

An overview of MOHAMMAD SANAULLAH & ASSOCIATES

By

**Rubama Sayeed
ID: 19364048**

**An internship report submitted to the “BRAC Business School” in partial fulfillment of the requirements
for the degree of
Master in Business Administration (MBA)**

BRAC Business School
BRAC University
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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:

Rubama Sayeed

Student ID: 19364048

Supervisor's Full Name & Signature:

Dr. Ekramul Islam

Assistant Professor

BRAC Business School

BRAC University

Letter of Transmittal

Dr. Ekramul Islam
Assistant Professor
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report.

Dear Sir,

It is a tremendous honor to be able to present my internship report on the experience I gained during my three-month internship at "Mohammad Sanaullah & Associates." This report has been written in accordance with your directions. I anticipate that this report will be both useful and detailed.

Working with Mohammad Sanaullah & Associates was both interesting and educational. I'm hoping that this knowledge will help me a lot in my future professional attempts. Despite the numerous challenges encountered in producing the report, I have taken great care to be as complete as possible. I've done my best with my little understanding to make the report useful.

I genuinely hope you approve of this report and that it reflects my abilities to provide internship reports to you. If you require any additional information, I would be happy to provide it.

Sincerely yours,

Rubama Sayeed
ID-19364048
BRAC Business School
BRAC University

Date: September 04, 2023

Non-Disclosure Agreement

This agreement is made and entered into by and between Mohammad Sanaullah & Associates. and the undersigned student at BRAC University

Acknowledgement

First and foremost, I would want to thank Almighty Allah for allowing me to complete the report on time.

I would like to thank Mohammad Sanaullah, CEO, Mohammad Sanaullah & Associates. for providing me with the privilege to do my internship at Mohammad Sanaullah & Associates.

Then, Syed Shafayet Hossain, at Mohammad Sanaullah & Associates, who was my field supervisor in Mohammad Sanaullah & Associates deserves my gratitude for providing me with in-depth expertise. I would also like to express my gratitude to all of the other seniors in the organization for their invaluable assistance. Their advice and cooperation allowed me to gain more practical experience. Furthermore, they have given me with information on each and every operational activity of the firm, allowing me to better grasp all of the jobs.

Last but not least, I want to express my gratitude to my distinguished faculty and academic supervisor, I would like to thank Dr. Ekramul Islam, Assistant Professor, BRAC Business School, BRAC University, for providing me with comprehensive feedback and guidance on this report is really appreciated. He gave me advice on how to make this study as perfect as possible.

I've also had a great time working on the project report, and I hope the project is well received.

Executive Summary

The report is the outcome of my internship program, which I completed as part of my MBA degree. This report is the culmination of my three-month internship with MSA. This is an orientation report that includes real-life day-to-day work experience in MSA.

The first part of this report is an introduction section that has been created to ensure that the rest of the report operates properly.

The second section describes my internship experience with MSA's team and corporate communications, suggestions, and a conclusion made up the rest of the section.

This report will state clearly that clients and agencies must be more professional and that clients must comprehend the marketing opportunity and their business growth.

Mohammad Sanaullah & Associates is a Chartered Secretaries and Management consulting firm located in the business district of Dhaka City, Bangladesh. We offer Chartered Secretaries and management consultancy services to the leading companies of Bangladesh.

The firm provides the Clients with high-quality Consulting, Governance, and Company Secretarial support by combining the experience of senior individuals from various backgrounds.

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Chapter 1

Introduction

Background of the study

The internship report is prepared as a fulfillment of partial requirement of MBA degree. This report is authorized by Dr. Ekramul Islam, Assistant Professor, BRAC Business School. Internship programs are essential because they allow individuals to learn some substantial information and experience from the operational organizational context, allowing them to emerge as professionals with practical experience and the ability to connect academic knowledge with real-world situations.

Mohammad Sanauallah & Associates is where I did my internship. I learned that acquiring academic information is pointless if it cannot be applied practically in real life. Siemens Bangladesh Limited provided me with this chance so that I could use my experience in future that I am learning from my internship program.

Scope of the Report

At the time, I was employed Mohammad Sanauallah & Associates at Dhanmondi. The scope of this report is that it is based on the work that I completed in the office. After conferring with my supervisor, I've decided on a topic. I was able to collect information on a discussion point through practical knowledge.

