

Report On
**Comprehensive analysis on the relation of Marketing and Distribution
of
ACI LOGISTICS LIMITED-Lifestyle.**

By

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Student ID: 16104137

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
April 2021

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Md Omar Faruk Mahadi
Student ID: 16104137

Supervisor's Full Name & Signature:

Syed Mahfujul Alam
lecturer, BBS
BRAC University

Letter of Transmittal

To,

Syed Mahfujul Alam

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

I am extremely delighted to present you the assigned internship report which fulfills the requirements for completing the Bachelor of Business Administration degree from BRAC Business School, BRAC University.

I have tried my utmost best to compose the report with the reflections of my study and internship experience. Moreover, I am much honored to have you as my supervisor as you supported and provided me the flexibility and guided me with proper information & instructions needed to complete the report.

I have put all my efforts to make the report interesting and error free. I pray and hope that this report will satisfy you and you would be kind enough to evaluate my writing with your valued judgment.

Sincerely yours,

Md Omar Faruk Mahadi

Student ID: 16104137

BRAC Business School

BRAC University

Date: April 18th, 2021

Non- Disclosure Agreement

This agreement is made and entered into by and between ACI Logistics Limited and the undersigned student at BRAC University

Acknowledgement

I am very fortunate enough that the almighty Allah protected me from the pandemic and made me a way to secure an internship at ACI LOGISTICS LIMITED. I am very lucky that where people were losing jobs and struggling, in that time Allah managed an internship opportunity and for him I am able to submit the report.

Moreover, I also want to thank my parents who raised me and supported me in every sphere of my life.

In Addition, I would like to thank Mr. Syed Mahfujul Alam Sir for tolerating my all questions regarding the internship report. Nevertheless, Syed Mahfuzul Alam Sir gave me the flexibility to submit the report in my favorable time.

At the same time, I am grateful to my supervisor Sehri Zannay Banni (Tanaz), Sr Manager, Lifestyle, ACI Logistics Ltd, for supporting me all the time and helping me to cope with the work environment.

Furthermore, the lifestyle team where Farzana Akter Popy Apu, Robiul Hossain Patwary Bhai continuously helped me to understand and perform all the work error freely. I will never forget their support.

Finally, Thanks to everyone around me who directly or indirectly inspired me with the positivity and energized me to develop myself mentally and emotionally.

Executive Summary

To reduce the distance between initial producers and the customers, ACI Logistics Ltd entered the market in 2008. Making everything available from daily needs to home accessories and much more. ACI Logistics Ltd operates SHWAPNO, which is the best retail brand and the most available super shop over the country.

With the proper strategies and plans Shwapno has successfully grabbed 45 % market share and it expanding its reign. This report explains the one department of Shwapno which is the lifestyle department.

It focuses on comprehensive discussion on the activities inside lifestyle department and integrated marketing and distribution strategies of ACI Logistics Ltd- Lifestyle. In retail business marketing and distribution are connected so closely. One fulfills another. For example, if one sales offer launched before ensuring stock, Shwapno could end up having dissatisfied customers because customers will find less collection in the outlets.

It is a significant duty for every retail employee to keep an eye on the customers' satiety. This report thoroughly discusses the integrated operation of marketing and distribution of Shwapno-Lifestyle.

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Chapter 1: Overview of Internship

Student Information:

Name: Md Omar Faruk Mahadi

Id: 16104137

Program: BBA

Major: Marketing

Minor: E-business

Internship Information:

Period: 3 Months

Company Name: ACI Logistics Limited

Department: Lifestyle.

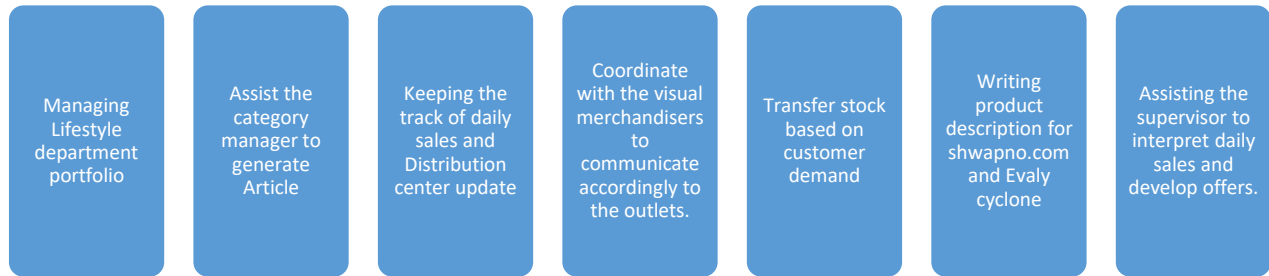
Address: Novo Tower, 270, Tejgaon I/A, Dhaka-1208, Bangladesh.

