

Report On  
A study on the LC procedures of Bridge Chemie and a comparison  
of the profit margin between imported and locally manufactured  
machines.

By

Minhazur Rahman  
19204069

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  
December 2023

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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:**



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**Minhazur Rahman**

19204069

**Supervisor's Full Name & Signature:**



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**Abu Saad Md. Masnun Al Mahi, PhD**

Assistant Professor

BRAC Business School

BRAC University

## **Letter of Transmittal**

Dr Abu Saad Md. Masnun Al Mahi

Assistant Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of the Internship Report on “A study on the LC procedures of Bridge Chemie and a comparison of the profit margin between imported and locally manufactured machines.

Dear Sir,

It is with great pleasure that I present to you the results of my internship report on LC methods, along with a comparison of Bridge Chemie's domestically and internationally manufactured equipment. I gained the knowledge and skills necessary to create this report via my internship at Bridge Chemie. It would mean the world to me if you could acknowledge the effort, I put into writing my internship report. To maximize the LC technique, I have carefully considered the advantages and disadvantages of equipment made both locally and abroad. I just wanted to express my gratitude for all of your support, counsel, and helpful criticism of my work. I have been able to better understand the subject matter and get knowledge that will help me in my academic endeavors because of you.

I shall be highly obliged if you are kind, enough to receive this report and provide your valuable judgment.

Sincerely yours,



---

Minhazur Rahman

ID: 19204069

BRAC Business School

BRAC University

Date: 14<sup>th</sup> January 2024

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Bridge Chemie and the undersigned student at BRAC University, Minhazur Rahman (ID: 19204069).

## **Acknowledgment**

I express my gratitude to Bridge Chemie for providing me with the opportunity to engage in a three-month internship with their organization. During my internship, they have provided valuable direction and support, assisting me in recognizing and addressing my weaknesses and deficiencies effectively. Throughout my whole internship, every member of the Finance and accounts Team exhibited exceptional kindness and provided valuable assistance.

Throughout my internship, I have benefited from the direction, instruction, and unwavering support provided by Dr Abu Saad Md. Masnun Al Mahi. I want him to know how much I respect and adore his character. He assisted, counseled, and directed me several times, which is why I received high scores on my work report.

My on-the-job supervisor, Wakil Ahmed, really shocked me throughout my employment with her kind remarks, unwavering support, and excellent example. I am also appreciative of the helpful information she provided on the rules and the operation of the group. Aside from that, he has provided me with helpful advice on a variety of work-related topics, which has improved my understanding of the organization's policies. Before I go, I would like to express my gratitude to OCSAR at BRAC University for organizing the internship program and allowing the interns to put their newly acquired skills to practice.

## **Executive Summary**

Bridge Chemie, a company in Bangladesh, complies with all applicable laws and regulations regarding imports. They have received ISO approval. The extent to which Bridge Chemie's Letter of Credit (LC) procedures adhere to international trade regulations and the relative performance of domestically and foreign-made machinery are covered in depth in this internship report.

Bridge Chemie's LC procedures were examined in detail to see how well they satisfied the requirements of international commerce. I looked forward to the company's operational procedures, security protocols, and administrative processes in an attempt to assess how effective their approach was. Ensuring seamless international commerce is the study's primary objective. It identifies areas that are doing well and offers recommendations on how to improve them.

Comparing and contrasting machinery manufactured locally with those made elsewhere is the report's second objective. Cost, sales success, profit margins, product quality, and operating suitability were just a few of the things that were carefully looked at. This part gives Bridge Chemie useful information about the good and bad points of each shopping method, giving them a bigger picture to use when making future buying choices.

This internship report serves as a valuable resource for Bridge Chemie, offering an evaluation of their LC processes and machinery sourcing practices. The recommendations provided aim to enhance operational efficiency, minimize risks, and optimize the company's overall performance in the international trade and machinery procurement domains.

**Keywords:** Bridge Chemie, company, international commerce, internship report, machinery, recommendation, seamless, international commerce, resource for Bridge Chemie

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## **List of Acronyms**

L/C	Letter of Credit
ISO	International Organization for Standardization
SWOT	Strength, Weakness, Opportunity, Threat
CCIE	Chief Controller of Imports and Exports
IRC	Import Registration Certificate
IGM	Import General Manifest
B/E	Bill of Entry
C & F	Cost & Freight
SAD	Single Administrative Document
ASYCUDA	Automated System for Customs Data
VAT	Value Added Tax
BIN	Bank Identification Number

## **Chapter 1 Overview of Internship**

### 1.1 Student Information

Name: Minhazur Rahman

ID: 19204069

Program: BRAC Business School

Major: Finance

### **1.2 Internship Information:**

#### **1.2.1 Organization Information**

Period: September 25th 2023 – 31st December 2023

Company Name: Bridge Chemie Limited

Department: Accounts and Finance

Address: House # 27, Floor # 04, Block # A, Main Road, Aftabnagar, Badda

Dhaka-1212, Bangladesh.

#### **1.2.2 On site Supervisor's Information**

Internship Company Supervisor's Information:

Name: Wakil Ahmed

Position: Deputy Manager (HR & Admin)

Bridge Chemie Limited

### **1.2.3 Job Scope – Job Responsibilities:**

The daily recording of all financial transactions, including sales, purchases, receipts, and payments, is my responsibility in this position. I make sure that all the details are accurate when I prepare sale invoices and delivery notes. One of my main duties is to ensure that all invoices from suppliers are processed and paid on time by checking their accuracy. Another important part of my job is sending out invoices to clients for the services or goods the company provided. I make it a point to keep a close eye on client accounts and handle any issues that come up in order to ensure payments are made on time. I also make sure to keep track of the company's cash on hand every day, working to improve the company's financial situation.

### **1.3 Internship Outcomes:**

#### **1.3.1 Students Contribution to the Organization**

1. Processing supplier invoices.
2. Managing accounts payable.
3. Handling customer invoicing and accounts receivable.
4. Sending payments for approval.
5. Helping in preparing daily accounts report.
6. Helping in tracking many transactions.

#### **1.3.2 Benefits to the Student**

My internship was a life-changing experience that immersed me in the complexities of the development sector and effectively prepared me for the challenges of a corporate job. Adjusting

to the normal office hours (from 9:30 am to 6 pm) was hard at first, but the big tasks I was given were very important in helping me fit in with the company's culture.

Working in the organization's Accounts and Finance Department gave me a unique chance to improve not only my technical skills but also my understanding of how to do things properly and communicate clearly within the workplace. This experience was a big part of how I have behaved professionally in an educational setting.

By interacting with people from different professional and cultural backgrounds, I learned more about how to communicate effectively in a multicultural and multilevel setting. Conversations with clients and people who have a stake in my field helped me grow my network and improve my business manners. The ability to communicate and move around well in a variety of professional settings has been useful to me throughout my career.

By working in the Accounts and Finance Department daily, I also learned about the organization's big financial decisions and problems. Practical experience not only improved my technical skills but also made me more aware of how important finance is to an organization's overall success.

Thinking back, my internship was a complete learning experience that went beyond what I learned at university. It taught me useful skills in organizational behavior and communication, reinforced my professional flexibility, and gave me hands-on experience in the development sector. In the future, I am sure that the things I learned during this internship will continue to help me grow and be successful in my career.

### **1.3.3 Problems Faced During the Internship Period:**

While I was an intern at Bridge Chemie Limited, I ran into a few problems. The biggest one was getting used to the way the company works. It was my first time working in an office and getting used to the space and the people who work there were very hard to learn.

Moving from an academic setting to a professional workplace was strange at first. I was not used to the structured routine, the expected manners in business interactions, or the fast pace of office life. I found it hard to get around in this new area because I did not know what the unspoken rules and expectations were in a business setting.

In the end, the supportive environment at Bridge Chemie Limited turned what seemed like a scary change into a great opportunity to learn.

### **1.3.4 Recommendations**

I think Bridge Chemie Limited should get student interns involved in cross-functional projects so that they can get a full picture of the trading industry. By letting interns work in different departments, like sales, purchasing, and logistics, they can learn about how the whole business works. Regular feedback sessions and mentorship opportunities can help them learn even more and make sure they feel supported and involved during their internship. Having knowledge-sharing sessions or workshops led by experienced employees of the company can also help the interns learn and grow, which is good for their personal and professional development. This approach not only gives interns the best chance to learn about all parts of the business, but it also makes their time as interns at Bridge Chemie Limited more enjoyable and useful.

## **Chapter 2: Organization Part**

### **2.1 Introduction**

During their time at BRAC University, students who are studying towards a Bachelor of Business Administration (BBA) degree are required to complete an internship that allows them to apply the knowledge they have gained to circumstances that occur in the real world. This essential component of the Bachelor of Business Administration degree ensures that the theoretical knowledge that students acquire in the classroom applies to the actual world. Following the completion of four years of theoretical study, I began searching for a means by which I might bridge the gap between the academic world and the corporate world. I was fortunate to find Bridge Chemie, a respected company, through my search, and they offered me a position as an intern. Not only did this introduction to the business world coincide with the tasks that I needed to complete for university, but it also promised to be valuable in the fast-paced world of business.

### **2.2 Overview of the Company**

Established in 2004, Bridge Chemie Limited is an ISO certified Private Company. They have extensive expertise in the import and sale of machinery and raw materials for Bangladesh's ceramic and textile industries, and they are the country's leading indenting and stocking house. The following industry is where they do business: INDENTING: The majority of Bangladesh's ceramic factories have relied on them to provide their capital equipment and chemicals. they now offer high-quality machines and large-volume raw materials and chemicals for the textile industry, expanding their area of operation beyond ceramic manufacturing. They are already representing fifty companies from across the country, all of which are prepared to serve their most valued clients with supplies of the highest quality. They get their raw materials, chemicals, accessories from the world's leading suppliers so that their esteemed clients may



continue producing even in the face of unforeseen circumstances. In their well-protected warehouse, they maintain an inventory of all items needed by the ceramics, rubber, plastics, and textiles industries. Their 'Bridge Trade' Team is a key business unit that is specifically formed to handle this kind of work. After a customer purchase one of the machines, they have a highly skilled engineering team available to fix it or adjust. Their goal is to have the after-sale assistance available to the customers at all times, day or night. When it comes to printing services for textiles and ceramics, their engineers are experts in meeting specific needs. When it comes to sales and service of printers in Bangladesh, "Bridge Engineering Solutions" is the one-stop shop. While consulting with Bangladesh's Ceramics Sector, they gained a wealth of expertise. By introducing their clients to the global network of affiliates, they have been able to swiftly handle a wide range of industrial difficulties during the last fourteen years.