Objective of the study

The objective of the study may be viewed as:

- General Objective
- Specific Objective

General Objective:

The internship report is prepared primarily to fulfill the Master of Business Administration degree requirement, BRAC University and get overall idea of Mohammad Sanallah & Associates, its sectors and its services, its marketing strategy, action plans of the performance of the company and the experience working on this sector.

Specific Objective:

- To collect a greater amount of practical experience in comparison to theoretical understanding.
- To obtain an understanding of how Mohammad Sanallah & Associates operates in Bangladesh in the different sectors.
- To understand the industry's current market situations.
- To determine the industry's strengths, weaknesses, opportunities and threats.

Methodology:

The procedures indicated were used to collect the necessary data for this study. The majority of the information was acquired at the workplace. This research included both primary and secondary sources.

- ***Primary Data:***

The following are the primary data sources for this report:

- Practical deskwork.
- A face-to-face meeting with Mohammad Sanallah & Associates' CEO.
- Monitoring of employees while they're on their everyday tasks.
- Supervisory briefings are held on a regular basis in the office.

- ***Secondary Data:***

The following secondary data was gathered for this report:

- Mohammad Sanaullah & Associates reports.
- Various business reports.

Limitation of the Study:

As an intern, I had a number of difficulties in preparing my report even while learning. I was capable of overcoming these limitations by putting out my maximum efforts. Some of the study's shortcomings are as follows:

- **Limited Resources:**

There were insufficient records, publications, and up-to-date information accessible.

- **Deadline:**

Collecting essential information in an orderly manner to create this report was hampered by a time constraint.

- **Lack of Information:**

Since it is a small organization, there was not enough information to provide.

- **Lack of Co-operation:**

Employees were also not ready to interact with me in providing required information due to their hectic schedules.

Chapter 2

The Organization

Introduction

Mohammad Sanaullah & Associates is a Chartered Secretaries and Management consulting firm located in Dhaka, Bangladesh.

The firm provides the Clients with high-quality Consulting, Governance, and Company Secretarial support by combining the experience of senior individuals from various backgrounds.

The Background of Mohammad Sanaullah & Associates

Mohammad Sanaullah & Associates is a Chartered Secretaries and Management consulting firm with a staff of talented trainees as well as qualified and skilled Chartered Secretaries, Cost & Management Accountants, Chartered Accountants, Barrister and Advocates. The experts have a wealth of experience in advisory services, legal, secretarial, and corporate management.

Mission:

Their mission is to provide advisory services of the highest quality with the flexibility that modern businesses demand.

Vision:

Their vision is they are committed to developing a long-term professional relationship with their clients based on mutual trust and respect.

Services of Mohammad Sanaullah & Associates

The firm provides expertise and skills in the following business areas:

- Corporate Governance Compliance Audit Services
- Secretarial Audit/Due Diligence Audit
- Scrutinizer(E-voting} Management Services
- Company Law and Corporate Secretarial Services
- Corporate Laws Advisory and Compliance Management Services
- IPO/Capital Market Advisory Services
- Corporate Restructuring Mergers and Acquisition Services
- Joint Ventures, Valuation and Strategic Advisory Services
- Project Management & Business Management Services
- Private Equity& Venture Capital Advisory Services
- Foreign Direct Investment/BIDA Advisory Services
- Finance and Investment Advisory Services
- Tax and VAT Management Advisory Services
- Management Development and Human Resources Consulting Services
- Intellectual Property Rights Related Services
- Arbitration & Conciliation Management Services

Major Clients

- Grameenphone
- Eastern Bank
- BRAC Bank
- NCC Bank
- Walton
- RAK Ceramic
- SINGER Bangladesh Ltd.
- Unilever
- Unilever Consumer Care Ltd
- Prime Finance & Investment
- United Finance Ltd
- Linde
- British American Tobacco
- Eastland Insurance Company Limited
- Lafarge Holcim Ltd
- Reckitt Benckiser
- Pubali Bank Ltd
- Marico
- Prime Bank Ltd
- Islami Bank Bangladesh Ltd
- Gemini Sea Food Ltd
- Bangladesh General insurance company limited (BGIC)
- Eastern Housing Ltd
- Confidence Cement Ltd
- Crown Cement Ltd
- Ambee Pharmaceuticals Ltd
- Bangladesh Submarine Cable Company Limited (BSCCL)
- Unique Hotel & Resorts PLC
- Dhaka Electric Supply Company Limited (DESCO)

Organizational Structure of Mohammad Sanaullah & Associates

Mohammad Sanaullah & Associates follows a flat organizational structure with clear divisions to ensure seamless operations. The CEO, known as the Managing Director, oversees the entirety of operations. The organization is divided into two main sections, each with specific responsibilities:

Main Division:

- **Finance & Business Administration Division:**
This division plays a crucial role as an internal auditor, responsible for overseeing financial transactions, payments, and collections. It ensures financial accountability and transparency within the organization.
- **Human Resource Division:**
The Human Resource Division is responsible for managing all aspects related to personnel. This includes recruitment, salary administration, benefits management, performance evaluations, and the provision of additional incentives based on employee performance.

