

An Internship Report On  
**A comparative study of sales growth of Shwapno Store Products through Store  
level data analysis.**

By  
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An internship report submitted to the **BRAC Business School (BBS)** in partial fulfillment of  
the requirements for the degree of Bachelor of Business Administration

BRAC Business School  
Brac University  
July 2023

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## **Declaration**

It is hereby declared that

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

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

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**Shayek Ahsan**

19104192

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

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Mohammad Atiqul Basher

Senior Lecturer

BRAC Business School

BRAC University

## Letter of Transmittal

Mohammad Atiqul Basher

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report.

Dear Sir,

I hope this email finds you well. I am writing to formally submit my Internship Report for your review. My Internship was started on 1<sup>st</sup> March 2023

In order to complete the report properly, compact, and thorough way possible, I have done my best to include the appropriate information and suggested recommendations.

One of the main reasons I started to create this report was that I genuinely hope every reader will find it instructive and understand the potential of data analytics. I sincerely hope you will consider it and accept it.

Sincerely yours,

Shayek Ahsan

19104192

BRAC Business School

BRAC University.

## **Non-Disclosure Agreement**

I, Shayek Ahsan, as a BBA student of BRAC Business School, BRAC University, do hereby confirm that the report entitled " **A comparative study of sales growth of Shwapno Store Products through Store level data analysis, A Case Study of ACI Logistics (Shwapno)**" has been prepared and submitted as a requirement of my internship program. The report was created under the supervision of Mohammad Atiqul Basher, Lecturer at BRAC Business School.

I hereby affirm that the report is the result of my original work and is intended for submission to obtain my BBA degree. I certify that, to the best of my knowledge, no portion of the report has been knowingly and willfully plagiarized, and that all sources used have been properly cited.

.....Shayek Ahsan ...

## **Acknowledgement**

I was able to finish this report with the help and support of many kind-hearted people. To begin, I would like to express my gratitude to the All-Mighty Allah for allowing me the opportunity to compose this report. Next, I would like to extend my deepest gratitude to Mohammad Atiqul Basher Sir, Senior Lecturer at BRAC Business School, and Najmul Hasan Sir, Assistant Professor at

BRAC University. Mohammad Atiqul Basher Sir serves as both my advisor, supervisor and a contributor to this report, and I am really grateful to him. He helped me in designing this report and how should I follow the proper guidelines. In addition, I would like to express my gratitude to everyone in the Processes Invasion and Data Science department of ACI Logistic Limited (Shwapno) for supervising me and treating me as if I were one of their own.

## **Executive Summary**

This paper was based on a curriculum for an internship that I am continuing, and was part of the academic requirements for obtaining a Bachelor of Business Administration (BBA) degree from BRAC University of Bangladesh. The primary objective of this report is to provide and explore the impact of data analysis on the decision-making processes selecting the strategies tailored to each specific outlet. we aim to understand how this data-driven approach aids in customizing strategies that are specific to each store's unique circumstances. The main idea of this research is that a data-driven, customized approach can significantly improve the effectiveness and profitability of retail operations

In addition to this, the report includes a comprehensive explanation Data analysis method of different stores and their sales every month. The report is divided into three different chapters. The very first chapter gives a detailed explanation of the internship, including its responsibilities, benefits, and outcome, as well as the difficulties and challenges that was faced.

The second chapter is all about an overview of ACI Logistics Limited (Shwapno), which includes information about Shawano's and its impact on the retail industry of Bangladesh, as well as its overview, mission, and vision. This also includes all of the marketing practices, the processes involved in human resources, and the recruitment and selection processes. Following this step, all of the business competitive analyses, such as SWOT are done.

The third chapter of the report is of how ACI Logistics Limited (Shwapno) uses data analysis to initiate and make necessary decisions for the stores. This chapter also discusses the reports' objectives, methodologies, and any limitations that were encountered. In conclusion, recommendations and suggestions, are provided not just to the Processes Invasion and Data Science department but also to the entire organization as a whole.

## **Contents**

<b>Declaration</b> .....	2
<b>Letter of Transmittal</b> .....	3
<b>Non-Disclosure Agreement</b> .....	4
<b>Acknowledgement</b> .....	5
<b>Executive Summary</b> .....	6
<b>List of tables</b> .....	10
<b>List of Figures</b> .....	10
<b>1.1 Student Information</b> .....	11
<b>1.2 Internship Information</b> .....	12
<b>1.2.1 Period, Company Name, Department, Address</b> .....	12
<b>1.2.2 Company Supervisor’s Information:</b> .....	12
<b>1.3 Internship Outcome</b> .....	13
<b>1.3.2 Benefits to the student</b> .....	14
<b>1.3.3 Problems/ difficulties faced during the internship</b> .....	15
<b>1.3.4 Recommendations to the company on future internships</b> .....	16
<b>Chapter 2: Organization Part</b> .....	17
<b>2.1 Introduction</b> .....	17
<b>2.1.1 Industry Overview</b> .....	17
<b>2.1.2. Mission:</b> .....	18
<b>2.1.3. Vision</b> .....	18
<b>2.1.4 Values</b> .....	18
<b>2.1.5 The slogan and Logo of Shwapno:</b> .....	20
<b>2.1.6 Department and category:</b> .....	20

<b>2.1.7 Organogram</b> .....	21
<b>2.2 Overview of the company</b> .....	23
<b>2.2.1 ACI Limited</b> .....	23
<b>2.2.2 ACI Logistics (Shwapno)</b> .....	24
<b>2.2.3 Company Profile</b> .....	26
<b>2.2.3 Relationship Between ACI and Shwapno</b> .....	28
<b>2.3 Management Practices</b> .....	28
<b>2.3.1 Leadership style:</b> .....	29
<b>2.3.3 Recruitment and selection Process:</b> .....	29
<b>2.3.5 Employee Category of Shwapno:</b> .....	30
<b>2.3.6 Benefits and compensations of Shwapno:</b> .....	31
<b>2.4 Marketing Practices</b> .....	32
<b>2.5 Financial Performance and Accounting Practices</b> .....	33
<b>2.6 Operations Management and Information system practices</b> .....	35
<b>2.7 Industry and Competitive Analysis</b> .....	37
<b>2.7.1 Porter's Five Forces</b> .....	38
<b>2.7.2 SWOT Analysis</b> .....	39
<b>2.8 Conclusion</b> .....	40
<b>2.9 Recommendation</b> .....	40
<b>Chapter 3: A comparative study of sales growth of Shwapno Store Products through Store level data analysis</b> .....	41
<b>3.1 Introduction</b> .....	41
<b>3.1.1 Literature Review</b> .....	41
<b>3.1.2 Objective</b> .....	42



<b>3.1.3 Significance.....</b>	<b>43</b>
<b>3.2 Methodology .....</b>	<b>43</b>
<b>3.3 Findings and Analysis .....</b>	<b>45</b>
<b>3.4 Result and conclusion.....</b>	<b>52</b>
<b>3.5 Recommendations/ Implications.....</b>	<b>53</b>
<b>3.6 Limitation.....</b>	<b>55</b>
<b>Reference.....</b>	<b>55</b>
<b>Appendix.....</b>	<b>57</b>

## **List of tables**

Table 1: Student Information .....	11
Table 2: Information about Internship .....	12
Table 3: Company Supervisor's Information .....	12
Table 6: Company Profile .....	27

## **List of Figures**

Figure 1: Values of ACI Logistic Limited (Shwapno) .....	19
Figure 2: ACI Logistic Limited (Shwapno) Logo .....	20
Figure 3: Head Office Organogram .....	21
Figure 4: Outlet Organogram.....	22

# Chapter 1: Overview of Internship

## 1.1 Student Information

<b>Name:</b>	Shayek Ahsan
<b>ID:</b>	19104192
<b>Program:</b>	Bachelor of Business Administration (BBA)
<b>Major:</b>	Human Resource Management & Computer Information Management (Dual)
<b>Minor:</b>	N/A

Table 1: Student Information

## 1.2 Internship Information

### 1.2.1 Period, Company Name, Department, Address

<b>Period:</b>	1 <sup>st</sup> March-till Now
<b>Company Name:</b>	ACI Logistic Limited (Shwapno)
<b>Department:</b>	Human Resource Department (Operation Team)
<b>Address:</b>	Novo Tower, 270, Dhaka

Table 2: Information about Internship

### 1.2.2 Company Supervisor's Information:

<b>Name:</b>	Shaila Sarker
<b>Designation:</b>	Senior Business Analyst

Table 3: Company Supervisor's Information

### **1.2.3 Job Description/Duties/Responsibilities:**

As an intern, I was given certain important tasks. Such as, analyzing everyday sales data, categorizing the products based on their attributes and creating some daily reports, creating graphs and charts based on requirements, downloading the data from the company servers and maintaining the necessary daily updates. I have to create three weekly reports

In two of my weekly reports, I have to analyze the sales data of all stores. In this report, I compare the current sales data with the sales data of the previous month and the previous year. These reports are crucial to understanding the current sales growth and the strategies that need to be followed. Another report I create helps to track the promotional strategies. Moreover, I am currently working on an app development project. I have to talk with the outlet managers every day regarding the data they provide.

## **1.3 Internship Outcome**

### **2 1.3.1 Contribution of a Student to the Company**

Analysis of Protein and Perishable Sales: The analysis focuses on five product categories: Beef, Chicken, Fish, Fruits, and Vegetables from the Protein and Perishable master category. The report provides a detailed comparison of the sales, footfall, basket size, and profit of all stores between the current year and the previous year. Additionally, the report presents the performance of owned stores and franchised stores separately.

This report provides a thorough analysis of the sales performance and profitability of Protein and Perishable products in Own stores, Franchise stores, and both store types combined. This analysis tries to provide analytical information about the growth and decline of each type of store.

Additionally, customer behavior and preferences for the Protein and Perishable categories are explored, and profitability levels across different categories are compared.

Store Level Sales Analysis: (Master Category-Wise and Sub Category wise) To analyze the sales of different outlets and compare profitability based on the sales of the last month and last year, you can follow these steps:

Gather the sales data: Collect sales data from each outlet for the current month, last month, and last year. Including information such as product categories, individual master category and subcategory sales, and outlet-specific details.

Categorize the products: Categorize the products into different categories based on their attributes or characteristics. This categorization will help you understand which categories of products are performing well or poorly.

Calculate sales growth: Calculate the sales growth for each product category by comparing the sales of this month to the sales from the last month previous year. This will help you identify which categories have shown growth or decline.

Currently, I am working on a project regarding developing an app that needs my assistance to maintain a certain amount of communication with the store managers, so that they could do the task related to the project on a daily basis. I have to also analyze the app performance every day

### **1.3.2 Benefits to the student**

I am convinced that I received more experience than I contributed throughout my internship at ACI Logistics Limited (Shwapno). I had the opportunity to observe the implication of data science in the organization firsthand.

I received the chance to learn about different analytical tools such as Power Bi, Microsoft Excel Tableau, and various software and servers used by ACI Logistics. As a student, I learned about Power Bi, and Microsoft Excel during my courses, but my internship played an important role to explore the practical implications of this software.