Internship Company Supervisor's Information:

Name: Sehri Zannat Banni (Tanaz)

Position: Senior Manager, Lifestyle

Job Description:



- Keeping the track of daily sales and Distribution center update
- Managing Lifestyle department portfolio
- Assist the category manager to generate Article
- Coordinate with the visual merchandisers to communicate accordingly to the outlets.
- Transfer stock based on customer demand
- Writing product description for shwapno.com and Evaly cyclone
- Assisting the supervisor to interpret daily sales and develop offers.

Keeping the track of daily sales and stock update:

It was my first task to keep the record to assist my team on planning to fulfill customers Demand. While making those reports I had to breakdown the sales on category, quantity, amount, so that my supervisors and other superiors can easily interpret the report.

Managing Lifestyle Portfolio:

Maintaining a master file on lifestyle product categories was my another task. I had to collect information from SAP software and sort the file by category, subcategory, trade price, selling price.

Assisting Category Manager to generate article:

Category manager usually negotiate with the suppliers and set trade price and requisition quantity. I used to set product description and arrange information and send the file for article creation to the designated person.

C	D	E	F	G	H	I	J	K
ISID / Article Code	EN	Master Category	Category	Sub-Category	Type	Type Code	Supplier Code	Short Description
3382840		LIFESTYLE	CLOTHES	Children's	33010312	Romper	201045	S201045 Baby Romper Half Sleeve
3382841		LIFESTYLE	CLOTHES	Children's	33010312	Romper	201045	S201045 Baby Romper Full Sleeve
3382844		LIFESTYLE	CLOTHES	Children's	33010302	Pants	202299	S202299 Boys Pant
3382845		LIFESTYLE	CLOTHES	Children's	33010309	T-Shirt	202299	S202299 Boys T-Shirt
3382846		LIFESTYLE	CLOTHES	Children's	33010301	Shirt	202299	S202299 Boys Shirt
3382847		LIFESTYLE	CLOTHES	Children's	33010330	Children's P	202299	S202299 Girls Dress

Figure 1: Article creation file

Coordinate with the visual merchandising team:

In my internship period some offers were initiated and many new outlets were launched. So, I was asked to coordinate with the visual merchandisers to communicate those messages and displaying the product which our planning team wants to sell more.



Figure 2: Winter sales promotion

Transfer Stock:

Every day I had to make e STO list where I need to collect information from the zonal and after that my supervisor check the list so that I can transfer the stock from warehouse to the outlets through SAP software.

DESCRIPTION	ARTICLE	PO	Green Road	Uttara -3	Gulshan-1	SYL Shahjalal	Kazipara-2	Dhanmondi-27	CTG Gol Pahar	Lalbagh Road					
S000022 YELLOW-WHITE-BLACK GRT KURTI-36	3381365	20	4	5	2	2	2	2	2	1	20	STO for NAARI Own Production(DK10)			
S000022 YELLOW-WHITE-BLACK GRT KURTI-38	3381366	20	4	5	2	2	2	2	2	1	20	D007	Green Road	8002066485	
S000022 YELLOW-WHITE-BLACK GRT KURTI-40	3381367	20	4	5	2	2	2	2	2	1	20	D058	Uttara -3	8002066487	
S000022 YELLOW-WHITE-BLACK GRT KURTI-42	3381368	20	4	5	2	2	2	2	2	1	20	D062	Gulshan-1	8002066488	
S000022 YELLOW-WHITE-BLACK GRT KURTI-44	3381369	20	4	5	2	2	2	2	2	1	20	S001	SYL Shahjalal	8002066489	
S000022 BLACK-NEAVY-GREEN GRT KURTI-36	3381370	20	3	3	2	2	2	2	2	2	18	D056	Kazipara-2	8002066490	
S000022 BLACK-NEAVY-GREEN GRT KURTI-38	3381371	20	3	3	2	2	2	2	2	2	18	D075	Dhanmondi-27	8002066491	
S000022 BLACK-NEAVY-GREEN GRT KURTI-40	3381372	20	3	3	2	2	2	2	2	2	18	C001	CTG Gol Pahar	8002066492	
S000022 BLACK-NEAVY-GREEN GRT KURTI-42	3381373	20	3	3	2	2	2	2	2	2	18	F108	Lalbagh Road	8002066493	
S000022 BLACK-NEAVY-GREEN GRT KURTI-44	3381374	20	3	3	2	2	2	2	2	2	18				
			200	35	40	20	20	20	20	20	15	190			

