

Report On
Sales monitoring through automation of Square Toiletries Limited

By

Jarin Tasnim
18104203

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

Brac Business School
Brac University
September 2022

© 2022 Brac University
All rights reserved.

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:

Jarin Tasnim

18104203

Supervisor's Full Name & Signature:

Md. Maruful Islam

Executive, MIS Department,

Square Toiletries Limited

Letter of Transmittal

Tania Akter

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report titles “Sales monitoring through automation of Square Toiletries Limited”

Dear Madam,

With all due respect , I am writing to inform you that I have completed my internship report titles “Sales monitoring through automation of Square Toiletries Limited”. This a thorough analysis of “Square Toiletries Limited” under your supervision as a part of the BUS400 course required to complete a BBA degree at BRAC Business School.

I did every attempt to finish the report with the required information and suggested solutions in the most insightful, concise, and comprehensive way possible.

I'm hopeful the report will meet up to expectations.

Sincerely yours,

Jarin Tasnim

18104203

BRAC Business School

BRAC University

Date: 24 September ,2022

Non-Disclosure Agreement

This agreement is made and entered into by and between Square Toiletries Limited and the undersigned student at BRAC University Jarin Tasnim , ID:18104203

Acknowledgment:

Prior continuing the report, I would want to express my profound gratitude to the Almighty Allah for endowing me with the capability of carrying out the report. Considering that I interned at Square Toiletries Limited. In this regard, "Sales monitoring Through automation" was the focus of my internship.

Before proceeding, I would like to acknowledge the individuals with whose help the execution of the actual report might not have been possible. I would like to appreciate Tania Akter, lecturer at the Brac Business School, for being my respected advisor. I was successful in finishing the report because to her support and encouragement, wise guidance, and actively monitors.

I also want to express my appreciation to all of my esteemed senior colleagues at Square Toiletries Limited. Sincere gratitude to Mr. Anjan Kuman Das, Manager, MIS Department for always giving me proper guideline about caerrer and sharing real life work experience. also want to thank Mr. Maruful Islam, Executive, MIS Department for supervising my performance and guiding me with directions.

Executive Summary:

In this report, I have used the experiences and pieces of information I acquired from my internship at Square Toiletries Limited. It is basically a resonance report that relates my learning of routine duties to business planning and organization. The report emphasizes my responsibilities, activities, comprehension, accomplishments, and other features of my internship activities. The entire report has been divided up into several chapters.

The first chapter is accomplished by including information on the student, the internship, the supervisor, the job duties and responsibilities, the outcome of the internship, the involvement of the student, the advantages to the student, the problems and difficulties, and the recommendation. Through this chapter, I aimed to convey the overall picture of the entire report.

In the second chapter of the report, I tried to cover the whole thing in three-part. Firstly, in the introduction part the primary objective, secondary objective along with limitations are addressed. In the next company overview part, the company's history, mission vision, brands and products, departments of the company, worldwide reach, and sister concerns are thoroughly mentioned. After that in last section, I added company's management, marketing and information management system practice along with industry competitive analysis and SWOT Analysis.

In the third analysis part, I tried to have some findings from the officials and tried to put it in diagrams and charts to get the overall ideas. Also added the background of the report in this part. I ended the report with a recommendation along with the references.

Contents

Declaration:	i
Letter of Transmittal	ii
Non-Disclosure Agreement	iii
Acknowledgment	iv
Executive Summary	v
List of Figure	vi
List of Acronyms	vii
Student Information:	11
Internship Information	11
Company Information	11
Internship company supervisor’s information	11
Job Scope (Job description , duties , responsibilities)	11
Internship Outcome:	13
Benefits to the company	13
Problems / Difficulties	13
Recommendation:	13
Chapter 02: Organizational Part	15
Overview of the company	15
Vision & Mission:	16
Values & Principles:	17
Quality Policy	17
Sister concern	18
Departments	19
World Wide Reach	19
Brands & Products	21
Management Practice	22
Marketing Practice	23
Information System Practice	23
SWOT Analysis	28
Corporate and Social Responsibility	28
Recent Campaign	31
Chapter:03 (Report Part)	32

Background.....	32
Objective	32
Methodology	33
Primary source	33
Secondary source	33
Conclusion:	36
Recommendations.....	36
References.....	38

List of Figure

Figure 01 Square Toiletries Tagline

Figure 02 Quality Policy of Square Toiletries Limited

Figure 03 Sister concern of Square Toiletries Limited

Figure 04 International Partners of Square Toiletries Limited

Figure 05 Worldwide reach of Square Toiletries Limited

Figure 06 Brands and Products

Figure 07 Organogram

Figure 08 Process of SPA

Figure 09 Sample invoice

Figure 10 Sample reports

Figure 11 Recent Campaign

List of Acronyms

STL= Square Toiletries Limited

SPA = Sales Process Automation

SKU= Stock Keeping Unit

TSD= Technical Service Development

PPIC= Product Planning Inventory Control

TCP= Transmission Control Protocol

Chapter 01: Overview of Internship

Student Information:

Name: Jarin Tasnim

Student ID: 18104203

Program: Bachelor of Business Administration

Major: Marketing & Computer Information Management (CIM)

Internship Information :

Company Information:

Period: 3 months (12 June 2022 – 11 September 2022)

Company Name: Square Toiletries Limited

Department: Management Information System (MIS)

Address: Rupayan Centre (11th Floor) 72 , Mohakhali Commercial Area , Dhaka -1212

Internship company supervisor's information :

Name: Md. Maruful Islam

Position: Executive, Management Information System (MIS)

E-mail: maruful@squaregroup.com

Job Scope (Job description , duties , responsibilities)

In Square Toiletries Limited, I have worked as an MIS intern in Management Information System (MIS) department. Since I was an MIS intern, I used to do work related to the database of the company and the Sales Process Automation (SPA) software of the company. During the internship period my responsibilities were:

- Device details data input: In STL, they provide cellphones to their sales offices all over the country. Many times, this cellphone got lost or damaged. In that case when they return the damaged cellphone or GD of the lost cellphone. At that time I used to input the details of my cellphone into the database system to keep the report.
- Keeping record of training: At various times the officers from the MIS department give training to the distributor, sales officers, and territory sales officers about the running SPA system and the software. After their training, they have to submit the feedback form. I did manage the record of the training form.
- Data sorting: In the database of the company, there are all the retailers from all over the country. And in the huge database, there are the same data multiple time. My work was to sort those data from the database.