### **2.2.1 Bridge Chemie's Line of Business**

Bridge Chemie has a long history of satisfying clients in the textile, ceramic, and glass sectors with high-quality products backed by excellent service and state-of-the-art facilities that streamline their production processes and provide optimal results. At this time, they are assisting over 500 individuals in the local clients. Bridge Chemie has following line of Business:

### 1.Representation of Overseas Partner



### 2.Stockist & Distributor



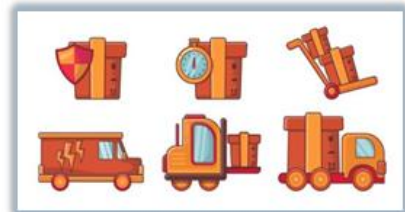
### 3. Engineering Service & Solutions



### 4.Consultancy



### 5.Inland Export



*Figure 1 Line of Business*

## 2.2.2 The History of Bridge Chemie

From Birth to a Period of Growth: Since its start as a small business in March 2004, Bridge Chemie has grown incredibly and gained a lot of praise in both the importing and exporting industries. Bridge Chemie has built a strong and respected position in the market by consistently delivering high-quality products and meeting the needs of a wide range of customers.

Opening the horizon to the Ceramic Industry: After having a lot of success in the importing and indenting business, Bridge Chemie expanded its business to include the ceramics industry in 2011. Its objective was to rank among Bangladesh's primary clay suppliers. This shift in strategy demonstrated the organization's adaptability and future growth plans.

Bridge Chemie increased its operations by moving into the fabric and plastic chemicals market in 2011. It completed this once it had begun interacting with clay. As part of this expansion, a large stock of printing chemicals and raw materials had to be kept on hand to meet the needs of local manufacturers. Bridge Chemie's move into these new areas showed how flexible it is and how committed it is to meeting the changing needs of the market. This solidified its reputation as an industry leader with many skills.

### **2.2.3 Strategic Advantages of Choosing Bridge Chemie**

The Bridge Chemie team is always working to find solutions, even for problems that they are not yet aware of. In order to achieve this goal, they take a forward-thinking approach to marketing strategies and technological advancements by providing services around all of the time.

1. **Dedicated Service person:** Bridge Chemie's service crew is available at all hours, dedicated, and full of energy. Any form of support after the sale that customers may need after buying machinery is fully handled by the servicing team. They are ready 24/7 to fix any issues that may emerge.
2. **Client-Friendly Service Environment:** All of the members of the team are extremely helpful and cooperative in resolving any issues that our valued customers may be experiencing at any time of the day or night.
3. **Availability of Sufficient Stock:** Bridge Chemie ensures that their warehouses always have a large stock of products available to ensure that the production of each client's business runs smoothly around the clock.

4. Presentations and Instructional Sessions: Bridge Chemie provides its customers with in-house training on a variety of printing techniques, including screen printing, PAD printing, ceramic printing, and the operation of machinery.

#### **2.2.4 Bridge Chemie's Mission**

Bridge Chemie is committed to maintaining a good attitude and cultivating a constructive relationship with its manufacturers and suppliers by providing the highest quality services that are available.

To keep up with the ever-evolving fashions, they put in a lot of effort every day and are continually updating their technologies. The primary purpose is to establish Bridge Chemie as one of the most reputable and trustworthy service brands in Bangladesh.

#### **2.2.5 Bridge Chemie's Vision**

Bridge Chemie is truly committed to giving local manufacturers in Bangladesh the machines they need to make high-quality products that can be exported and show off the country's talent on the world stage. They see themselves as partners in the growth of each local maker and actively encourage and support new ideas in printing on ceramics and textiles.

Beyond just doing business, their goal is to represent Bangladesh around the world by not only providing goods but also showing off the uniqueness, craftsmanship, and cultural heritage of their products. Their goal is to set the highest standards of performance in these fields so that Bangladesh has a good reputation around the world and a group of successful manufacturers grows.

## 2.2.6 Bridge Chemie Concern

Bridge Chemie Limited is a group of companies made up of the following:

- Bridge Chemie 
- Bridge Trade 
- Bridge Engineering Solutions 
- Bridge Hardware 
- Bridge Printings Solutions 
- Bridge Agro Farm 
- Aadib Impex 
- Eco Chemie 

*Figure 2 Bridge Chemie Concern*

## **2.3 Management Practices:**

Bridge Chemie, performs an excellent job of managing its operations. Concerning the process of improvement, the Code of Conduct ensures that all individuals are provided with equal opportunities. The term "human resources" encompasses a variety of subfields, including recruitment, learning, compensation, and benefits. It was necessary to complete a large number of distinct jobs, all of which were connected to the primary part of the region in some kind. Both inside and outside, some events are at discretion. All hiring decisions are made by human resources. They do not discriminate based on gender, ethnicity, or color when they are employing people from outside the organization. Conducting interviews allows me to provide the most qualified individuals with the opportunity to work for the organization.

### **2.3.1 Leadership Style:**

How good an organization is will depend on how well it is run. People who work for the company are urged to make decisions, just like they would be under a democratic leader. In a participatory leadership style, all workers have a say in how decisions are made. There are two different types of active leadership at Bridge Chemie. People in middle management lead in a way that values everyone's talents equally. What the boss does in this situation is just help and direct the workers. The top managers, on the other hand, use a type of autocratic participatory leadership. The boss can do whatever he wants with the other workers. No one has to wait for their coworkers to agree with them before they act. Organizations like Bridge Chemie need a certain amount of autocracy to make sure that work gets done and choices are made. Bridge Chemie has been able to reach its goals thanks to the way it is run.

### **2.3.2 Recruitment and Selection Process:**

1. Identify Vacancies and Evaluate Needs: Figure out how many people they need to hire, look at their current staffing levels, and make plans for future growth to keep the company's productivity high.
2. Create a Job Description: Write thorough job descriptions that include the position, where it will be located, requirements, education, experience, and pay.
3. Put up job ads: To get good applicants, post about the job on Bridge Chemie's website, on online job boards, and in print publications.
4. Receive Applications: Interested parties can apply online and send in their resumes and cover letters by a certain date. Staff in charge of hiring sort and look over applications.
5. Conduct Interviews: Use online interviews with written and spoken parts to evaluate candidates. Background checks and calls to references are made.
6. Finish the necessary steps and finish the hiring process. The board members will talk about the candidates, give them scores, and choose the best fit. The person who was chosen is offered the job, fills out the necessary paperwork, and then starts their journey with Bridge Chemie once the offer is confirmed.

### **2.3.3 Compensation management:**

Compensation management is the process of making sure that workers get paid for their work. The main goal of compensation management is to find and keep good workers. Other than basic salary, giving workers perks is a great way to keep their morale high and motivate them to do their best for the company. Planning pay is important for keeping employees, getting work done, and making sure they are happy. A holiday bonus, medical insurance, a required

provident fund, a paternity benefit, and staff security benefits are some of the extra benefits they offer on top of the standard pay and benefits plan. Plus, the talent management group does a review of each employee once a year as a bonus. The worker gets a raise or some other kind of cash reward for doing a better job.

#### **2.3.4 Learning and Development:**

To help its employees get better at what they do, Bridge Chemie pays for ongoing training programs. Employees are kept up to date on changes in the field through regular training events. The company gives its workers the chance to attend classes and lessons on professional growth to help them gain more skills in their jobs.

#### **2.3.5 Employee Relations:**

Employees are kept up to date on the company's goals, changes, and progress by keeping lines of communication open. Getting rid of disagreements: Members of the team are told to settle disagreements in an orderly way so that problems can be solved quickly and honestly.

#### **2.3.6 Performance Management:**

To help the company meet its goals, employees work with their bosses to set performance goals that can be measured and attainable. When you look over someone's work on a regular basis, you can give them helpful comments in the form of praise and suggestions for improvement.

#### **2.3.7 Work-Life Balance:**

More open work hours may be offered by Bridge Chemie so that employees can better handle their job and personal lives. A way to improve the health and well-being of all workers is to offer wellness programs that include health education and physical exercise.



### **2.3.8 Diversity and Inclusion:**

The Code of Conduct says that a person's gender, race, or color should never get in the way of their success. Bridge Chemie could start programs to get people from all walks of life involved and create an environment that values and welcomes differences.

### **2.3.9 Ethical Practices:**

The Code of Conduct makes it clear that the company values moral behavior by requiring employees to follow it in all business deals. We hold training and knowledge classes on a daily basis to make sure that everyone knows the rules for ethics and compliance.

### **2.3.10 Innovation and Adaptability:**

Bridge Chemie encourages innovation by giving workers a place to talk about and try out new ways to solve problems. The company is very flexible so that it can meet the needs of the market, customers, and new technologies as they come out.

### **2.3.11 Customer Satisfaction Survey**

I have included companies and their customer satisfaction survey responses here. The survey analyses the quality of the product, timely delivery, promptness in responding to calls, communication with customers, correctness of quantity of material, and Courtesy. Here are the 15 companies that took part in this evaluation.

Customer who responded to the survey:

1. International Trimming
2. Walton Hi-Tech Limited
3. Charming

4. Fakir Fashion Ltd
5. RGL Unit - Printing
6. Check-Point System
7. R-Pac Bangladesh
8. Montrims Limited
9. Shine Embroidery
10. Apex Textile Printing Mills Limited
11. Logo Shop
12. Mehrin Dekko
13. Shine Pukur Ceramic Limited
14. Star Porcelain Limited
15. Star Ceramic Limited

Here is the survey result:

SI no.	Description	Excellent	Very Good	Good	Average	Poor
1	Quality of Product	10	2	3		
2	Timely Delivery	5	7			1
3	Promptness in responding to Calls	8	6	1		
4	Communication with Customer	7	4	4		
5	Correctness of quantity of Material	6	5	4		
6	Courtesy	10	3	2		

Table 1: Customer Satisfaction Survey

Positive feedback has been received by Bridge Chemie in several different areas, notably about the quality of the goods, the promptness with which they reply to calls, and their courteousness. Nevertheless, there are areas for improvement, particularly in resolving problems linked to timely delivery, communication, and the accuracy of the amount provided. The proactive management of these areas has the potential to further improve the level of satisfaction experienced by customers and to contribute to the overall success of the company.

#### **2.4 Marketing Practices:**

Bridge Chemie, under the guidance of its expert leadership, specializes in the import and export of chemicals, ceramics, and machineries, establishing itself as a key player in the industrial

goods sector. Committed to becoming the premier name in the industry, Bridge Chemie employs a creative and innovative approach to marketing and sales.

The company's website serves as a comprehensive platform, offering information on products, technical specifications, and a user-friendly e-commerce tool. This strategic online presence positions Bridge Chemie as an easily accessible and tech-savvy partner within the industrial supply chain. Users have the flexibility to customize their website experience.

In addition to online activities, Bridge Chemie actively engages in digital promotion, utilizing targeted ads on social media and the internet to enhance brand visibility. The implementation of SEO further ensures that their products gain prominence in online searches, attracting potential customers considering industrial business options.

Participation in trade shows and industry events is a key component of Bridge Chemie's marketing strategy. These forums provide opportunities to showcase their diverse product range, connect with new customers, and stay informed about industry trends.