Figure 3: Stock Transfer order

Writing product Description for ecommerce:

Moreover I also directly collaborated with the ecommerce team, where I used to find out the products that has high margin and display those product with exciting price on shwapno.com & Evaly.

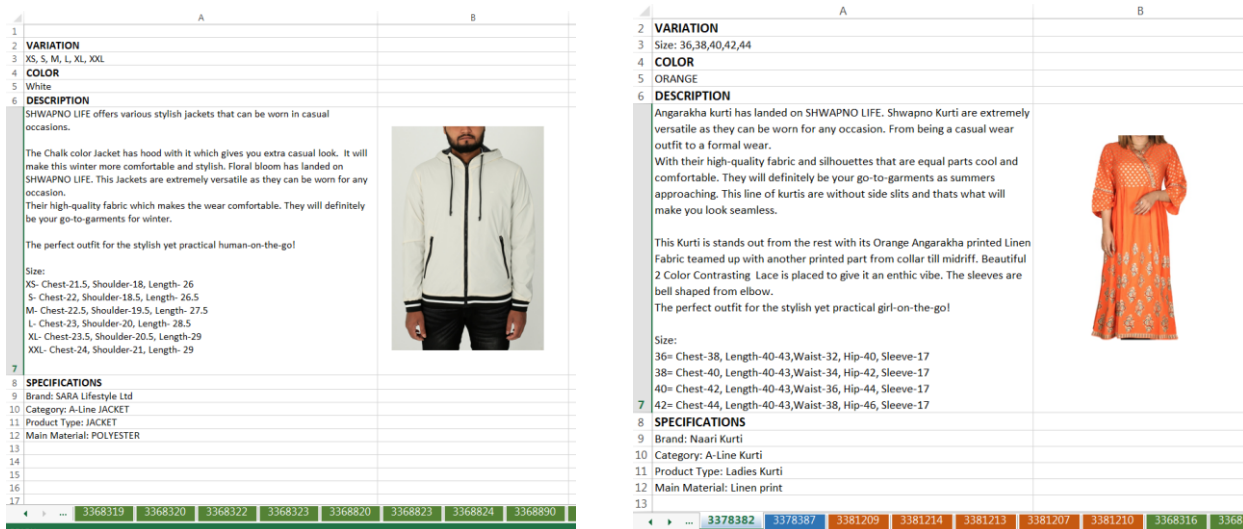


Figure 4: February Evaly Cyclone product arrangement

Apart from these activities there are some other relevant activities were done by me. Many suppliers directly knock me for their individual sales and stock reports so that they can have an approximate calculation about their payment and further production. Secondly, Sometimes I was asked to make power point slides on Naari brand, kids products based on recent trend so that my supervisor can communicate the performance with the superiors. Moreover, I had to make trend analysis on previous year sales balancing the same week days by which zonal can perform according to the target and improve sales. Helping the production executive with the GRN File of production house, Providing Purchase Order and generating Barcode, transferring products which were sold in evaly cyclone to the nearest outlets are the activities I was assigned.

Internship Outcome:

Student's Contribution to the company:

In 1st December 2020 I joined ACI Logistics Limited as an intern in their Lifestyle team. As ACI Logistics has different category teams I was assigned in their lifestyle team where we used to handle all sort of marketing and operational activities. In this category of Shwapno we used to maintain the clothing and lifestyle accessories like shoes, bags, moneybags, belt and other various items.