- Call for duplication data: as mentioned in the database there were duplication of same retailer name and address. My work was to identify those data and making call to sales officers all over the country to confirm which data is real and which one is duplicate.
- Market visit: during the internship period I visited a market in Khilgaon to understand the real market scenario, how the whole operation works from distribution point to market, how a sales officer works, how he convinces the retailer how he convinces them to take order, how the SPA app works. Everything was very new and a good learning scope for me as a business graduate.
- Documentation: in some cases, I had to prepare documents on a particular topic or process to make things easy for other people who will come later as employee of the company. So that from those documents they can get an idea about a particular process or workflow.
- Others: besides all that I did various other works instructed by my supervisor. Such as monitoring the training of sales officers which was conducted by MIS department, collecting the acknowledgment of getting the devices like printers, mobile phones etc.

Internship Outcome:

Benefits to the company:

In the last 3 months, as an undergrad student, it was a career-bosting opportunity to be able to work in such a corporate environment in Square Toiletries Limited. It is the most challenging and career-expanding experience for a student. As a student one can achieve various benefits from here such as –

- The internship helps a student to develop a professional network.
- Students can get an idea about the real business scenario.
- Students can be able to implement the gained knowledge and facts learned in the academic sector.
- Helps students to learn technical things which is very for a graduate to enter the job market.
- Makes students mentally prepare to take on new challenges & work accordingly.
- Gives students the experience of office culture and teaches them how to adapt it.
- It helps students to gain professional corporate skills & develop interpersonal skill.
-

Problems / Difficulties:

Everything includes both a bright and a critical side. Working with STL is essentially the same as that. During the completion of my internship, I encountered the challenges listed below:

- In the department they do not allow internet access to the interns. For that reason, in need of getting data one has to use mobile data.
- There was no particular email access for interns. After completing any work, it is not possible to mail the file directly to the supervisor.

Rather than that I did not face that much complications because of the assistance from my supervisor and other members from department. They have always guided me well.. Also, my supervisor treated me very well all the time, helped me with works and documents I needed for my reports. By considering all these facts I would say I did not face that many difficulties throughout my internship program.

Recommendation:

Square Toiletries Limited is one of the well-known and leading brands in our country. Being a renowned brand, they have a higher corporate standard to maintain. As an intern of the company, I faced some difficulties which I mentioned earlier. If these change then it will be easier for future interns to work more effectively. Based on that I would provide some recommendations below:

- It would be better for future interns if they give access of the internet to the employees. then it would be easier for them to access to their software or web panel easily and they would be able to put their input to the work more effectively.
- Particular organizational email address for interns so that they can transfer the data and their assigned work easily to get feedback from the advisor.
- Motivate the interns and engage them more into the organizational work to make them learn more business-related works.

Chapter 02: Organizational Part

2.1 Overview of the company:

2.1.1 Company History:

Square Group was established in 1958. Square was founded with the goal of providing people with goods and services that will help them live better life. With a passion for innovation, SQUARE is establishing multinational corporations with significant investments in various parts of the world. The group has grown to include enterprises as various as health coverage, textile products, consumer products, information providers, and information technology.

Square Toiletries Limited (STL) is one of them and they always think about their customers "look well & live well" by offering with 50 international standard products in personal care, health care and hygiene and home care categories, Square Toiletries Ltd (STL)- an ISO 9001:2015 certified company, is the leading Bangladeshi manufacturer of toiletries and cosmetics. Beyond business, STL adopted the well- being of people which is termed and nurtured as 'Care-Based Marketing'. All the efforts of STL are designed to touch the lives of people and to help them to "look well, live well". Production for STL is carried out in two automated state-of-the art plants in Narayanganj and Pabna. Since its start their journey in 1994, the manufacturer has stood for "Quality" and "Care." It has obtained the Quality Control Practice Certification for Outstanding Process Management. STL has evolved over time into one of the most reputed and trustworthy companies in the country.

Square Toiletries Limited always prioritizes people's health as a caring company. Senora, the first Sanitary Napkin in Bangladesh, has been actively working since 1989 to break the taboo surrounding menstruation by creating the very first Commercial Sanitary Factory in Bangladesh. Senora's initiative has educated over 6 million girls about menses health and hygiene. STL has launched the first ever top-notch sanitary napkin (Femina) at a reasonable rate in Bangladesh. As well as their Meril Baby & Supermom products not only offers high-quality baby products, but also appears to work to raise public awareness regarding "vaccination" and "breastfeeding."

Aside from business, STL have established the world's first "toll-free" telemedicine center for all Bangladeshis, where they can receive free services from medical experts and mental counseling under the mentorship of best-known Counselor.

One the other hand, their other brands Senora, Jui, and Sepnil have been recognized and honored as top brands that have been selected by industry professionals and are well-liked by consumers. Meril, Senora, Jui, Chaka, Magic, Kool, Revive, Sepnil, Zerocal, Supermom, and other leading brands contribute approximately 10% of the SQUARE Group Turnover, and they are committed to continuing this glory of journey for the betterment of people, the environment, and the economy.