The company effectively employs customer relationship management (CRM) for marketing purposes. A robust CRM system enables Bridge Chemie to track customer preferences, purchasing behavior, and communication preferences. This data-driven approach allows for personalized interactions with each customer, demonstrating the company's dedication to long-term customer satisfaction.

Bridge Chemie places a strong emphasis on post-sale support and training, reinforcing its commitment to customer success. Offering full support, expert assistance, upkeep services, and training, the company ensures that customers receive comprehensive assistance throughout their engagement.

By seamlessly integrating online and offline efforts, Bridge Chemie's marketing strategy revolves around building a reliable brand, providing easy access to digital resources, fostering

direct connections with industry professionals, and ensuring consistent customer satisfaction. This holistic approach has propelled the company to successfully export and procure chemicals, machines, and electronics nationwide.

Furthermore, the company's innovative marketing approach, including targeted digital promotion and a user-friendly e-commerce platform, reflects its adaptability in navigating the digital landscape. This adaptability is crucial in an era where technological advancements and online presence play pivotal roles in business success. Bridge Chemie's tech-savvy initiatives not only attract a wider audience but also position the company as a forward-thinking and customer-oriented entity.

As Bridge Chemie continues to solidify its position in the industrial goods sector, its comprehensive and customer-focused strategies, encompassing marketing, trade engagement, and ongoing support, underline a commitment to sustainable growth and industry leadership. Through this holistic approach, Bridge Chemie stands out as not only a supplier of industrial goods but also a strategic partner dedicated to the success and satisfaction of its clientele.

## 2.5 Financial Practices and Accounting Practices:

One of the primary reasons why this research has limitations is that it does not have all of the relevant information. To compare the company's yearly sales increase from year to year, below are the sales over the last five years.

Year	Annual Sales in BDT
2019	25,01,38,039
2020	21,47,85,530
2021	31,98,70,185
2022	33,12,77,988
2023	34,00,83,745

Table 2: Annual Sales of Last 5 Years

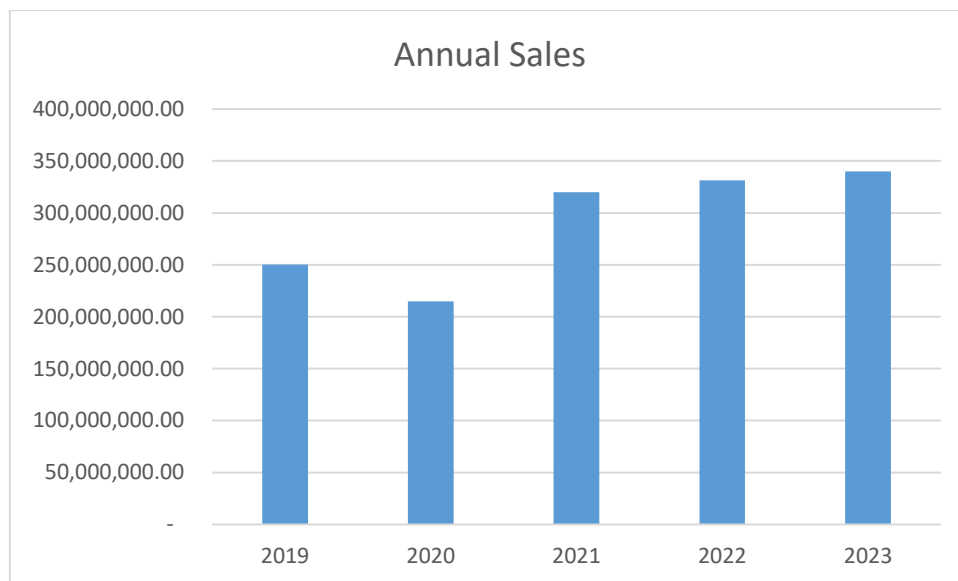
The company's success was measured in 2019 before the COVID-19 epidemic drastically altered the worldwide economic environment.

Due mostly to the negative impacts of the COVID-19 pandemic, yearly sales in 2020 were much lower than expected. The pandemic caused a significant decline in sales because of its impact on the economy, which in turn affected supply chains and consumer spending. During this time, the trading market was at an all-time low.

Despite the pandemic's long-term effects, the business bounced back spectacularly in 2021. The substantial rise in yearly sales indicates an adroit adjustment to the altered market circumstances, probable changes in customer behavior, and successful mitigation of the pandemic-related strategic threats.

The increasing trend continued into 2022, but it seemed that the growth rate had decelerated from the previous year. Possible signs of the pandemic's lingering impacts and difficulties in navigating a market that is still rebuilding might be behind this.

Even though it was a slower growth rate, sales still going up in 2023. The company's adaptation and tenacity were on display during this era, as they managed to continue positive growth despite continuous market obstacles, perhaps including the enduring repercussions of the epidemic.



*Figure 3 Annual Sales of last 5 Years*

To sum up, 2020 was a very bad year for the business, mostly because of the COVID-19 epidemic and the consequent poor trade market circumstances. The company's resilience was on display in 2021's subsequent recovery, and in 2022 and 2023, when the market was still beginning to stabilize, it showed steady but moderate growth.

### **2.5.1 Growth Rate:**

$$CAGR_{2019-2020} = \left( \frac{214785530}{250138039} \right)^{\frac{1}{1}} - 1 = -0.153$$

$$CAGR_{2020-2021} = \left( \frac{319870185}{214785530} \right)^{\frac{1}{1}} - 1 = 0.487$$

$$\text{CAGR}_{2021-2022} = \left( \frac{331277988}{319870185} \right)^1 - 1 = 0.036$$

$$\text{CAGR}_{2022-2023} = \left( \frac{340083745}{331277988} \right)^1 - 1 = 0.027$$

$$\text{Average Growth Rate} = \frac{-0.153 + 0.487 + 0.036 + 0.027}{4} = 0.099$$

So Average growth rate = 0.099 or 9.9%

## **2.6 Operations Management and Information System practices:**

Bridge Chemie is distinguished not only for the wide range of products it offers but also for the high level of innovation in its operations management and information systems. In this in-depth look, Bridge Chemie strategically organizes its supply chain to ensure product quality and compliance, uses information systems for seamless integration, puts customer relationship management first, and keeps a culture of continuous improvement by adopting new technology.

### **2.6.1 Supply Chain Optimization:**

Bridge Chemie's operational expertise stems from a refined strategy for supply chain optimization. The company is fully aware that the whole process—from sourcing goods overseas to shipping them to customers throughout the country—requires a delicate balancing act between accuracy and efficiency. In pursuit of this objective, Bridge Chemie implements cutting-edge inventory management solutions.

To ensure the punctual accessibility of commodities, including hardware, chemicals, and equipment, effective management of distribution systems and logistics is imperative. To ensure flawless imports, Bridge Chemie has forged robust alliances with dependable partners, recognizing the criticality of conducting business directly with global suppliers. This strategic supply chain optimization reduces inefficient activities and speeds up deliveries, which not



only improves customer satisfaction but also lowers expenses. Stated differently, it enhances the efficiency of the supply chain.

### **2.6.2 Quality Assurance and Compliance:**

Maintaining compliance with the quality standards and regulations that have been established by the government is of the utmost importance when it comes to the importation and sale of industrial items. In every one of its companies, Bridge Chemie places a high priority on quality assurance initiatives. When the company begins the process of selecting a supplier from abroad, it makes certain to consider both the production quality and the price of the product. It is necessary for every piece of hardware, chemical, and equipment that is imported from another country to undergo stringent quality checks to ensure that it satisfies or exceeds the standards and rules that are in place in the local area.

In addition, Bridge Chemie maintains a vigilant watch on the modifications that are made to compliance criteria. When it comes to maintaining compliance with rules that apply to international trade, safety, and the environment that may have an impact on the firm's products, the corporation incurs significant costs. By adopting this precautionary strategy, Bridge Chemie not only maintains its image as a responsible participant in the market, but it also safeguards its customers against any potential legal and regulatory issues that may arise.

### **2.6.3 Information Systems Integration:**

Because of its intricate information systems architecture, Bridge Chemie is able to manage its business efficiently and effectively, facilitating the seamless collaboration of its many departments. Modern technology allows the organization to streamline its supply chain management, order processing, and customer relationship tracking processes. There will be

fewer opportunities for errors and delays in the transfer of data across departments thanks to this link.

To illustrate, the moment an order is placed, the system promptly modifies all pertinent data and triggers notifications for replenishment and shipment. Bridge Chemie is able to respond rapidly to changes in demand, track market trends, and make informed decisions because to its real-time visibility into the supply chain. Connected information technology solutions not only improve communication and collaboration among employees, but they also enable companies to respond rapidly to an ever-changing market.

#### **2.6.4 Customer Relationship Management (CRM):**

Bridge Chemie knows how important it is to keep in touch with clients in order for a business to run smoothly. Customer relationship management tools do more for businesses than just keep track of deals. Not only do these systems store and look at old data, but they also keep track of and look at what customers like and do not like. Bridge Chemie can cater its services, product ideas, and marketing to meet the needs of each customer by getting to know their individual likes, buying habits, and needs.

Customer happiness goes up a lot when there is a use of the CRM system. Based on what customers usually buy and what they like, the system makes sure that Bridge Chemie is ready to meet their needs. This personalized method does two things: it strengthens relationships with present customers and makes it easier to get new ones through word of mouth and leads.

They can also use the CRM system to make focused ads. By putting its customers into different groups based on their buying habits and likes, Bridge Chemie can make its marketing efforts more effective. A customer relationship management system can help them to get customers more involved and keep them coming back whenever they need to. Customers could be told

about new goods, given deals based on their wants, or given information about the things they have bought.

### **2.6.5 Continuous Improvement and Technology Adoption:**

Bridge Chemie is committed to ongoing growth, so processes, KPIs, and feedback routes need to be looked at and improved on a regular basis. The company has a plan of always getting better because they know that customer wants change over time. Bridge Chemie looks at the whole supply chain, from getting the materials to delivering them, to find waste, make processes better, and make the system better as a whole.

Our commitment to ongoing development will include proactive usage of developing technologies. Bridge Chemie always seeks and adopts new technologies to boost efficiency and effectiveness. Data analytics, automated order processing, and new technologies help logistics and supply chain management companies stay ahead.

Automating order processing improves accuracy and speed. Less handwork means fewer errors and greater efficiency. Data analytics may teach employees about customer behavior, market trends, and corporate success. Due to these data, Bridge Chemie can predict market trends and make educated choices.

The company uses cutting-edge innovation to stay current and ensure its long-term success. Bridge Chemie is a leader in industrial products import/distribution due to its revolutionary technologies.

Bridge Chemie's operations and information systems show its dedication to importing and selling chemicals, hardware, and equipment. Innovative technology, customer-centric CRM, rigorous quality assurance, integrated information systems, and seamless supply chain optimization help the organization succeed in a competitive sector.

Bridge Chemie's strategic approach to operations management and information technology helps it adapt, stay strong, and grow in a changing market and consumer expectations. Bridge Chemie oversees the difficult process of importing and distributing commodities and sets the industry standard by stressing efficiency, quality, customer satisfaction, and innovation.

