

An Internship Report On
Complaints Resolution of ACI Logistics Limited (Shwapno)

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
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Declaration

It is hereby declared that

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

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Letter of Transmittal

Feihan Ahsan

Lecturer,

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66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report.

Dear Sir,

I would like to thank the Almighty for allowing me to complete the internship and provide you with this report. I was not capable of performing either of those. Being supervised by you throughout my internship is one of my many blessings. An explanation of my duties as an intern at the ACI Logistic Limited (Shwapno) are included in this report.

In order to complete the report in the most significant, compact, and thorough way possible, I have done my best to include the pertinent information and suggested recommendations.

One of the main reasons I opted to create this report was that I genuinely hope every reader will find it instructive. I appreciate you encouraging me to keep researching this fascinating topic. I sincerely hope you will consider it and accept it.

Sincerely yours,

Tahmid Shahriar Sizan

18204073

BRAC Business School

BRAC University.

Non-Disclosure Agreement

This agreement is made and entered into by and between BRAC- ACI Logistics Limited (Shwapno) and the undersigned student at BRAC University, BRAC Business School

.....Tahmid Shahriar Sizan

Acknowledgement

This internship report was only able to be finished because of the support of a very large number of people who were kind. 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 Feihan Ahsan, a Lecturer at BRAC Business School, BRAC University. He serves as both my advisor, supervisor and a contributor to this report, and I am really grateful to him. Without his aid, there is no way that I could have written this report. In addition, I would like to express my gratitude to everyone in the Human resources department of ACI Logistic Limited (Shwapno) for supervising me and treating me as if I were one of their own. In particular, I would like to express my gratitude to the operation team and Mr. Ronald Lanny D Rozario for their consistent assistance and cooperation throughout the duration of my internship, as well as to all of the excellent individuals that work in this team.

Executive Summary

This paper was based on a curriculum for an internship that lasted for a total of three months 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 an analysis of the resolution of complaints and any other relevant aspects based on the observations I made during my internship. Shwapno, which is owned and operated by ACI Logistics Limited (Shwapno) (Shwapno), is the most extensive retail chain in the country.

In addition to this, the report includes a comprehensive explanation of the complaints resolution method that ACI Logistics Limited (Shwapno) (Shwapno) use. The report is divided into three different chapters. The very first chapter gives a comprehensive description of the internship, including its responsibilities, benefits, and outcome, as well as the difficulties and challenges that was faced and including all the necessary information. The second chapter is all about an overview of ACI Logistics Limited (Shwapno), which includes information about Shwapno's services, 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 and PESTEL, are done. The investigation of how ACI Logistics Limited (Shwapno) handles customer complaints and all of the steps involved in doing so is the subject of the third chapter of this study. 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 HR department but also to the entire organization as a whole.

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List of Acronyms:

HRD	Human Resource Department
ED	Executive Director
ACI	Advanced Chemical Industries
BSM	Back Store Manager
DA	Dream Attendant
CA	Checkout Assistant
OM	Outlet Manager
ICMO	Inventory and Cash Management Officers

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Chapter 1: Overview of Internship

1.1 Student Information

Name:	Tahmid Shahriar Sizan
ID:	18204073
Program:	Bachelor of Business Administration (BBA)
Major:	Human Resource Management & Computer Information Management (Dual)
Minor:	N/A

Table 1: Student Information

1.2 Internship Information

1.2.1 Period, Company Name, Department, Address

Period:	1st October- 1st January
Company Name:	ACI Logistic Limited (Shwapno)
Department:	Human Resource Department (Operation Team)
Address:	Novo Tower, 270, Dhaka

Table 2: Information about Internship

1.2.2 Company Supervisor's Information:

Name:	Ronald Lanny D Rozario
Designation:	Human Resource Business Partner (Operations)

Table 3: Company Supervisor's Information

1.2.3 Job Scope- Job description/ Duties/ Responsibilities:

Facilitating the hiring process by posting job openings, arranging interviews, and communicating with prospective candidates. Providing assistance with personnel file and record keeping, including data entry, record updating, and review monitoring. Providing assistance with new hire orientation and onboarding and contributing to the design and delivery of employee development and training initiatives. Manage employee engagement and recognition initiatives with other HR tasks. Participating in the development and maintenance of systems involving people. Contributing general administrative assistance to the HR division.

1.3 Internship Outcome

1.3.1. Student's contribution to the company

Assisting with recruitment and hiring by posting job listings, screening resumes, and scheduling interviews. Orientation materials and new hire orientations are used to assist in the onboarding of new employees. Keeping employee records up to date by updating information in the HR system and making sure it is correct and meets all legal requirements. Supporting the HR team with various tasks and projects, such as conducting research or organizing employee events. Helping with employee engagement and development by organizing team building activities, or creating employee engagement programs. Moreover, assist with compliance with employment laws and regulations by researching and staying updated on the laws and regulations. Finally created a digital HR dashboard for the head of the department to keep track of the current status of HR progress.

1.3.2 Benefits to the student

I believe that I received more experience than I contributed throughout my internship at ACI Logistics Limited (Shwapno). I had the opportunity to observe the organization's business procedures firsthand. It was an extremely rare occurrence for me to be able to evaluate both internal and external initiatives at this time; typically, I don't deal with external projects such as the ACI Football Premier League until the end of the year. Nonetheless, I was privileged to have this opportunity. I was able to investigate and learn about a variety of departments and positions. I dealt with a great deal of classified information, and as a result, I was required to use a variety of systems that have become a part of my internship education.

During my time working in the department of compliance, I had the opportunity to interact with officials, and as a result, I gained information and expertise that I would not have had otherwise. I was also taught how to communicate with other staff members, provide them with the services they required, and juggle multiple responsibilities simultaneously. I was able to acquire new knowledge. 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 compare my internship to riding a roller coaster. This has some advantageous aspects, but it also has some unfavorable ones. I initially had some trouble relating to the officers since I was unfamiliar with the situation and lacked the expertise necessary to react appropriately in a range of situations. I was alarmed about the circumstances as well. My supervisor, Mr. Ronald Lanny D Rozario, deserves a special thank you for his invaluable assistance in preserving order throughout the event. There were also occasions in which I was required to rearrange the times that the members of the team had designated for the completion of their individual assignments. This was really significant since there were times when another officer needed me to accomplish some urgent and important work during the time period that was provided for the other officers. Because of the tremendous amount of strain, I was under, I was not always successful in completing the work to the required standard. During my internship, I had trouble getting to the records quickly because there were so many papers in the log. I was looking for particular primary sources, but it was difficult to find them because there were so many files.

1.3.4 Recommendations to the company on future internships

The recommendations for ACI Logistics Limited (Shwapno) would involve clearly defining the intern's responsibilities and expectations, as well as providing regular feedback and evaluations. Interns can develop relevant skills and knowledge through structured training and mentoring opportunities. Giving interns meaningful, hands-on projects and responsibilities will help them feel like they have a purpose and sense of ownership. Promoting open communication and cultivating a positive and supportive workplace As an HR intern, I didn't have a chance to reach out to other stakeholders. However, if interns had more chances to network and connect with other employees and stakeholders in the company, and if they could work on cross-functional teams to learn about different parts of the business, this would be more likely to happen. ACI Logistics Limited (Shwapno) could also help interns learn more about the company's culture and values by giving them fair pay and benefits.

Chapter 2: Organization Part

2.1 Introduction

ACI Limited, which is one of the most successful companies in Bangladesh, has a Strategic Business Unit that is known as ACI Logistics. SHWAPNO, which is owned and operated by ACI Logistics Limited (Shwapno) and is the most successful retail company in Bangladesh. More than 45,000 families are directly impacted on a daily basis by SHWAPNO, which is the largest retail chain in the country. ACI Logistics entered the retail industry in 2008 under the brand "Fresh and Near" in order to accomplish its "Seed to Shelf" mission of creating a direct link between farmers and customers. This objective is to develop a direct relationship between farmers and consumers. Before going into detail on SHWAPNO's activities and history, it is necessary to first provide a brief overview of ACI.