From the first day I was working under direct supervision of the senior category manager and assigned to follow up all the available stock and generate promotional ideas. Initially it was really hard to understand the work structure of the company as Shwapno is the number one retail brand in Bangladesh and they do not compromise with their quality and customer facility. Gradually, I understand the work pattern and my supervisor assigned me to sort the market and analyze the demand of product in different outlet area. This work was very sensitive and my senior manager always had an eye on the activities so that we can provide the pop products and supply the needed items. Later, we collaborated with the e-commerce team where we used to give promotion on shwapno.com and evaly. Moreover, I used to create presentation slides on shwapno lifestyle own production house and other planning and marketing ideas generated by the lifestyle team.

Benefits of the students:

Working as an intern in ACI logistics was a great experience. Being a part of the best retail brand in Bangladesh and working under systematic corporate culture taught me a lot of things. Whatever I learned while working here, all thanks goes to the lifestyle team. They were so co-operative and assisted me whenever I stuck. Most important learning from ACI Logistics Limited are:

Punctuality:

As Shwapno in the best retail brand and customers satisfaction is the most important so, it was the first requirement from my boss to maintain exactness. Completing every task with in time was mandatory. From developing a new promotional plan to presenting is to department heads and executing has to be completed in designated time. So, from the day one, this quality has become my habit.

Working Under Pressure:

In retail business it is important to track everything. Weekends were most important for us. Because people buy more in weekends. So had to think of offering better deals and better quality. Almost every day we had to plan for the next day. This work pressure made me learn how to keep calm and work under pressure and complete the tasks.

Team work:

This was my first experience working together in a corporate culture. Working here I understood the pros of working together. Though some tasks were individual but all the team member jumps is if any member faces any difficulties. By this way problems were solved in a very short period and no work takes long time to be executed.

Chapter 2: Organization Part

Objectives:

This project elaborates the importance of supply chain and marketing connection. Moreover, the report explains the operational and promotional tool used by Shwapno lifestyle to satisfy the customers.

Methodology:

The report mostly interpreted by the findings of secondary data and overall experience of working as an intern in ACI Logistics Limited, Lifestyle Department. This is a qualitative method of research where the author decides to use qualitative approach with appropriate justification and explanation.

Primary data:

- Internship experience and observation
- Discussing with the officials

Secondary Data:

- Materials of different publication
- Company brochure

Limitation:

This report is written mostly by secondary data and some primary data. There are some limitations for busy work hours, confidential information, insufficient published reports and restrictions on sharing internal information.

Overview of the Company:

The journey of ACI Limited started in 1968 as a subsidiary of Imperial Chemical Industries. In 1992 it changed its name to Advanced Chemical Industries in short ACI. Before independence of Bangladesh the ICI been conducting business all over the world. From the separation of India & Pakistan to the independence of Bangladesh ICI struggled to settle down. Late in 1973 ICI found a settle ground to make business and named as ICI Bangladesh Manufacturer Limited. It enlist itself in Dhaka Stock Exchange in 1976. From 1992 with the pride of multinational structure ACI is doing business and keeping the leading positions in its sectors.

The major business units of ACI are pharmaceuticals, Consumer Brand, Logistics and Agribusiness.

Vision:

To realize the mission ACI will:

- Endeavor to attain a position of leadership in each category of its businesses.
- Attain a high level of productivity in all its operations through effective and efficient use of resources, adoption of appropriate technology and alignment with our core competencies.
- Develop its employees by encouraging empowerment and rewarding innovation.
- Promote an environment for learning and personal growth of its employees.
- Provide products and services of high and consistent quality, ensuring value for money to its customers.
- Encourage and assist in the qualitative improvement of the services of its suppliers and distributors.
- Establish harmonious relationship with the community and promote greater environmental responsibility within its sphere of influence. (ACI Limited, 2020-2021)

Values:

To make the employees focused every business must have some clear values. It helps the people who are working for the company have clear idea about what they are doing and what they should do. ACI Limited follows the values of meeting Quality, concentrate fully on Customers, Fair towards every units, transparency to the stake holders and ceaseless improvement of its creation and finally innovate new things for the world. This 6 values, Quality, Customer Focus, Fairness, Transparency, Improvement and Innovation are highly maintain by ACI Limited.