## 2.7 Industry and Competitive Analysis

### 2.7.1 Porter's Five Forces Analysis:

A framework for assessing a company's or organization's competitive environment is Porter's Five Forces Analysis. This is Bridge Chemie's Porter's Five Forces analysis.

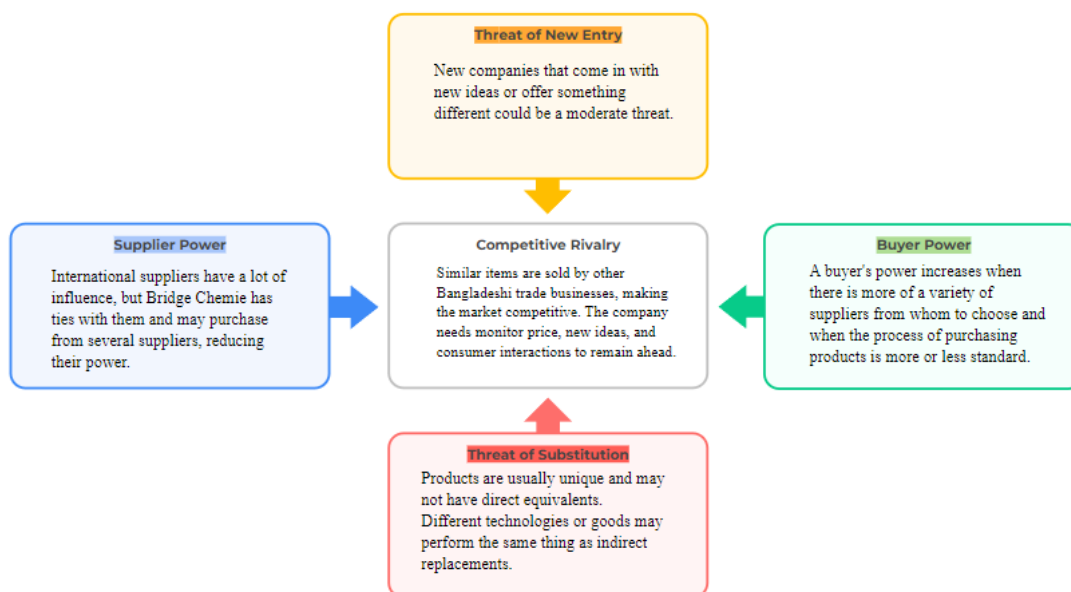


Figure 4 Porter's Five Forces Model

#### Threat of new entrants:

Businesses in Bangladesh's hardware, chemicals, and equipment industries are not going to shake things up too much. Without a customer base, connections to foreign suppliers, and familiarity with import/export regulations, getting started is more challenging. Bridge Chemie's

formidable market position and streamlined supply chain deter any prospective new rivals. A minor danger, however, might emerge from upstart businesses that provide novel products or services.

**Bargaining power of suppliers:**

Bridge Chemie gives a lot of thought to how much power suppliers have in negotiations. Suppliers from international markets have a lot of power when it comes to machinery, chemicals, and hardware because these are specialty items. But Bridge Chemie already has relationships with suppliers and might even buy from more than one supplier, which can lessen this power. Suppliers may not have as much power in negotiations if customers can switch suppliers and get better terms based on order volume and long-term partnerships.

**Bargaining power of buyers:**

In the trading industry, buyers have a lot of power when it comes to making deals. Customers, who are a wide range of businesses in Bangladesh, can pick from many trading companies. Buyer power grows when there are more suppliers to choose from and when buying goods is more or less standard. Bridge Chemie needs to keep customers happy, offer competitive prices, and add value through services or differentiating products to keep customers and get new ones.

**Threat of substitutes:**

A lot of the time, the products are very specific and may not have direct alternatives. There may, however, be indirect substitutes, such as different technologies or products that do the same thing. Bridge Chemie should keep an eye on new technologies and market trends to make sure its products stay competitive and meet the needs of its customers as they change.

### **Competitive rivalry:**

Traders are up against each other a lot. There is already a lot of competition in the market because there are other businesses in Bangladesh that sell similar goods. If Bridge Chemie wants to stand out, it needs to market itself well, run its supply chain well, guarantee high quality, and come up with new ideas. If the company wants to stay relevant, it needs to keep an eye on price strategies, new ideas, and client relationships.

Strong competition and strong customer buying power are problems for Bridge Chemie. On the other hand, modest seller power and barriers to entry are possibilities. This is what Porter's Five Forces study says. To keep its place in the market and maybe even grow faster, the company should focus on building stronger relationships with customers, making its products stand out, and being flexible when the market changes.

**2.7.1.1 Observation:** Even though it is hard to get started because a company need customers, links to foreign providers, and knowledge of the rules for importing and exporting, new businesses with new goods or services can be a small threat. This means there is a modest threat.

Bridge Chemie has ties with suppliers and may buy from more than one, which makes each seller less powerful. However, sellers from other countries still have a lot of power in talks. Having more than one provider and being able to switch can balance this power.

There are a lot of businesses in Bangladesh that buy things, so buyers have a lot of power when it comes to making deals. Buyers have a lot of power because there are so many trade companies to pick from. To keep and get new customers, Bridge Chemie needs to focus on making sure customers are happy, offering low prices, and adding value.

There may be secondary replacements, but because of how the goods are made, straight substitutes are less possible. Even though there are not many alternatives, Bridge Chemie should still keep an eye on new technologies and market trends.

There is a lot of competition in the trade industry because many companies in Bangladesh sell the same goods. Bridge Chemie needs to work on its marketing, supply chain management, quality control, and new ideas if it wants to stand out. There is a lot of competition because companies have to keep an eye on price plans, come up with new ideas, and build strong ties with customers.

### 2.7.2 SWOT Analysis:

A SWOT study could be helpful for strategic planning. As part of this process, a thorough list of a company's strengths, flaws, chances, and threats is made.



Figure 5 SWOT Analysis

**Strength:**

The wide range and depth of Bridge Chemie's chemicals, hardware items, and machines is one of its many strengths. The company always has what it needs when it needs them because they have great supply chain management. Importing is easy for it because it plans ahead and has good ties with sources all over the world. Bridge Chemie not only has a great website, but they also use smart digital marketing tactics to keep their costs down and raise brand awareness. Budgeting and running the business with care could help with this.

**Weakness:**

But because some of its money comes from foreign partners, the business has to deal with issues that happen all over the world. Markets can go up and down when the economy changes, so it is important to use a variety of strategies and handle risks carefully. Since Bridge Chemie buys a lot of things from other countries, changes in the value of the dollar can have a bigger effect on them. This shows how important it is to have good plans for dealing with risks.

**Opportunities:**

Along with growing its business and product line, Bridge Chemie can reach new users and markets. A thorough look into the chance of entering foreign markets could lead to new growth possibilities and bigger benefits. People who are worried about both global warming and its effects on the environment might be able to get what they need from them.

**Threats:**

Bridge Chemie has a lot of tough competition in both foreign and local sales. The company can only stay ahead if it stays open and keeps an eye on how the market is moving all the time. Trade rules and laws that affect their business may be changed, putting it at risk. To keep it



safe, they need to be careful, honest, and follow all the rules. If they want to maintain control over the purchasing market in the current political and economic climate, it is critical to minimize risk.

Bridge Chemie excels in a variety of areas, including supply chain management, international sourcing, and a large product portfolio. However, there are issues. Due to its worldwide business partnerships, the company is susceptible to fluctuations in both currency values and the state of the global economy. Bridge Chemie has the potential to expand into new markets, provide a wider range of goods and services, and capitalize on the rising demand from clients who are concerned about the environment and climate change. However, there are dangers that the company must manage, such as fierce competition in both home and foreign markets, shifting market dynamics, and the potential for new trade regulations.

## **2.8 Summary**

Considered Bangladeshi company Bridge Chemie's main business is bringing in and selling chemicals, machines, and other items used in businesses. It now works in the cloth, plastic materials, and pottery industries. Bridge Chemie can reach its goal of building strong relationships with makers and providing excellent services. Equal chance is a management concept, and a leadership style that combines elements of both strong and democratic leadership is used. The company's marketing efforts, such as its standard and digital strategies, pay management, and hiring processes, show that they are always committed to providing excellent customer service. To run a business that handles money, they need to do things like careful planning, cost management, and following strict auditing rules. The way that money and capital are managed shows that the organization has a long-term growth mindset that is in line with its goals.

## **2.9 Recommendation**

To stay competitive in a market that is always changing, Bridge Chemie needs to make new products and find ways to make old ones last longer. The business should also improve the online experience of its users, grow internationally, and keep its CRM system up to date. The company might be better prepared for the unexpected if it spends money on cutting-edge technology, sets up strong risk management systems, and keeps a close eye on changes in regulations. Businesses in Bangladesh may be able to do well in the tough business market if they take a broad approach that includes teaching workers, doing good deeds, and other similar projects. By taking a broad approach that includes teaching workers, doing good deeds, and other similar projects, businesses in Bangladesh may be able to do well in the tough business market. Additionally, it is crucial for Bridge Chemie to invest in cutting-edge technology, set up strong risk management systems, and keep a close eye on changes in regulations to better prepare for the unexpected. Furthermore, enhancing the online experience of its users, growing internationally, and keeping its CRM system up to date are vital steps for Bridge Chemie to thrive in the changing market.

## **Chapter 3: Project Part**

A study on the LC procedures of Bridge Chemie and a comparison of the profit margin between imported and locally manufactured machines.

### **3.1 Introduction**

Here is a study of Bridge Chemie's trade operations and its financial goals. First, looking at the company's imports, paying special attention to the amount, types, and main places around the world where it gets its goods. Students will also learn more about the complicated Letter of Credit (L/C) process, which is an important part of international trade. Included are different types of L/Cs, the costs associated with them, the paperwork that is needed, and the steps that need to be taken. In the third part of the piece, machines made in the country and machines brought in from other countries will be compared. The cloth industry was one of their first users and uses the new printing equipment they made. That is not all. I also talked about the pros and cons of buying things made in the country of origin vs. bought elsewhere. The last thing I will talk about is the many financial risks the company faces when it brings goods and services into the country. There is a real chance that the company's operations will not go as planned in the future because of risks like unstable currency exchange rates, unpredictable financial markets, and unpredictable global events.