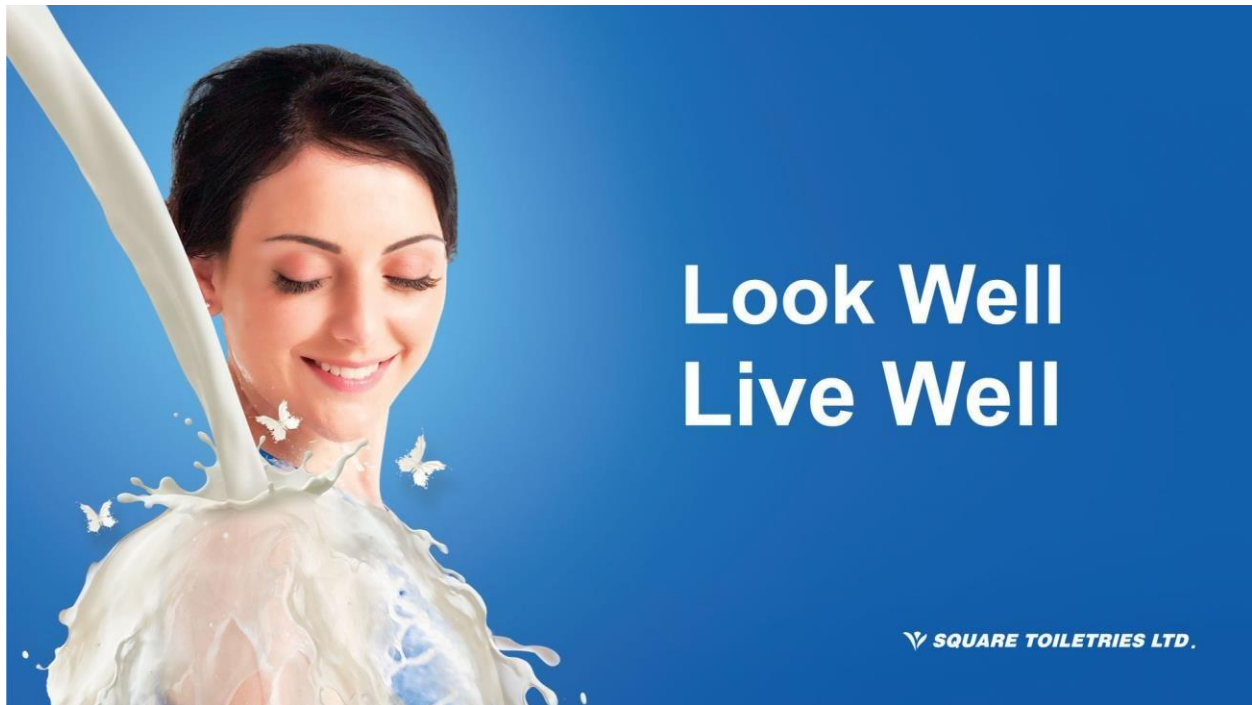


Figure 01 : Square Toiletries tagline

2.1.2 Vision & Mission:

Vision- We attempt to understand the unique needs of the consumer and translate that needs into products which satisfies them in the form of quality products, high level of service and affordable price range in a unique way

Mission-

- To treasure consumer understanding as one of our most valued assets and thereby exert every effort to understand consumers' dynamic requirements to enable us in offering maximum satisfaction.
- To offer consumer products at affordable prices by strictly maintaining an uncompromising stance on quality. With continuous R&D and innovation, we strive to make our products comply with international quality standards.
- To maintain a congenial working environment to build and develop the core asset of STL – its people. As well as to pursue for high level of employee motivation and satisfaction.
- To sincerely uphold the responsibility towards the government and society with utmost ethical standards as well as make every effort for a social order devoid of malpractices, anti-environmental behaviors, unethical and corruptive dealings.

Values & Principles:

The well-being of consumers, employees, and society are the three foundation pillars of the values and principles of Square Toiletries Ltd. believes that it is its obligation to work for the welfare of society. In spite of being a commercial organization, STL doesn't always opt for profit, rather it tries to be even more focused on the fulfillment of its commitments to society and hence has an intense sense of responsibility to its customer, its people, and its society as a whole. From the day-to-day business operation of the quality policy, in every single activity of STL, these core values and principles are reflected.

Quality Policy:

According to the official website of STL Below Quality Policy has been maintained strictly By each and every department (Square Toiletries Limited, 2021) -

- Dedicated to making every effort to understand consumer needs to provide maximum satisfaction and achieve market leadership.
- Strive to continuously upgrade manufacturing technology and to maintain an optimum level of quality measures in conformity with the international standard – ISO 9001: 2008.
- Committed to achieving quality objectives through continuous employee training and maintaining a congenial working environment.














Figure 02: Quality Policy Of STL

Sister concern:

The group's other member companies embrace the very same sense of obligation and compassion.

Sister Concern

 SQUARE HOSPITALS LTD.
 SQUARE TOILETRIES LIMITED
 SQUARE Food & Beverage Ltd.
 SQUARE INFORMATIX Limited
 SQUARE Fashions Limited
 MAASRANGA COMMUNICATIONS LTD.
 Mediacom LIMITED
 SABAZPUR TEA COMPANY LTD.
 Aegis services Ltd
 SQUARE College of Nursing
 ASTRAS LIMITED
 SQUARE AIR LIMITED
 Square Texcom Limited
 SQUARE TEXTILES LTD.
 Square Yarns Ltd.

Quick Link

Figure 03: Sister Concerns of Square Toiletries Limited

Departments :

In Square Toiletries Limited , in total 13 departments runs the whole operation. All the departments are focused for achieving the organizational goal. Every department followanits own functions. The departments are –

Sales Department
Marketing Department
Product Development Department
Human Resource department
Management Information System department
Technical Service Department
International Marketing
Corporate Affair Department
Accounts & Finance Department
Internal Audit Department
Commercial Department
Project Department
Legal Department
Production planning and Inventory control

World Wide Reach :

Square Toiletries is now a renowned company .but when it started its journey it has only one product which is Jui. With Passing time the company expanded and introduces 20 more brands to its customer according to the customer need. Only because of the dedication it becomes one of the leading FMCG in the country. STL formed technical alliances with some of the leading business in several countries in order to compete with opponents and ensure consumer satisfaction and product quality. These are –



Figure:04 Partners of STL

Besides, brands of STL has successfully exported a number of products abroad to satisfy customer demand. The countries that export the products of STL –

WHERE WE ARE REACHING

Square Toiletries Ltd. is one of the few Bangladeshi companies that is successfully exporting its products in foreign countries. Besides serving the people of Bangladesh, STL is exporting its products in -




Figure 05: Global reach of STL

Brands & Products :

There are multiple brand in Square Toiletries Limited. And under these brands there are several products they manufactured. Some of the brand's products are –

FABRIC CARE

Your clothes will be clean and sparkling.



CHAKA

For taking care of your everyday cleansing clothes. ...

[Learn More](#)


CHAMAK

The best friend of white ...

[Learn More](#)

HOME CARE


Keep your home sparkling with freshness.



XPEL

Xpel aerosol is made from an effective formula. ...


[Learn More](#)



SHAKTI

When you are the manager of your household, ...


[Learn More](#)



SPRING

The environment that confines your presence is the ...

[Learn More](#)



MAXCLEAN

Maxclean combines both the stain removing powers. ...

[Learn More](#)

HEALTH & HYGIENE

Solutions for your basic daily needs.





ZEROCAL

It's a powerful liquid disinfectant which is alcohol free. ...

[Learn More](#)



SEPHIL

Sephil kills germs, kills and keeps it away. ...

[Learn More](#)



MAGIC

Kill Germs & Germsing Kill germ. ...

[Learn More](#)



MERIL PROTECTIVE CARE

Best Protection Care in the range of products. ...

[Learn More](#)



WHITE PLUS

White Plus, the perfect for the maintenance of white. ...

[Learn More](#)



SELECT PLUS

Control it specially for the skin. ...

[Learn More](#)



GLYCERIN

Glycerin naturally draws moisture to the skin. ...

[Learn More](#)




RAIN SHOWER

A relaxing and refreshing bath is all you need. ...

[Learn More](#)

CARE FOR THE LITTLE ONES


Greatest stuff for your greatest bundle of joy.



MERIL BABY

Meril Baby wants to share the love and ...

[Learn More](#)



SUPERMOM

Everything needed to keep both mom ...

[Learn More](#)

PRIDE OF WOMANHOOD

Something for each of your needs.