Nonetheless, I was fortunate enough to explore the importance of data analytics in sales and marketing. I dealt with a great deal of important information, and as a result, I have to use a variety of software that have become a part of my internship education. Also, I have the chance to survey different outlets and talk with the outlet managers regarding the problem they face while providing the data related to the app development project I am currently working on.

During my time working in the Processes Innovation and Data Science department, I had the opportunity to interact with professionals, and as a result, I gained information and expertise that I would not have had otherwise.

I learned how to communicate with other staff members and provide them with the assistance they required. I had to deal with multiple responsibilities simultaneously. I was able to gain knowledge about the important factors of communication. I was instructed on how to interact and present myself professionally with senior leaders of the organization, as well as how to treat lower-level employees with the same amount of respect that I exhibited to senior leaders. In the end, I was able to research and uncover the fundamental and essential office etiquette guidelines.

### **1.3.3 Problems/ difficulties faced during the internship**

I would like to acknowledge that my internship period was one of the best parts of my graduation life. There are benefits that I received, but there are also drawbacks to consider. Since I was not familiar with the corporate culture and did not know how to act in different situations, I initially found it difficult to communicate with other employees and often I got nervous

I would like to extend a special thanks you to my supervisor, Shaila Sarkar, Shehzad R.Majid and Md. Ashiqul Islam for their guidance and assistance throughout the event.

There were times when I became really stressed regarding my performance. Also, I faced issues regarding the use of different software I was under so much pressure that it was hard for me to finish the task to the right level. During my internship, I had to work with millions of data often my laptop hung. It was hard for me to handle the pressure first. Moreover, my laptop was frequently unable to perform certain tasks, and it often hung while processing data due to low ram and configurations. Despite my efforts to explain the challenges I was facing, my superior quickly labeled me as incompetent without making an effort to understand the root of the problem. This kind of negative behavior had a significant impact on my confidence and overall internship experience.

#### **1.3.4 Recommendations to the company on future internships**

The recommendations for ACI Logistics Limited (Shwapno) would be to make sure the intern's responsibilities and expectations are clear and to give the intern suggestions and assessments every day. Interns can gain useful skills and knowledge through structured training and opportunities to learn from more experienced people. By providing them the proper tools for the job needed to be done and try to understand the problem they are facing regarding operations.

As a data analytics intern, I encountered challenges with operating software tools on my laptop, which frequently resulted in system crashes and hindered my ability to complete assigned tasks. Unfortunately, these technical difficulties had a negative impact on my performance and ability to submit tasks within the given deadlines. I would like to recommend it be better provide an official device to interns.



## **Chapter 2: Organization Part**

### **2.1 Introduction**

#### **2.1.1 Industry Overview**

In recent years, Bangladesh's supermarket industry has grown and developed significantly. Due to their convenience, extensive product selection, and well-organized shopping environment, supermarkets have grown to be preferred retail destinations for consumers. Here are some important details about Bangladesh's supermarket industry.

The supermarket industry in Bangladesh has a relatively short history. The first supermarket, Agora, was established in 2001 by Rahim Afroz Superstores Limited (Mahmud, 2018). After that super store like such as Meena Bazar, Price Bazar, and Shwapno entered into this industry.

In Bangladesh, the superstore chains are mostly located in crowded metropolitan areas. In cities and urban regions like Dhaka, Chittagong, Narayanganj, Rajshahi, and Sylhet, superstore retail establishments are mostly found. With both domestic and foreign grocery chains operating in the nation, the industry is quite competitive. Shwapno, Meena Bazar, Agora, Unimart, and Nandan are a few of the market's significant companies. According to a recent publication from the Bangladesh Bureau of Statistics (BBS), the Gross Value Addition (GVA) of wholesale and retail trade services combined in the economy was valued at Tk333,900 crores last year (Desk, 2022).

Mahadi Faisal, the Head of Marketing at Shwapno (ACI Logistics Ltd), has stated that the size of the retail business alone is Tk325,000 crores. Furthermore, he mentioned that there are approximately 1.8 million shops within the retail sector (Hossain, 2022). According to Reaz Ahmad, the executive editor at Dhaka Tribune “The share of supermarkets is still 2% of total retail sales for the past 20 years but has huge potential to unleash,” (Hossain, 2022).

### **2.1.2. Mission:**

**Our goal is to win our consumers' hearts and minds by continuously innovating, creating, and delivering on our promise of**

**"A better life every day."**

### **2.1.3. Vision**

**Our goal is to improve the lives of as many people as possible and connecting rural farmers and local suppliers to end customers in a modern and amiable environment.**

- To ensure our consumers receive value for their money, we deliver high-quality goods and services on a consistent basis.
- We put forth a lot of effort to ensure that each of our business subcategories is at the forefront of its industry.
- We put in a lot of time and effort to guarantee that every one of our company specializations is a market leader.
- Promote an atmosphere where people are eager to learn and grow.
- Manage our resources effectively and make use of the tools and equipment that are appropriate in an effort to maximize productivity across all of our company processes.
- In order to foster equitable growth, it is important that we encourage and assist our distributors and suppliers in becoming more efficient.
- Achieve a higher rate of return on investment by being frugal with the use of resources, running our firm effectively, and placing emphasis on our most important competencies.

### **2.1.4 Values**

- Customer service: Shwapno aims to provide its customers with the best service possible. The goal of the business is to gain the trust and loyalty of its clients.
- Quality: ACI launched Shwapno with the premise of providing the best price with quality and value. The company is committed to excellence through world-class products.

- Innovation: ACI is dedicated to excellence through cutting-edge methods.
- Employee empowerment: ACI is committed to excellence through empowered employees.  
At the core of Shwapno's success is a mammoth line up of staff ready to provide its customers with the best service possible.
- Positive impact: Shwapno has a vision and passion to create a positive impact .

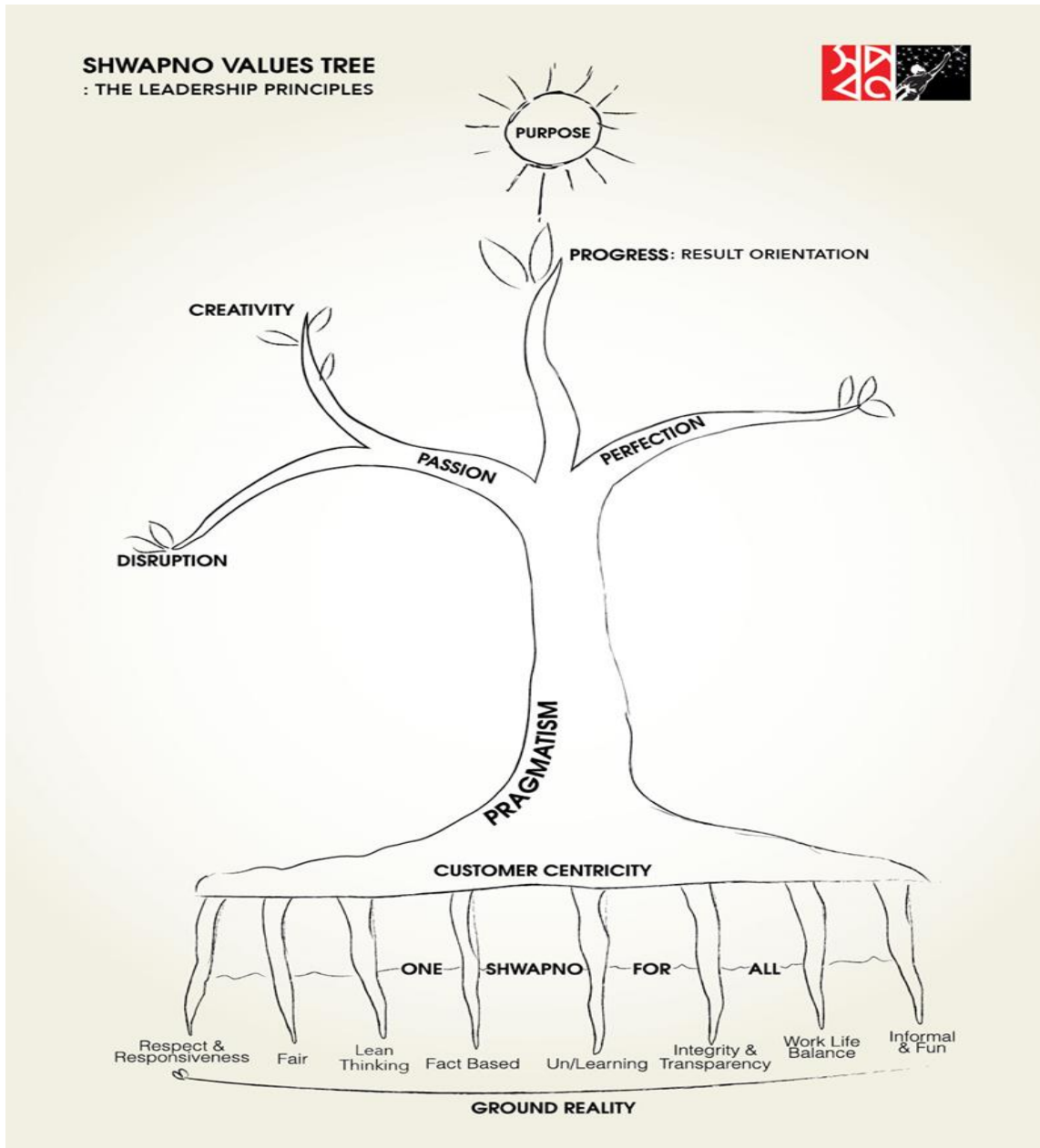


Figure 1: Values of ACI Logistic Limited (Shwapno)

### 2.1.5 The slogan and Logo of Shwapno:

‘কষ্টের টাকায় শ্রেষ্ঠ বাজার’



Figure 2: ACI Logistic Limited (Shwapno) Logo

### 2.1.6 Department and category:

- Shwapno is made up of a total of 8 departments. Each department also has a few subcategories. Following is a list of departments and the categories under which they fall:
- Baby Care, Baby Food, Beverage & Tobacco, Dairy, Home Care, Home Made, Kitchen Additives, Packaged Foods, Personal Care- **Company Goods (CG)**
- Men’s wear, Women’s wear, Jewelries- **Lifestyle**
- Accent and Decors, Gifts and toys, electronics and appliances, and home accessories, Information technology, stationery, and home appliances- **General Merchandising (GM)**
- **Protein & Perishables (P&P)**- Fish, Meat, Vegetables, Fruits.
- **Commodities**- Rice, Flour, Oil.
- **Consumable Material**
- **Restaurant**
- **E-commerce**
- **Home Delivery**

## 2.1.7 Organogram

Head Office:

Outlet:

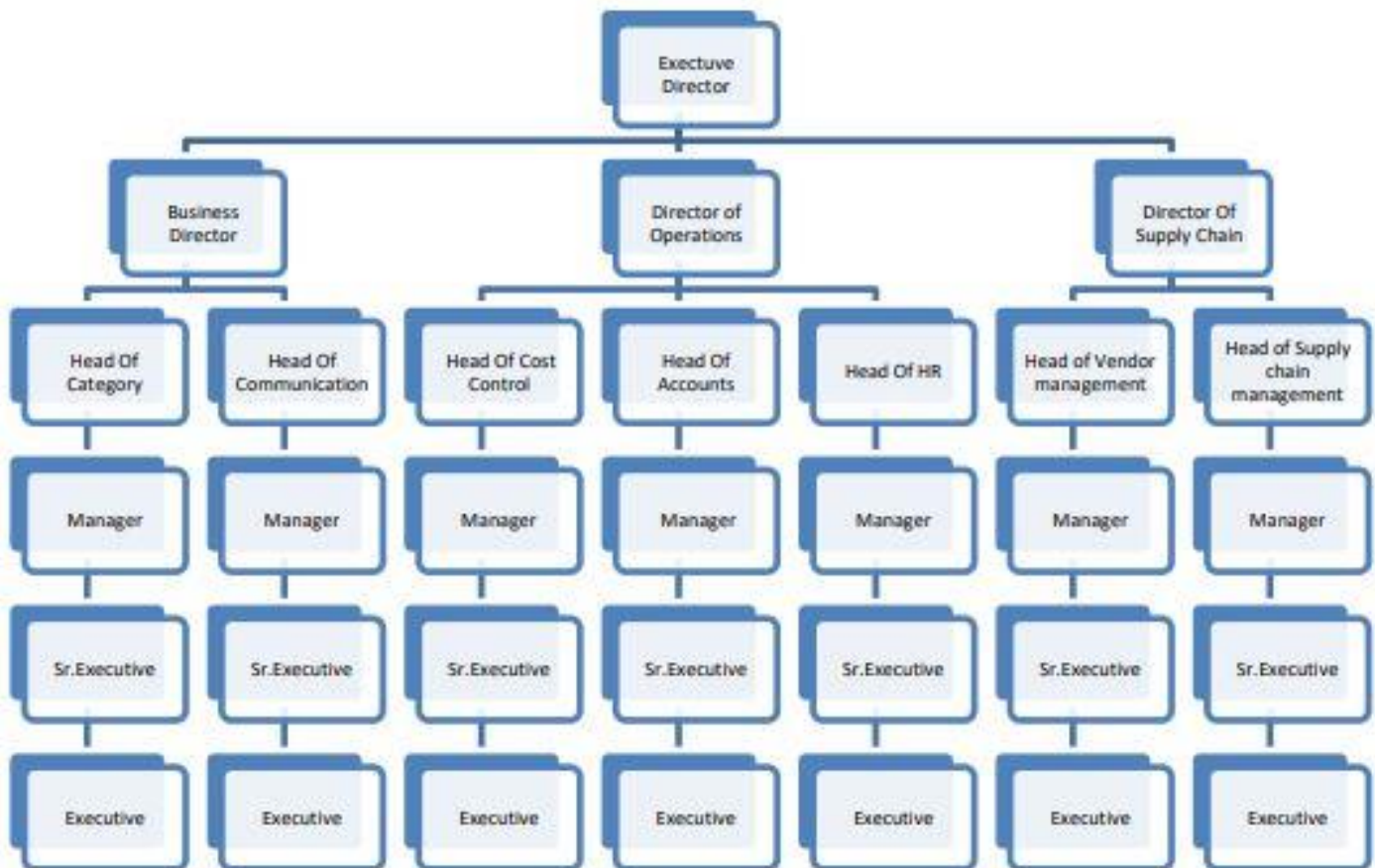


Figure 3: Head Office Organogram

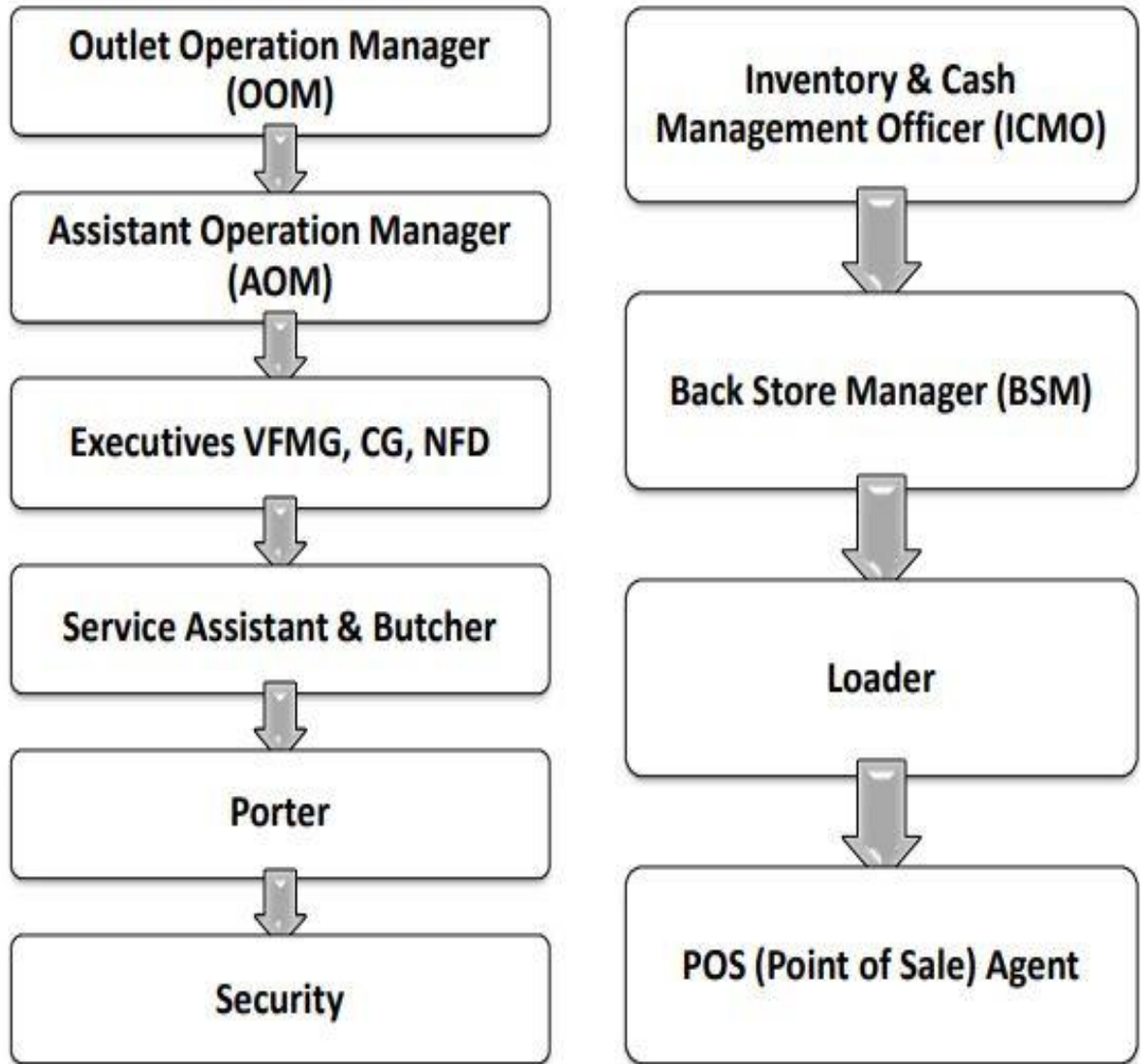


Figure 4: Outlet Organogram

## **2.2 Overview of the company**

### **2.2.1 ACI Limited**

ACI Limited is a Bangladeshi company with four different business units that do business all over the country. ACI was founded in 1968 as a division of Imperial Chemical Industries (ICI) with the intention of improving Bangladeshi citizens' lifestyle quality (ACI, 2014). ICI Bangladesh Manufacturers Limited was established on January 24th, 1973 (Company Profile, n.d.). A part of the well-known international conglomerate ICI-Plc, the publicly traded company ICI Bangladesh Manufacturers Limited was listed on the Dhaka Stock Exchange. On May 5 of the same year, the company was renamed ACI Limited (Advanced Chemical Industries Limited) from ICI Bangladesh Manufacturers Limited when ICI Plc divested its stakes through an administration acquisition. ACI (Advanced Chemical Industries) now ranks among the largest businesses in Bangladesh. The company is divided into four important sectors: agribusiness, pharmaceuticals, consumer goods, and retail.

The business manufactures consumer brands, animal health care items, and medicines.

One of the biggest businesses in Bangladesh is ACI Limited, an international corporation with operations all throughout the entire country.

- **Pharmaceuticals:** ACI Pharmaceuticals aims to improve the health of Bangladeshi residents by providing cutting-edge, trustworthy pharmaceutical products.
- **Animal Health:** With the exception of the pharmaceutical division, ACI Limited manufactures the majority of the goods sold by ACI Strategic Business Limited.
- **Consumer Brands:** This category contains products like Premiaflex Plastics, ACI Salt, Pure Flour, and Foods.
- **Crop Care & Public Health:** This area includes ACI Seeds, ACI Crop Care & Public Health, ACI Motors, ACI Livestock & Fisheries, ACI Fertilizer and Cropex.
- **Motors:** ACI Motors is a well-known automaker in Bangladesh that provides a variety of goods and services.

- Retail Chain: "Shwapno" is the name of the biggest retail chain owned and operated by ACI Logistics Limited in Bangladesh.
- Salt: ACI Limited manufactures salt under the brand name "ACI Salt".
- Foods: ACI Limited produces various food products.
- Premiaflex Plastics: ACI Limited produces plastic products under the brand name "Premiaflex Plastics".
- HealthCare: ACI HealthCare Limited is a subsidiary of ACI Limited that provides healthcare services in Bangladesh.
- Crop Care and Public Health (CC & PH): This segment includes the manufacture of crop care and public health products such as mosquito coils, aerosols, and paints.
- INFOLYTX Bangladesh Limited: This segment provides IT solutions and services.

ACI Biotech Limited: This segment is involved in the production of biotech products.

Marine and riverine technologies are offered by ACI Marine and Riverine Technologies Limited.

### **2.2.2 ACI Logistics (Shwapno)**

ACI Logistics Limited manages the "Shwapno" retail chain in Bangladesh. The parent business is called ACI Limited. ACI Logistics joined the retail industry in 2008 under the brand name "Fresh and Near" in order to achieve its "Seed to Shelf" goal of creating a direct connection between farmers and consumers. The inception of Shwapno came from the inspiration to connect rural farmers and local suppliers to the end customers in a modern and amiable environment. Shwapno," is the leading supermarket chain and agricultural supply chain management company with more than 350 outlets operating all over Bangladesh. In the next three to five years, "Shwapno" plans to increase the number of its stores by 10 times, to 3,000 Parvez, (2023). This is to meet the growing demand for easy shopping in cities and to make the company more profitable by increasing sales volume.