#### **3.1.1 Background**

Since gaining independence in 1971, Bangladesh has seen a significant increase in trade volume. The global commerce industry has undergone significant transformation due to recent technology breakthroughs. The primary objective of this article is to analyze how Bridge Chemie can adapt to dynamic situations, function in several nations, and maintain its financial solvency amidst varying laws and conditions. Completing this report is an essential requirement for a certain portion of the internship program that I am obligated to do as part of

my undergraduate studies. This report aims to integrate the academic information I obtained in the classroom with the practical experience I gathered during my employment at Bridge Chemie. The primary aim of this study is to analyze the various business financing options used by Bridge Chemie to finance its operations. The purpose of this study is to clarify the processes and rationales driving Bridge Chemie's trade finance. This is done to expedite the dissemination of information and empower other enterprises to embrace and execute the most efficient techniques, so improving their specific sectors and eventually benefitting the consumers collectively. This study aims to examine the financing mechanisms used by Bridge Chemie in order to ascertain the particular tactics and procedures that have contributed significantly to their achievements. Through a thorough analysis of their trade finance practices, other firms may get useful ideas on how to improve their financial operations. Implementing these best approaches in different industries will eventually result in increased customer satisfaction and improved overall company efficiency.

### **3.1.2 Objectives**

1. Find out how well Bridge Chemie's LC processes work by looking at how well they follow international trade standards.
2. Perform an examination of the machines that Bridge Chemie imports and those that are manufactured locally. The study should specifically include factors such as cost, sales, profit, quality, and operational suitability.

### **3.1.3 Significance**

Through my professional experience, I have personally witnessed the challenges associated with conducting business in Bangladesh. It is essential to understand the functioning of trading companies in this country due to the dynamic nature of the market and the constant evolution of regulations. As a requirement of my job, I am responsible for producing a precise report that

details the factual information and intricacies of this business. Collaborating closely with my colleagues enables me to acquire valuable information and insights that I can effectively utilize. Undoubtedly, the practical exposure will enhance the utility and credibility of my study findings. Furthermore, engaging in conversations with local businesses and traders has enhanced my comprehension of the daily challenges they encounter. Having personally witnessed and experienced this phenomenon, I can conceive potential strategies to enhance the efficiency and effectiveness of the trade industry in Bangladesh. In addition, through cultivating robust connections with influential individuals, I have acquired valuable insights and knowledge that will enhance the credibility of my findings. Ultimately, this practical experience will not only facilitate my professional development but also contribute to the overall expansion of the trade sector in Bangladesh.

### **3.2 Methodology**

The research project I am working on will use a variety of research methods to make sure the topic is fully explored. However, this research has limitations because it lacks essential information. The sharing of data is restricted due to the highly confidential nature of financial transactions. I plan to use carefully designed questionnaires, personal interviews to get more in-depth information as much as possible, and rigorous statistical analyses for a quantitative view as my primary research methods. These approaches will give a picture of the topic by collecting both numbers and deeper meanings. My secondary research which I got from the company's official website will also include a close reading of many academic papers, government reports, and professional journals. By using two different methods together, this research is built on a strong base, which increases the reliability and depth of the results.

### **3.3 Findings and Analysis**

#### **3.3.1 Import scenario of Bridge Chemie**

##### **3.3.1.1 Import Requirements and Documentation**

To make its trade business easier, Bridge Chemie follows the rules set by the government. A letter of credit authorization, a bill of transportation or airway bill, a business invoice or packing list, and a certificate of origin are some of the most important papers needed to import something.

Also, commercial importers like Bridge Chemie are required to register with the Ministry of Commerce's Chief Controller of Imports and Exports (CCIE) if they want to buy things to sell without changing them in any way. An Import Registration Certificate (IRC) is usually given after this registration process is done, and the applicant may get it within three working days.

The IRC is necessary for Bridge Chemie to make purchases possible. A "yearly limit," which is another name for "import entitlement," tells the business how much it can spend on imports. Customers in the private sector gain a lot from lower tariff rates because this approach makes it easier to control who can bring resources and technology into the country. When a business applies for an IRC, it says it will follow all government laws and rules.

While government agencies may not have to fill out as much paperwork, commercial importers like Bridge Chemie have to deal with a lot of rules and regulations. They do this by combining the paperwork they need to fill out and the legal requirements of import registration to bring in machinery, chemicals, and hardware for their many customers across Bangladesh.

##### **3.3.1.2 Customs Clearance Procedures for Import**

Bridge Chemie imports goods by sea, air, and land, making sure that all the necessary paperwork and clearance steps are followed.

Customs receives electronic manifest data from the shipping agent that includes detailed descriptions of the goods being imported by sea. Whereas, when imports are made by truck through land customs stations, the Import General Manifest (IGM) is filled out by hand by the trucking company or driver. Following the submission of the IGM, either online or by hand, Bridge Chemie, its designated C&F Agent, or the importer directly, fills out the goods declaration, also known as the Bill of Entry (B/E), following the format of the Single Administrative Document (SAD), and sends it through the ASYCUDA World system.

When goods are released from customs, the following documents are needed: Letter of Credit (L/C), Invoice, Bill of Lading/Airway Bill/Truck Receipt/Railway Receipt, Packing List, "Country of Origin" Certificate (except for some industries), Insurance Policy/Cover Note, and VAT/BIN Certificate. For some types of goods, like medical supplies and pre-shipment inspection reports are required in addition to the ones listed above.

Customs calculates the duties and taxes after receiving the necessary paperwork. Duties and taxes are paid by Bridge Chemie or its designated Clearing and Forwarding (C&F) agent. Customs sends a release order for clearance after payment is received. Once port formalities are finished, the goods are cleared for distribution.

Remember that following quarantine rules, getting a certificate from the quarantine department, and fumigation may be needed to get animals, plants, and plant products through customs. According to Customs, if goods are not cleared within the time limit, they can sell the shipment at auction.

While an immediate assessment is not always possible, Customs may assess the shipment temporarily. Not including goods brought in to be stored, the importer must provide an unconditional bank guarantee or security deposit from a scheduled bank in these situations. By

doing this, any extra duty that might be due after the final assessment is covered. The final assessment has to be done within 120 working days of the date of the provisional assessment.

For the smooth importation and distribution of machinery, chemicals, and hardware products to its many customers across the country, Bridge Chemie strategically manages this situation, making sure that all regulatory requirements are met, clearances are completed on time, and all duties are met.

Once Bridge Chemie gets the customs release order, they focus on finishing all the necessary port paperwork. Working with port officials to make sure the goods are ready for further transport is part of this. The company makes plans for the cleared goods to be taken from the port to the storage or distribution centers it has chosen.

As soon as Bridge Chemie gets to the designated facility, they start managing all of their inventory. This includes comparing the goods that were received to the ones that were shipped, checking the quality of the goods, and making sure that the inventory system is updated to correctly show the new products that were bought. Bridge Chemie may do extra quality assurance checks on some types of goods, especially chemicals and machinery. This makes sure that the imported goods meet the standards and requirements, which makes sure that the customers are happy.

### **3.3.1.3 Types of L/C, documentation, and procedure**

Letters of Credit, or LCs, are very important in international trade because they reduce risk and build trust between buyers and sellers who are doing business across borders. The word comes from the Italian "Lettera di credito," the French "accreditation," and the Latin "accreditors," and it means "reliable." Because of the inherent risks in global trade—buyers may worry about getting the right goods and sellers may worry about getting paid on time—an LC acts as a



reliable bridge. In this system, a bank steps in to make sure that the seller gets paid by the buyer after the goods are delivered. In a sense, the Letter of Credit is a written promise that the buyer will pay the seller on time and correctly. This method of handling money not only helps people trust each other, but it also lowers the chance of losing money. LCs are a very important part of trade financing for Bridge Chemie, which works in international trade. But it is important to know that the whole process, from opening an LC to payment, comes with a lot of fees, such as bank fees, customs fees, documentation fees, and charges for using the port. These fees make up a big part of the company's expenses.

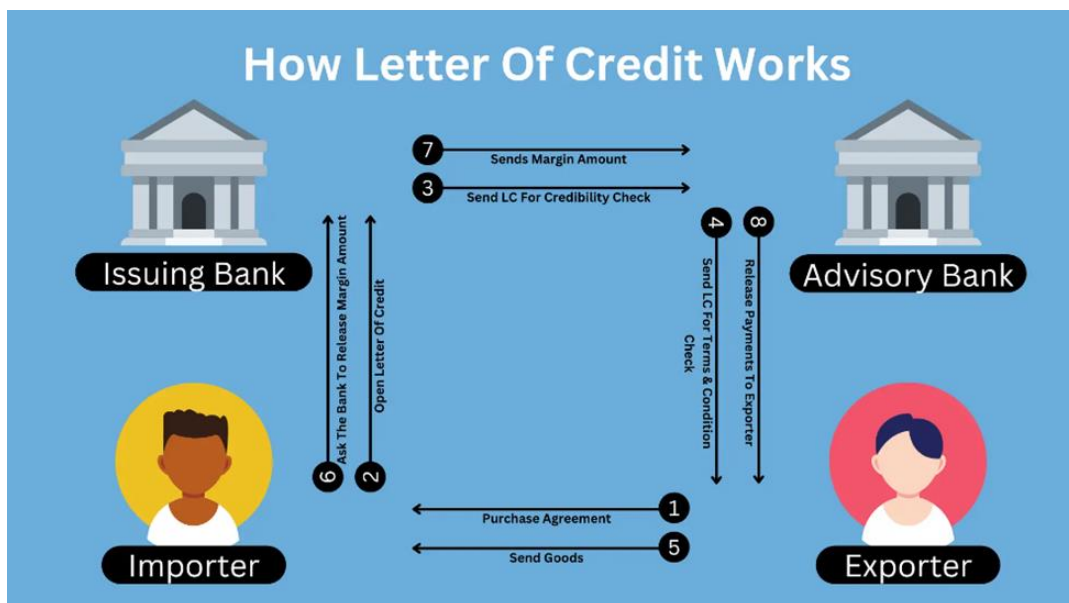


Figure 6 L/C working process

### 3.3.1.4 Documents Required

1. Four copies of the signed commercial invoice from the beneficiary must be sent with the original shipping documents, which confirm:

- a. Merchandise of origin
- b. The Proforma invoice explains the goods exactly, including the model number, quantity, unit price, and value.

- c. The LCA Form Number
- d. The IRC Number
- e. The TAX Identification Number
- f. The VAT Registration Number
- g. The H.S. code number.

2. Full set of "Shipped on Board" ocean bills of lading sent to the bank with the words "Freight to Collect" written on them. These bills should be sent to the applicant and the bank that issued the LC with their full name and address.

3. Companies must comply with Bangladesh rules and regulations covering Vessels, Flags, Airports, Seaport cargoes, and transshipments, and the original paperwork must include a compliance certificate from the vessel's shipping line.

4. Five copies of the packing list displaying:

- a. Product Details.
- b. Specify the shipment's dimensions, weight (both net and gross), and packaging.
- c. Export standard seaworthy packages have been sent.
- d. Mark for shipment

5. A certificate of origin that the government has given or approved. The shipping papers must be accompanied by an approved responsible body or the chamber of commerce of the sending country.

6. The applicant is compensated for insurance. Within 7 (seven) working days of the shipment, the beneficiary of the shipment(s) under this credit must advise the insurance company, the applicant, and the issuing bank, citing the marine insurance cover note number and date along with this credit no. and providing full details of the shipment(s). A copy of this shipment advice must be included with the original shipping documents.