Supporting Division:

- **Corporate Communication & Business Development Division:**
The supporting division, known as Corporate Communication & Business Development, focuses on enhancing the company's external presence and driving business growth. Key responsibilities include strategic marketing and business development initiatives to boost economic growth and enhance the company's brand image.

- Information Technology (IT) Division:

Although not explicitly mentioned in your initial description, an IT division is critical for ensuring the effective operation of the company's intranet system and managing access control. This division plays a pivotal role in maintaining the technological infrastructure of the organization.

In particular, the "supporting division" of Strategic Marketing and Business Development aims to promote economic growth and enhance the company's image through strategic advertising and marketing efforts.

This organized structure allows Mohammad Sanaullah & Associates to efficiently manage its internal and external operations, ensuring financial integrity, employee welfare, technological efficiency, and strategic growth initiatives.

Chapter 3

Internship Experiences

During my three-month internship at Mohammad Sanauallah & Associates, I had the privilege of working in the E-commerce department under the guidance of Syed Shafayet Hossain. My role primarily revolved around overseeing the complete digital marketing efforts, specifically focusing on website design and content management, as well as spearheading social media marketing initiatives for the firm. Additionally, I was always ready to assist the team with any inspections that may arise.

Despite my background as a marketing major, I embraced the opportunity to work across various departments within the organization. This experience allowed me to gain insights into the functions of different divisions, broadening my understanding of the company's operations and processes.

This multifaceted experience not only deepened my understanding of marketing but also provided me with insights into the broader functioning of a professional organization. I look forward to applying the knowledge and skills I have gained during this internship to my future career, and I am excited to embark on my professional journey equipped with this valuable experience.

Contribution to other Departments:

I have spent the most in my specific area mostly but I had to put in a lot of effort to the other departments as well since I was completely new to this sector.

1. Microsoft Excel
2. Preparing report on the meetings

Microsoft Excel:

I used to create new databases and verify various duties on Microsoft Excel to ensure that the records were kept routinely and accurately. It has greatly enhanced my Microsoft Excel skills.

Preparing report on the meetings:

I had to prepare the scrutinizer's report that was attendant by my supervisor. Based on his instruction and the proper guidance, I prepared the report that has been discussed in the AGM of the clients. But except for preparing the report I did not have any access to any of them since it has to be checked by

my supervisor and signed by the CEO before sending it to the client.

Skills applied and new skills developed

Technical skill:

MSA is a new firm but it is heavily reliant on technical skill. They manage their business mostly through Microsoft Office and Microsoft Excel. I learnt that program perfectly and utilized it appropriately.

Interpersonal Skills:

While working in the company, I learnt how to connect with teammates and how to treat others. I have also seen how to deal with clients, and a variety of other skills of communication that I needed to learn in order to communicate effectively.

Personal Development:

Time management is one of the areas where I've made the greatest progress. I have to do my tasks within the time frame that has been set for me. And I've always tried to complete my tasks on time.

Developed professional skill:

Working at the MSA taught me how to conduct myself in a professional manner. They place a high value on professionalism. It's also one of the conditions for meeting company objectives. On the task, they were formal and highly professional. Professionalism promotes productivity and decreases mistakes, ensuring a consistent and high-quality service with the highest level of client satisfaction.

Chapter 4

Marketing Strategy and Implementation

Marketing Strategy

MSA does not even have a distinctive marketing department because each segment runs its own advertising programs. The marketing operations are handled by the corporate communication and business development department. It works to improve the company environment and developing the ad in order to show Mohammad Sanaullah & Associates in the most engaging and appropriate light possible. It is in charge of building the company's brand during various operations.

To decrease overall cost and comply with government norms and regulations, startups in the following sectors must implement building digital solutions in their plans. As a result, our plan will be to ring the doorbell of a certain target sector on a regular basis in order to secure the contract.

