

**Report On**  
**"Financial Stress of Shadow International amidst Covid-19."**

**By**  
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**An internship report submitted to the BRAC Business School for the degree of**  
**Masters of Business Administration (MBA)**

**BRAC Business School**  
**BRAC University**  
**[MAY] [2023]**

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## **Declaration**

### **It is hereby declared that**

1. The report does not write by a third party, unless properly cited through full and accurate referencing.
2. I've acknowledged all major sources of assistance.

### **Student's Signature:**

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ALIMUZZAMAN

ID: 21164101

### **Supervisor's Signature:**

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## **Letter of Transmittal**

DR. MD SHAMIMUL ISLAM

Assistant professor, BRAC Business School

10th May, 2023

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship Report Submission on **"Financial Stress of Shadow International amidst Covid-19."**

Dear Sir,

As required by the MBA program, this is ALIMUZZMAN, a student at BRAC Business School, humbly submit my internship report on the "Financial Stress of Shadow International amidst Covid-19."

I worked at Shadow International Limited for four months, from 4<sup>th</sup> December to 30<sup>th</sup> March, as a "Intern" to satisfy the requirements of my internship. Since 1984, the contracting company Shadow International Limited has been supplying power station equipment to government-owned power plants. Being one of the oldest and most prestigious contracting companies in Bangladesh is the reason for doing an internship here.

Finally, I want to express my sincere appreciation for your unsurpassed guidance and support, which enabled me to successfully complete this report. I fervently hope and pray that you will continue to show your support by approving the report.

Sincerely yours,

ALIMUZZAMAN

Student ID: 21164101

BRAC University

## **Non-Disclosure Agreement**

In order to be considered for internship, I had to agree to the following terms:

- 1.** I will not disclose information about our company's financial statements to any other third parties.
- 2.** I will be forbidden from disclosing any information about the commission rate.
- 3.** I am not permitted to share any information about the agency list.
- 4.** Before submitting any report to my institution, I will show it to my senior officer; otherwise, I will agree to the company's legal actions.

## **Acknowledgement**

I had the good fortune to receive ongoing support from a number of people throughout this internship period, whose priceless counsel and encouraging words helped me get through this challenging and crucial phase of my undergraduate career.

I want to start by expressing my gratitude to Almighty Allah for endowing me with the strength to endure all the difficulties I encountered during this time. Next, I want to thank everyone at Shadow International Limited, the organization where I spent the previous three months. The staff members and employees were incredibly kind to me. They supported me as I learned, and I will always carry their priceless advice with me in my professional life. They went above and beyond to help me as I learned, and I will always be appreciative of that.

I want to try and express my sincere gratitude to DR. MD SHAMIMUL ISLAM, who is my internship advisor. He has been a consistent source of encouragement and inspiration for me, and with the timely completion of this report, he has enabled me to complete the last phase of my post-graduate education. Last but not least, I want to express my gratitude to BRAC University, where I spent the last two of my precious years.

I will never stop being appreciative of all the wonderful supportive people who helped me prepare for the real world of work.

## **Executive Summary**

I used the data I'd obtained throughout the course of my four-month internship with Shadow International to write my internship report. This paper aims to demonstrate how Shadow International responded to Covid-19, which had a major impact on the organization. Readers will be better able to understand Shadow International's several subsidiaries after reading about the research's corporate structure. I started by talking about my internship before moving on to the responsibilities and tasks of the role. After that, this part will help potential interns recognize the benefits and difficulties they can experience as a result of my own experience.

The situation of business and Shadow International today following the terrible pandemic epidemic. How Shadow International is handling the consequences and how the industry should respond to this situation.

At this point, I wish to express my gratitude for the opportunity to serve as an intern with the marketing department. I've had the good pleasure to work with amazing folks who went above and beyond to ensure that I felt at comfortable while studying in this environment. Last but not least, it represents a watershed moment in my professional career.

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## CHAPTER 1: Internship Overview

### **1.1 Information OF Student:**

This is ALIMUZZAMAN who began his post-grad studies at BRAC University in Summer 2021 session under BRAC Business School. Student ID: 21164101

I went for it because I was so passionate about getting a master's in business administration. The In this school, I had faith that I could fulfill my potential. I had selected marketing as my major stream. Since high school, I have been fascinated by marketing, but when I first began my career.