SENORA

Senora is committed to ensure Health and Hygiene. ...

[Learn More](#)



JUI

Jui understands our culture, our traditions of living. ...

[Learn More](#)



MERIL MILK SOAP BAR

When did you last bathe in milk? ...

[Learn More](#)



REVIVE

Revive 24-hour protection with invigorating cream and additive. ...

[Learn More](#)



A row of deodorant cans in various colors: Orange (Light), Pink (Provoke), Silver (Blue Passion), Green (Citrus), and Black (Kool). The cans are arranged in a row, with the 'Kool' brand name prominently displayed on each.

Figure 06: Brands and products of STL

Management Practice :

The organization maintains a rigid hierarchical structure to ensure that the business continues to operate smoothly. A talented team that possesses diverse expertise and inventiveness has worked incredibly hard to make this process run smoothly. Each person has a basic understanding of everyone else, which enables them to collaborate and exchange ideas for the benefit of the business. The organization is managed by the company's Managing Director, Mr. Anjan Chowdhury, who has given the Chief Operations Officer, Mr. Mohammad Malek Saeed, the duty of maintaining and reporting the organization's actions on a regular basis. The Department Heads gather general corporate observations and reports, which they then relay to the COO. Four jobs are kept with the same hierarchy, including the Assistant Executive, Senior Executive and Senior Brand Manager, Manager, Marketing Manager, and Consumer engagement officer. Moreover, Interns are included in the procedure and are listed last in this structure's hierarchy.

Here is the organogram of Square Toiletries Limited-

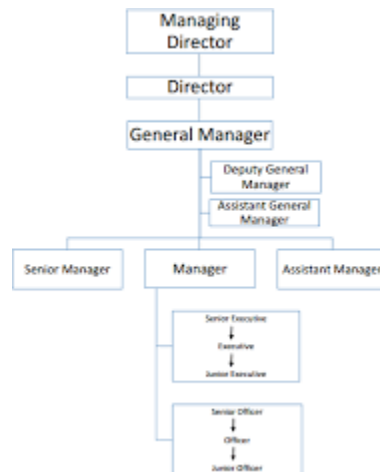


Figure:07 Organogram

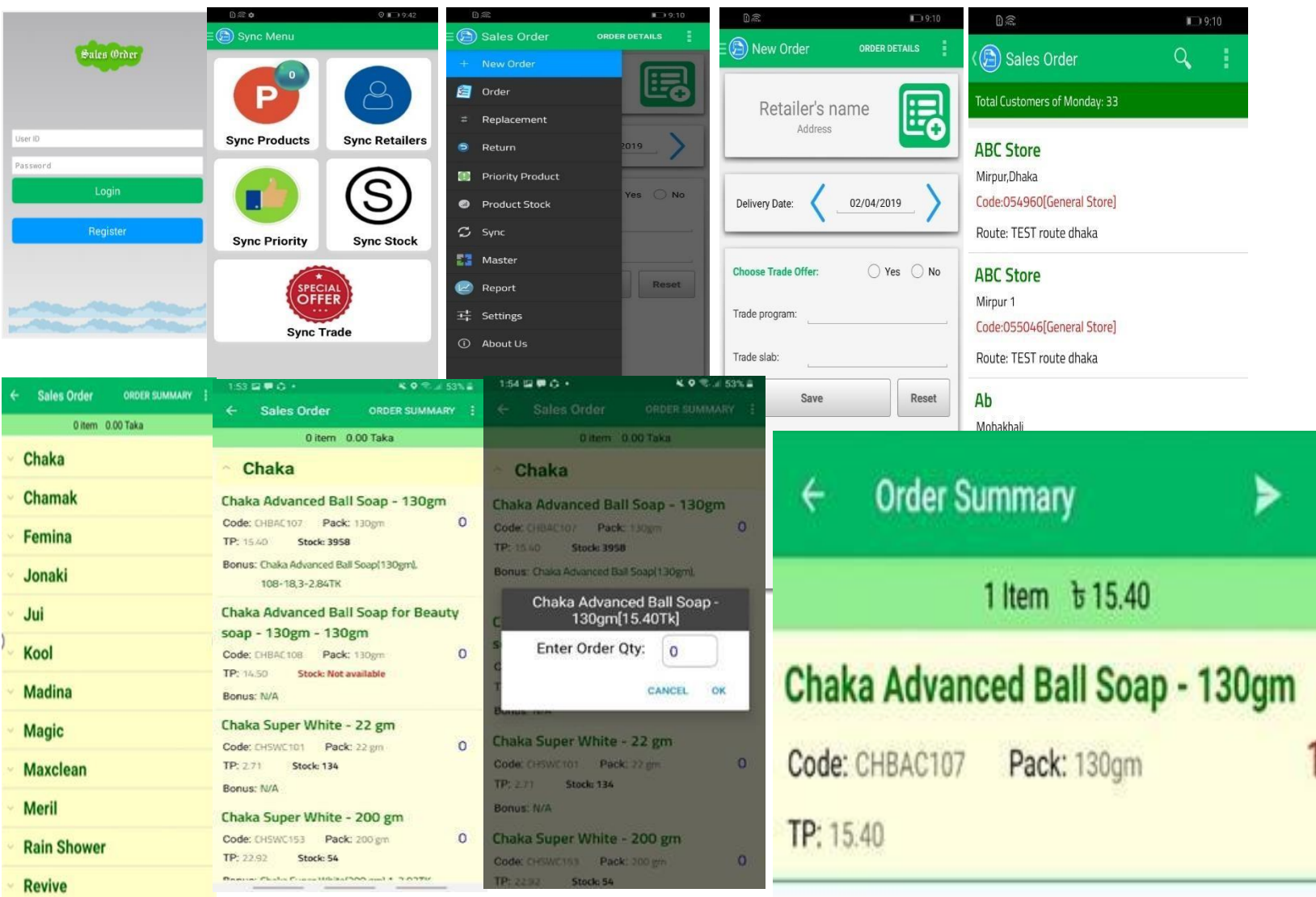
Marketing Practice :

Marketing plays an important role to do good in the business. In STL , the marketing division include some separate part of the company which are sales team, brand team, commercial team. Brand team is mainly focused on developing product, packaging,lauch campaign. Their main focus is to understand consumer's need and work according to it. The sales team is focused to maintaining all the distribustors, territories, division's product selling. Lastly, the commercial team source the raw materials, packaging materials and they try to communicate outside the company to get all the necessary material for product and packaging which will be manufacture in the factory later on. The business has a qualified professionals of passionate contributors who have assumed the core relationships with others, upholds the company's quality standards, and utilizes their innovative ideas for improvement of this business.