ACI Logistics Shwapno ensures the quality and safety of its products by taking some measures such as



- Sourcing network: ACI Logistics has established connections with producers all over the nation, and at present, farmers directly supply 50-60 percent of the fresh food available at Shwapno (Parvez,2019). This ensures the items' high quality and freshness. A quality control team at Shwapno ensures that all products comply with the company's quality and safety standards.
- Quality control: Shwapno has a quality control team that is in control of ensuring that all of the company's products live up to the company's expectations for both their quality and their level of safety.
- Safety stock: The company maintains a small inventory referred to as "safety stock" to avoid unexpected product shortages that could result in quality and safety issues.
- Campaigns on nutrition and food safety: Shwapno has been an important proponent in the movement for healthy living, conducting a number of initiatives on nutrition and food safety. This statement ensures that customers fully grasp the significance of upholding food safety and maintaining high quality standards.
- Nutrition and food safety campaigns: Shwapno has been a well-known proponent of the healthy lifestyle movement, running various ads on food safety and nutrition. This ensures that consumers understand the significance of product safety and quality.

### 2.2.3 Company Profile

<b>Company Title and Name:</b>	ACI Logistic Limited ( Shwapno)
<b>Type:</b>	Public
<b>Industry:</b>	Retail Chain
<b>Founded:</b>	2008
<b>Founder:</b>	Md. Sabbir Hasan Nasir
<b>Headquarters:</b>	Level 8, Novo Tower, 270 Tejgaon I/A, Dhaka 1208, Bangladesh
<b>Products:</b>	<ul style="list-style-type: none"><li>• Our Own Products</li><li>• Cooking Essentials</li><li>• Rice</li><li>• Oil</li><li>• Flour</li><li>• Vegetables</li><li>• Fruits</li><li>• Fish</li><li>• Meat</li><li>• Chocolates &amp; Candies</li><li>• Baby Food &amp; Care</li><li>• Breads, Biscuits &amp; Cakes</li><li>• Milk &amp; Dairy Products</li><li>• Watches</li></ul>

	<ul style="list-style-type: none"> <li>• Mens Shoes</li> <li>• Accessories</li> <li>• Home Appliances</li> <li>• Sports</li> <li>• Personal Care</li> <li>• Stationery</li> <li>• Gift &amp; Toys</li> <li>• Sauces &amp; Pickles</li> </ul>
<b>Number of outlets:</b>	353
<b>Customer:</b>	12,0000+
<b>Working Man power:</b>	4000+
<b>Phone Number:</b>	16469 (9am - 9pm)
<b>Slogan:</b>	‘কষ্টের টাকায় শ্রেষ্ঠ বাজার’
<b>Email:</b>	<a href="mailto:queries@Shwapno.com">queries@Shwapno.com</a>
<b>Website URL:</b>	<a href="https://www.Shwapno.com/">https://www.Shwapno.com/</a>

Table 4: Company Profile

### **2.2.3 Relationship Between ACI and Shwapno**

**ACI Limited:** One of the major industries in Bangladesh, Advanced Chemical Industries (ACI) Limited, has a long history of international expansion and now conducts business all over the country through its many different strategic business divisions. is the parent company or holding company of the group. ACI Limited is the overarching entity that oversees and manages the operations of its various subsidiaries and business units.

**ACI Logistics Limited:** The ACI Logistics Limited (Shwapno) brand is known as Shwapno. ACI Logistics Limited is a subsidiary of ACI Limited. ACI saw a need to modernize the Bangladeshi retail experience. As a result, they established Shwapno to deliver goods by maintaining the quality and services to their consumers at a reasonable price. The chairman, managing director, and other directors of ACI contributed to the expansion of the retail economy of Bangladesh and to establishing Shwapno's as the customer choice. The most significant change was making the ED the company's CEO. This decision led to profits and growth. ACI Limited owns about 76.0% of the shares of ACI Logistics Limited (Ahmed, 2023). As of December 2021, 35.28% of ACI's share is held by its directors, 42.90% by institutes, and 21.82% is held by the general public (Wilton, 2022).

## **2.3 Management Practices**

### **2.3.1 Leadership style:**

Based on my 3 months of internship it is hard for me to explain what is the leadership style of ACI Logistics Shwapno.

However, from my perspective the company follows a democratic or participative leadership style in most of the cases of decision making. Here are some reasons why:

Democratic or participative leadership ensures staff loyalty to company goals. Employees feel more invested in the company's success when involved in decision-making. This motivates them to meet company goals. This kind leadership improves organizational communication. Employees are more willing to provide their supervisors feedback when they are participating in decision-making. This helps everyone in the firm understand the company's aims and detect potential issues. It helps employees learn. Employees learn more when they participate in decision-making.

The company intends to recruit professionals to their team who are qualified and have good communication and leading skills. This implies that the organization values its employees' leadership abilities and encourages them to take on leadership roles.

As an intern, I have consistently experienced ACI Logistics Shwapno treating my suggestions and feedback with generosity. This positive attitude has helped me gain confidence, and I have observed other interns participating in decision-making processes in various projects as well.

It is the company's aim to revolutionize the retail sector in Bangladesh and to have a meaningful impact on the lives of countless people. This indicates that employees are valued and encouraged to take initiative. It indicates that the organization places a high priority on the personal development and career advancement of its employees because they are offer opportunities for training and development.

### **2.3.2 Recruitment and selection Process:**

**Posting a job vacancy:** The company posts job openings on its website as well as on other employment portals. Both online portals such as BD Jobs and LinkedIn and offline portals such as newspapers are used for this process. They select advertising mediums according to the qualifications and expertise needed by the company.

**Application or CV Collection:** Analyzing CVs requires most of the time. The company evaluates each CV after collecting it. If more than one job position is open, resumes are categorized by position. The CVs are sorted according to the position hierarchy. Job descriptions, educational qualifications, and skills are considered when assessing CVs. Unless the individual meets the standards, their CV will be ignored. The HR department will first conduct an analytical test on each candidate interested in an open position before inviting them for an interview.

**Interview:** Those candidates who have been shortlisted are given an invitation to participate in an interview, which may take place in person or online.

**Selection:** After the interview, each candidate gets points based on a number of factors. Several factors, including experience, motivation, past performance, initiative or drive, teamwork, leadership quality, communication skills, self-confidence, punctuality, IT knowledge, flexibility, and time management, are considered when determining points. Following this, the finest candidate with the most points is chosen, and the onboarding procedure is initiated.

### **2.3.3 Employee Category of Shwapno:**

- **Casual Employee:** Casual employees are like contractual employees. Sometimes, the casual employees become permanent employees on the basis of work load and department needs.
- **Trainee:** Management Trainees are those who work in every department in a cross-functional manner. They gather knowledge about every department.
- **Apprentice:** For example: Interns are in this category. They work in the organization for three months to gather experience and skills. They get transport and lunch service for 5000 BDT per month.
- **Permanent Employee:** Regular and service grade staff who work from 9 to 5 are permanent employees.
- **Probationary Employee:** These Employees become permanent employees after their certain probationary period. The probationary periods are three to six months.
- **Sales Associate:** Those who works in the outlets. They play a vital role for both Shwapno and ACI. They are full time worker and gets payment in monthly wise.

### **2.3.4 Benefits and compensations of Shwapno:**

- **Medical Allowance:** Shwapno provides health insurance benefits to its employees. And also fixed amount of medical allowance.
- **Mobile Allowance:** Shwapno provides a mobile allowance to The employees based on their respective roles and responsibilities.
- **Lunch Facility:** Company provides lunch to its employees.
- **Provident Fund:** They are also part of the provident fund, which pays out a certain amount of money after 2 years.
- **Gratuity:** As a tip, workers get a portion of their basic pay.
- **House Rent:** Based on the employee's grade, Shwapno gives its employees rent on top of their basic pay.
- **Car Loans:** If an employee needs one, the company will also give them a car loan. After taking out a loan, the organization will take some of his or her pay to pay off the loan.
- **Maternity leave:** When an employee asks for maternity leave, Shwapno pays them. They give you six months of paid time off and another six months of time off without pay.
- **Transportation Service:** Shwapno provides transportation services for its workers. Most of the people who use this service are people who work in the head office.
- **Annual Leave:** Shwapno gives its workers 10 paid days off and 10 days off without pay.
- **Paid sick time:** This company gives its workers 14 days of paid sick time.
- **Privileged Leave:** This is paid time off for employees to encourage them to do a better job for the company.

#### **Non- Compensation Advantages of Shwapno:**

- **Workplace:** Shwapno has a great working environment. Such as Meeting rooms, office space kitchen for the employees. Shwapno is a great place to work for both mental and physical wellness.
- **Office resources:** Shwapno guarantees that employees will always have access to the resources they need to perform their duties successfully

- Discount: Employees of the Shwapno are eligible for a discount when purchasing Company's products.

## **2.4 Marketing Practices**



**Data-Driven Marketing:** Shwapno uses sales data and customer shopping habits to tailor their marketing efforts. By understanding what products are popular, they can create targeted promotions and advertising campaigns. In the advertisement, they provide detailed information about the product, including benefits, cost, advantages, and disadvantages, to facilitate customer purchase decisions.

**Traditional and digital marketing:** SHWAPNO uses traditional advertising methods, primarily newspapers and outdoor billboards, to reach out to its customers directly. SHWAPNO uses newspapers for different types of ads, starting with model pictures for Pahela Baishakh in Prothom Alo. SHWAPNO began promoting their designs in 2014, utilizing Savar and Bandarban for photoshoots. Significantly increased sales of salwar kameez and Punjabi clothing were the outcome of billboard advertising.

Shwapno also uses online platforms for marketing. This includes social media advertising and search engine optimization to reach a larger audience. The Facebook page of Shwapno has over 1 million followers. This advertising strategy helps Shwapno, assure increased profits and decreased costs to the consumer. Shwapno's advertising method is designed in such a way that it helps save customers' time as they do not need to spend extra time shopping for the advertised products.

**Seasonal Campaigns:** Shwapno often has marketing campaigns that align with different seasons or holidays. These campaigns can drive sales during peak shopping periods.

**Loyalty Programs:** Shwapno uses loyalty programs to encourage customers to shop again. With every purchase, customers may accrue points that can be exchanged for deals and discounts.

**In-store Promotions:** In 2014, SHWAPNO also started its catalog system for in-store promotion. It was well received by customers and helped increase sales and profit. In-store promotions such as discounts, buy one, get one free, or showcasing certain products at the end of aisles are common in retail marketing. Provide me with the source of the data.

SHWAPNO started advertising their designs in 2014, using locations in Savar and Bandarban for photo sessions. The billboard advertising resulted in a significant increase in sales of products like salwar kameez and Punjabi clothing.

SHWAPNO uses newspapers for different types of ads, starting with model pictures for Pahela Baisakhi in Prothom Alo.

SHWAPNO has also used TV advertisements for product promotion. However, this approach has occasionally led to customer dissatisfaction when the actual product doesn't match the one shown in the commercial.