### **1.2 Information of Intern:**

I had a lot of luck getting a job at their organization. Selling machinery and spare parts to the government is Shadow International Limited's primary goal. Under their direction, I gathered my experience from working in various departments. The majority of my work was in the sales department, but I also assisted in maintaining all the follow-up information for both currently operating and upcoming machineries. I had the opportunity to work in the engineering division for a while, where I assisted in looking into machine maintenance issues at various power plants. Along with these, part of my job duties included speaking with corporate clients for the customer service division. I completed a four-months internship at Shadow International Limited that lasted from December 4<sup>th</sup>, 2022, to March 30<sup>th</sup>, 2023. Shadow International Limited's office is located on the third floor of Meherbab Plaza at 33, Topkhana Road.

### **1.3 Supervisor's Information:**

I have been given a position working for MD Washeque Bin Bashir. He has guided me everything I know about field trips and gathering data for analysis, so I am grateful to him for that. I gained more formal knowledge about working with business clients. After that, I spent the majority of my career working for Managing Director M. Bashir Ullah Bhuiyan. He also greatly aided in my understanding of the corporate and business worlds, as well as the realities of life.

#### **1.4 Outcomes:**

I had carefully cultivated a close working relationship with my clients. I spoke with the new clients and forged new connections with the existing clients. I would also give them the appropriate solutions to their issues and provide any information they requested. Additionally, I was able to maintain a cordial relationship with the customers and staff of the company. We attracted a lot of new clients, which was profitable for the company because we were able to convince them to use our equipment. In addition, I gave the Data Analysis System a few fresh ideas that might help them increase program productivity. Throughout my internship, I kept a welcoming yet professional working environment for my clients and staff.

#### **1.5 Advantage to the Students:**

when I first entered the workforce, I was very happy with my job and the atmosphere at my workplace. I put what I had learned in the classroom to use in my real-world experience, and the result was amazing. The other employees and my supervisor were kind enough to support me when I needed it and helped me navigate through all the possible scenarios that can arise when working with customers. I first watched the other employees when I started working here to get a better understanding of them. How they handle interactions with customers and any unfavorable or challenging situations, and this helped me a lot. In order to make sure that the company can complete tasks successfully, it is important for you to be aware of the work that each member of your team is doing. Gaining the ability to collaborate effectively with others and translate their ideas into practical actions was a worthwhile learning experience for me. Participating in the real-world activities aided in my confidence-building. I committed myself to improving because I was confident in my capacity to handle business matters successfully. This experience will inspire other students as well as myself. Furthermore, it improves the look of a person's professional biography.

They can find better employment by being well-prepared as a strong applicant and having a positive outlook on their future careers.

## Chapter 2: Trade Function of Shadow International Limited

### **2.0 Introduction:**

Our company, SHADOW INTERNATIONAL, has provided sourcing services to Bangladesh's power plants, fertilizer industries, cement industries, paper mills, and oil refineries since 1984. We are a well-known and renowned Trading House. They represent well-known multinational corporations on a global scale, such as those from Japan, India, Korea, China, etc.

Shadow International Ltd. is the source of the goods. are turbine pumps, industrial boilers, industrial cooling, and boiler feed pumps. Complete cement for the dry process is provided by a Chinese manufacturer.

### **2.1 Objectives:**

The first goal is to comprehend how COVID-19 has impacted the import industry. This report will provide specifics regarding the state of Bangladesh's export industry throughout COVID-19. The main emphasis will be on providing a thorough understanding of how much the industry was impacted, how they are coping, and what the current situation is. The second goal is to comprehend how Covid-19 affected shadow international from an economic standpoint

This section will go into detail about how Shadow International is managing this crisis after learning how Covid-19 has affected the organization. In the end, our goal is to comprehend how to identify the strategies for mitigating this entire uncertain risk that other businesses in the same sector can use to meet their own challenges. Details on how the industry should manage this crisis period will be covered in this section.