Information System Practice :

The department of management and information systems is extremely important . Generally, they do .the past performance of various numbers. The brand managers must take these numbers serious decisions. Every morning, they update their data. The distributor provides the data for the stock. According to that data they correct the present stock so that it gets easy for the sales officers to collect order from the retailer. Basically , they update the system according to the available stock. They preserve SKU, IMS, TP, DP, CP, and other data . They frequently use Excel spreadsheet. They submit reports to the marketing director multiple times every day. Also, they provide brand managers with an update on the state of their products, by this they get to know about the performance of their particular product how it is doing in the market.

Here is the SPA interface for Sales officers when they take order through the application instead of manual –



It was the SPA function from the end of sales officers. In a regular basis using these steps they take the order. after taking all the orders from the markets end of the day when they comes to distributor point they post all the orders and get the invoices print.

Square Toiletries Ltd.
72, Rupayan Centre, Mohakhali C/A, Dhaka-1212.

Invoice Report

মুসক-৬.৩

Invoice No: 210700593927 Invoice Date: 31-07-2021
 Distributor: 2940, SMP Distribution
 Delivery Date: 31-07-2021 Route:000011, Kaptan Bazar
 SR : 00001410, Md. Saifur Rahman Type: Normal
 Retailer: 861341, Shahan shah store
 Retailer Address: 000000 000000

SL No	Product Name	Pack Size	Unit Price	Qty	Prod Dis	Bns Qty	Amt	
0	শেজিৎ ফোম	200 ml	130.00	850	17,000.00	0	93,500.00	
Retailer Discount: %							Total Amt:	93,500.00
							Slab Adjustment:	2,805.00
							Net Total Amt:	90,695.00

Amount In Words: Ninety Thousand Six Hundred Ninety-Five Taka Only

Trade Program: 2805

FISAL/185 Revision : 01 Revision Date : 03.01.2018

SQUARE TOILETRIES LIMITED ORIGINAL
North Rupshi, Ruggonj, Narayanganj

Page No : 1 of 1 INVOICE Invoice No :
Order No : S-1212 Market : Dhonia (D-14) Invoice Date : 11/11/2019
Purchase No : 191001212 Invoice Date : 31/10/2019
Employee : Mr. Farid Uddin Delivery Date : 04/11/2019

Customer : 1407 Customer Name : M/S R B S International (D-14,36,41,56) ID :
Address : 420, Noorpur, Dhonia, Shantir Akhra, Dhaka.

Opening Balance : -3,812.63

SL NO	Product Name	Pack Size	Qty	Unit TP	Discount Amount	Bonus Amount	Total Price
1	Maxiclean Antibacterial Dishwash B	110 gm	30	0	.00	.00	.00 BONUS
2	Maxiclean Antibacterial Dishwash B	110 gm	360	9.06	163.44	.00	3,106.96
3	Meril Milk Soap (W) - 100 g	100gm	3312	31.17	4,903.66	.00	98,331.38
4	Meril Milk Soap (W) - 100 g	100gm	278	0	.00	.00	.00 BONUS
5	Meril Milk & Kiwi Soap (S) -100 g	100gm	3240	31.17	4,787.66	.00	96,193.74
6	Meril Milk & Kiwi Soap (S) -100 g	100gm	270	0	.00	.00	.00 BONUS
7	Meril Milk & Bell Soap (S) -100 g	100gm	570	0	.00	.00	.00 BONUS
8	Meril Milk & Bell Soap (S) -100 g	100gm	6840	31.17	10,127.13	.00	2,03,075.67
Discount Amount : (Less 2%)			Total:	14,868 Pcs	19,991.20	.00	4,00,709.74
Total Loading Adjust : 200.88							200.88
Total Loading Adjust : 00							Less Total Adjusted Amount : 200.88
Total Order Adjust : 00							Net Invoice Amount : 4,00,508.86
Total TDS Amount : 1,099.13							Total Payable : 4,02,508.00

Four Lac Two Thousand Five Hundred Eight Taxa only

Last DD Date : 27/10/19	Last Collection Date : 29/10/19
Last DD No : RTGS	Last Collection Amount : 2,98,507.49
	Closing Balance : 3,96,696.23

(Received above goods in good condition)

Customers Signature _____ Prepared by _____ Authorized Signature _____

Headquarters : Ropayan Center (11th Floor), 72 Mohabali C/A, Dhaka-1212, Bangladesh. Phone : (02) 9441537-40 (199) 61714011942
Factory Office : North Rupshi, Ruggonj, Narayanganj. Phone : (199) 017191744 VAT Regn No : 2191000013, C Code No : 210102

After posting and getting the invoices in the next day, based on the invoice's order all the products get delivered from distributors point to retailers by an appointed delivery person.

Based on the posted invoice officials change the stock everyday. It shows the available stock in every division. And they keep all the record of daily selling products. It helps to provide them to give the lifting summary report and IMS report.

Lifting summary Report:

Total		8018.44	6421.46	80.08	6524.46	-1.58	100.00	100.00
Geo	Monthly	Target	Sale"21	Achv. "%"	Sale"20	Growth. "%"	Target Contr. "%"	Achv. Contr. "%"
National	Toi	4729.86	4075.63	86.17	3901.35	4.47	58.99	63.47
National	Soap	906.57	734.79	81.05	674.35	8.96	11.31	11.44
National	Senora	1816.26	1191.86	65.62	1514.50	-21.30	22.65	18.56
National	Diaper	204.53	128.45	62.80	159.46	-19.45	2.55	2.00
National	Baby	361.22	290.73	80.48	274.80	5.80	4.50	4.53

IMS summary Report :

Particulars	Numbers
IMS Target	946,827,699
Order	908,765,533
IMS	726,864,759
Achv.%	76.77
Cum. Visited Outlet	1,664,964
Cum. Ordering Outlet	578,214
% (Cumulative-PC)	34.73
Invoice Value	803,654,728
Return	123,920,303
Return %	15.42
Cum. Total Memo	604,384
Cum. Order unit in total memo	1,485,887
LPC (Unit/Memo)	2.46
Avg. Value per Memo	1,330

2.1.3 Industry and Competitiveness Analysis :

Porters Five Forces Model:

Every company need to do competitive analysis according to the industry they belongs. It gives the company a clear reflection of the market and based on the , company can assesses the profitability chance and power of the company to create it's own business strategy.



Threat of new entrants:

New entrants are always a threat for any company. Because if the product and marketing of new company is strong enough then it will drive the customer's attention towards which is a major threat for an already established company in the market. In case of Square Toiletries Limited, it already has access to the broad line of distribution channel after Unilever. So, it will be difficult for a newcomer to get accessibility like Square Toiletries Limited. Lastly, we can say for Square Toiletries Limited the threat of new entrants is moderate.