In 1992, Advanced Chemical Industries (ACI) Ltd. embarked on its journey with the intention of enhancing people's quality of life via the intelligent use of their knowledge, expertise, and technological capabilities. Since that time, it has grown to become one of the most successful conglomerates in all of Bangladesh. In 1968, ACI embarked on its journey in Bangladesh under the name ICI (Imperial Chemical Industries), supplying a diverse array of items at the time, including pharmaceutical, consumer, and other goods. However, in 1992, after surrendering its half of the company to local management, ICI changed its name to ACI, which stands for Advanced Chemical Industries. People's requirements have been partially met thanks, in large part, by the provision of life-saving pharmaceuticals and home care goods. Their sustained existence and acceptance by the community since 1968 has proved and appreciated the efforts that they make and their consistent quality. Home care products include, but are not limited to,

the following: ACI Aerosol, ACI Mosquito Coil, Angelic Air Freshener, Savlon Liquid Antiseptic, Savlon Antiseptic Cream, and Savlon Liquid Soap, amongst others. According to ACI, every move that might have been taken to raise the level of living for Bangladeshis has been taken.

The people of Bangladesh have been keenly anticipating the arrival of a solution that will enable them to purchase items of superior quality at reasonable prices. The concept of SHWAPNO emerged as a result of this. A business strategy was devised that aims for the opening of seventy SHWAPNO outlets all throughout the United States. The strategic plan was executed in 2008 with the opening of 70 SHWAPNO retail stores all throughout the country. Unfortunately, lady luck was not on our side, and things began to rapidly deteriorate almost immediately after they began. Due to the fact that ACI had no prior experience in the retail business, it turned out that having 70 stores open at the same time was an overly ambitious approach from the beginning.

The previous iteration of ACI did not have the management information system that was required to appropriately coordinate the activities. As a direct consequence of this, SHWAPNO's commercial operations throughout the first year were completely disorganized. Due to the inadequacy of the supply chain, which is an essential link in the value chain, retail locations did not always get the goods they had requested until several weeks after they had placed their orders. Because of the distribution crew's poor management, millions of dollars' worth of goods was thrown away or lost altogether. In addition, there was an insufficient supply of the most popular and fundamental products across all of the retail stores.

The management of SHWAPNO was established from the ground up. After a protracted session of brainstorming, over half of the retail stores were ordered to close, and experts from India were brought in to start the SAP enterprise resource planning software. The corporate resource planning software was a considerable improvement over the previous version in almost every respect. Now, all of the different types of information needed to manage sales information, purchase orders, goods receipt notes, sales transfer orders, and stock information were managed by a single piece of software. SAP has brought about major changes to the way the corporation conducts its business. The bottom line of the corporation witnessed an immediate and verifiable increase as a result of the change. After that time, the company's overall performance began to show signs of substantial improvement. To ensure that Shwapno would continue to be successful in its operations, a new set of vision and values, which were unique from ACT's, were formulated.

2.1.1. Mission

Our mission is to win the hearts and minds of our customers through continuous innovation, creation and delivery of our promise,

“Every day, a better life”

2.1.2. Vision

Our Vision is to be the Best Retailer where people love to work, shop and invest.

- 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 order to achieve a high degree of overall productivity across all of our business operations.
- 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.

2.1.3. Values

- Improving the community: As a good organization, we like to contribute something positive to the community in which we live.
- Organization Culture: We place a high priority on trust, honesty, and cooperation.
- Integrity: We uphold the highest standards of ethics and honesty in all of our business interactions.
- Motive of winning: We bring out the best in each other to deliver on what we promise.
- Happy experience: We are able to win both the hearts and minds of our employees as well as the customers that we serve when we provide them with the relevant quality, value, and service that they require.
- Improvement: In order to establish innovative strategies, we consistently engage in innovation and seek for new knowledge.
- Value of money: Every cent that is invested is handled as if it were our own so that we may offer the best possible value to our customers.

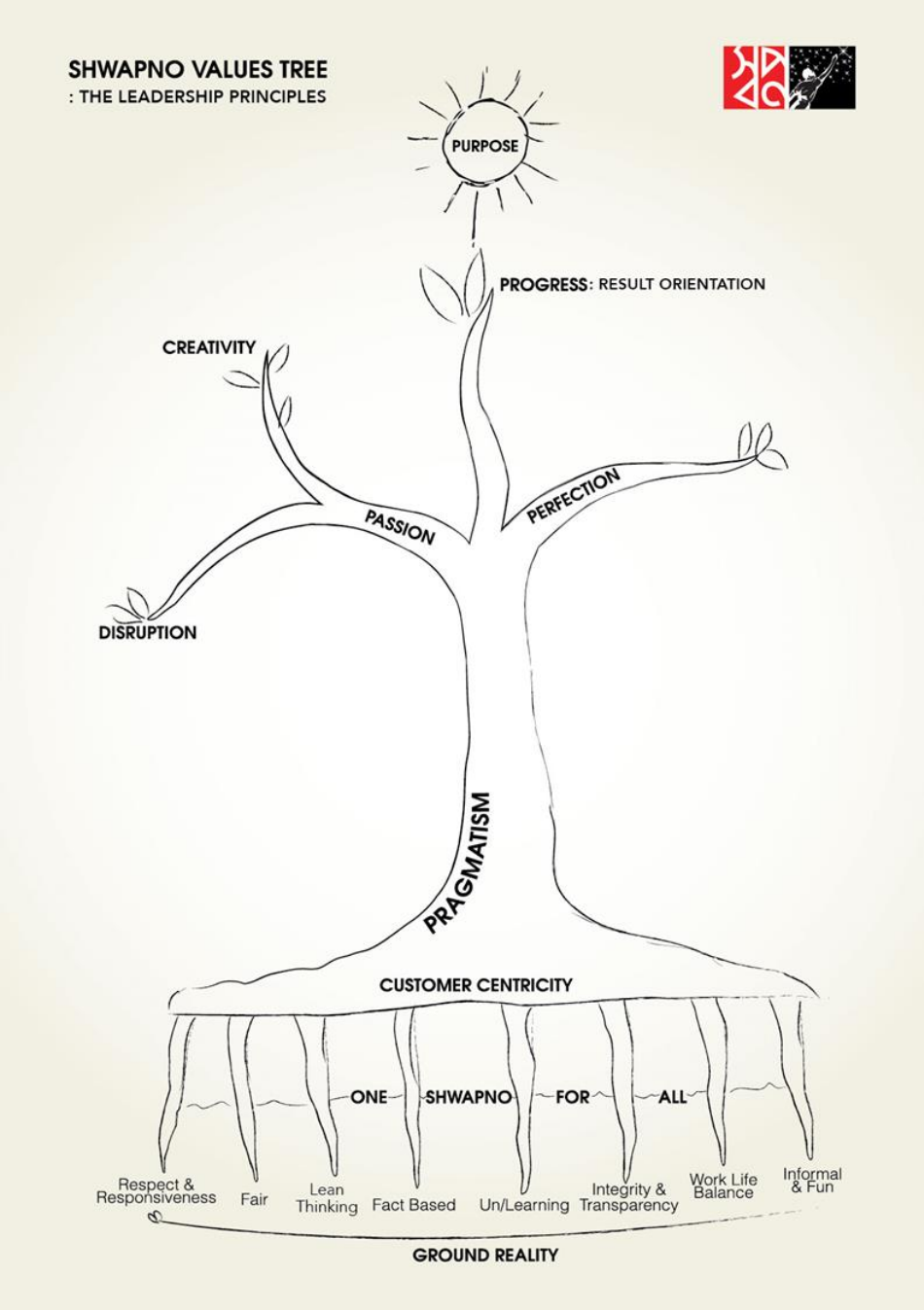


Figure 1: Values of ACI Logistic Limited (Shwapno)

2.1.4 The slogan and Logo of Shwapno:

We make every effort to assure your happiness and well-being as a member of the Shwapno family. Whether you visit one of our stores or place an order online, we want you to always leave with a smile, and we are pleased to help you in any way we can.