## **2.5 Financial Performance and Accounting Practices**

ACI Limited is the parent company of Shwapno there for the financial analysis has been taken from the Annual report of year 2021-2022 of Shwapno.

- **Revenue:** In the fiscal year 2021-2022 the revenue of ACI Logistic increased by 9.5% compared to last year. According to a article of “The Daily Star”.The revenue of Shwapno increased more than Tk 6 crore, according to the latest annual report of ACI Ltd (Parvez, 2023).
- **Profit:** Shwapno witnessed an 18.8% year-on-year growth rate in the fiscal year 2021-2022 compared to the Last year (Liaquat, 2022b). According to an article at “The daily star” in 2020-21, ACI Logistics lost Tk 142 crore, but this was down 9.56% from the year before (Habib, 2022). According to the annual report of 2021-2022, the revenue of ACI Logistic increased by 9.5% in the fiscal year 2021-2022 compared to the previous year. The report does not provide the exact revenue figures for Shwapno.
- **Profitability:** Shwapno witnessed an 18.8% year-on-year growth rate in the fiscal year 2021-2022 compared to the Last year. However, the report does not provide the exact operating profit figures for Shwapno. Same article states that The company's losses were cut by 12.6% to BDT 125 crore in 2020-21 because of the lower cost of financing (I. Desk & Desk, 2022).
- **Assets:** According to the yearly report, ACI Logistics's total assets went up by BDT 720.21 million in the fiscal year 2021-2022 compared to the year before. But the study doesn't say how much Shwapno's assets are worth.
- **Liabilities:** According to the annual report, ACI Logistics's overall liabilities went up by BDT 2,076 million in the fiscal year 2021-2022 compared to the year before. But the report doesn't give the exact amount of Shwapno's responsibility.
- **Ratios for money:** The Shwapno yearly report doesn't have any ratios for money.

- Overall, the published annual report doesn't say much about how well Shwapno's finances are doing. Even though the report says that ACI Logistics, which includes Shwapno, has seen an increase in sales and profit, it doesn't say how much. Shwapno. More information is needed to conduct a comprehensive financial analysis of Shwapno.

## **2.6 Operations Management and Information system practices**

Shwapno's policy on information and communications technology (ICT) ensures data protection, network monitoring, recovery plans, it also aims to protect customer information.

The board of directors has given their approval to monitor it efficiently. Here the some parts that will highlight the operation management practices of ACI Logistics Shwapno:

Innovative practices:

1. Fresh Produce: The procurement department of Shwapno directly sources vegetables, meat, fruits, and grains from wholesale markets, for ensuring the quality control.
2. Technological Advancement: The company uses big data, Io T, and e-commerce to provide proper customer experience and analysis customer demand.
3. Food safety: Shwapno takes high safety measures. The company preserves fish in aquarium and Shwapno has installed systems to check for harmful preservatives such as formalin
4. Online Presences and brick-and-mortar operations: Shawano has combined its online operations, home delivery and Shwapno App with its traditional brick-and-mortar operations. This type of innovative practice allows customers to have better shopping experience

Outlet operation management:

1. The Outlet Operation Manager is responsible for implementing policies, procedures, strategies and enforcing them.
2. The Outlet Operation Manager is responsible for achieving financial objectives by achieving sales targets and managing costs and guiding the outlet managers.
3. The Outlet Operation Manager supervises zonal head, outlet managers, and cluster operation managers of the respective superstores.
4. The Outlet Managers are responsible for achieving various targets set by the company such as sales, footfall, gross profit, and sales growth.

5. The Outlet Manager are responsible for ensuring great customer service and dealing with the financial and inventory management of the outlet.
6. The Outlet Manager are responsible for people management and inventory management, including managing the staff work in outlet.
7. The Outlet Manager establish operational strategies to achieve the quality and customer service standards.

#### Supply chain management:

1. Procurement: The procurement department responsible for directly sourcing vegetables, meat, fruits, and grains from wholesale markets. The department ensures quality control and the availability of fresh produce.
2. Distribution: This component of The supply chain management system focuses on efficiently distributing products to meet the demand of each outlet as per their requirements. It ensures the movement of products from suppliers to distribution centers and then to the outlets.
3. Supplier Relationship Management and Integration: ACI Logistics Shwapno maintains good relationships with suppliers. Shwapno has created a collaboration and coordination between supply chain partners to increase efficiency and gain market dominance.
4. Quality Control: Direct sourcing of fresh produce from wholesale markets and from the farmers allows for better quality control compared to relying on vendors. It also has a well-established waste management system to ensure the quality

#### Data analytics and e-commerce:

Shawano, focuses on invasion, to improve operations, including data analytics and e-commerce.

1. The data analytics and e-commerce division utilizes data analytics to analyze and interpret data for various purposes, such as to enhance efficiency, selecting marketing strategies, outlet management, optimizing inventory management, and enhancing operational efficiency.
2. The department focuses on enhancing customer experience by utilizing data analytics to understand customer behavior and preference with the help of EPS software. The EPS software, is capable of providing up-to-the-minute sales information from each of ACI

Logistics Shwapno's outlets. It helps to Building and maintaining strong customer relationships in the e-commerce context can be challenging, requiring effective communication and personalized experiences

3. ACI Logistics Ltd. (Shwapno) uses SAP and EPS software for all types of operations. SAP software is used to make orders for stocks in the warehouses to transport to particular outlets. SAP software plays a role in optimizing and improving efficiency in inventory-related operations (Promotional Mix of Shwapno: A Study of ACI Limited, n.d.).
4. The Department helps to impliment marketing and distribution strategies of ACI Logistics Shwapno. It also helps to develop effective strategies to promote and distribute products through e-commerce channels such as Shwapno App and website.
5. The Company has implemented a salient business intelligence tool for overall data mining and data analysis to accrue accurate data.
6. The company is focusing on as e-commerce and home delivery to expand its operations.

The Information Technology Security Department is supervised by the head of the department, and the employees of that department have received training that is compliant with both the norms of the industry and the rules set forth by the government regarding ICT security. The following is a list of some key responsibilities of the department:

1. The department responsible for implementing and maintaining security measures to protect the company's IT infrastructure, operating systems, and crucial data from unauthorized breaches, and cyber threats.
2. The department monitors the IT systems frequently for any suspicious activities, intrusions, or security breaches.
3. The department conducts training sessions for employees to educate them about best practices, policies, and procedures related to IT security.
4. The department has Implemented firewalls, intrusion detection/prevention systems, and other network security measures to protect to protect the company's IT infrastructure, operating systems, and confidentiality of data transmitted over Shwapno's networks

## 2.7 Industry and Competitive Analysis

### 2.7.1 Porter's Five Forces

The Porter Five Forces framework offers a way to comprehend the dynamics of competition within a business. Here is an analysis for ACI Logistics' Shwapno:

1. Threat of New Entrants (High):

The retail industry in Bangladesh has high entry barriers due to high initial capital requirements. New entrants may find it challenging to establish a broad retail network and build a strong brand reputation similar to Shwapno. Furthermore, regulatory constraints and the need for efficient supply chain management may pose challenges to new entrants.

2. The Suppliers' Capacity for Negotiation (Low):

The suppliers' capacity for negotiation is generally low, as Shwapno, being one of Bangladesh's major retail chains, has the flexibility to source from a wide array of suppliers. If a particular supplier raises prices, Shwapno can shift to alternative suppliers. Moreover, Shwapno's large order volumes give it significant negotiating power.

3. Bargaining Power of Buyers (High):

Customers have high bargaining power due to the increasing number of retail outlets and online shopping platforms. They have the freedom to switch to other brands offering lower prices or better-quality products. However, Shwapno's extensive network, product variety, and quality service help in retaining customers.

4. Threat of Substitute Products or Services (High):

Substitute threats come from other retail outlets, local markets, and e-commerce platforms. Online shopping platforms, in particular, have grown rapidly and provide home delivery, making them a convenient alternative.

5. Competitive Rivalry within the Industry (High):

Retail companies in Bangladesh are very competitive, with several large players such as Agora, Meena Bazaar, and Pick n Pay. The competition is based on factors such as price, product variety, store location, and customer service. Shwapno's extensive store network and variety of products provide it with a competitive edge.

## 2.7.2 SWOT Analysis

An organization's internal strengths and weaknesses, as well as its opportunities and possible threats, can all be uncovered with the help of a SWOT analysis, which is a strategic tool used by corporations. By doing a SWOT analysis, a company can evaluate its current standing in the market and formulate strategies to strengthen its future performance in relation to its rivals. The primary benefits, drawbacks, opportunities, and dangers associated with Shwapno are detailed in the accompanying graph.

### Strength:

1. ACI Limited (Advanced Chemical Industries) is the parent company of Shwapno.
2. Shwapno has more than 300 outlets in Bangladesh, which helps Shwapno reach a massive number of customers.
3. Shwapno has a smoother distribution strategy and maintains product quality.
4. Shwapno has a diverse range of products, both local and international, which indicates it is able to meet all types of customer demand.

### Weakness

1. Some products are expensive. Day by day, prices are increasing.
2. Insufficiently trained personnel.

### Opportunities

1. In the next three to five years, Shwapno plans massive expansion. Shwapno wants to open 3,000 stores in order to satisfy the growing demand of its customers.
2. A solid web presence can help Shwapno reach more customers, as people are interested in online shopping.
3. Shwapno can include additional organic and locally sourced products.
4. Shwapno can continue to engage directly with farmers to deliver true farm-fresh taste to its customers, ensuring product quality and building a great reputation.

### Threats

1. One of the major threats to Shwapno is competition from other retail shops such as Agora and Meena Bazar.

2. Another danger for Shwapno is that the economy is not stable. Bangladesh's economy can be hurt by things like natural disasters, unstable governments, and global economic downturns.
3. Real estate rents are going up quickly, which is making growth more expensive and making it harder for Shwapno to grow.

## **2.8 Conclusion**

Here is an analysis of ACI Logistics Limited's (Shwapno) retail chain using Porter's Five Forces, SWOT. It shows that

With the help of the analysis, we have found out that the company has a strong competitive position in the market with a loyal customer base due to its massive expansion and wide range of products and services it provides to customers.

However, it also highlights some weaknesses, such as the high expenditure for expansion and the lack of trained staff members. Additionally, it identifies opportunities such as changing customer preferences for product quality and accepting e-commerce-related services.

## **2.9 Recommendation**

On the basis of the provided analysis, it is suggested that Shwapno use the following steps to improve their business:

- Try to find cost-cutting strategies to reduce the price of their products while ensuring their quality. This will attract more customers.
- Invest in training initiatives for employees, especially those who work at the stores, to improve their performance and customer service skills. Moreover, initiate better technology.
- Explore new opportunities for products and services to stay ahead of the competition.
- Exploring new markets to expand the customer base and diversify the business. and finding strategies to deal with rental costs
- Taking advantage of social media and digital marketing tools to increase brand awareness



## **Chapter 3: A comparative study of sales growth of Shwapno Store Products through Store level data analysis**

### **3.1 Introduction**

This report aims to explore the impact of store-level data analysis on the decision-making processes selecting the strategies tailored to each specific outlet. We aim to understand how this data-driven approach aids in customizing strategies that are specific to each store's unique circumstances. The main idea of this research is that a data-driven, customized approach can significantly improve the effectiveness and profitability of retail operations.