### **2.2 Methodology:**

For this study, I'll use secondary sources like articles, research papers, and newspapers to include data. Additionally, I'll be including data from qualitative research methods like individual interviews, direct work experience, and observation.

### **2.3 Goal:**

This report's information will outline Shadow International's current circumstances and how they are handling the challenges brought on by Covid 19. I enjoyed being able to examine each of their communication, operational, and marketing services in greater detail.

## **2.4 Restrictions:**

It was difficult to gather information because the company would not provide any necessary information because they take their privacy very seriously. Since the process only takes three months, only three months' worth of data are gathered during the internship. Since there was not enough time, obtaining additional information was challenging. The business, which specializes in international trade and offers government contracts, is an indenting company. Despite the three-month deadline for gathering and analyzing all of the data and findings, this cannot be accomplished in that time.

## **2.5 Interpretation:**

The purpose of this internship was to gain first-hand knowledge of how an indenting company interacts with the government, manages the business, and comprehends the fundamental processes involved. Additionally, the electricity industry is a thriving one in our country as a result of its importance to the world and market demand. Students can choose a better career by interning in this field to better understand how the industry runs. Participants have the option to invest in power plants and related technology through this company. Since this was my first job, I will always cherish the knowledge I gained from working there.

## **2.6 Company viewpoint:**

Shadow International Limited is a mechanical engineering business that was established in 1984. It equips government power plants with machinery. That is the fault of a single organization that represents numerous foreign machine manufacturing companies. Shadow International Limited sells the products of the various companies in Bangladesh as their representative. It operates out of a corporate office on Topkhana Road, Dhaka, where several engineers and other workers are employed to carry out its mission.

### **2.6.1 Vision:**

To establish ourselves as the industry leader in Powerplant accessories equipment's.

### **2.6.2 Mission:**

The company's mission includes providing employment for engineers and business graduates, as well as providing the government with high-quality machinery. After roles are filled, each employee will work to ensure that customers receive the necessary service, improving the company's outcomes. To the right is a display of management.

### 2.6.3 Management Strategies:

The following list of management tactics for Shadow International Limited is being taken into consideration:

They frequently concentrate on e-GP tenders and work to improve customer support techniques. Meetings with PDB and the clients for whom they act as representatives are held each month. Establish goals that engineers and workers will work toward every day to increase productivity. They are instructed in a way that makes their work error-free and increases productivity.

Shadow International Limited's management system is very effective at providing customers with top-notch support and assistance. The services they were previously given.

### 2.7 Porter Five Forces Analysis:



Using this method, we can evaluate Shadow International Ltd.'s position within the sector. We used a score in percentages that weighted the characteristics of the company to determine the company's overall position.

#### 2.7.1 Competitive Rivalry

The level of general competition is reflected in Shadow International Limited's modest level of competitiveness. As a result, the foreign companies that conduct business in Bangladesh supply the power plant with all of the company's equipment. Even if the rival company cannot be the sole representative of the similar business, they may still be the sole representatives of other businesses that manufacture comparable machinery.

### **2.7.2 Threat of Substitutes**

Shadow International Limited faces a low risk of competition from new products. Due to the fact that they are the only businesses in Bangladesh capable of manufacturing machines, all machinery suppliers are prohibited from participating in tenders. None of the other business entities in this sector are eligible to compete for a procurement.

### **2.7.3 Threat of New Entrants**

Compared to other business ideas, Shadow International Limited is a unique business concept. Because there are so many foreign-owned power plant machinery manufacturers in Bangladesh, any company without the necessary qualifications can set up an indenting company, act as the sole agent for numerous companies, and submit a bid for any tenders in this industry.

### **2.7.4 Bargaining power of suppliers**

Government power plants are the buyers in this case due to their superior negotiating position. They could haggle over shipping dates, prices, and technical issues.

### **2.7.5 Bargaining power of Suppliers**

Shadow International Limited is the only representative of the companies that sell these machines, so they have little negotiating power in this situation. As a result, the only vendor offering such equipment is Shadow International Limited, and buyers must purchase it from them.

## **2.8 SWOT ANALYSIS**

Shadow International Limited's internal information can be found using a SWOT analysis. It combines Shadow Internal Limited's advantages, disadvantages, opportunities, and threats. I had the opportunity to gain insight into various Shadow International Limited divisions during my internship, which helped me comprehend the internal dynamics of the company. The information is given below.