Figure 2: ACI Logistic Limited (Shwapno) Logo

2.1.5 Shwapno Outlet and Format:

Currently, Shwapno has more than 273 outlets and they have three formats of store: mega store, super store, convenience store on the basis of their outlet size. Some of the stores are:

Store Name	Address
Banani-1	House 76/A, Blk-M, WBC Tower,Road-11, Banani,Dhaka.
Banani-2	Kamal 78 Avenue, Banani Bazar
Comilla-2	SHWAPNO, Holding No:349,Badurtola,Adarsha Sadar,chotora,comilla-3500
Gulshan-2 new	Hossain Tower,Road-106,Gulshan Avenue,Dhaka-1212
Gulshan-1	Plot no -6, Beside Shooting Club, Gulshan-1
Nakhalpara	286/2,Shwapno,East NakhalPara, Tejgaon Dhaka-1215
Gulshan-2	ROB Bhavan (gr floor),Plot -3,Gulshan-2,Dhaka
Uttara-10	House No, 12 Road No, 12, Thana, Uttara, Sector, 10 District, Dhaka
Uttara-9	House no, 30 road no 03/E Sector: 09 Post: Uttara, Thana: Uttara, District: Dhaka-1230
New Eskaton	House/Holding: 224/1, Road: New Eskaton, Dilu road, Tropical NMG tower, Thana: Ramna, District: Dhaka.

Khulna Sonadanga	SHWAPNO, Holding No: 123, 124, Majid Sarani, Sonadanga R/A (1ST goli) Sonadanga, Khulna
Charpara Mymenshingh	SHWAPNO, Holding: 13/C, Purahitpara, Road: Charpara, Post: Mymensing-2200, Thana: Kotwali, District: Mymensingh
Uttara-6	Plot-01, Road-13/D, Shahjalal Avenue, Sector-6
Ashkona	MG Abed tower 373,Haji camp road,Ashkona,Dokhinkhan,Uttara Dhaka.
Prembagan	178, Mozaffar Tower, Prembagan, Dokkhinkhan, Dhaka-1230
Uttara-3	Plot No-32-D and 32-E, Road No-02, Sector No-03, Uttara Model Town, Dhaka-1230
Uttara-11	Plot # 27, Road # 02, Sector # 11, Uttara Chowrasta
Dakshin Khan	2620, K C Plaza, Noapara, Dakshinkhan, Dhaka-1230
Kawla	Vit NO: (1-18), Kawla Bazar, Civil Aviation welfare market, Thana: Dakshinkhan, District: Dhaka-1229
Rana Bhola	Holding No: 13/1, Sheikh Vila, Ranabhola Main Road, Turag, Dhaka-1230
Lake City Outlet	Kha 95/5, Khilkhet Lake City Road (Near Lake City Concord), Dhaka
Nikunja-2	House-15, Road-06, Nikunja-2,Khilkhet,Dhaka

Bashundhara	House ka 10 Jagannathpur,Nasor tower,Bashundhara Road Vatara,Dhaka,1229
Notun Bazar	S A Dag NO: 9132, 9174, Notun bazar road, Solmaid, Vatara, Dhaka
Green road	Green Road.Plot-3/A, Road-4, Green Road,Dhanmondi.Dhaka- 1205
Dhanmondi-27	New 39, old 311, new road-16, Old road-27,Dhanmondi residential Area,Dhaka-1209
Jigatala Outlet	41,Jigatola,Dhanmondi,Dhaka 1209
Kathal Bagan Outlet	275 Free School Street KathalBagan, Dhanmondi Dhaka-1205
Monipuri para	Near Shongshod Bhabon, Khamar bari, Monipuripara
Panthapath-New	Union Heights "55-2,Bir Uttam,Kazi nuruzzaman Sarak,West Panthapath,Dhaka-1205
Shahjahan Road	14/23,Manama Development Building ,Shahjahan Road. Mohammadpur
Dhaka Housing	P-01,Dhaka Housing, Ring Rd,Symoly Dhaka-1207(Outlet Opening-14-April-2016)
KADERABAD HOUSING	Plot-29, Kaderiabad Housing,Main Rd,Katasur,Mohammadpur,Dhaka-1207,(Outlet Opening-14- April-2016)

Mohammadpur Outlet	House no 04 Mohammadi main road, Mohammadi housing ltd, Mohammadpur Dhaka
Adabor Outlet	House: 20 Road 07, Block Kha P.C culture Housing society PO: District: Dhaka-1207
Tajmohol Outlet	House NO: 20/11, Road NO: Tajmohal Road, Block: C, Mohammadpur, Dhaka-1207
Shaymoli Outlet	House NO: 12/B, Road NO: 02, Shaymoli, Dhaka
Jigatola Outlet	68/C, Jigatala, Dhanmondi, Dhaka-120
Tannery Mor Outlet	Holding NO: 58/1, Road NO: Moneshar road, Hazaribagh, Thana: Hazaribagh, District: Dhaka
Mohammadia Housing Society Express	House NO: 188, Road NO: 07, Mohammadia Housing Society, Thana: Mohammadpur, District: Dhaka-1207
Hazaribagh	Holding NO: 33, Road: Nilamber saha road, Thana: Hazaribagh, District: Dhaka-1209
Dhaka Uddan Outlet	House: 49/A, Block: A, Hazi Dil Mohammad Avenue, Dhaka Uddan, R/A, Mohammadpur, Dhaka
West Kazipara	697/2, West Kazipara, Mirpur, Dhaka-1216
Mirpur-10 (C-Block)	House NO: 01, Road NO: 20, Section: Mirpur-10, Block: C, Thana: Mirpur, District: Dhaka

Mirpur-6	P-33,L-1,B-B,S-6,Mirpur-6,Dhaka-1216
Mirpur-1	Mirpur City Center,P-3/A,North East Darus Salam Rd,Sec-1,Mirpur,Dhaka-1216
Mirpur-12	House/Holding: 11 Mirpur housing state, Road: 36, Block: Ta, Section: Mirpur-12, Thana: Pallabi, District: Dhaka
Uttar Kazipara	385/1 Uttar Kazipara, Kuttamara Bou Bazar, Kafrul, Dhaka
Mirpur-2	Plot No: 78, Mirpur Main Road, Section: 2, Block-D, Mirpur, Dhaka-1216
West Shewrapara	Adosha vila, 368/6/A, Oli miar tek, West shewrapara, Mirpur-2, Dhaka
Kachukhet	Plot NO: 23, Mouza NO: 268, Kafrul, Road: Kochukhet Bazar road, Thana: Kafrul, District: Dhaka
Mirpur-10	Plot-10, Senpara porbota,Mirpur-10,Dhaka-1216
Mirpur-11	H-2,R-12,Sec-6,B-C,Mirpur,Dhaka-1216
West Shawrapara Wasa Road	Holding NO: 232, Haque bhaban, Wasa road, West Shewrapara, Thana: Mirpur, District: Dhaka-1216
Mirpur-12	Road# 01, Block# B, Section # 12, Mirpur, Dhaka-1216
Mirpur Borobagh	House:15/1/14 Borobagh Mirpur Dhaka,1216
Noakhali Maijdee	SHWAPNO, Holding No:648, Ahsan Bhaban, Road: Abdul Malek Ukil Sarok, Maijdee Court, Guptanko, Noakhali Sadar.