#### **3.1.1 Literature Review**

ACI Logistics (Shwapno) marketed its food business footprint as "Fresh and nearby" in 2008 to achieve its Seed to Shelf mission of linking farmers directly with consumers. In 2016, Shwapno ranked top in the Supermarkets business. Shwapno is the market leader with a 45% market share and 600,000 customers registered. The company has more than 350 Outlets all over Bangladesh.

A case study on Shwapno, titled *Managing and Developing Various Divisions, Relevant Growth Strategies and Evaluating Performance of the Employees on Barisal City: A Case Study on Shwapno Super Shop, Barisal Branch* done by Md. Sholayman Apu, highlights how data analysis plays an important part in decision-making processes to improve the effectiveness and profitability of retail operations. The case study was published in 2018.

A report named, "The Evolution of Brand Awareness and The Status of Customer Loyalty of ACI Logistics" suggests that data-driven, customized approaches can significantly improve the effectiveness and profitability of retail operations. It was written by Shrabanee Pal.

A study named, "Supply chain management of Shwapno", showcases how data analysis improves the effectiveness and profitability of retail. The study also explains the need for an in-depth study of strategies followed by different retail chains to identify opportunities for customer acquisition and expansion.

A report titled, *Big Data in Healthcare: management, analysis, and future prospects* realizes the capabilities of strong big data analytics for performance gains of big industries. The report supports

the importance of data analysis in improving organizational performance and how it can create an accurate decision-making process.

A research report titled, “Big data analytics and firm performance: Findings from a mixed-method approach”, discusses the importance of data analysis in understanding customer behavior and preferences.

Shwapno began to understand that a supermarket should offer categories that attract people, produce profits, serve as a destination or give convenience. It has received two gold awards for the overall communication prize. Shwapno's sourcing procedure is another essential part of their firm. In the past three to four years, the compound annual growth rate (CAGR) has been 34%, which is significantly higher than the 14% growth rate of the industry as a whole Pal, S. (2018). In addition, the gross margin is approximately 22%, and the CARG ranges from 15% to 24% from store to store Pal, S. (2018). Shwapno holds 45% of the supermarket industry's market share (Retail Chain (Shwapno), n.d.). In addition, they have a unique store placement approach that prioritizes local locations.

Due to the expectation that Bangladesh's online-to-offline ratio will be between 20 and 80 percent by 2030, a brand-new E-commerce platform has been implemented at Shwapno. Shwapno values the customer's hard-earned cash by delivering superior shopping experiences at reduced prices. As a result of scalability and direct sourcing, the pricing is cheaper than that of its competitors. BTL plays a vital role in attracting new customers, which is why they are situated close to their customers both inside and outside the business. According to the company's most fundamental information, ACI Logistics (Shwapno) is an ACI subsidiary, and its executive director is Sabbir Hasan Nasir. ACI Logistics' objective is to improve the quality of life for individuals via the ethical application of knowledge, skills, and technology. "Better Shopping at Affordable Prices" is the slogan of Shwapno, which assures more affordable prices than competitors.

### **3.1.2 Objective**

This report aims to explore the impact of store-level data analysis on the decision-making processes selecting the strategies tailored to each specific outlet. we aim to understand how this data-driven approach aids in customizing strategies that are specific to each store's unique

circumstances. The main idea of this of this research is that a data-driven, customized approach can significantly improve the effectiveness and profitability of retail operations.

### **3.1.3 Significance**

Store-level data analytics reports serve a vital role at Shwapno by enabling:

Through analysis of master categories, sales declines are promptly recognized and addressed.

2. Detailed Understanding: Further breakdown into subcategories and specific product lines allows a detailed understanding of sales patterns.

3. Strategic Decision Making: Insights from the data guide targeted promotional strategies, enhancing the visibility and sales of underperforming items.

4. Resource Efficiency: By focusing on underperforming areas, resources are allocated more effectively, leading to cost-efficient operations.

5. Seasonal Adjustments: Comparing current data with previous months and years allows for adjustments based on seasonal sales patterns.

In essence, these reports aid in problem identification, strategic planning, resource allocation, and seasonal adjustments, enhancing Shwapno's overall business strategy

### **3.2 Methodology**

This section describes the methodology, which included both qualitative and quantitative interviews and surveys. Both were utilized to determine the influence of store-level data analysis on product promotion strategies and consumer preference at Shwapno stores.

#### **Primary sources:**

- Interviewing 5 Store managers.
- Survey through google form.
- Face to face conversation with Supervisor and other compliance team members.
- Direct observation.

**Secondary sources:**

- Files & Folders.
- Reports and articles available on the internet.
- Daily records (Containing my activities of practical observation in Shwapno).
- Complaints IA Website.

**Collection of Qualitative Data: (Interviews)**

Seven interviews with store managers from diverse Shwapno locations were conducted. The purpose of these semi-structured interviews was to acquire an in-depth understanding of how store-level data analysis helps them to identify products that they have to work on how product promotion strategies are selected, and how effective these strategies are perceived to be.

**Question Asked**

- 1) How the report helps them?
- 2) How the reports were created before the data analysis was done by the processes innovation and data science department give them the report
- 3) How it effects the efficiency
- 4) How they identify the products
- 5) Example of how the report help them to increase Growth

**2. Quantitative Data Collection: Surveys**

The second phase of acquiring information involved using a google form survey to understand the customer preference of Shwapno Supers Stores compared to last year.

The purpose of the survey was to determine their purchasing preferences compare to this year and to the previous year, and reaction to the store's promotional strategies. The survey indicates that the store level sales report works as one of the key aspects for increasing customer preference.

The questionnaire included closed-ended questions, allowing respondents to convey their opinions and provide quantitative data. The survey was conveyed online, depending on the preferences and

availability of the respondents. Though due to limitation of time and resource this survey was not able to showcase appropriate results.

### **3.3 Findings and Analysis**

#### **Complaint Analysis**

**Qualitative analysis Interview:** From the qualitative analysis The data we have gathered from 5 of the store managers

1. How the report helps them?

All five of the responded claimed that the report helped them to find the sub category and the products that are not doing well at their particular store. On the basis of that they could change their strategy. Also with this list they can find out which products are doing well right now these products might not need extra promotion.

2. How the reports were created before the data analysis was done by the processes innovation and data science department give them the report?

3 of the respondents joined after they were able to receive the store level report. However the other 2 respondents were working for a long time therefore they were able to answer the question. They said that before the store level report. They had to manually count all the product prices. It was time consuming and sometimes the analysis failed to provide accurate results. According to the outlet manager It was really hard to calculate sales growth on a product-by-product basis; instead, they were limited to analyzing sales based on broader category divisions.

3. How it effects the efficiency?

The report helps to them improve their efficiency with this report they can find out

- Which promotional strategy is working
- What are the factors that influenced a specific product sale on last month or last year
- Which products are not good for the current time period of their store
- What kind products are preferred by the customers of the area the outlet is situated.

#### 4. How they identify the products?

They first locate their store from excel sheet then they see the overall sales and other parameters of the master category in their outlet and then they and compare it with the average sales of all other outlets it helps them to understand the position of the master category in their outlet.

Next basis on the comparison they find out the subcategory that and the products that might be responsible for the growth or decline.

#### 5. Example of how the report help them to increase Growth?

1<sup>st</sup> manager: The report helps one outlet manger to find that some products of the company goods are not doing well in his store then he has to change the strategy and then it worked.

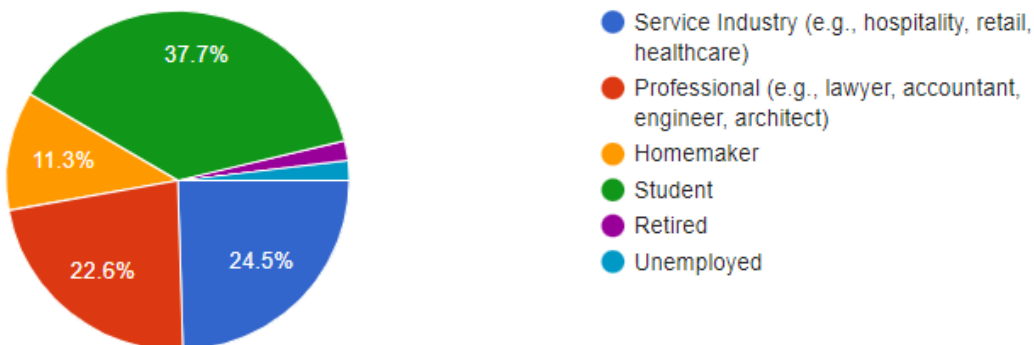
2<sup>nd</sup> manager: After he found out that specific products are not doing well at his store Because those products are out of stock.

3<sup>rd</sup> manager: The report helped him to keep track of the promotional activity on different products during Ramadan.

4<sup>th</sup> manager: Helped him to increase the growth of the products by changing their position in the store.

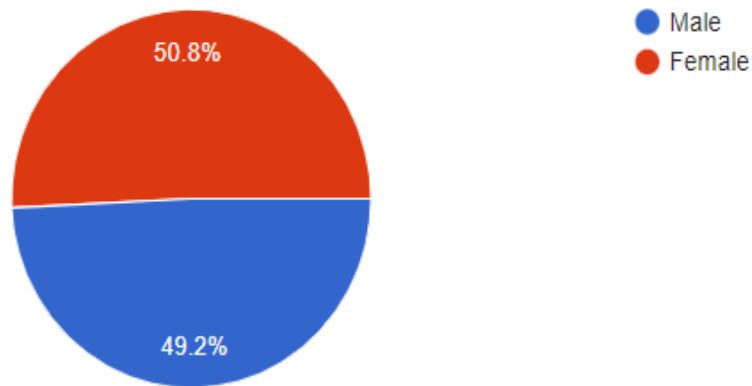
**Quantitative analysis:** To understand dose the customer preference to Shwapno outlet We had conducted a survey. These are the results we have found from 66 respondents who have completed the survey.

Please tell us your Occupation?



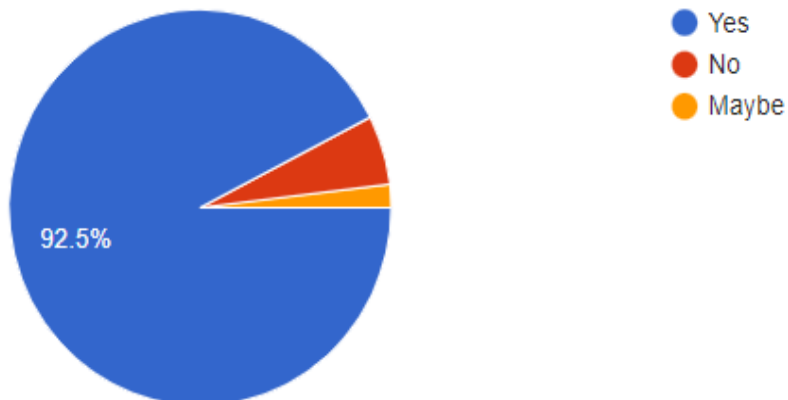
The survey revealed a diverse mix of respondents in terms of occupation. The largest group consisted of students (37.9%), followed by professionals (19.7%) and those from the service industry (24.2%).