Competitive rivalry:

The rival companies are those companies with whom Square Toiletries Limited has to compete currently to survive in the industry. In the case of Square Toiletries Limited, the numbers of competitors are high. Unilever, ACI, Arla, and Reckitt Benckiser are reputed and tough competitors for Square Toiletries Limited. Because all of the company's product categories, customer segments are for some instances same. Moreover, the industry growth rate is moving fast, so people's tendency of investing this industry is getting high. Here, the rivalry is high for Square Toiletries Limited.

Bargaining power of Buyers :

As there are similar existing companies in the industry. So for customer, there are a lot of options to switch from one brand's product according to their convenience. In this industry, almost every company is coming with something new every now and then with their product so it is giving consumer best value for their money which is making buyers bargaining power high.

Bargaining power of suppliers :

As it is a running industry. So the suppliers are nearly common for competitive company also. Changing cost of suppliers are low, there are limited suppliers so few suppliers can make the consistency and keep their material quality. As the competition is high in the market. So, to get a quality supplier for company the bargaining power of supplier is high.

SWOT Analysis :

SWOT analysis focuses on the company's strength, weakness, opportunity, and threat. It helps company to focus on it's strategic management. Because a company's strategic management technique helps it to strengthen its every flows.



<p>Strength:</p> <ul style="list-style-type: none">• Long term brand value.• Customer's acceptance.• Automated functioning of products.• Large distribution point.	<p>Weakness:</p> <ul style="list-style-type: none">• Variation in existing product is less.• Modification of product is less.• No development or change in packaging.• Less trade offers for retailers
<p>Opportunity :</p> <ul style="list-style-type: none">• Introducing new products.• High profitability in the toiletries industry.• Improving the product quality.	<p>Threat :</p> <ul style="list-style-type: none">• Less entry barriers for new brands or company.• High demand of foreign brand products.• Existence of renowned MNC in the market.• Increasing price of raw materials.

Corporate and Social Responsibility:

Employment Generation:

- More than 1200 employee working for STL permanently and this kind of job pattern clearly shows that Square is ensuring their employees welfare and confidentiality on a consistent basis.

- Focus on equal employment opportunities and the results is 38% female employees working for STL as well as for Square.
- Trying to maintain a highly social working environment and the results of this kind of initiative is lower turnover rate and a highly driven workforce.

Investment in Bangladesh:

- Square Toiletries makes all of its investments within the country. It exports its products, yet none of its manufacturing plants are located outside of the country.
- STL emphasizes the value of foreign exchange inflows into the country.
- When the country was on the verge of becoming drowned by overseas tax goods, STL decided to raise its voice and activated counter-movements.

Works for the underprivileged people:

- SQUARE Toiletries Ltd. offers financial assistance to those in need. It is wonderful that SQUARE Toiletries Ltd. is providing financial assistance to the Naksha Learning Center for helpless women who are being trained to operate sewing machines.
- SQUARE Toiletries Ltd. also provides rickshaw vehicles to the poor in order to earn money so that they can support their family and lead at least a standard life.
- The company offers funds for medical care and assistance to both employees and seriously concerned people.
- SQUARE Toiletries Ltd. provides employment opportunities for physically disabled or handicapped employees, providing those certain individuals with an excellent opportunity to earn a living.

Additionally, Square is closely engaged in the areas where it operates, and as a result, it feels a strong sense of obligation to its neighbors.

- Pabna School - Square Kindergarten
- Ananda Gobinda Library is a library in Pabna.
- Pabna Municipality receives an ambulance
- Pabna Tree Plantation event
- Job opening for qualified neighbors
- Disaster Management During Floods, Cyclones, and Other Natural Disasters
- Telephonic Service to concerned mother etc.

Patronizing Culture:

- Square Toiletries is dedicated to supporting the country's most hyped sports like Cricket , Football. Meril promoted the First Division Contest in 1998 and 1999.
- Square's commitment to cricket development can be seen in the 1997 International Cup One-Day Cricket League between Kenya, Zimbabwe, and Bangladesh.
- STL always tries to promote less popular but promising games like Table Tennis, Badminton, and others.
- Award giving program “Meril Prothom Alo- Award Giving Ceremony” has been being sponsored by Square Toiletries Limited for several years.
- Also STL is trying to promote local music by hosting “Magic Bauliana”.

Recent Campaign :



কৈখালীর কিশোরীদের এখন আর পিরিয়ড নিয়ে চিন্তা নেই

আঁতকে ওঠার মতোই যবরা পিরিয়ড বন্ধ রাখতে মা, ডাভি বা বাচ্চবীর কাছ থেকে জন্মনিয়ন্ত্রণের বড়ি নিয়ে খাচ্ছে সাতসীয়ার কৈখালী ইউনিয়নের কিশোরীরা। কিন্তু কেন?

কৈখালীর সাধারণ মানুষের তিন বেলা খাবার জোপাড় করাই যেখানে একটি বড় চ্যালেঞ্জ। সেখানে নারীদের পক্ষে ১০০ থেকে ১৫০ টাকা খরচ করে প্রতি মাসে প্যাড কেনার চিন্তা করা কঠিন। পিরিয়ডের সময় তাই পুরোনো কাপড় ব্যবহার করেন তাঁরা। স্বাভাবিকভাবেই পোসল করার পুকুরে ধোয়া যায় না সেই কাপড়। ব্যবহৃত সেই অপরিষ্কার কাপড় তাই পাশের নোরা ও লকপাত ডোবায় ধুয়ে আবার ব্যবহার করেন তাঁরা। তাই জরায়ুর নানান সমস্যা জাগেন তাঁরা। মাসিক বন্ধ রাখতে তাঁদের অনেকেই তুলে নিয়েছিলেন হাতের কাছে থাকা সুদীর্ঘ বড়ি সেরকারিভাবে বিতরণ করা জন্মনিয়ন্ত্রণের পিল। বিশেষজ্ঞরা বলছেন, চিকিৎসকের পরামর্ন ছাড়া জন্মনিয়ন্ত্রণের বড়ি গ্রহণ মারাত্মক ক্ষতির কারণ হতে পারে। অনিয়মিত মাসিক, মস্তিষ্ক ও শারীরিক ক্ষতি থেকে শুরু করে চিরস্থায়ীভাবে বন্ধ্যাও হয়ে যেতে পারেন ব্যবহারকারী।