Kazipara-2	Holding No:544/2-C, Kazipara, Mirpur, Dhaka-1216
Mirpur Kalshi	House/Holding: 108, Road: North Kalshi, S.A dag no: 2987, R.S dag no: 6841, B.S dag no: 31206 Mouza: Baunia, Thana: Pallabi, District: Dhaka
Mazarroad	1/A/B, Mazar road, 2nd colony, Mirpur-1, Dhaka-1216
Orbit Goli	977 East shewrapara, Kafrul, Dhaka-1216
Pirerbagh	Flat: 55/1/A, Block: North Pirer Bagh, Thana: Mirpur, District: Dhaka
Uttar Tolarbagh	19/K.L. Uttar Tolarbagh, Post: Mirpur-1216, Thana: Darussalam, District: Dhaka
Shialbari Rupnagar	Plot NO: 30A, Road NO : 6, housing estate, Shialbari Sector: Mirpur-2, Mouza: Senpara, parbata, drawing no 162, JL NO: 220, SA: 99, Thana: Rupnagar, District: Dhaka
Gulshan Link Road	House: Homestead, Gulsan link tower,Bir uttom A.K khondoker sarok,DVC-TA-517 (New)Tha-99,Modho Badda, Dhaka,1212
Saterkul	DAG-238 Abdullahbagh mor,Saterkul Road Gulshan,Badda,Dhaka
Uttar Badda,Thana Road	House/Holding: 24, Road: Thana Road (Hasan Uddin Road), Uttar Badda, Misri Tola, Post: Gulshan-1212, Thana: Badda, District: Dhaka

Adorsha Nagor	Dag NO: 632, House NO: 43, Road NO: Adarsha nagar, Moddho badda, Thana: Badda, District: Dhaka-1212
Merul Badda	Plot no 03 Road 12 Merul Badda Dit project Badda Dhaka
Uttar Banasree	House # 41.Road-06, Block-C, Banasree.Rampura
Khilgaon	Sky View Afrina,389/B,Khilgoan Chowdhury para(Opposite by pollima School)
North Bonosri	House- 14 & 30-B , Main Road , Block-B , North Banasree, Rampura , Dhaka-1219
Central Basabo-2	1/Ga, Central Basabo, Shobujbag, Dhaka-1214 (under Agomoni Cinema Hall)
Mugda	Sky view Plaza 3/2 Mugdapara Sabujbagh Dhaka
Banasree, (Block -H Avenue)	H Avenue Road No-08, House-12, Rampura, Banasree, Dhaka-1219
Modhubagh	House NO: 357/B, Road: Modhubagh , Post: Shantinagar , Thana: Ramna, District: Dhaka-1217
Hazipara	House NO: 29, Road NO: Hazipara, D.I.T, Thana: Rampura, District: Dhaka-1219
Tilpapara, Khilgaon	House/Holding: 452/A, Road NO: 9, Tilpapara , Post: Khilgaon-1219, Thana: Khilgaon, City corporation: Dhaka South, District: Dhaka

Buddho Mondir,Bashabo	<p> Holding: 1 no Mayakanon, Road: Atish Diponkor Sarok, Behind of Buddhist Temple, Dharmarajika Buddhist Monastery, Thana: Sabujbag, District: Dhaka -1214</p>
Ansar H/Q, Khilgaon	<p> Holding NO: 286, Block: C Khilgaon, Post: Khilgaon-1219, Thana: Khilgaon, District: Dhaka</p>
Pabna Tebunia Bazar	<p> SHWAPNO, Tebunia Bazar, Pabna Sadar, Pabna-6600</p>
Jessore Arabpur	<p> SHWAPNO, House No.-1008, Airport Road, Arabpur, Jessore, Post: Jessore Sadar, Thana: Jessore, District: Jessore-7400</p>
Barguna	<p> SHWAPNO, Blue Sky Tower,Sadar Road,Barguna-8700</p>

Table 4: Shwapno Outlet and Address

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 Accessories



**Home Appliance
& Electronics**



Gift & Toys



<p>Stationeries</p>	
<p>Infotainment</p>	

Table 5: General Merchandising Products

2.1.7 ACI logistic Business Model:

- **Dealer Operation:** Investors are actively encouraged to make significant financial commitments in order to purchase products from SHWAPNO to support dealer operations. This is because SHWAPNO is the company that will ultimately benefit from these transactions. Dealer outlets can take use of marketing, branding, and training services provided by ACI Logistics. In return, dealers are entitled to a portion of the earnings generated by the sales of the company's products that they personally purchased. Both SHWAPNO and the dealers stand to benefit from the terms of this arrangement. In each of Bangladesh's sixteen administrative divisions, there are many SHWAPNO dealerships already in operation.
- **Franchise:** This is the model that SHWAPNO considers to be their least favorite. The reasons for this are that such processes do not produce sufficient results and require a significant amount of effort to carry out. Investors have the option of handing SHWAPNO a predetermined sum of money in exchange for the rights to operate a franchise. SHWAPNO plans to spend money on a variety of things, including merchandise, store décor, marketing, and the development of employees. As a thank-you for their business, the customer will receive a cut of the profits made from the sale of products in the shop. At the moment, there are only two franchises operating in Bangladesh, with a further one situated in London.
- **Shwapno Outlets:** Every one of the SHWAPNO locations is managed by ACI logistics. The site on which SHWAPNO shops are built is rented from third parties. Because of this disadvantage, choosing the most appropriate locations for constructing retail establishments can be a very challenging endeavor. 46 SHWAPNO locations may be found throughout the cities of Dhaka, Sylhet, and Chittagong in Bangladesh.

2.1.8 Organogram

Head Office:

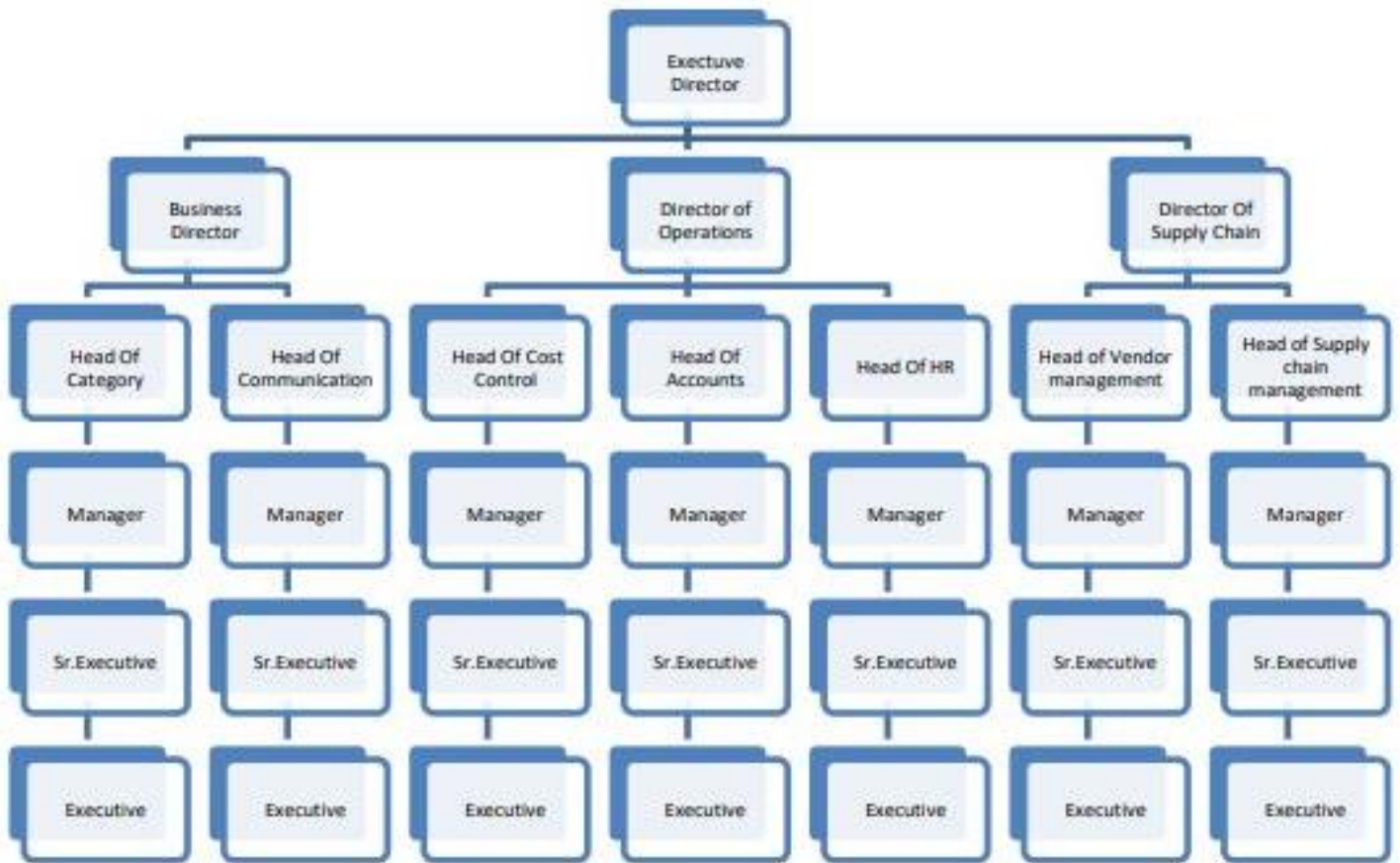


Figure 3: Head Office Organogram

Outlet:

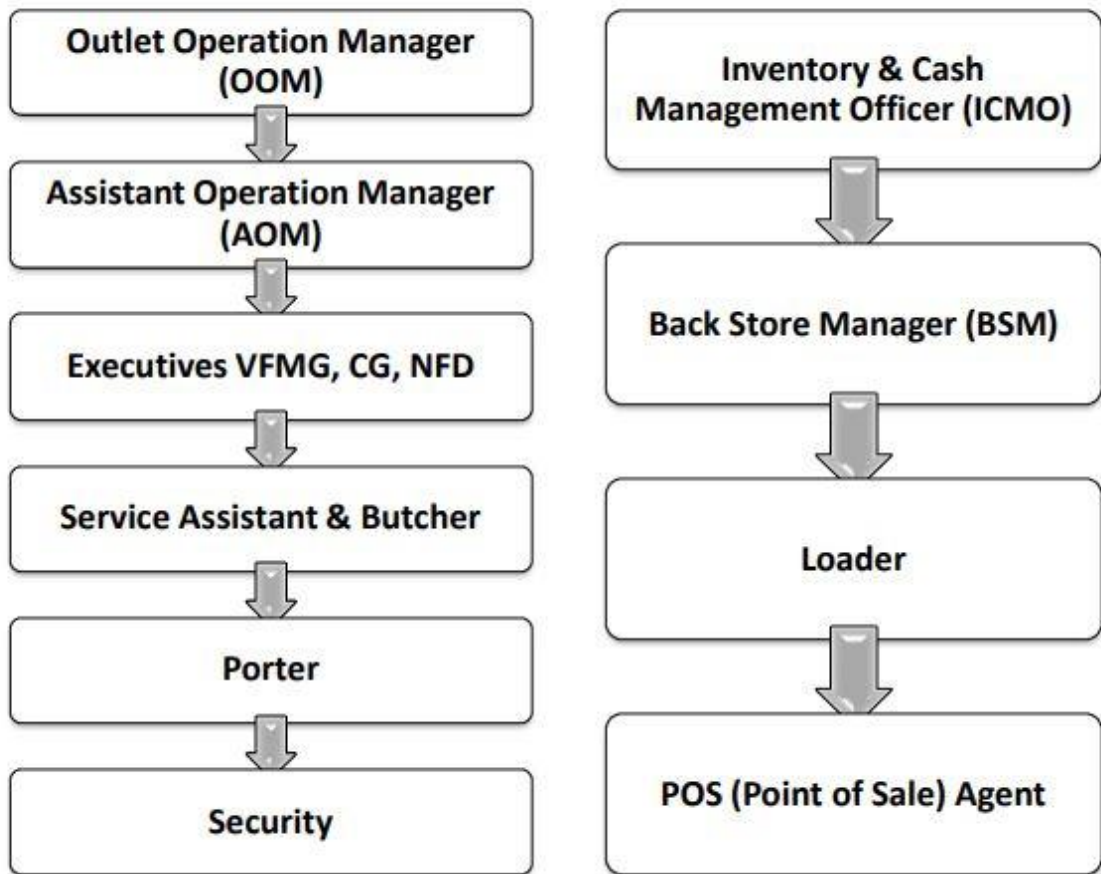


Figure 4: Outlet Organogram

2.1.9 Awards

When the Bangladesh Brand Forum (BBF) held its "Best Brand Awards 2022" on December 24 in Le Meridian Dhaka, the Bangladesh Super Shop Giant "Shwapno" maintained its place among the top 10 national brands for the previous four years in a row. Additionally, "Shwapno" maintained its title as the best supermarket brand for the previous seven years.



In order to take home the sixth annual Asia Marketing Excellence Award, Shwapno had to compete against the top marketing organizations from eighteen different nations. This group comprises a number of countries, including Japan, South Korea, Singapore, China, Thailand, Hong Kong, Indonesia, and Malaysia. The prize is presented to the marketing firm that demonstrates the most promise of becoming the most successful in Asia in the year 2020. They are also the winner of the Superbrand Award two times.



The award for Best Retail Organization of the Year was given to Shwapno, one of the most well-known retail brands in Bangladesh, which has reportedly been offering customers the finest fresh produce, locally and internationally sourced household necessities, as well as an exquisite range of clothing, accessories, appliances, and more since 2008. Shwapno also won the “Cannes Lions awards” two times.



Figure 5: Awards of Shwapno

2.2 Overview of the company

2.2.1 About ACI Logistic Limited (Shwapno):

The culture of superstores is having a huge influence on our day-to-day shopping behaviors, which is causing our preferences and requirements for our way of life to advance at a rapid pace. ACI Logistics (SHWAPNO) entered the supermarket industry in 2008 under the title "Fresh and near" in order to accomplish the company's "Seed to Shelf" purpose of placing farmers in direct contact with consumers. This goal was to realize the company's "Seed to Shelf" vision. The goal is to connect every dot along the whole value chain and link people and processes in order to provide people a better tomorrow. This will be accomplished through connecting people and processes. The concept of "SHWAPNO" emerged as a result of this. It has been determined, through the development of a business strategy, that there should be a total of seventy "SHWAPNO" outlets spread across Bangladesh. In 2008, 70 "Shwapno" retail sites were opened, which brought the company's original business strategy to fruition. Unfortunately, lady luck was not on our side, and things began to rapidly deteriorate almost immediately after they began. Due to the fact that ACI had no previous expertise in the retail business, it turned out that having 70 stores open concurrently was an overly ambitious approach from the beginning.

Early on, ACI did not have the necessary management information system in place to coordinate the activities in an acceptable manner. Because of this, "Shwapno" functioned in a somewhat random manner throughout its first year of operation. Due to the inadequacy of the supply chain, which is an essential link in the value chain, retail locations did not always get the goods they had requested until several weeks after they had placed their orders. Because of the distribution crew's poor management, millions of dollars' worth of goods was thrown away

or lost altogether. In addition, the stores did not have sufficient quantities of the most common or fundamental goods in their inventory.

To ensure that "SHWAPNO" would continue to be a profitable enterprise, a new set of goals and principles, which were distinct from those of ACI, were formulated. After that time, the company's overall performance began to show signs of substantial improvement. Shwapno has many product categories. It supplies customers with all forms of inexpensive daily necessities. The products consist of Grocery and Dry foods. Lifestyle refers to the clothing section (Men, Women, and Children), accessories, fruits and vegetables, cooking supplies, home care and cleaning, dairy goods, pet care, personal care, beverages, infant food and care, and spreads (Jam & Jelly, Honey, Cheese, Mayonnaise). In addition to these core product options, Shwapno provides numerous discounts, such as 10% to 50% off, buy one get one free, free returns, coupons, and promotional codes. With a goal of being the best and largest multichannel retail brand in Bangladesh, SHWAPNO is currently the leading retail brand in the country. The business claims to service over 42,000 consumers each day after experiencing substantial growth over the past few years. There are three distinct types of retail establishments present. The first type of business is a convenience shop, which can be anywhere from 2000 to 5000 square feet in size. The second type consists of superstores, which can be anywhere from 2,000 to 8,000 square feet in size, and the third type consists of megastores, which can be as large as 24,000 square feet in size. About 23% of ACI Logistics Ltd.'s revenue comes from fresh goods such as fish and other items of a similar nature, while 44% comes from consumer packaged goods, and the remainder revenue comes from commodities and lifestyle goods.