7. At least two PCTs must have the applicant's name, address, TIN, and BIN clearly shown or printed on the cartons or packages that come with the original shipping paperwork.

8. The beneficiary must show proof that one set of non-negotiable shipping papers was sent directly to the LC applicant by courier or email within 5 days of shipment. The shipping papers must be sent with a copy of the courier receipt or an email copy.

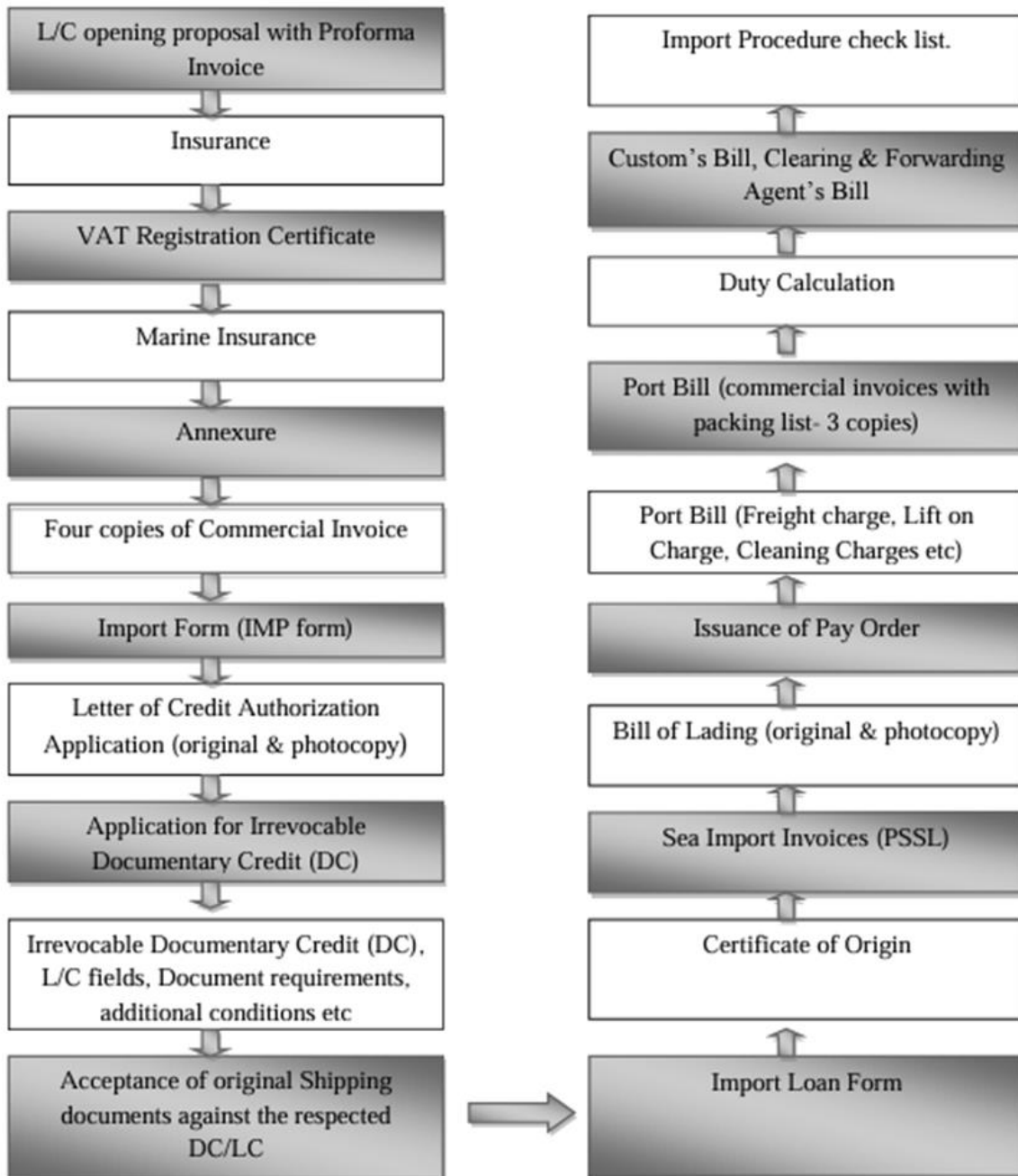


Figure 7 Sequence of L/C documentation process

### 3.3.2 Comparison Between manufactured and imported machines

#### 3.3.2.1 Compare by Profit Margin

They began manufacturing and importing different types of printing machines recently, as mentioned. Below are the figures for the cost and sales of machines that were imported and produced in 2023:

Machine Type	Cost in BDT	Sales in BDT
Manufactured	13,721,116	18,559,903
Imported	17,752,302	25,137,989
Total	31,473,418	43,697,801

Table 3: Cost and Sales Amount

#### Manufactured Machinery:

**Profit:**  $18,559,903 - 13,721,116 = 4,838,787$

**Profit Margin Percentage:**  $(\text{Profit} / \text{Cost}) * 100 = (4,838,787 / 13,721,116) * 100 \approx 35.3\%$

#### Imported Machinery:

**Profit:**  $25,137,989 - 17,752,302 = 7,385,687$

**Profit Margin Percentage:**  $(\text{Profit} / \text{Cost}) * 100 = (7,385,687 / 17,752,302) * 100 \approx 41.6\%$

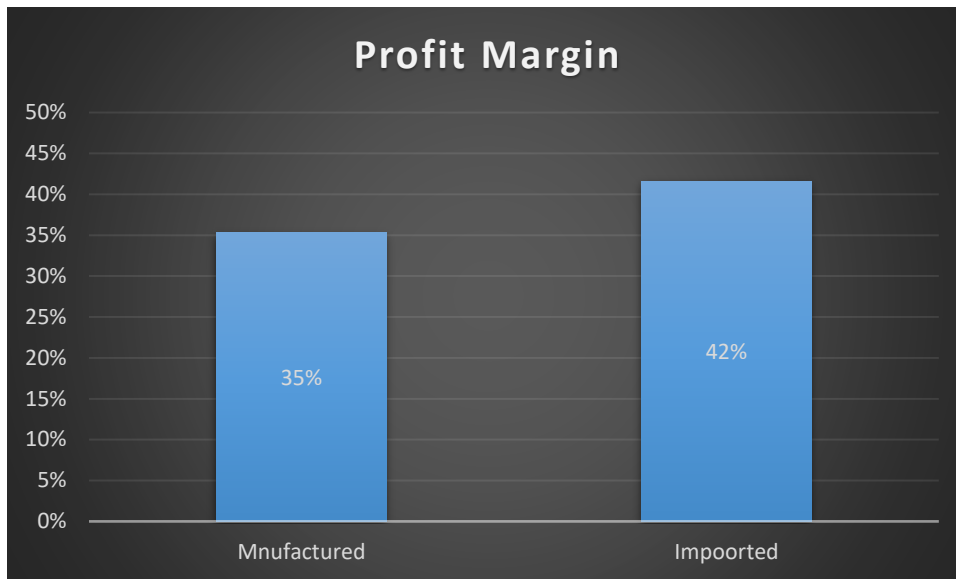


Figure 8 Profit Margin Comparison by Machine Category

Profit for the produced machinery section came to 4,838,787, or 35.3% of the total. A larger profit margin percentage of 41.6% was shown by the imported machinery section, which had a profit margin of 7,385,687.

The imported machinery section has a much greater proportion, yet both the made and imported machinery categories show strong profit margins. Imported equipment seems to have a greater profit margin percentage, which might be a result of more favorable pricing methods or market circumstances.

### 3.3.2.2 Future Cash Flow of Manufactured Machineries

Cash Flow in 2024:

$$4,838,787 \times (1+0.099) \approx 5,309,579$$

Cash Flow in 2025:

$$4,838,787 \times (1+0.099)^2 \approx 5,831,979$$

Cash Flow in 2026:

$$4,838,787 \times (1+0.099)^3 \approx 6,403,380$$

Cash Flow in 2027:

$$4,838,787 \times (1+0.099)^4 \approx 7,030,636$$

Cash Flow in 2028:

$$4,838,787 \times (1+0.099)^5 \approx 7,721,180$$

Year	Cash Flow	Discount Rate 10%	Present Value
0	(48,38,787)	1	(48,38,787)
1	53,09,579	0.91	48,31,716
2	58,31,979	0.83	48,40,542
3	64,03,300	0.75	48,02,535
4	70,30,636	0.68	47,80,832
5	77,21,180	0.62	47,87,131
		NPV	1,92,03,969

Table 4: Future Cash Flow of Manufactured Machineries

### 3.3.2.3 Future Cash Flow of Imported Machineries

Cash Flow in 2024:

$$7,385,687 \times (1+0.099) \approx 8,115,682$$

Cash Flow in 2025:

$$7,385,687 \times (1+0.099)^2 \approx 8,914,178$$

Cash Flow in 2026:

$$7,385,687 \times (1+0.099)^3 \approx 9,776,292$$

Cash Flow in 2027:

$$7,385,687 \times (1+0.099)^4 \approx 10,708,298$$

Cash Flow in 2028:

$$7,385,687 \times (1+0.099)^5 \approx 11,716,522 \quad 7,385,687 \times (1+0.099)^5 \approx 11,716,522$$

Year	Cash Flow	Discount Rate 10%	Present Value
0	(73,85,687)	1	(73,85,687)
1	81,15,682	0.91	73,85,270
2	89,14,178	0.83	73,98,767
3	97,76,292	0.75	73,32,219
4	1,07,08,298	0.68	72,81,638
5	1,17,16,522	0.62	72,64,243
		NPV	2,92,76,450

Table 5: Future Cash Flow of Imported Machineries

According to the calculation shown above NPV of manufacturing machineries is 19203969 and NPV of Imported Machineries is 29276450. Since the NPV of Imported machineries is higher than 0 plus the unit is greater than the NPV of manufacturing machineries I would choose imported machinery project. As It will generate more profit for the organization.

#### 3.3.2.4 The Effect of Inflation on the Organization

According to the sources the current inflation of Bangladesh is 9.49% (November, 2023). By observing the global economic situation as well as previous inflation rate of Bangladesh we can expect the inflation will rise at least by 1% to 1.2%. Even though in this situation Bridge Chemie managed to see a profit growth at an average of 9.9%. So, it can be predicted that even with a higher inflation rate the profit margin of the organization will be less affected. Furthermore, even the affected rate should not be more than 2% to 4%. It can be Predicted because the inflation rates of the last 4 years were 5.52%, 5.98%, 8.85% and 9.49% respectively but the growing rate of the profit margin was continuous for Bridge Chemie.



### **3.3.2.2 Pros & Cons of Manufactured and Imported Machines**

Crucial considerations about the procurement of equipment for its operations confront Bridge Chemie, a vibrant participant in the industrial scene. The business has to consider the pros and cons of making equipment in-house vs sourcing it from outside.