- Please tell us your gender?



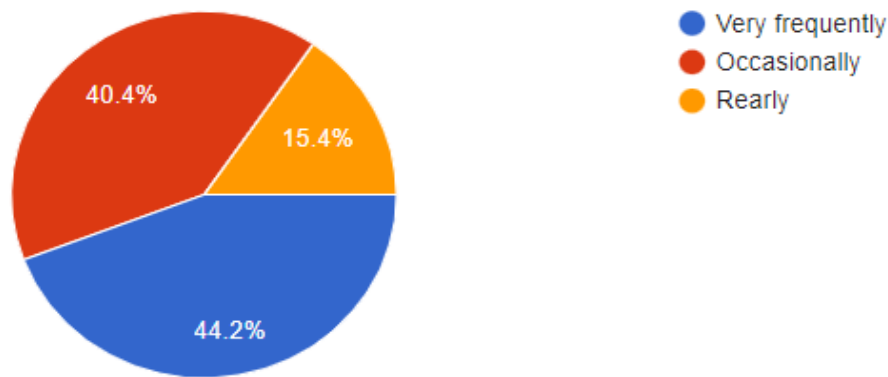
The gender split was nearly even, with 49.2% male and 50.8% female responders.

- Have you ever shopped at a স্বপ্ন Supers Stores before?



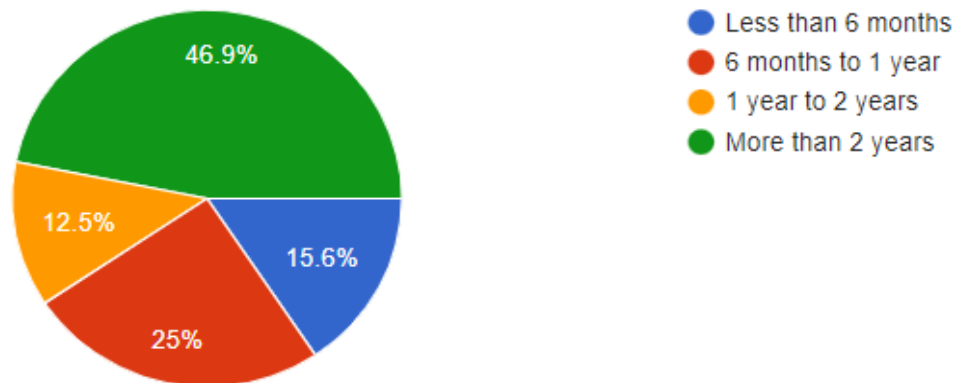
92.5% said yes that refers that the most of the respondents are familiar with Shwapno.

- How frequently do you visit স্বপ্ন Supers Stores?



Respondents reported varied visit frequencies. While 38.46% of participants stated they visit occasionally, a significant number (43.08%) reported visiting very frequently, indicating a strong customer base. However, it is worth noting that 18.46% mentioned visiting rarely, indicating potential areas for improvement to attract these customers more frequently.

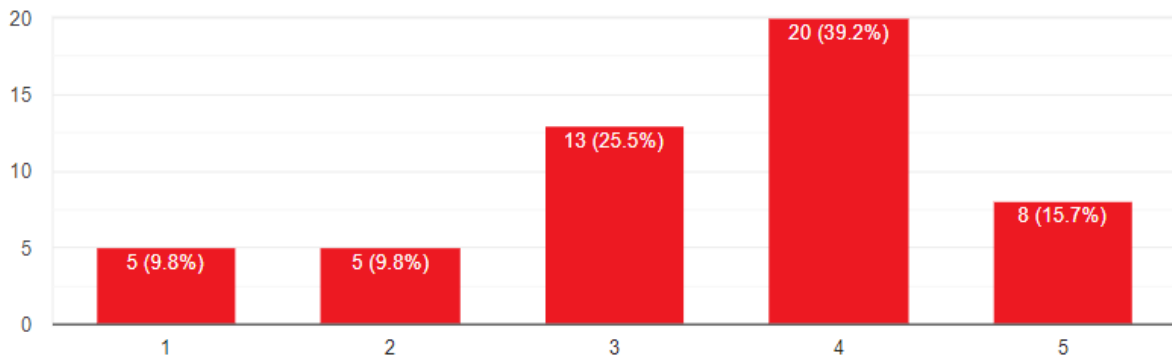
- How long have you been a customer of স্বপ্ন Supers Stores?



Almost half of the respondents (46.88%) had been customers of Shwapno Supers Stores for more than two years, indicating a substantial level of customer loyalty and satisfaction. This indicates that Shwapno has managed to build long-term relationships with its customers.

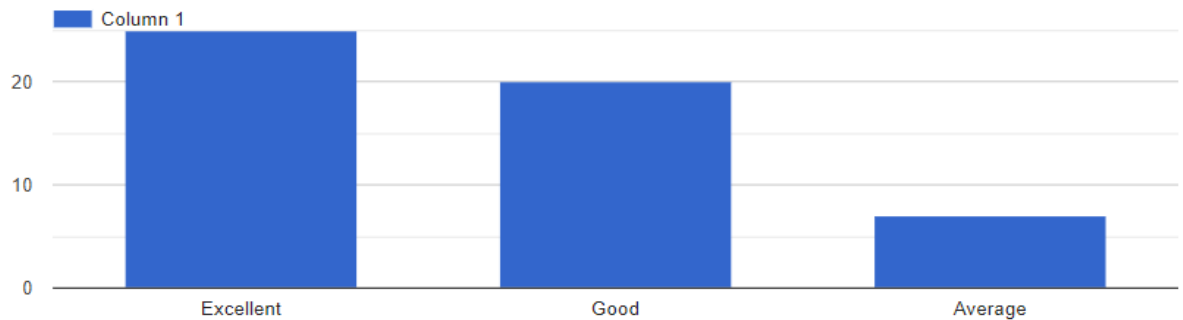
- On a scale of 1 to 5, how would you rate your visit frequency to স্বপ্ন Supers Stores this year compared to the previous year?





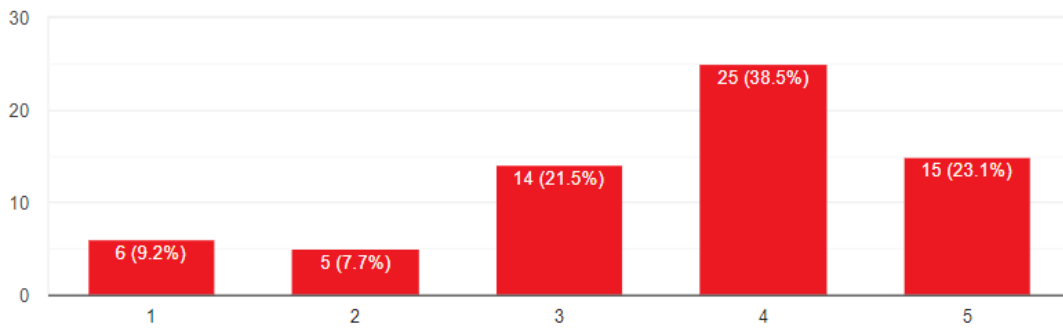
In terms of visit frequency compared to the previous year, the majority of respondents (39.2%) rated their visits to Shwapno Supers Stores as a 4 out of 5. This indicates that the majority of customers feel that their visit frequency has remained consistent or improved compared to the previous year.

- How would you rate the quality of customer service you have received at Shwapno stores?



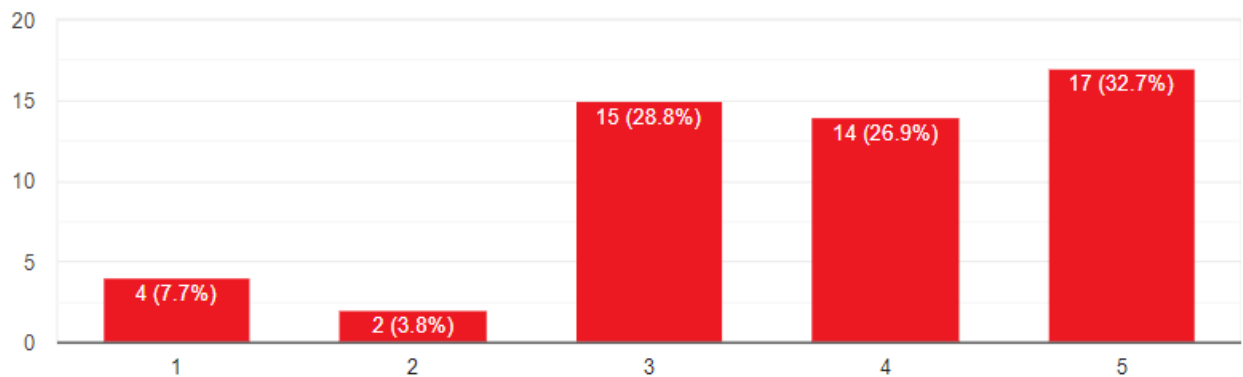
The survey results revealed a positive perception of customer service quality at Shwapno Supers Stores. Almost half of the respondents (47%) rated it as excellent, while 43% considered it good. This highlights the importance of providing exceptional customer service to maintain high customer satisfaction levels.

- How would you evaluate the growth in client numbers on a scale of 1 to 5 at স্বপ্ন Supers Stores compared to last



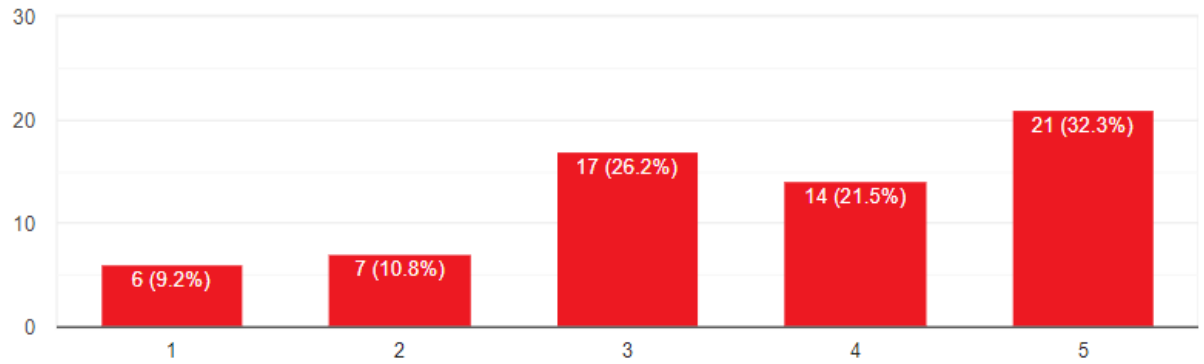
From the point of view of the customers we can refer that even the customers 38.5% have witnessed significant growth in Shwapno stores.