**Figure-: Analysis of SWOT**

### **2.8.1 Strength:**

In order to help them develop a loyal customer base, Shadow International Limited has figured out how to build solid interface particles with various government power plants, PDB, and their representatives. The best feature of Shadow International Limited may be the provision of additional components. Shadow International Limited finds the quickest routes for delivering spare parts and performing maintenance on equipment. The customer is Shadow International Limited's primary source of motivation. Their overarching objective is to guarantee customer loyalty. As a result, your customer service department is open around-the-clock to handle customer questions and issues. The management offered by the customer support division also satisfies the standards of the company.

### **2.8.2 Weakness:**

Additionally, Shadow International Limited has a few flaws, which are detailed below. Traditional advertising strategies are very effective for Shadow International Limited. Shadow International Limited still struggles with efficient computerized notification and showcasing, though. Shadow International Limited began working on a computerized showcase strategy, which would undoubtedly help them push past this weakness. They should engage in digital marketing so that people can show off their skills on the market.

### **2.8.3 Opportunity:**

The opportunities for Shadow International Limited are listed below. As more and more power plants are built daily, Shadow International Limited may be able to supply the new facilities with its equipment and replacement parts.

#### 2.8.4 Threats:

As a result of the decrease in tenders, the power plant occasionally invites open-to-all international or e-GP tenders. This is a unique circumstance. And now that the corona epidemic has spread, it has become difficult to manage the business, which is also dangerous.

### 2.9 PESTLE Analysis:

#### 2.9.1 Political factors

A company may be impacted by political factors in a nation in a number of different ways. When doing business in Bangladesh, Shadow International Limited must be cautious when handling political issues. Thus, the company must adjust in accordance with that standard, just as with shifting governmental regulations. When the roads are closed as a result of routine political uniformities, the delivery time is delayed, which has a negative effect on the business. Because of this issue, machinery costs fluctuate occasionally, which causes a problem for Shadow International Limited.

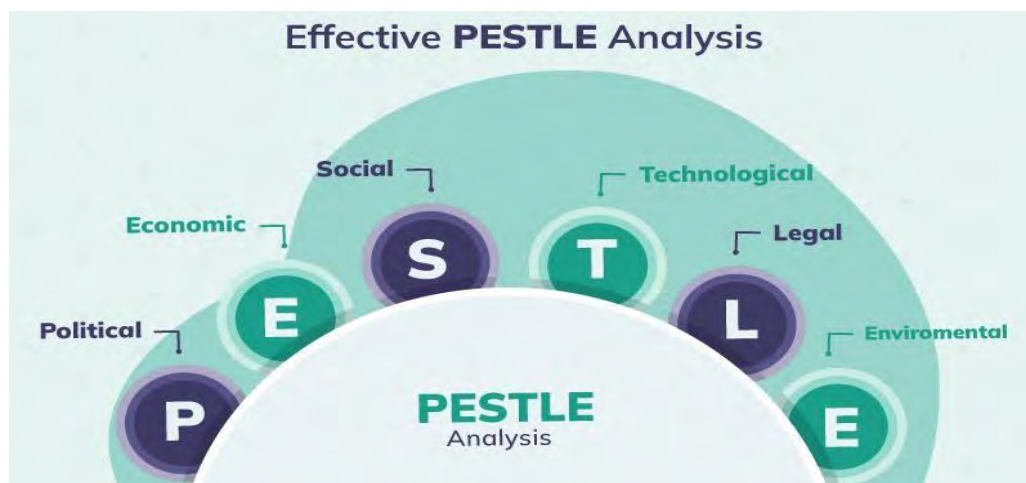


Figure- PESTAL

#### 2.9.2 Economic factors

The economic component of a country is crucial for conducting business because it includes information about Bangladesh's economic growth, exchange rate, interest rates, and other factors.



Since its earnings come from international businesses and the Bangladesh exchange rate has a significant impact, Shadow International Limited needs to focus on this. Additionally, government decisions regarding the purchase of machinery are significantly influenced by Bangladesh's economic development rate, which directly impacts Shadow International Limited.