ACI Limited has 4 major business units. Those are pharmaceuticals, Consumer Brand, Logistics and Agribusiness. Every units has some subsidiaries. The subsidiaries are

- ACI Aronno
- ACI Consumer Brands
- ACI Fertilizer
- ACI Formulations Ltd.
- ACI Agrochemicals
- Apex Leather-crafts Limited
- ACI Salt Limited
- ACI Pure Flour Limited
- ACI Foods Limited
- Premiaflex Plastics Limited
- Creative Communication Limited
- ACI Motors Limited (Yamaha)
- ACI Logistics Limited (Shwapno)
- ACI HealthCare Limited
- ACI consultants
- ACI Pharmaceuticals
- ACI Electronics Ltd. (Panasonic etc.) (ACI Limited 2020-2021)

Board of Directors:

Mr. M. Anis Ud Dowla	Chairman
Mr. Golam Mainuddin	Director
Mrs. Najma Dowla	Director
Mr. Anisuddin Ahmed Khan	Director
Dr. Arif Dowla	Managing Director
Abdul Muyeed Chowdhury	Director
Mr. Kamran Tanvirur Rahman	Independent Director
Ms. Shusmita Anis	Director
Mr. Adil Husain	Independent Director
Mr Mohammad Mostafizur Rahman	Company Secretary

ACI Logistics:

In this growing middle class family era it became high need of superstore where consumers can easily find everything in one place. The buying pattern has changed. People are busy now and they struggle to find free time. So they always look for easy escape. In that prime time ACI Limited started is retail chain named Shwapno under ACI Logistics in 2008. The vision is to minimize the gap between farmers to consumers, Shwapno focuses on “Seed to Shelf” mission. The main target of the vision is to provide fresh products to consumer’s hand.

Though having a great vision Shwapno failed to achieve its initial target because of insufficient supply chain expertise. For the lack of proper information system it fails it way out and shut down some of the outlets. In the first year of launching Shwapno was drowning and the value chain was so weak that customers need was hard to fulfill. After that, international advisors were hired to systemize the whole operation and make the distribution channel easy.

After developing the full system the performance turned over and later in 2011 Mr. Sabbir hasan Nasir was hired by the ACI top management. Mr. Nasir’s superior career in Unilever, Bata, Otobi

and making Otobi a brand catches the attention of the top management. His arrival brings progress and elevate the company profile.

From that day Shawano has been rising up and today Shawano is the best retail brand in Bangladesh with 45% market share. Shwapno has more than 142 outlets all over Bangladesh satisfying the customer need by their organized value chain and marketing techniques.

Shwapno as a market leader acquired many awards like best brand award in superstore category of Kantar Millward brown and best brand award by Bangladesh Brand Forum in the year of 2016,2017, 2018 & 2019. In the ranking of all best brands Shwapno secured its position of no.8. Acquiring all these awards and many more recognition Shwapno captured the place of safety and fairness and authenticity of millions of consumers.

High quality product offering is ensured by close work with the producers and quality team. Securing safety in all stage, Shwapno works with farmers and develop its sourcing, procurement, distribution and communication.

As a Super brand Shwapno is fulfilling its responsibilities to the society by employing third gender and it has 10% quota for autism. They are giving the equal opportunity to the underprivileged tribal community. By this team work structure Shwapno successfully became the super brand in Bangladesh with 615,701 registered customers, 4057 employees.



Figure 5: Award of Best Retail Brand

Management Practices:

Shwapno runs in a bureaucratic system. There is executive director who basically watches all the ACI logistics functions. Under the executive director there are two Head of supply chain, one is for planning and buying and another one is category and NFD. There is also COO under the ED. Under COO there are Senior Manager, assistant manager, senior executive and executive.

Marketing Practices:

Marketing in retail is very important to keep the consumers engaged. So, Shwapno follows some marketing techniques like:

- Sales Promotion
- Internet marketing
- Influencer marketing
- Direct marketing

Operational Practices:

Shwapno maintain its various products under three category. One is CG meaning company goods, NFD meaning Non Food Department and Vegetables, fruits, meats and grains. Under these category there are sub categories type and other sub divisions. Every individual products has its own numbers which keeps the tracking system easy.