- On a scale of 1 to 5, how likely are you to recommend স্বপ্ন Supers Stores to your friends or family based on your experiences this year?



The majority of respondents (33.85%) expressed a high likelihood of recommending Shwapno Supers Stores to friends or family based on their experiences. This indicates positive word-of-mouth potential and the importance of maintaining customer satisfaction to encourage referrals.

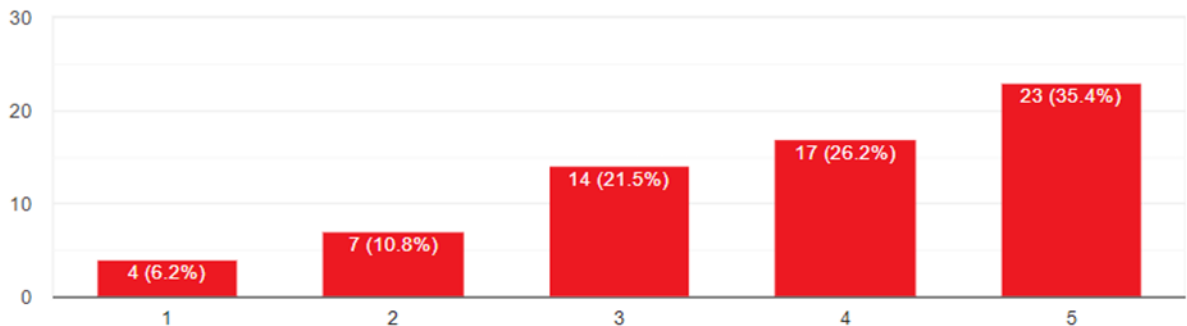
- Please rate the effectiveness of the promotional activities or discounts offered by স্বপ্ন Supers Stores in encouraging you to shop more often?



a significant percentage of respondents (32.31%) considered the promotional activities and discounts offered by Shwapno Supers Stores as effective, suggesting that such initiatives contribute to customer engagement and retention.

Overall, the survey results indicate a positive perception and satisfaction among the respondents regarding their experiences at Shwapno Supers Stores. The findings highlight the importance of maintaining high-quality customer service, continually improving the shopping experience, and leveraging effective promotional activities to enhance customer fulfilment and attachment.

- How pleased are you with your whole purchasing experience on a scale of 1 to 5 at স্বপ্ন Supers Shops this year compared to last year?



Satisfaction with the overall shopping experience at Shwapno Supers Stores was generally positive. A significant proportion of respondents (35.38%) rated their experience as a 5 out of 5, indicating a high level of satisfaction. However, a notable portion of respondents (21.54%) rated their experience as a 3, suggesting that there is still room for improvement in certain aspects of the

shopping experience. Though due to limitation of time and resource this survey was not able to showcase appropriate results. As only 66 respondents have completed the survey.

### **3.4 Result and conclusion**

The qualitative analysis of five store managers' interviews reveals the significant benefits of the report provided to them. The report assists them in identifying subcategories and products that are underperforming, allowing them to modify their strategies accordingly. Previously, without the store level report, managers had to manually analyze data, which was time-consuming and could have been inaccurate. They were not able to track the product wise growth.

The report increases productivity by assisting managers in determining effective promotional strategies, identifying factors influencing product sales, comprehending which products are not appropriate for the current time period, and recognizing customer preferences based on the store's location.

Managers use the report to locate their store, compare overall sales and parameters of the master category, and benchmark against the average sales of other outlets, enabling them to identify the subcategories and products responsible for growth or decline.

Real-world examples illustrate the impact of the report on economic expansion. During Ramadan, managers effectively modified strategies in response to identified product performance issues, addressed stock-outs, and monitored promotional activities.

The report's findings have a favorable impact on the decision-making processes of store managers, resulting in increased efficiency and expansion opportunities. The report is a valuable resource for optimizing store performance and making informed decisions.

From the Quantities analysis, we can understand that the survey results indicate positive customer experiences and satisfaction at Shwapno Supers Stores. The majority of respondents were familiar with the brand, visited the stores frequently, and expressed loyalty.

Customer service quality and promotional activities were well-received. While there is room for improvement in certain aspects, Shwapno has the opportunity to enhance the overall shopping

experience and continue catering to diverse customer preferences. These findings can guide efforts to strengthen customer satisfaction and loyalty.

The finding shows that the store level report is providing an positive impact on not only to the store managers but also to the customers. As the surveyed customers have provided positive feedback.

### **3.5 Recommendations/ Implications**

Based on my observation of the findings of Shwapno Bangladesh, the company has room for improvement in building the customer. My recommendation would be

Shwapno should include more man power in the data analytics team as they want to expand all over Bangladesh and aims to open 3000 stores all over Bangladesh in next 5 years according to “Shwapno targets massive expansion” article published in The daily star (Parvez, 2023). They should invest more in advanced data analytics software’s.

Shwapno should continue to prioritize customer service quality and leverage effective promotional activities to increase customer satisfaction which will increase the customer engagement and retention.

#### **For doing further customer survey**

Considering more participants: A bigger sample size might provide more accurate and generalizable results that are important in research that is exploratory, causal, and longitudinal because it would be able to take potential confounding variables, hence enhancing the statistical power of the entire study.

Using additional factors: To understand whether the relationship between the independent and dependent variables exist or not, it is essential to account for additional factors that may influence the results, if they exist. variables such as age, gender, socioeconomic status, and other demographic factors should be included, particularly when it is essential to obtain a comprehensive understanding of the research question at hand.

Taking Multiple measures: It would be recommended that multiple measures should be used to assess the dependent and independent variables in order to provide information about both understand determine the research problem more effectively. For example, dividing the respondents into different zones to understand the demography more precisely

Work with stakeholders: Future research should collaboration with stakeholders, such as industry experts, practitioners, and consumers, to help ensure that the findings would be be applicable to real-world situations

### **3.6 Limitation of the Study**

Despite the willingness of associated individuals, I was unable to devote the required level of concentration.

The store managers are intensely occupied with their duties. On the path of my research, I have encountered the following obstacles, which may be considered study limitations:

- The primary limitation of this report is that it was hard to find respondents for doing a concrete survey.
- Due to many privacy issue had to change to direction topic many times
- Unviability documents, periodicals, and journals required for this

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## **Appendix Interview Notes**

### **Interview 1 (June 18, 2023)**

Question 1: How do the reports help them?

Answer 1: He stated that it is easy to detect category-level growth in the store. Both reports helped him identify the products that needed to be focused on.

Question 2: How were the reports created before the data analysis was done by the process innovation and data science department?

Answer 2: Upon joining Shwapno, the store manager mentioned that he had received the report.

Question 3: How does it affect efficiency?

Answer 3: The reports significantly impact efficiency by allowing the store manager to:

- Which promotional strategy is working?
- What are the factors that influenced a specific product sale last month or last year?
- Help him track the productivity of his targeted category.

Question 4: How does he identify the products in the report?

Answer4

First, he locates his store by utilizing the filter option in the Excel sheet. Then, he proceeds to compare the growth on a sub-category basis with the average growth of all outlets within the format his store belongs to. For instance, if he is managing a Super Shop outlet chain, he compares the growth of sub-categories with the average growth of all Super Shop outlets.

If he notices any kind of decrease in sales, then he finds the products that are not performing well in his outlet.

Question 5: An example of how the report helps them increase growth

Answer 5: During the Ramadan period, he was able to keep track of the promotional activity on different products. It helped him identify that the marketing strategy Shwapno was using at that time for the beef worked very well in his store.

### **Interview 2 (June 19, 2023):**

Question 1: How do the reports help them?

Answer 1 He stated that both reports helped him compare specific product growth to last month, as the store opened in March 2023.

Question 2: How were the reports created before the data analysis was done by the process innovation and data science department?

Answer 2: Upon joining Shwapno, the store manager mentioned that he had received the report.

Question 3: How does it affect efficiency?

Answer 3: The reports significantly impact efficiency by allowing the store manager to:

- Identifying products that are in a declining state every month
- Products that have high customer demand in his store
- Identifying products that are in a declining state

QUESTION 4 How he identifies the products?

Answer 4: Similar to the previous store manager's approach, he locates his store using the Excel filter option and then compares sub-category growth with the average growth of outlets within the same format. This comparison is particularly relevant for the store format he's managing, such as Super Shop outlets. By identifying any sales decreases, he can identify products requiring attention.

Question 5: An example of how the report helps them increase growth?

Answer 5:

The store-level report aided him in identifying a declining sub-category within his store. Upon investigation, he discovered that certain products from that sub-category, which were in high demand, were currently out of stock at the outlet.

### **Interview 3 (June 22, 2023):**

Question 1: How do the reports help them?

Answer 1: The store manager stated that the reports help him track the productivity of different categories in his store.

Question 2:

How were the reports created before the data analysis was done by the process innovation and data science department?

Answer 2: The store manager mentioned that prior to this, he had to manually calculate all product sales using Excel. In this scenario, it was really hard to calculate sales growth on a product-by-product basis; instead, they were limited to analyzing sales based on broader category divisions.

Question 3: How does it affect efficiency?

Answer 3: The reports significantly impact efficiency by allowing the store manager to:

- With the help of this report, he could understand customer demand.
  - Track the effectiveness of the promotional activities.
  - Identifying products that are in a declining state every month
- Question 4: How does he identify the products?

Answer 4: Similar to previous responses, he locates his store and compares sub-category growth with the average growth of similar outlets. This approach helps identify products not performing well, allowing for targeted interventions.

Question 5: An example of how the report helps them increase growth

Answer 5: The report assisted an outlet manager in identifying underperforming products within the company's goods category at his store. Subsequently, he followed a new strategy that

involved promoting these products. This strategic shift proved successful, as it led to a notable growth in sales for those specific products.

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#### **Interview 4 (June 25, 2023):**

Question 1: How do the reports help them?

Answer 1: The reports help the store manager track the declining products in the store.

Question 2: How were the reports created before the data analysis was done by the process innovation and data science department?

Answer 2. The store manager said it was hard to track product-wise growth as he was only able to track the master category.

Question 3: How do the reports affect efficiency?

Answer 3: The reports significantly impact efficiency by allowing the store manager to:

- Track the effectiveness of the promotional activities.
- Identifying products that are in a declining state
- Helps to achieve specific category-wise targets

Question 4: How does he identify the products?

Answer 4: Similar to previous responses, he locates his store and compares sub-category growth with the average growth of similar outlets. This approach helps identify products that are not performing well, allowing for targeted interventions.

Question 5: An example of how the report helps them increase growth

Answer 5: The store manager effectively enhanced product growth by strategically repositioning them within the store, this included relocating specific items to more prominent areas, like the front gondola. The insights from the report guided this repositioning effort, resulting in improved sales for the products that were experiencing a decline.