### **2.9.3 Social factors**

We must consider factors such as population, growth rate, employment status, income, education, culture, etc. when examining Bangladesh's social aspects. The government is building new power plants to meet demand because as the population grows and as people's knowledge increases, more energy is used and their need for electricity rises. Even the demand for hybrid plug-in vehicles is rising due to society's growing reliance on electricity.

### **2.9.4 Technological factors**

Bangladesh is also making more technical advancements every day. Therefore, government is more interested in making investments to achieve better and long-lasting effects for technological transformation. Shadow International Limited's sales have increased as a result of new, more effective machinery entering the market and occasionally being purchased by Bangladesh's government.

### **2.9.5 Legal factors**

The laws of a country determine how it is governed. To operate and then conduct business, Shadow International Limited must abide by all applicable laws. Shadow International Limited avoids any legal issues with the authorities by abiding by the rules.

### **2.9.5 Environmental factors**

The production of goods must take into account the environmental and meteorological conditions for better results. The product characteristics are created in accordance with the local climate, ensuring that their marketing equipment can handle climatic variations. Shadow International Limited products are produced in accordance with the local climate.

## **2.10 Challenges and Solution:**

### **Challenges**

- Working from home is equivalent to a shutdown for this company, so they had to run all field operations during lockdown, which made my job more difficult because I had to stay at home.
- Running a tender in which other contracting companies participate.
- Competition.
- Due to budget power plant failure, the government does not purchase the required number of spare parts or maintenance equipment; and the government does not restart power plants as scheduled due to collapsing machinery.

### **Solution**

- Government should use the Direct Procurement Method (DPM) for single agent firms.
- Budget increases for better power plant maintenance and planned restarts of electricity plants can reduce the risk of a collapse.
- Since they also support government initiatives, the government should give them permission to continue working even during a lockdown.

### **Recommendation**

The following recommendations are provided to help the business perform well and grow more quickly. Additionally, highly trained personnel help the team move in the right direction. Recently, digital marketing has proven to be a great platform for branding and advertising, so businesses should invest in the area to increase the budget for the industry and also to assemble a talented team. Equipment technical issues shouldn't be taken lightly; instead, more care should be taken. Additionally, more site engineers should be hired, and they should receive additional training to help them do their jobs.

## Chapter 3: ProjectPart

### **3.1 The Impact of Covid-19 on the export of powerplant equipment in Bangladesh**

#### **3.1.1 Objective:**

The goal is to comprehend how COVID-19 has impacted the import industry. This report will provide specifics regarding the state of Bangladesh's export industry throughout COVID-19. The main emphasis will be on providing a thorough understanding of how much the industry was impacted, how they are coping, and what the current situation is.

#### **3.1.2 Methodology:**

I will incorporate data from secondary sources, such as journals, books, articles, and research papers, into this study.

#### **3.1.3 Findings 1:**

The Covid-19-induced economic crisis has caused significant losses in Bangladesh's export and import. Sales of goods have fallen as a result of the pandemic's effect on people's purchasing power. Industries are unable to reach their full potential as a result. The effects of the coronavirus have had a detrimental effect on Bangladesh's industry as a whole. Due to the suspension or reduction of corporate operations both domestically and internationally during the lockdown, the economic situation has gotten worse. Exports experienced a very high negative growth rate (17%) in the fiscal year 2019–20, which is unprecedented in recent history of Bangladesh. There are worries that the economic downturns in Bangladesh's two main export markets, the United States and Europe, will last longer than expected and postpone the revival of Bangladesh's export sector. The import trade also experienced significant negative growth in the previous fiscal year (8.6 percent). Future investment and business expansion are not favored by the import trade's situation.

Additionally, the industries' imports of raw materials fell by 2.79 percent over. When compared to the same period in the prior fiscal year, LC openings fell by 1.24 percent while imports increased by 1.60 percent. When compared to the same period in the prior fiscal year, there were 0.57 percent fewer LCs established for imports of industrial equipment. Over the course of the fiscal year, imports decreased by an average of 8.51 percent, more than four times the rate for the prior fiscal year.