By Using SAP & EPS software Shwapno track down its stocks and sales update. It also distributes the stock transfer order through SAP software.

Industry & Competitive Analysis:

Whenever we think of any superstore name there first three names pop in our heads are Shwapno, Meena Bazaar and Agora.

The upper middle class and middle class people are the main target group of Meena bazaar in Bangladesh. They have utilized their strength in agriculture site and providing organic goods. Their product segments are mostly perishable goods. Moreover, they introduced meenaclick where customers can order easily through internet.

On the other hand. Agora is the first super market introduced by the joint venture of Brummer & Partners and of Rahimafrooz. There are almost 14 outlets in Dhaka and Chottogram. The strongest site of agora is their communication strategies with customers are more advanced than the other superstore brands. Their method of displaying products improves their sales. But, while implementing the resource planning they are bit backward. Even their dependency towards their suppliers made them vulnerable.

SWOT Analysis of Shwapno:

Strength: As a top retail brand Shwapno's strengths are the introduction of NFD (Non-food Department). This Master Category isolated the brand and put it in a lime lite. Generally we always prefer to avail every types of products in one place and Shwapno fulfills that desire. Secondly, Shwapno's SAP & EPS software where they can easily track their sales and distribution and stock. Based on the collected information they can easily communicate and launch promotional posts. Lastly, from my point of view though they failed to maintain all 70 outlets in 2008 launched under Mr Aasif Iqbal's supervision, this wrong move putted and impact in consumers mind which is availability. Meaning that you will find Shawpno outlet wherever you go.

Weakness: Their Major weakness is outlet design. Grabbing the attention of customers and influencing a customer latent demand is really important while designing an outlet.

Opportunity: shwapno.com is introduced recently and it is the biggest opportunity for Shwapno to jump up its revenue through online sell. Even more, Shwapno is also selling their products through e-vault which will help the brand to reach more towards its customers.

Threats: The potential threat is Shwapno's home delivery service. Though there are lot of outlets all over Bangladesh and they can utilize each outlet as warehouses, they are failing to satisfy their customers because of in time delivery. Many customers' complaints are coming about late delivery where chaldal.com, meenaclick is satisfying their customers prominently.

Shwapno Lifestyle:

Shwapno Lifestyle is under NFD master category means Non Food Department. It basically deals with the fashion and lifestyle accessories like clothes, shoes, kid's essentials, ornaments etc. Shwapno lifestyle has 2 sourcing techniques, one is directly from the vendor and another one is Shwapno's own production. In the vendor's products segment Shwapno usually negotiate with different suppliers like Livingtex, Sara lifestyle Ltd, Crocodile and many local suppliers. On the other hand, in the own production segment Shwapno create their own products by their own designers in their own factory. Though the own production product share is low, they are focusing on expanding the factory to enhance production. They named the own production house "Naari" where women's clothes are produced.



Figure 6: Suppliers product portrayal on official page

Chapter 3: Project Part

Introduction:

To sell a product to its customers marketing is important and making the product available to customer is equally important. Shwapno is the bridge between the customers need and availability of that need. In Shwapno lifestyle we used to promote good to consumers and generate market demand, moreover it was important to make the demand available to fulfill the market demand by providing the good to customer's hand. Making a product's availability is useless unless you properly conduct marketing. On the other hand conducting marketing is worthless if you could not make the product available.

Marketing Strategies of Shwapno Lifestyle:

To penetrate the lifestyle market Shwapno uses various communication methods. Advertising, internet marketing, sales promotion, collaborating with online market, visual merchandising are some of the marketing techniques applied by Shwapno Lifestyle.

Advertising:

Advertising on Television, billboard, Newspapers is a common marketing technique which can easily attract customer's attention. Shwapno lifestyle used various models and portrayed their products on different communication media.

When I was in the lifestyle department I observed one thing that they uses young models to display their products. Sometimes they uses in house employees as a model, Which may save costs but in the country like Bangladesh where people rely more on actors and influencers, it is not an effective way to communicate a brand with some new comers.