2.2.2 Company Profile

Company Title and Name:	ACI Logistic Limited (Shwapno)
Type:	Public
Industry:	Retail Chain
Founded:	2008
Founder:	Md. Sabbir Hasan Nasir
Headquarters:	Level 8, Novo Tower, 270 Tejgaon I/A, Dhaka 1208, Bangladesh
Products:	<ul style="list-style-type: none">• Our Own Products• Cooking Essentials• Rice• Oil• Flour• Vegetables• Fruits• Fish• Meat

	<ul style="list-style-type: none"> • Chocolates & Candies • Baby Food & Care • Breads, Biscuits & Cakes • Milk & Dairy Products • Men's Shoes • Accessories • Home Appliances • Personal Care • Stationery • Gift & Toys • Sauces & Pickles
Number of outlets:	278
Customer:	19,00000+
Working Man power:	5000+
Phone Number:	16469 (9am - 9pm)
Slogan:	‘কষ্টের টাকায় শ্রেষ্ঠ বাজার’
Email:	queries@Shwapno.com
Website URL:	https://www.Shwapno.com/

Table 6: Company Profile

2.2.3 Relationship Between ACI and Shwapno

One of the major conglomerates 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. The ACI Logistics Limited (Shwapno) brand is known as Shwapno. The founders of ACI saw a need to improve the retail experience in Bangladesh. As a result, they established Shwapno to facilitate the delivery of superior services and wares to their customers. The chairman, managing director, and other directors of ACI helped grow the economy and make Shwapno a top choice. Improve and alter the current economic climate in Shwapno. The most crucial change was making the ED the head of the company. This decision led towards profit and expansion. After the new ED appointed by ACI directors

2.3 Management Practices

2.3.1 Leadership style:

The leadership role is necessary for all aspects of the organization, including but not limited to the formulation of a vision and mission, the establishment of goals, the formulation of plans, directions, and strategies, as well as the supervision and management of daily operations. The Shwapno leadership style, which is known as Strategic leadership, is one of the many styles of leadership.

The job of strategic leadership is to act as a channel for information between the workers and the top management of an organization. Leaders who employ this method ensure that both the executive's goals and the working environment of the team are steady before making a the objective of the Shwapno leadership style is to inspire people to be innovative, self-reliant, and forward-thinking by reducing the amount of procedures, enhancing strategic output, and fostering uniqueness. Managers may occasionally provide awards and incentives to their employees in an effort to motivate and inspire them.

2.3.2 Human Resource Planning Process:

1. Recruitment:

- Employee engagement
- Recruitment and selection
- Conducting interviews
- Job description
- Salary Negotiation

- Assessment Centre
- Appointment Letter
- Talent Management

2. Operations

- Onboarding
- Investigation Management
- Grievance Management
- Compliance Management
- File management
- Separation Management
- Leave Management
- HRMS Management
- Manage and solve employees queries
- Provide HR guidance
- Staff farewell
- Staff confirmation
- Insurance management
- HR analytics
- Mobile SIM management

3. Payroll:

- Salary Negotiation
- Payroll process
- Performance Management
- Policy process
- Staff Reward program

4. Leadership and Development:

- Skills mapping and Competency development
- Research and Content Development
- Training Operations
- Training Information Management
- New Joiner Orientation Program

2.3.3 Recruitment and selection Process:

To successfully manage their business, Shwapno needs a sizable labor force. This organization established a department of human resources to oversee the candidate application and hiring processes. The primary responsibility of the Human Resources division is to ensure that the proper individuals are assigned to the appropriate positions at the appropriate times. The Human Resources department of Shwapno is in charge of recruiting and selecting all of the brilliant individuals who will work in the company's retail and corporate offices. To put it another way, the Human Resources department at Shwapno is in charge of ensuring that the company employs capable people. They are obligated to operate in accordance with a predefined hiring and selection procedure. The following diagram illustrates the steps involved in the recruitment and selection process followed by Shwapno:

- **Getting Staff Requisition:** First, a staffing request must be submitted by each department. Formal procedures need to be followed whenever a division desires to bring on additional staff members. When employees leave their employment, new positions are established, or some Shwapno divisions require more staff since their workloads are expanding and they need more help. The department puts in a request

for additional workers. In the staff request, every necessary detail is laid forth, including the required number of workers, job descriptions and analyses, requirements, and potential hiring sources. The request made by the worker is granted by the head of the department. Staff must first give their approval before sending requests to Shwapno HR to hire new employees or seek new candidates. Requests made by HR to hire new staff members require approval from the head of the department, the managing director, or the chair of the department. Before HR can proceed with their procedure, they are required to first have authorization.

- **Job Advertisements:** The best way to locate people is to advertise open jobs. The posting of job adverts is driven by demand. Both offline and online promotions are carried out by Shwapno. They select advertising mediums according to their desired candidates for office. When businesses want administrative staff, such as for HR, they look for candidates on the internet. Take, for example, LinkedIn or BDjobs.com. This company advertises their open positions for salespeople and cooks in the local newspaper. They advertise available positions in the media and on the website bdjobs.com. When Shwapno is looking for locals to fill positions, such as those at Bogura Outlet, they advertise in the local publications. In most cases, advertisements will not be made available until around 15 days before the CV deadline. The job advertisements include information on the available positions, the number of openings, job descriptions, educational requirements, candidate qualities, salary, the location of the position's location, the corporate headquarters of Shwapno, an email address for sending resumes, and the deadline for doing so.
- **Collecting CV:** After the application period closes, the HR team at Shwapno reviews the applications and resumes. When posting jobs online, they collect CVs and keep

them in a folder for later review. For sales positions, all applications are sent to Shwapno's main office. Email submissions of resumes are also welcome at Shwapno.

- **Sorting and Analyzing CV and Shortlisting:** The majority of the time spent in the recruitment and selection process is spent reading through resumes. The applicant's curriculum vitae (CV) contains all of the information that the firm needs for consideration. After collecting all of the CVs, we go through each one and give our thoughts on it. On the other hand, if there are multiple opportunities available, the resumes are organized in a manner that is consistent with each of the vacant positions. They collect resumes and organize them in a manner that corresponds to the vacancies for which they were submitted. They categorize the CVs in advance of actually reviewing them. When reviewing each candidate's curriculum vitae, the job descriptions, educational requirements, and candidate traits are taken into consideration. If the candidate does not match the requirements, their curriculum vitae will not be taken into account; otherwise, it will be ignored. Before inviting up to fifteen applicants for an interview, the HR department will first conduct a diagnostic test on each candidate who has expressed interest in an open position. They are the most qualified candidates for the job opening. The following step is for them to choose three to four individuals to move on to the second and final round of interviews with the department heads.
- **Calling for Analytical Test:** Analytical test happens only for the candidates where they have to work with different types of systems and technology to get to know how proficient they are.
- **Calling for interview and Scheduling:** The day, time, and location of the interview are all determined by the interviewers. After candidates have been selected, they are contacted so that the time, date, and location of the interview may be confirmed. The

candidates are each allocated a unique time slot, and within each time slot, a certain number of persons are allotted to participate. For instance, there may be five candidates who each have a scheduled interview lasting thirty minutes. The date, time, and place of the interview are given over the phone to the candidates who have been selected for further consideration. It is also made clear whether the applicant is required to provide any other materials, such as a copy of their academic credentials. The following step is to construct an interview schedule database. There is a listing that includes the scheduled name, the father's name, the contact data, and the interview time. A schedule of interviews has been compiled for those conducting the interviews.

- **Conducting Interviews:** The objective of the preliminary interview is to determine whether or not the candidate is qualified for the position. Interviews are the most effective means of gathering information about a person. A representative from Human Resources and a representative from the department in which the candidate is interested in working will typically conduct the interview. There are times when there are going to be more than two people participating in the interview. For the post of IT officer, for example, there is a possibility that the general manager of human resources and the director of the IT department will be the ones to conduct the interviews. The chosen day is set aside for interviews to take place.
- **Final Selection:** After the interview, each candidate is given points on the basis of some factors. When determining points, a number of factors are taken into account, including experience, motivation, past performance, initiative/drive, neatness and appropriate attire, teamwork, comportment (manners, behavior, and attitude), leadership quality, communication skill, self-confidence, punctuality, IT knowledge, flexibility, and time management. After this, they select the best candidate who got the highest number of points and proceed for the onboarding process.

- Onboarding: the permanent employees receive an onboarding session. In the onboarding session, they get to know about the company, their business, mission, vision and values.