However, a number of factors will still need to be in place for 2021's economy to grow favorably, with dependable Covid-19 vaccinations being the main one. However, the availability of vaccines in a few nations would not be sufficient to reestablish confidence in the world economy. Equitable vaccination distribution across nations is necessary. Given the significance of global value chains to global commerce, the level of global trade will remain low until business confidence increases across the value chain. The amount of goods traded in 2020 will decrease by 3% in the first quarter and by roughly 18.5 percent in the second, predicts the WTO's June 2020 projections. These decreases are unquestionably significant historically.

Bangladesh must develop its local business fronts in order to survive the crisis and post a sizable recovery in the post-crisis era due to its small size as a developing country with limited influence over the global trade recovery. Five crucial sectors, seen from this angle, require development:

To start, while the government has announced stimulus packages for all impacted sectors, so far there has been unequal access to and profit from the programs. Apart from the RMG, there have been worries that the majority of other export-oriented industries have had a difficult time securing stimulus package. This trend is confirmed by the July SANEM Business Confidence Index study. These challenges include the absence of an industry-specific stimulus plan, drawn-out procedures, difficulty accessing bank services, confusion over application processes, and corruption. To address these issues, swift and efficient action is required.

Second, Bangladesh continues to face a significant challenge due to its lack of export diversification. While programs and policies tend to favor RMGs, non-RMG sectors are also harmed by inadequate and ineffective programs and strategies. Additionally, non-RMG industries are disproportionately harmed by the high cost of doing business. Reduced productivity and skill development as a result of lower government spending on health and education also harms export diversification. As a result, the Covid-19 crisis may give decision-makers a much-needed opportunity to carry out significant economic reforms. These adjustments should undoubtedly aim to reduce business expenses and promote the development of non-RMG export industries.

Third, future export growth and diversification are severely hampered by Bangladesh's low FDI orientation. As a result, adjustments should put an emphasis on simplifying regulations, defending intellectual property rights, and moving quickly and economically to implement megaprojects and SEZs.

## **3.2 The Financial Stress of Covid-19 on Shadow International**

### **3.2.1 Objective:**

The second goal is to comprehend how Covid-19 affected shadow international from an economic standpoint. This section will go into detail about Shadow International's financial situation both before and after COVID-19. Information about how much Shadow International was impacted and the current situation will be the main focus.

### **3.2.2 Methodology:**

I will incorporate data from secondary sources, such as journals, books, articles, and research papers, into this study. Additionally, I'll be including data from qualitative research methods like individual interviews, direct work experience, and observation.

### **3.2.3 Findings 2:**

Established in 1984, Shadow International Limited is an engineering company that supplies equipment to public power plants. It acts as the exclusive agent for several foreign manufacturers of machines. For those businesses in Bangladesh, Shadow International Limited sells their products. Numerous engineers and other staff members are employed at its corporate office on Topkhana Road in Dhaka to help it achieve its objective.

It has been a respected and well-known Trading House since 1984, serving the oil refineries, paper mills, power plants, and fertilizer and cement industries of Bangladesh by offering procurement services. Reputable multinational, European, Japanese, Korean, Indian, and Chinese producers were successfully represented to the various Bangladeshi petrochemical plants, power plants, cement factories, and paper mills.

Shadow International's primary duty is to supply government power plants with machinery and machinery parts. The government, as previously mentioned, is the primary customer of Shadow International. First, the government places an order for the machines and machine parts it deems necessary, including those for power plants. Shadow International contacts international vendors after receiving an order and works to negotiate the best price. After the agreement is confirmed, Shadow International imports the goods. Government pays for their expenses by receiving the desired product, and Shadow International receives a commission from both parties in accordance with the contract.

- Like other businesses, Shadow International also encountered many challenges during Covid 19, including the fact that many orders were past due for over a year as a result of the crisis situation.
- Even though some of the deliveries did reach the port, the government forbade the unloading of the goods from the port because of the overall pandemic situation, which led to the import being closed and the payment of orders getting stuck. As a result, a lot of orders' payments were delayed because the product couldn't be delivered.
- Government spending on power plant equipment was reduced during the pandemic situation. It had the most detrimental effects on the company because Shadow International primarily supplies the product to government power plants. Due to the fact that the company's future plans and budget were built using the government's previous purchasing budget.