Marketing Communication:

Mohammad Sanaullah & Associates has got a number of difficulties with its marketing team. The challenges are more or less connected to the company's service branding and promotion. The marketing issues are linked to the fact that the company's plan is not always effectively executed.

They'll interact with potential consumers through social media and the website. They will handle marketing and sales by displaying and introducing products to customers. Their primary concern will be cost effectiveness.

They must ensure the following through communication with clients for this project:

1. Determining that MSA is effectively interacting with its targeted audience through proper channel.
2. Ensuring that the consumers are being able to interpret the message properly.
3. Ensuring that the right methods are being used to achieve the right clients.
4. Ensuring that the marketing resulted in a significant increase in profits.
5. To raise awareness of service availability in Bangladesh among the target group.

SWOT Analysis on Mohammad Sanaullah & Associates:

This SWOT analysis provides an overview of the project's positive and negative elements.

Internal analysis:

Strengths:

- A well-known Chartered Secretaries and Management consulting firm.
- Good reputation.
- Global and Multinational Clients.
- Renowned local customers.
- Excellent Infrastructure and atmosphere.
- Excellent rapport with existing clients.

Weaknesses:

- Financial capacity is inadequate.
- Lack of a media planning division.
- Lack of creative and experienced personnel.
- Lack of marketing and promotional activities.
- The workforce of the industry unit lacks strategic organizational manpower.

Opportunities:

- Many local businesses are expanding internationally.
- Promotional activities in the communication industry are on the rise.
- Customers become increasingly concerned with the brand establishment.
- Customers are becoming more concerned with brand development.

Threats:

- The number of local agencies is growing.
- Entry of new and regional firms into this industry.
- Clients handle their own media relations.
- The competitors, particularly less experienced firms, may offer the service at a lower cost, which is more likely to allow them to gain a significant market share in the BD market, which is extremely price conscious.
- Fraud makes it difficult for MSA to achieve its objective of "conducting ethical business."
- Political turmoil is obstructing business and growth.

Competitive Analysis:

In all of its operations, MSA aims to acquire and retain dominant market and technological advantages in order to generate consistent business results and, as a result, continuously build its profitability of the firm. Hence, its approach is manifested in three different ways: -

Expanding markets based on innovation: MSA is forging new ground while concentrating on emerging markets. Its efforts are focused on growth markets with long-term prospects, and it aspires to be a market leader in these areas. It increases their competitiveness in the market.

Stay connected to your customers: MSA wants to be near their customer base. As a result, they are also targeting the advancement and growth of their product offering as a strategic plan. They're creating plenty of new business opportunities while also increasing consumer loyalty. Furthermore, MSA is constantly enhancing its already extended customer engagement in order to understand what truly benefits them.

Unique team management: To be one of the greatest, you must succeed in all you do, which necessitates the presence of an exceptional team. As a result, MSA's last commitment is the integrity of their staff.

The concept is built on the premise that each person can add to the organization's growth by contributing his or her expertise, cooperation, and innovation.

Recommendations for MSA

- The website will promote our areas of expertise to the target audience in order to supply clients with high-quality, resources solutions.
- They should enhance their marketing activities so that consumers in our countries are aware of their brand and identity.
- The company's general corporate culture is conservative, and this is reflected in its recruitment and promotion practices in the management sector. This conservative corporate culture has a significant impact on the performance of the brand.
- HR consultation is a new scope of target markets for Mohammad Sanallah & Associates.
- They will set up a fully furnished training facility and offer complimentary quarterly training to interested consumers. If needed, they are able to organize training by more than one renowned instructor.

Conclusion:

In conclusion, Mohammad Sanaullah & Associates is a distinguished Chartered Secretaries and Management consulting firm, staffed with a team of highly proficient and experienced professionals in various domains such as Chartered Secretaries, Cost & Management Accountants, Chartered Accountants, Barristers, and Advocates. Their collective expertise spans across advisory services, legal counsel, secretarial support, and corporate management. Mohammad Sanaullah & Associates has enormous potential for the advancement in a variety of areas is required to reach the targeted position in the marketplace. The firm's mission revolves around delivering advisory services of the utmost quality, while also catering to the dynamic and evolving needs of modern businesses. Their commitment to flexibility and adaptability ensures that they can provide tailored solutions to their clients. Overall, Mohammad Sanaullah & Associates stands as a reliable and versatile partner for businesses seeking comprehensive support and guidance in the intricate realms of corporate governance and management. Their commitment to excellence and client-centric approach positions them as a valuable resource for organizations navigating the complex landscape of modern business practices.