#### **Manufactured Machinery Pros:**

Bridge Chemie controls every step of the production process because it builds all of its own equipment. This helps them judge quality better, cater to different tastes, and please a wide range of customers. By using economies of scale and making production processes better, it may be possible to cut costs over the long term and improve operating performance. Bridge Chemie is better able to make its machines fit the needs of each area market because they are so flexible. This puts them ahead of the competition when it comes to knowing what customers want and giving it to them.

#### **Manufactured Machinery Cons:**

Nevertheless, opting to manufacture machinery domestically entails several challenges. Establishing a manufacturing facility requires a substantial upfront capital outlay, which is costly, diminishes available funds, and necessitates a long-term, planned recuperation strategy. Production issues may impede the ability to fulfill several individuals' requirements or promptly respond to market fluctuations. Staying abreast of emerging technologies requires a continuous investment in research and development to match the rapid pace of technical advancement.

#### **Imported Machinery Pros:**

Bridge Chemie may use state-of-the-art technology at a lower cost by using imported equipment that incorporates the latest technical advancements, thereby eliminating the need for extensive research and development expenses. Bridge Chemie has the advantageous ability to

promptly address market demands utilizing imports, hence expediting market entrance. Engaging in global purchasing provides them with the flexibility to adapt to market changes and the opportunity to get more favorable rates on an international scale.

### **Imported Machinery Cons:**

However, relying on imported machinery has some challenges, such as the exposure to currency risks arising from fluctuating exchange rates, which may impact the overall cost of imported equipment. Due to its reliance on global suppliers, the corporation is susceptible to fluctuations in trade regulations and other worldwide occurrences. In addition, the lack of customization options for imported equipment may hinder its ability to adapt to the specific requirements of each market, so compromising the industry's overall competitiveness.

### **3.3.2.2 Current Scenario of Getting LC in Bangladesh**

Businesses in Bangladesh are having trouble getting letters of credit (LCs) right now because banks cannot give them the American dollars they need to pay for imports and the central bank limits imports that are not necessary. Each day seemed to bring more and more stress into the situation. Comparing the same time period in the previous financial year (2022–23), the number of LCs opened dropped by a large 14%. The payout went down by 9 percent. The Bangladesh Bank says that the number of LC (Letter of Credit) openings for intermediate goods like clinker and limestone, which are very important to the cement industry, dropped by 33% over the period in question, reaching \$2.58 billion. Letters of credit for imports of secondary goods were also settled less often. There has been no change in the situation with industrial raw materials. From July to December, the opening of Letters of Credit (LC) for these materials dropped by 27%, to \$12 billion. The effects of these things have slowed down sales and made businesspeople worry that their normal business cycle might be thrown off.

### **3.3.2.3 Observation:**

With the current economic situation making things hard for Bangladeshi businesses, the choice of whether to buy machines made in the country or imported becomes very important. When picking machines, it is important to have a plan because getting Letters of Credit (LCs) can be hard because of restrictions on cash and imports.

More rules about work give employers peace of mind about the health and safety of their workers, and full control over production lets products be changed to fit the needs of local markets. In addition, people may be more willing to buy imported machines because they have a good opinion of them. One important factor, though, is the original cost of setting up production plants.

However, one important thing that sets Bridge Chemie apart is the ability to use cutting-edge technology with little research and development (R&D) costs. Another is the need to be able to enter new markets quickly in order to meet customer needs. Being able to source from anywhere in the world gives Bridge Chemie a lot of options when it comes to price and flexibility. However, these benefits need to be carefully thought through because of worries about currency risks, reliance on foreign providers, and not having many personalization options.

Because Bridge Chemie is made to fit the problems that are happening, like not being able to get enough LCs, locally-made machines may help businesses in Bangladesh in this economic climate. Along with the need for operating stability, the benefits of easier contact, faster delivery times, and lower shipping costs are also important. There are scientific benefits to importing machinery, and it can be used anywhere in the world.

### **3.4 Recommendation**

Bridge Chemie might be able to get more sources if it tries a plan that uses both local and foreign goods. By giving this choice, the company may be able to make both plans better while reducing the problems with them.

To follow the difficult rules for international trade, Bridge Chemie needs to set up a strong method for tracking compliance. The team will study import laws, paperwork, and customs handling processes to keep up with changes to the law.

Financial tools, such as forward contracts, can help protect them against changes in the value of a currency. Bridge Chemie needs to improve its inventory management to handle and process made and shipped goods more efficiently.

When shipping and marketing, they should always put customer needs first. Customers will be happy and loyal if they are honest about shipping times, delays, and quality.

Review letter of credit (L/C) processes regularly to cut costs and make them run more smoothly. Think about digital choices to speed up the Letter of Credit (L/C) process, come up with methods that save money, and get good terms from banks.

Supply chains may be more resistant to problems if they work with more than one provider and have backup plans. To do this, Bridge Chemie needs a strong logistics network and back-up plans for important parts.

Importers and people who work in customs handling must keep learning and growing because the rules for foreign trade are always changing. Making sure that employees are up-to-date on the latest rules and paperwork could help with speed and safety.

Bridge Chemie has the financial means to invest in research and development in order to produce innovative products that will meet the ever-evolving demands of the market. The company has to employ new technology and ideas in order to remain ahead of the competition and continue producing the greatest equipment in the nation. If the company supports its employees' growth mindset and provides them with regular opportunities to advance their careers and acquire new skills, it will be able to maintain its leadership position in the industry. For Bridge Chemie to succeed in the fast-paced world of business, they must be bold and flexible.

### **3.5 Conclusion**

Bridge Chemie follows all rules very carefully so that it can do business around the world. This makes sure that the acquisition of their product goes easily. The company strictly follows import rules, paperwork rules, and customs clearing processes to meet legal requirements and serve its wide range of Bangladeshi clients.

After following all the steps, Bridge Chemie gets the Certificate of Origin, the Letter of Credit Authorization, the Bill of Transportation, and the Business Invoice.

Bridge Chemie carefully follows the rules for clearing customs when bringing things in by land, air, or sea. From the arrival of the ASYCUDA World Import General Manifest to the acceptance of the Bill of Entry, the staff makes sure that all paperwork and laws are followed.

Through letters of credit (LCs), Bridge Chemie lowers risks and boosts trust in foreign trade. Money payments are safe because of strict rules about payment, papers, and how LC works.

Bridge Chemie works with shipping companies to make sure that port paperwork is done quickly after customs clearance so that goods are delivered on time. As part of the company's

strict product management to ensure compliance and customer happiness, quality assurance checks are done.

Based on data on sales and costs for both locally made and foreign machines, Bridge Chemie has good profit margins in 2023. The foreign goods area makes more money, but both are important to the company's bottom line.

Bridge Chemie faces different risks and chances depending on whether it makes its own machines or hires someone else to do the shipping. When making a choice, they should think about costs, production control, market flexibility, and new technologies.

In the tough global trade environment, Bridge Chemie has to follow strict import rules and make smart buying decisions. The company is set up to succeed in a fast-paced business world thanks to its dedication to following the rules, careful handling of customs, and all-around approach to both making and importing. By looking at the pros and cons, Bridge Chemie might be able to plan its activities in a way that helps it reach its long-term goals. This will protect its growth and ability to succeed in international trade.

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**Appendix:**

Tables:

SI no.	Description	Excellent	Very Good	Good	Average	Poor
1	Quality of Product	10	2	3		
2	Timely Delivery	5	7			1
3	Promptness in responding to Calls	8	6	1		
4	Communication with Customer	7	4	4		
5	Correctness of quantity of Material	6	5	4		
6	Courtesy	10	3	2		

Table 1: Customer Satisfaction Survey

Year	Annual Sales in BDT
2019	25,01,38,039
2020	21,47,85,530
2021	31,98,70,185
2022	33,12,77,988

2023	34,00,83,745
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Table 2: Annual Sales of Last 5 Years

Machine Type	Cost in BDT	Sales in BDT
Manufactured	13,721,116	18,559,903
Imported	17,752,302	25,137,989
Total	31,473,418	43,697,801

Table 3: Cost and Sales Amount

Year	Cash Flow	Discount Rate 10%	Present Value
0	(48,38,787)	1	(48,38,787)
1	53,09,579	0.91	48,31,716
2	58,31,979	0.83	48,40,542
3	64,03,300	0.75	48,02,535
4	70,30,636	0.68	47,80,832
5	77,21,180	0.62	47,87,131
		NPV	1,92,03,969

Table 4: Future Cash Flow of Manufactured Machineries

Year	Cash Flow	Discount Rate 10%	Present Value
0	(73,85,687)	1	(73,85,687)
1	81,15,682	0.91	73,85,270
2	89,14,178	0.83	73,98,767
3	97,76,292	0.75	73,32,219
4	1,07,08,298	0.68	72,81,638
5	1,17,16,522	0.62	72,64,243
		NPV	2,92,76,450