On the other hand, for the sales associate before getting the appointment letter, they are asked to attend the training session. Without training sessions, they are unable to proceed further. Before training, they receive orientation sessions where they get to know the company and the guidelines. This training session typically lasts for 2 days. After completing the training session successfully, they are asked to join their designated outlets.

- Providing Appointment letters and preparing personal files: When a new employee starts work for the company, the company gives that person a letter of appointment as part of the onboarding process. Within the first few days of starting work at Shwapno, a new employee is required to provide a copy of their official documentation to the Human Resources department. Examples of such evidence include their national ID card and academic credentials. The Human Resources department sends a letter of appointment to the new worker at that point in time. On their first day of work, new employees are presented with both a joining letter and an appointment letter, which they are then required to sign. After this step, the Human Resources department will make two copies of the appointment letter, but the newly employed person will be given the first version. After that, the HR department will construct a file for the new employee, which will contain a copy of the appointment letter as well as any other documentation that may be relevant. A copy of the second appointment letter is sent to the finance department so that salary can be calculated properly.

2.3.4 Leave Management

Shwapno conducts a comparison of each employee's fingerprints as soon as they come to work each morning in order to establish an accurate attendance record. The software application utilized by the HR department in order to keep track of who was present and when. Everyone who works at the headquarters of the company is required to use their fingerprint to log in. Attendance is still counted by hand, but only by employees of the store. These records of attendance are consulted in order to ascertain the times at which employees take vacations. An employee working in the head office who is interested in taking a leave of absence is required to submit an online HR form that they have filled out and filed. At the end of each month, the Human Resources department makes adjustments to the vacation time that various employees in other departments used during the preceding month. Because there are a variety of persons in charge of each area within the HR department, the HR officers and Executives are the ones who decide how the leave requests for their respective departments are handled. Before being entered into the human resources management system, the absence forms are cross-referenced with the attendance software and, in the case of outlets, the attendance register. The HRMS does an automatic calculation to determine each employee's yearly leave balance as well as the amount of paid and unpaid leave they have available to them. In order to facilitate the process of adjusting payments, the Human Resources department provides the list of unpaid leaves to the Finance and Accounts department. The employees have the ability to submit applications for a variety of leaves of absence.

Leaves are:

- Annual or Earned leave
- Sick Leave
- Privilege Leave

- Maternity Leave

2.3.5 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.

2.3.6 Benefits and compensations of Shwapno:

- **Medical Allowance:** The employees at Shwapno are given a predetermined amount of the money recovered from the incident. A wide variety of different sums make up the therapeutic stipend, each of which corresponds to a specific degree level.

- **Mobile allowance:** Shwapno gives mobile allowance to its employees as per their responsibilities and duties. For example: executives get 400 BDT but the manager gets 1000 BDT as their mobile allowance.
- **Lunch Facility:** Every employee of Shwapno gets subsidized lunch.
- **Provident Fund:** They are also included in the provident fund which matures after 2 years and employee gets a certain amount of money.
- **Gratuity:** As the gratuity, employees get an amount of their basic salary.
- **House Rent:** Shwapno gives its employees house rent with their basic salary as per the grade of the employees.
- **Car Loan:** Car loan also is given by the organization for the employees whenever they need it. After taking out a loan, the organization will cut some of his/ her salary to pay off the loan.
- **Bike Loan:** Bike loan also is given by the organization for the employees whenever they need it. After taking out a loan, the organization will cut some of his/ her salary to pay off the loan.
- **Travel Allowance:** Regular employees get a travel allowance of 1700 BDT. But if someone uses the transport facility of Shwapno, she or he doesn't get the allowance.
- **Pool Car Facility:** A vehicle that is owned by a business and shared by multiple employees of that business is referred to as a "POOL" car. Shwapno offers their employees this facility.
- **Maternity leave:** Shwapno pays its employees who applied for maternity leave. They grant six month paid leave and six month unpaid leave additionally.
- **Transport Service:** Shwapno offers its employees transportation services. Head office employees mainly get this service offered by the organization.

- **Annual Leave:** Shwapno gives its employees 10 days paid leave and 10 days unpaid leave.
- **Sick leave:** This organization offers its employees 14 days paid sick leave.
- **Privilege Leave:** This is paid leave for the employees to motivate them so that they work much better for the organization.

Non- Compensation Advantages Of Shwapno:

- **Workplace:** Shwapno guarantees their staff productive work results. It has an all-around lively meeting room, a canteen, and all-around prepared office space for the Shwapno staff. The whole working atmosphere in Shwapno is great for fostering mental and emotional growth as well as physical wellness.
- **Resources for office tasks:** It is guaranteed by Shwapno that workers will always have access to the tools they need in order to do their duties successfully. It possesses an adequate amount of power to complete tasks successfully. Representatives are provided with all of the necessary authority supplies in a timely manner so that they can carry out their jobs.
- **Discount:** While purchasing Company's products, employees who work for the Shwapno are entitled to a discount.
- **Administration:** Shwapno will select a capable leader to oversee the team and maintain a level of authority that is uniform across all departments. The supervisor at Shwapno is extremely helpful and pleasant to interact with. They maintain a careful check on the amount of work that their teammates produce and are always ready to support them in any situation in which they find themselves.

2.4 Marketing Practices

In essence, the advertisement tells the buyer about the benefits and cost of the product, which facilitates consumer purchase. The buyer is given information about the advantages and disadvantages of the goods, as well as its price, which makes it easier for them to make a purchase. Publications such as newspapers and outdoor billboards make up the bulk of SHWAPNO's advertising efforts. In essence, SHWAPNO believed that if they used conventional advertising, then they would be able to cut out the middlemen and sell their products directly to the end users. It assures in all seriousness both increased profits and decreased costs to the consumer. Advertising has a number of purposes, one of which is to attract buyers by recommending products that are of a high quality. If a customer is satisfied that the quality meets their expectations, they will continue to make purchases. SHWAPNO lifestyle is continually concerned with the quality of their products and makes an attempt to deliver on their promises. This is made possible by the fact that they have their own in-house production facility as well as a staff of creative designers.

By utilizing the newspaper and billboard, the customer can cut down on the amount of time spent. Because the consumer has already purchased the goods in question, they do not need to spend any additional time shopping for them. The advertising technique that SHWAPNO employs basically entails informing clients about the newest product designs in the hopes of motivating them to make purchases of such goods and lead healthier lifestyles. SHWAPNO lifestyle started advertising their own design on the occasion of Pohela Boisakh in the year 2014. They arranged photo sessions for Pohela Bosakh in Savar and for Eid ul Fitr in Bandarban in highly attractive sites in both cities. The SHWAPNO Art Manager was of the opinion that the design of the cloth for the billboard would work nicely with this website. As a direct result of the billboard, SHWAPNO received a significant amount of client feedback. Following the installation of a billboard, Shwapno was able to sell twice as many salwar

kameez and other articles of Punjabi clothing as it had previously. In point of fact, Billboard was the first publication to use the photograph. It was possible for Shwapno to land an effective hit in that location.

In 2014, Shwapno started their first catalog system for their lifestyle for their in house promotion. In their first year, they got a huge response from their customers for their catalog system as they sold double and made profit. Essentially, a catalog will save customers time by allowing them to quickly scan product images and price quotes. From then, this is an ongoing system for their marketing practices.

Shwapno uses newspapers for their different types of ads. Firstly, they started their ad by giving their model's picture for the Pahela Baishakh in Prothom Alo. It also got huge response from the consumers and after that they started giving ads of different products to attract more customers with new taglines.

Advertisement carries a big expenditure and as a result organization expenses are increasing, and to remove this extra cost, the organization decided to put an increase in product price. Still, the organization went for a TV advertisement for their promotion of the products. But for doing this promotion, they had to go through lots of ups and downs that made a negative impression in the market. For example: when a customer asked for a model dress, and the customer tried to match what they saw in the commercial with the Punjabi or Salwar kameez that they bought, they were unsuccessful.