চলতি বছরের এপ্রিলে এমন একটি প্রতিবেদন বিজ্ঞাপনী সংস্থা সান কমিউনিকেশন লিমিটেডের গোখে পড়ে। কৈখালীর কিশোরীদের এই ক্ষতিকর অভ্যাস থেকে দূরে রাখতে তারা স্কয়ার টমলেট্রিজ লিমিটেডের স্যানিটারি ন্যাপকিন ব্র্যান্ড 'সেনোরা কে সসে' নিয়ে শুরু করে 'মেয়ে, তোমার স্বস্তির জন্য' শিরোনামে একটি ক্যাম্পেইন। প্রাথমিকভাবে কৈখালী এলাকার ৬টি স্থানে ১২টি পানির ট্যাকে বসায় তারা। ছাঁকন প্রক্রিয়া শেষে সেখানে জমা হয় বুটের পানি। পিরিয়ডের সময় সেই পানি ব্যবহার করে মেয়েরা। জুলাই মাসে শুরু হওয়া এই ক্যাম্পেইনের আওতায় স্থানীয় প্রায় ৫০০ নারীকে তালিকাভুক্ত করে সেলোরা। প্রাথমিকভাবে তিন মাস তাঁদের স্যানিটারি ন্যাপকিন ফ্রি দেওয়ার উদ্যোগও নেওয়া হয়েছে। এ বিষয়ে স্কয়ার টমলেট্রিজ লিমিটেডের পরিচালক ও হেড অব অপারেশনস মালিক মোহাম্মদ সাঈদ বলেন, 'আমাদের এই উদ্যোগের এখানেই শেষ নয়, ভবিষ্যতেও আমরা এই মেয়েদের পাশে থাকব।'

যেকোনো প্রয়োজনে কল করার জন্য টোল ফ্রি একটি ফোন নম্বরও দেওয়া হয়েছে। উঠান বৈঠকে এলাকার নারীদের এ বিষয়ে সচেতন করা, বিভিন্ন প্রশ্নের উত্তর দেওয়া থেকে শুরু করে প্যাড বিতরণের কার্যক্রম চালিয়ে নেওয়ার জন্য দুজন নারী প্রতিনিধিও ঠিক করে দেওয়া হয়েছে। স্থানীয়ভাবে তাঁদের জাকা হয় 'নোরা আপা'। এমনই একজন 'নোরা আপা' হলেন ফারজানা পারভীন। স্থানীয় একটি কলেজে স্নাতক করছেন তিনি। তাঁর কাছে এ বিষয়ে জানতে চাইলে ফারজানা পারভীন বলেন, 'ট্যাকের পানি খুবই উপকারে লাগছে। এই দুই মাসে অনেকেরই পিল খাওয়া বন্ধ হয়েছে। কাপড়ও ব্যবহার করেন না। আরেক 'নোরা আপা' গৃহবধু খাদিজা সুলতানা বলেন, 'জুলাই মাসের প্যাড তো ওরাই দিয়ে পেছিল। আগস্ট মাসে আমার কাছে পাঠিয়ে দিচ্ছে। আমি ১২০টা প্যাড দিছি। অনেক ভালোই হচ্ছে। কিন্তু তিন মাস পর কী হবে বুঝতে পারছি না।'

তিন মাস পর কী হবে, এই প্রশ্ন আমরা স্কয়ার টমলেট্রিজ লিমিটেডের হেড অব মিডিয়া অ্যান্ড রিসার্চ এডওয়ার্ড প্রকাশ বালাকে করি। তিনি বলেন, 'আমরা এই উদ্যোগকে চালিয়ে নিয়ে যেতে চাই। কীভাবে পুরো ব্যাপারটি টেকসই করা যায়, সেটি নিয়েই আলোচনা চলছে। চাইলে অনুরাগ আমাদের এই উদ্যোগের সঙ্গে যোগ দিতে পারেন।'

Chapter:03 (Report Part)

3.1 Introduction :

3.1.1 Background:

In the 20th century, we are in an information age where everything is now technology based. In this technological evaluation, we came across a long way from traditional industry revolution to an economy primarily based on Information Technology. Sales forecast is an important part for any business. This piece of information helps business to predict the future revenue number of the family and work accordingly.

Nowadays the majority of sales operation tasks can be automated. In this case, we do not have to depend on the manual data of sales and do not have to wait for any report regarding sales. Besides that, if it is automated then updating the database with all the new data can be found easily which can save time. Also, in the case of preparing reports based on current data and reports of currently available stock can be found easily if the sales monitoring system is converted into automation. This sales monitoring system can summarize all the operations of sales and parameters to understand all the sales reports easily within a limited time. Because of the sales monitoring through automation, now it's a big benefit for the marketing department of a company because now they can easily pass the sales and marketing data to each other to contribute to the company in a more effective way.

In our country, many companies are already shifted their sales monitoring process from manual to automation to keep up with the current technological advancement. Square Toiletries Limited also developed a sales monitoring supply chain module in 2012. It names Sales Process Automation (SPA) which is basically an android application and a web application. Based on this module they are running their sales monitoring.

3.1.2 Objective :

Specific Objective:

The basic purpose of the report is to understand the sales monitoring of STL which they maintained through automation. The minor purpose of my report is to add value to the to the host company. STL is one of the leading companies with various popular brand they are operating their sales operation and keeping the record through their SPA application. This internship report aims to do proper analysis how the whole monitoring process works, to find out the limitation. So that STL can analyze it and use it to develop their module in future.

Broad Objective:

To understand the sales monitoring process of Square Toiletries Limited (STL) through automation.

Methodology :

Primary source :

I used a range of primary sources to obtain information for the project portion of this report. I was capable of providing adequate information for this report because to the observation and experience I gained over my entire internship. Additionally, I was able to complete this report after speaking with my supervisor and engaging in a question-and-answer session with sales officers (SO) while on my market visits.

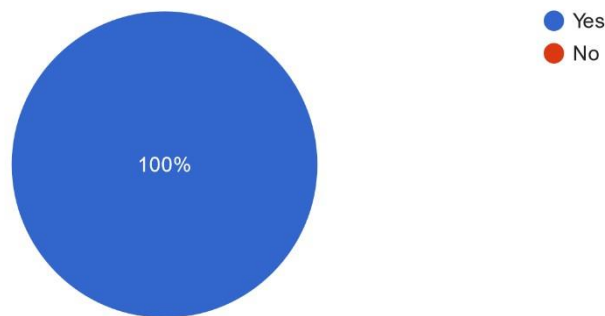
Secondary source :

- Sales Process Automation (SPA) application and web panel
- Square Toiletries Limited Website
- Previous documents and reports on SPA.
- Sales report which are generated from SPA.

3.1.4 Finding and analysis:

Is SPA is better than the previous manual system?