Sales promotion:

Sales promotions are like attracting customers to buy a products in a specific time. Sales promotions are Discounts, clearance sale etc. While working with Shwapno life we launched 2 sales promotion offers. One in on 18th January which is basically discount on winter products and second one is on 9th February on home appliance which is up to 40% discount. To promote the offer Shwapno communicated the message on Facebook and displayed banner on outlets.



Figure 7: Winter sales promotion

This offers always gets huge sales but sometime many customers keeps waiting for the offers and do not buy products on original price. Moreover, many customers think that the offered products are not up to the mark.

Creating Facebook Live:

In the three month internship period I have seen Shwapno life selling most of their products on Facebook live. In this technique we basically talk with some influencers those who have groups on different social media and we make a Facebook live where the individual communicates the product's quality, price and availability of the product. I have seen people ordering displayed products instantly. So usually, firstly we make sure we have enough quantity of that product and then we make the Facebook live so we can fulfill the rising demand.



Figure 8: Facebook Live conducted by influencers.

This technique is the most effective one in Shwapno lifestyle department and we make 30% sell from this Facebook live. Moreover, it also keep a memory in customers mind that what types of products we usually have in our stock.

Visual Merchandising:

In retail industry visual merchandising is the most important marketing tool to engage customers. It is basically highlighting the products, displaying properly, using empty space and organizing the outlet. In Shwapno life there are team and zonal who usually takes our message and

communicate that message in outlets. For example, when there was a sale on winter products our visual merchandisers displayed the offers accordingly. This technique creates impulse purchase. In Superstore this technique must be applied in a mastered way.

Moreover, Shwapno displayed their products on their own website which is Shwapno .com and also displayed many products on evaly. Shwapno .com is the platform where Shwapno is trying to improve the Ecommerce strong and by taking the platform like evaly Shwapno lifestyle is penetrating the market.

Distribution techniques:

Proper marketing fulfills when the distribution takes place in time. In retail industry like Shwapno it is important to conduct the distribution perfectly. Before displaying the product to outlets there are some essential requirements to fulfill. Firstly, the category manager talks with the vendor and selects the products. After that the products quality is tested and prices are negotiated. Later, product's articles code and barcode is generated to keep the track. Every time when a vendor wants to enter a new product they need to go through the same process. Whenever stock is needed the category manager and the assistant category manager contacts with the vendor and asked for the requisition. Based on the requisition the supplier source their products and send it to warehouse. A purchase order is provided based on the product and quantity by the buying team. Finally, products are delivered to the DC (Distribution center) and the Lifestyle Team STO (Stock transfer Order) the product to the needed outlet to fulfill the demand.



In retail business marketing and distribution are connected so closely. One fulfills another. For example, if our winter sales offer launched before ensuring stock, we could end up having dissatisfied customers because customers will find less collection in the outlet. Moreover, without producing enough kurti or palazzo if we conducted the Facebook live, people could not order their desired product. Before satisfying the demand, the stock would be ended. So, it is important to collaborate the marketing and distribution properly in retail business. An unsatisfied customers will never purchase again from Shwapno. It is a significant duty for every retail employee to keep an eye on the customers' satiety.

Summary

Shwapno is the largest retail brand in Bangladesh. To execute properly it is important to develop the supply chain and marketing strategies properly. The NFD, Food, CG every department is trying their best to smoothen the operation and marketing. From the purchase to distribution to outlets are maintained with proper documentation. Conducting operation through SAP & EPS software help the business easily operate.

The objective of the report is to portray the strategies of marketing and supply chain of Shwapno and giving a comprehensive idea of integrated marketing and distribution. The Internship program helped me work directly with Shwapno and understand the balance of marketing and distribution in retail business.

To break all the barriers ahead Shwapno should take care some small things. Those are:

- SAP software must include some features where employees can easily calculate the availability from the software.
- Shwapno should deliver their messages more through popular influencers and celebrities.
- Proper training to the sales personals is important in lifestyle department.
- Visual merchandising should be improved to enhance impulse purchase.
- There is a gap between departments which takes long time in decision making to execution. So, this gap should be reduced.

Shwapno has started its business later than its competitors but grabbed the market faster than everyone. Its vision and mission helped the business satisfy the customers and convince them buying from Shwapno outlets. The CSR activities, initiatives in the period of covid-19 impacted positively on consumers mind. By improving some flaws Shwapno can make themselves indomitable.

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