly Demand letter Visit report from H/O (Head office will send staff to inspect the new party) Recommendation from Marketing Executive/DGM/AGM/DGM/GM/Director/COO

Middlemen Selection

The middlemen responsible for making successful sales for A1 Polymer would be the dealers, wholesalers, trading agents and the engineers. Every middlemen mentioned plays a very crucial role while dealing with the parties/customers and increasing overall volume of sales for A1 Polymer.

Some criteria that are needed to be in order to select a middlemen are:

Criteria	<ul style="list-style-type: none">🏭 Party's reputation in business🏭 Past dealings were satisfactory🏭 Creditworthiness🏭 Based on store size
Tools	<ul style="list-style-type: none">🏭 Dealing status report🏭 Observation🏭 Reference checks🏭 Face to Face interviews

My experience while working for A1 Polymer in the Sales Administration department

I was assigned as an intern in the sales administration department for A1 polymer, my life's first practical corporate life experience that was gathered in these 2 months. I had to do various tasks in these two months. Initially I was given the task to photocopy bank cheques and other important documents which were needed in the office. After a week I was given the task to sort out bank cheques according to the executives' requirements, some were input in the tally software to balance payments and some cheques were taken to the bank to transfer money. Gradually with time they gave me the task to input customer data in the tally software additionally, I had to take new parties' documents to the managers for their signatures. In case of emergencies if any sales executive was not present I had to take their phone calls and inform the team if they faced any problems. Furthermore, I was involved in overseeing Bank statements and whether funds have entered into the accounts recorded into the Tally software. As for my observations I was sent out on the field three times so see how the marketing officers dealt with the dealers. Moreover, I also observed the total work of the sales executives, how they input a new customer's data, create a sales order and how they used to recheck previous months balance for due payments and reminding those customers about their pending payments.

As an intern I have to say that I have enjoyed all the tasks given to me and everyone was really friendly in the workplace so I had a great experience. There were other complicated tasks too but I was affiliated with these.

Summary and conclusions

A1 Polymer is the leading manufacturer of uPVC tubes and fittings in Bangladesh and aims to be the largest supplier of building materials for the construction industry of the country. As mentioned earlier the task allocation among A1 Polymer's management is quite uneven meaning that, oftentimes there are too many employees for too few jobs which can lead to complications in the sales process and more employees mean that more communication is needed. Therefore, A1 Polymer can take advantage of its already strong sales network and improve it even more by streamlining the sales process with proper allocation of workload. This can push the organization even further towards their aim of being a staple in the construction industry.

Recommendations

Although the overall sales network of A1 Polymer is very strong it is particularly poor in rural areas which is a reason behind having low sales in those areas. Therefore, they should focus on expanding their network in rural areas by having partnerships with more dealers so that their products are easily accessible to rural people. The organization uses the ERP Tally 9 software for its sales process however, it is not as customized as it could've been by the help of skilled software engineers. Therefore, the organization should hire personnel who have more technical skills to customize the Tally 9 software and streamline their sales process even more. Lastly, A1 Polymer should also consider lowering the price of their products which can not only boost sales in the urban areas but also make them more accessible in the rural areas.

References

Philip Kotler , Kevin Lane Keller , "Marketing Management" , 14th edition , 2012

Richard R.Still , Edward W , "Sales Management, 5th Edition, 2006

Company Website. Available at: www.anwargroup.com

<https://anwargalvanizing.com/Financial-Reports>

<https://www.amarstock.com/stock/ANWARGALV>

<https://www.assignmentpoint.com/business/report-on-management-of-anwar-group.html>

Samantha Gluck , Demand Media , "What is a Sales Strategy ?" , available at

<http://smallbusiness.chron.com/sales-strategy-629.htm>

Other Sources:

Mr. Abdur Razzak Gm of AI Polymer

Mr. Anisur Rahman Sr. Manager of AI Polymer