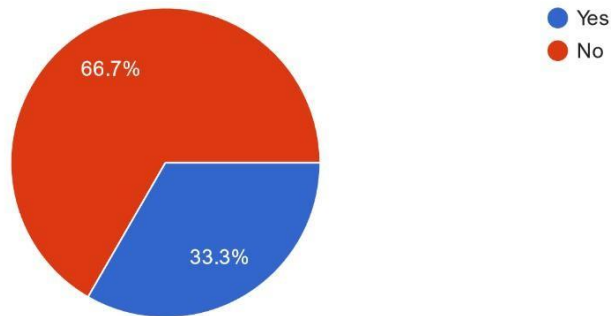
12 responses



When the question was asked to the officials and sales officer. Everyone was satisfied with the SPA system. They agreed to the fact that it is more useful for them than the previous manual system. Which they were using now is helping them than the manual one.

Is SPA is time consuming?

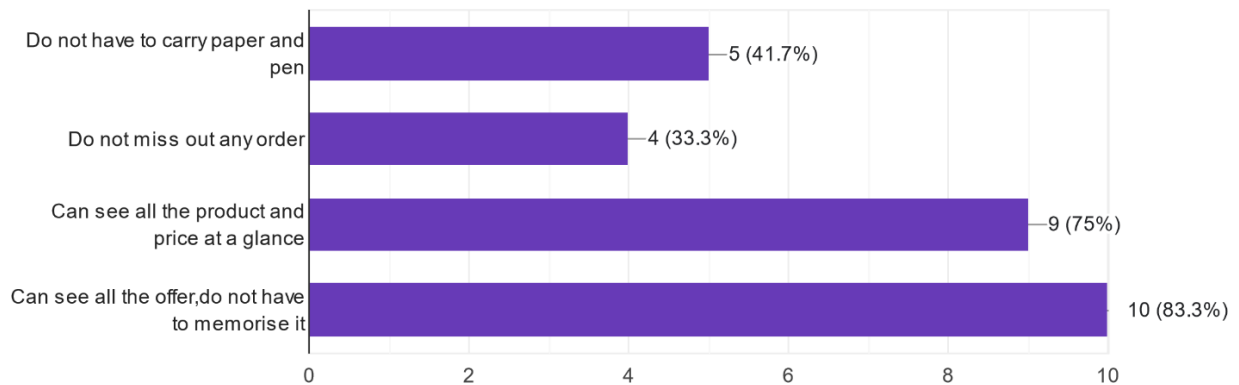
12 responses



Here is shows that around 70% people agreed that current sales monitoring system SPA is less time consuming than the manual order taking process. Because previously they had to memorize all the products SKU and it was time consuming to go to every shop and taking order. On the other hand, around 30% people finds it difficult because when they are new they are not familiar with the system so in first place they found it difficult. And because of the internet issues they sometime face problems.

How SPA is helping?

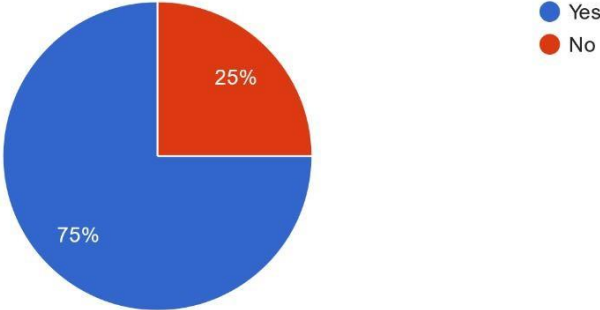
12 responses



The sales automation system helping the sales officers in many ways. Around 42% people said that they do not have to carry pen and papers like before to take orders. For which they found the process of automation preferable. Also, 33% response says they do not miss any order because of the automated order taking process. Because before when the system was not there, sometimes they missed out some orders from retailers as there is always rush in the shops. Besides, 75% responses was regarding the fact that sales officers do not have to memorize all the product's name, pack size and more importantly price all the time. Easily they can go to the system and see it. Moreover, around 84% responses was that they can now easily introduce the trade offer to the retailers and convince them to take it. They do not miss out any trade offer because of the SPA system.

Does it help to get data easily?

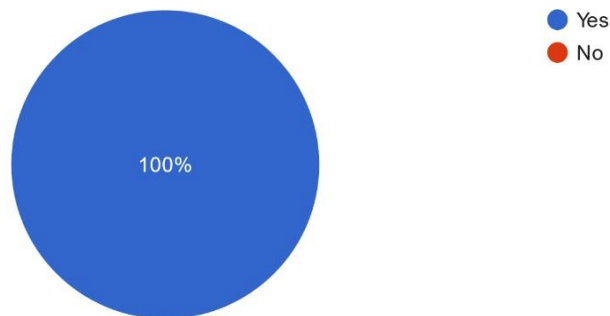
12 responses



In the case of having data regarding various products' current performance or past few years' performance this sales automation process helps a lot. According to the officials and sales officers 75% of people said that it became easy for them to access the data because of the automated process of sales monitoring. On the other hand, about 25% people said that sometime it is not easy for them because of sometime network issues and sometimes when they are not familiar with the system properly.

Getting various report is easy on SPA?

12 responses



From SPA application and the automated sales monitoring system, every officials and sales officers are satisfied. They mentioned that because of this system now they are able to get any report regarding target-sales easily. Which make things easy for them to get any report very easily it saves their tie and hassle of getting any report.

Conclusion:

Despite the fact that there are multiple foreign companies producing toiletries and cosmetics in Bangladesh, Square Toiletries Limited excels at offering a wide variety of products. The toiletry industry makes a significant contribution to the economic development of the nation through its high annual turnover, domestic manufacture, exports, and, most importantly, employment creation. Because their product line is one that will almost always remain in demand among consumers, this industry is not anticipated to experience a significant decline in the near future. Existing businesses will become more innovative, competitive, and able to handle potential obstacles as a result of the entry of new competitors.

With the time as everything is based on technology so STL also focused on automation in their sales monitoring process and it is helping them to monitor the all over sales process and having a overall view of the whole sales operation and manufacture. This monitoring automation is making the business process more easy than before.

Recommendations :

Considering overall report here is some recommendation for Sales automation process in Bangladesh-

- Technology is advancing with every passing day so the automation system should be keep changing .
- The whole process should be more organized than the existing one.

- The automation process should be more friendly for both the sales officers, distributors and officials end.
- Keep the system updated and more attractive and always keep the track of other competitors performance and how they are doing it.

References :

Square Toiletries Limited. (2022 , September 15) *Square Toiletries Ltd.* Retrieved from Square Toiletries Ltd: <https://squaretoiletries.com/business-and-values>

Square Toiletries Limited. (2022 , September 10) *Square Toiletries Ltd.* Retrieved from Square Toiletries Ltd : <https://squaretoiletries.com/we-care>