Table 5: Future Cash Flow of Imported Machineries

**1. Representation of Overseas Partner**



**2. Stockist & Distributor**



**3. Engineering Service & Solutions**



**4. Consultancy**



**5. Inland Export**

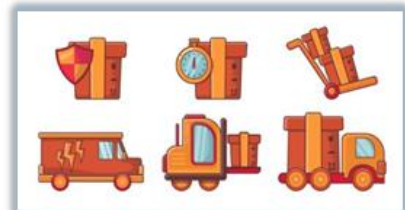


Figure 1: Line of Business

- Bridge Chemie



- Bridge Trade



- Bridge Engineering Solutions



- Bridge Hardware



- Bridge Printings Solutions



- Bridge Agro Farm



- Aadib Impex



- Eco Chemie



Figure 2: Bridge Chemie Concern

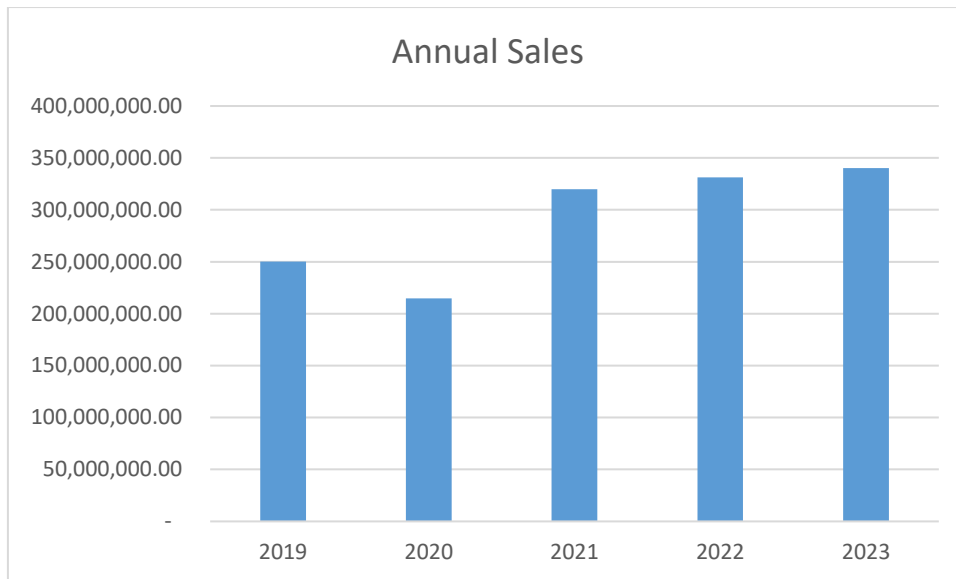


Figure 3: Annual Sales of Last 5 Years

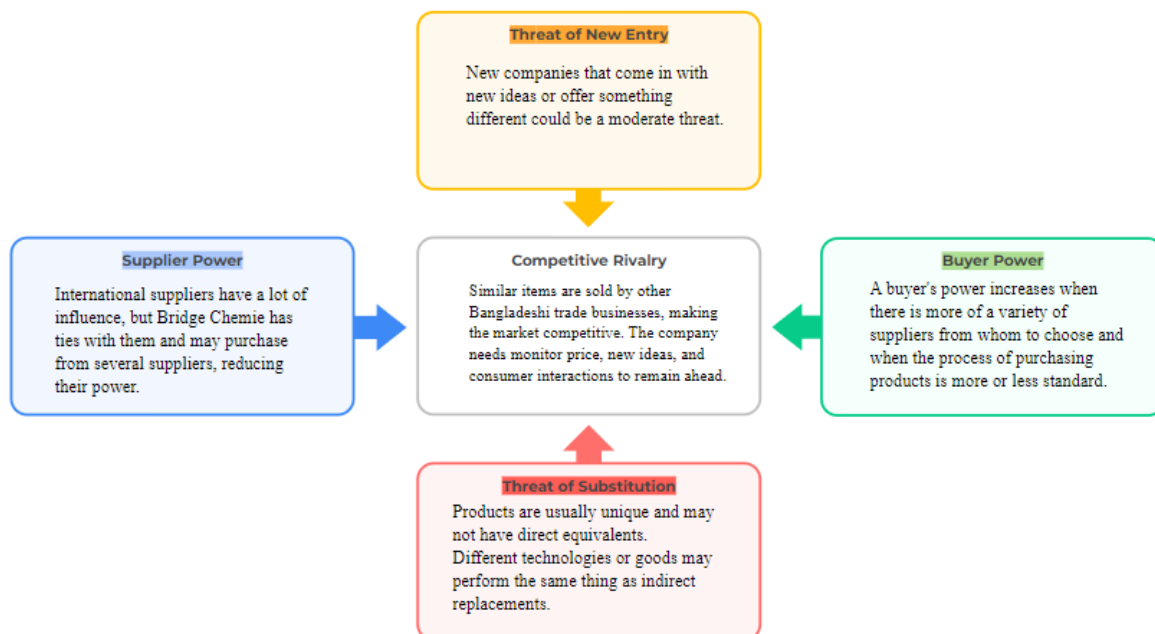


Figure 4: Porter's Five Forces Model



Figure 5: SWOT Analysis

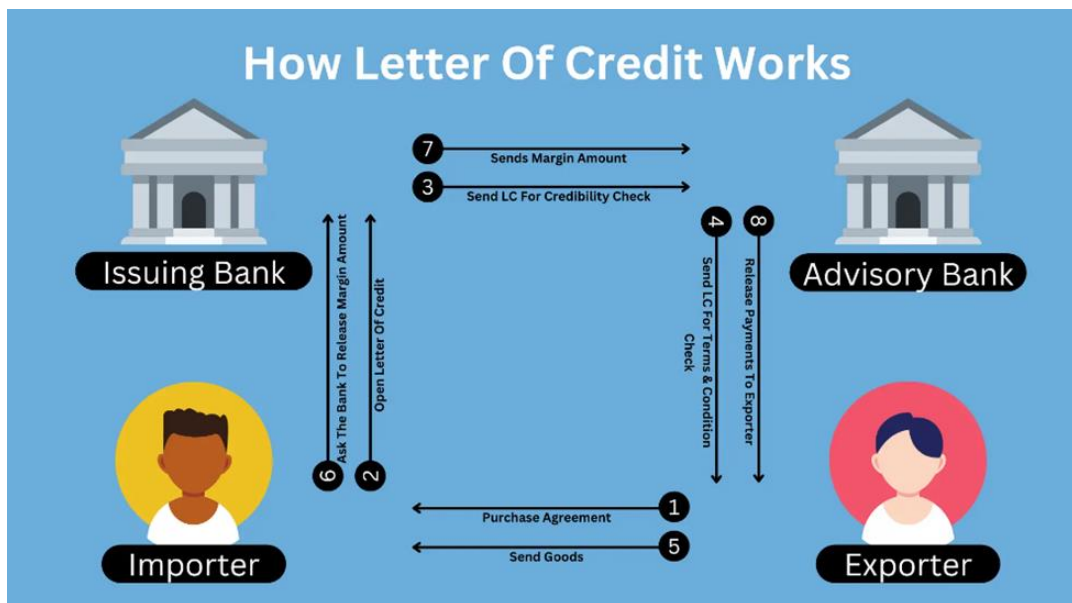


Figure 6: L/C working process

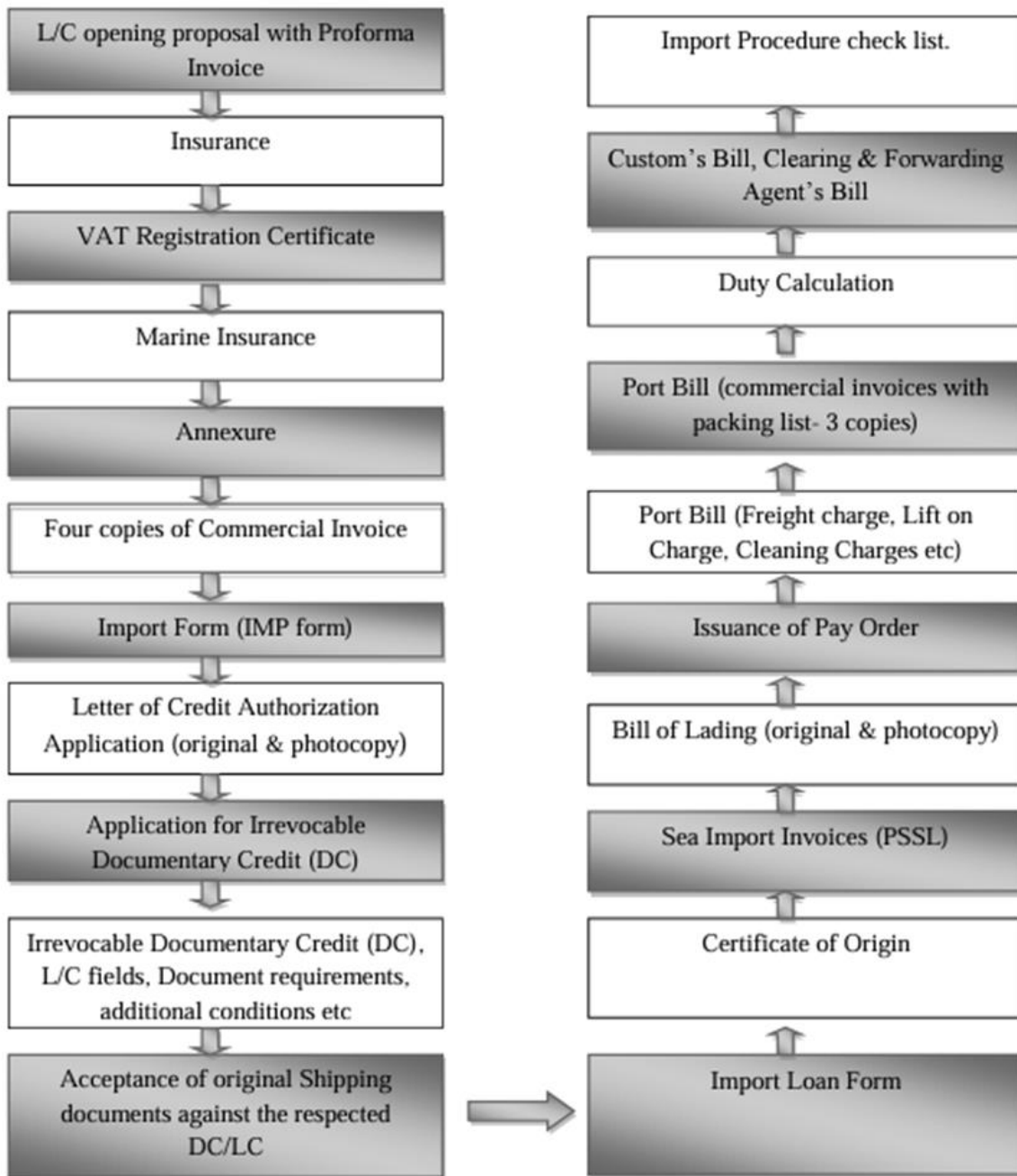


Figure 7: Sequence of L/C documentation process



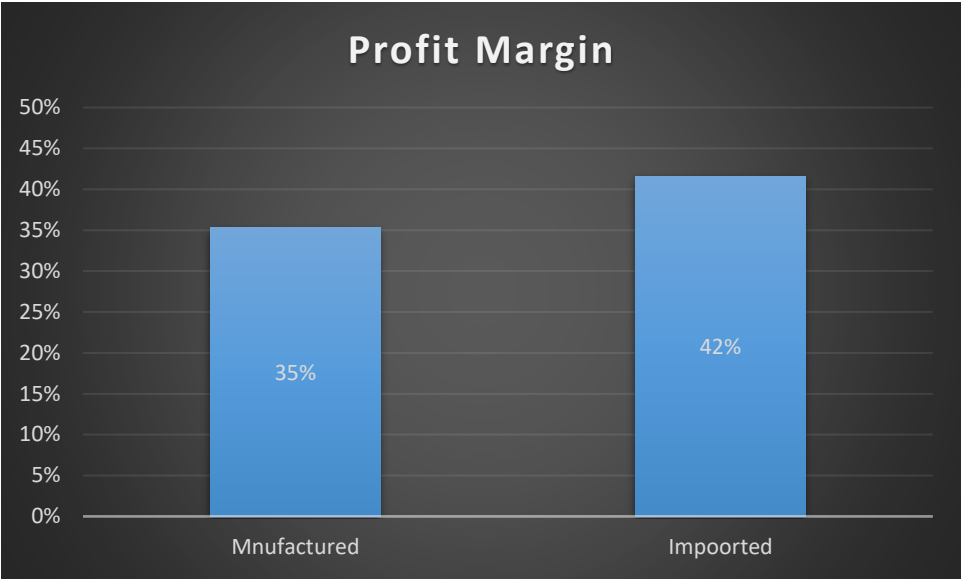


Figure 8: Profit Margin Comparison by Machine Category