Even though Shadow International's entire business is very profitable, the Covid 19 situation severely hurt the business because many deliveries were delayed and payments were left unpaid, which also had an impact on the company's reputation.

### **3.3 The Strategies Shadow International Followed to Face the Crisis Raised Due to Covid 19**

#### **3.3.1 Objective:**

This section will go into detail about how Shadow International is managing this crisis after learning how Covid-19 has affected the organization. The information provided will primarily center on the effectiveness of the strategies they are employing.

#### **3.3.2 Methodology:**

I'll be including data from this research using qualitative research techniques like in-depth interviews, direct work experience, and observation. Additionally, for numerical and statistical explanations for quantitative data.

#### **3.3.3 Findings 3:**

Every business sector in Bangladesh was devastated by Covid 19, but the export and import sector was particularly hard hit because all international trade was halted during the pandemic.

- Due to their involvement in the export and import industries, Shadow International encountered significant difficulties that they are still working to resolve. The entire business environment is more secure now than it will be in 2020.
- To do this, they are employing a number of strategies, including the following: Shadow International is attempting to fulfill orders that were placed in advance of the pandemic in order to restore their reputation as a reliable supplier.

Following COVID 19, Shadow International launched their temporary business wing. Shadow International has its own trading license and is a licensed export and import business. With the aid of that license, Shadow International is currently accepting orders for the importation of cookware, iron sheets, forklifts, instrument ships, etc. to make up for losses sustained during COVID 19.

The Covid 19 hit the industry really hard, but Shadow International is handling the situation smartly. Because of this, Shadow International is still looking for new ways to quickly recover from this setback.

### **3.4 The Strategies Other Companies Should Follow to Overcome This Crisis**

#### **3.4.1 Objective:**

In the end, our goal is to comprehend how to identify the strategies for mitigating this entire uncertain risk that other businesses in the same sector can use to meet their own challenges. Details on how the industry should manage this crisis period will be covered in this section.

#### **3.4.2 Methodology:**

I'll be including data from this research using qualitative research techniques like in-depth interviews, direct work experience, and observation.

#### **3.4.3 Findings 4:**

- The approach used by Shadow International to combat the pandemic is one that other businesses in the same sector can adopt as a successful tactic. An employee of Shadow International who was being interviewed said that the ability to import goods from other countries is only available to a small number of businesses, making trading licenses their biggest asset at the moment. Being more diverse was suggested by the employee. He offered some solutions, including there are many gaps in the market as a result of the government's complete shutdown of export and import following this protracted period of

lockdowns and shutdowns. Every business in this sector has a trading license. The Shadow International employee emphasized this the most. He said that every business should make the best use of this right possible.

- Companies today ought to diversify their product lines more. Any product that is currently in demand on the market should be imported.
- Every business should make an effort to complete all outstanding deliveries as quickly as possible. Even so, the price increases for using the quickest mode of transportation.

Even though power plant machinery and parts are Shadow International's primary products, they are now also importing cookware, iron sheets, forklifts, and instrument ships. Due to market demand and risk diversification, Shadow International started importing iron sheet during COVID-19.

Therefore, based on my analysis, I will be recommending that all companies in the export-import sector diversify more immediately, with a focus on restoring the stability that the sector enjoyed prior to Covid 19.

#### 4.0 Conclusion

There is no doubt that Corona had a significant impact on Shadow International's ability to operate because Shadow International is a part of the import industry. The machinery they brought in from other countries could not be delivered to the power plants because all the ports were shut. The last action that Shadows International took to save itself was to use cargo for shipping over the following few months in addition to providing those machines as soon as the port opened. Although the profit from shipping machinery through cargo has decreased, its brand image has increased. Therefore, the aforementioned measures ensured Shadow International's quick recovery compared to other businesses in the same sector. (Cyberhosting, 2003)



## 5.0 References:

Cyberhosting. (2003). *Shadow International Advance Trading Corporation*. Retrieved from Shadow International Ltd.: <http://shadowgroupbd.com/index.html>