Because of the Internet's omnipresence in our lives, it has developed into more than just an add-on to current plans for successful marketing efforts. Online branding and marketing tactics are now essential for an organization's success and exposure. Internet marketing is crucial since it fits with how people choose their products. Internet marketing, which reflects the transition away from mass marketing, enables you to develop relationships with clients and prospects

through frequent, inexpensive personalized communication. With the help of internet marketing, we are able to operate around the clock without worrying about store opening times or staff overtime compensation. Facebook is the social networking platform SHWAPNO uses the most, and they also have a website. So that customers may choose their products from home and place orders, they post all of the images from photo shoots, packages, and services on their Facebook page and website. The websites also provide catalogs. Customers can choose products within their price range by using the pricing and size information provided in the catalog. Online product promotion is less expensive than offline promotion.

2.5 Financial Performance and Accounting Practices

KEY FINANCIAL FIGURES & TREND LINES SPECIFICALLY ACI LOGISTICS LTD

	2011	2012	2013	2014	2015
Revenue	1,885,569,670	4,367,914,814	3,199,729,767	3,989,047,296	9,013,605,793
Gross Profit	212,165,999	353,608,267	425,092,712	530,983,182	1,047,886,765
Operating Profit	-367,665,270	-381,771,975	-302,033,402	-432,495,767	-659,860,484
Profit before Tax	-616,706,099	-798,208,702	-832,994,293	-1,015,196,255	-1,680,144,100
Profit After Tax	-630,727,475	-820,071,658	-849,117,617	-1,027,288,608	-1,735,099,511

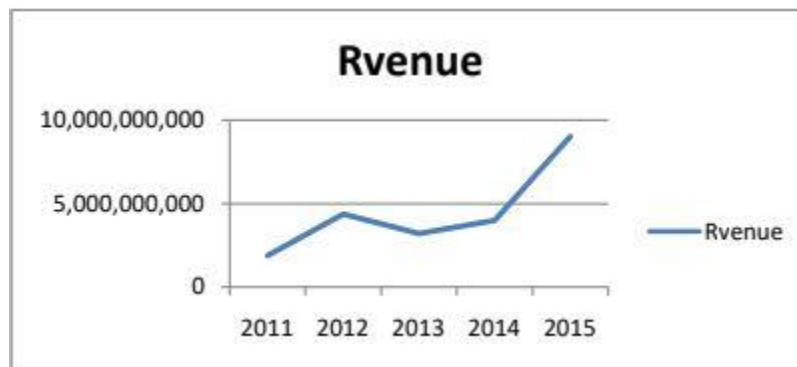
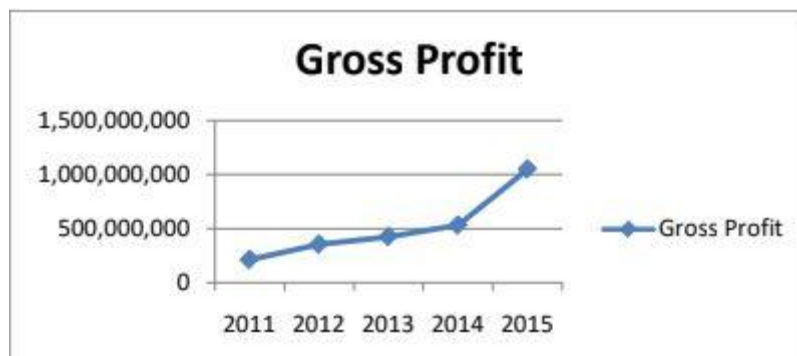


Figure 6: Financial Performance of years



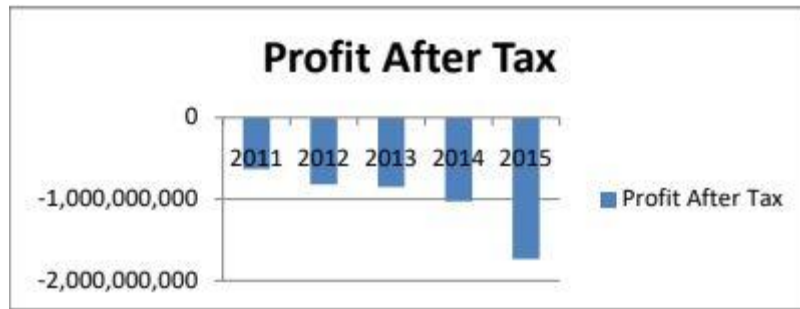


Figure 7: Financial Trend Line Analysis

From the financial Statement of ACI Group, I was able to generate some information about Revenue, Profit and profit after tax of ACI Logistic Ltd “Shwapno”.

2.6 Operations Management and Information system practices

Data protection, network monitoring, recovery plans, the usage of hardware and software, data erasing, and other key aspects of consumer safety are addressed in Shwapno's policy regarding information and communications technology (ICT). It has been given the go light by the board of directors and will be subjected to further scrutiny. The following is a list that contains the most significant parts of the policy, all of which ought to be taken into consideration:

- Contribute to the establishment of a secure information technology infrastructure for the company.
- Determine and then handle any potential dangers to the information security.
- Information technology users might become more aware of their rights by enrolling in regularly scheduled training classes.

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 the key responsibilities of the department:

- Create an environment that is safe for the processing of data.
- assisting the organization in creating a safe information and communication technology infrastructure
- limiting the dangers that ICT presents and ensuring compliance
- Develop an all-encompassing plan for dealing with the dangers posed by ICT. Events aimed at raising awareness should be planned and held throughout the entire year.
- Create a protocol for the information and communications technology safety measures.
- Is responsible for the management of incidents.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces

In any given business context, one can figure out who has the upper hand by applying Porter's five forces and analyzing the circumstances. It is helpful to determine the strength of an organization's existing competitive position as well as the strength of a position it may aim to hold in the future by using this information. In the case of ACI Logistic Limited "Shwapno"-

Bargaining power of Buyers: Without a doubt, Shwapno has little negotiating strength. Regardless of the situation, the majority of customers are loyal to the brand and pleased with the higher quality.

Bargaining power of Suppliers: Because they are easily interchangeable and disposable, the suppliers of Shwapno have no influence on the operation of the firm.

Threats of New Entrants: If companies use social media wisely and conduct thorough analyses of shifting consumer preferences, they may discover novel and fascinating methods to market their own goods and make them more desirable to customers. However, Shwapno, a dominant retail food chain in the industry, is still difficult to compete with. Customers of Shwapno don't mind shelling out the highest price for goods of the highest caliber.

Threats Of new substitutes: Due to the substitute items offered by Shwapno, the number of customers who switch to other businesses may rise. Due to the high quality of the items and the variety of clientele, customers are reluctant to switch to alternatives.

Competitive Rivalry: Companies like Agora, Daily Shopping, and ChalDal.com are some of Shwapno's main competitors. These businesses have set up a market where there is a lot of fierce competition and make the same products. Shwapno sells cutting-edge products to people in a number of different markets. Because of this, competitors have a lot of power during the bargaining process.

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 showings in relation to its rivals. The primary benefits, drawbacks, opportunities, and dangers associated with Shwapno are detailed in the accompanying graph.

1. Strengths:

- Demand for products is growing as an increasing number of customers come to the outlets.
- a comprehensive range of innovative products and services
- Targets a hugely varied population.

2. Weakness:

- Some products are high at cost. Day by day, Items are becoming pricy.
- Insufficiently trained staff members

3. Opportunities:

- Customer quality sensitivity increased when price capita per income increased.
- Buyer and supplier bargaining power is weak.
- More opportunity for new products and services in the coming years

4. Threats:

- Huge amount of competitors are waiting in the market
- Rent expenses for real estate are rising quickly, raising the overall cost of expansion and limiting Shwapno's ability to expand.

2.7.3 PESTEL Analysis

Political, Economic, Social, and Technological is referred to as PEST. These four external elements are evaluated in regard to your company's position using this study.

In essence, a PEST study assists you in determining how these variables will impact the operations and performance of your company over time. To provide a thorough understanding of a scenario and associated internal and external aspects, it is frequently used in tandem with other analytical business tools like the SWOT analysis.

Political: Shwapno enjoys the unconditional backing of the government in every imaginable political setting and position. At all times, Shwapno acts in a manner that is completely compliant with all applicable tax laws and other commercial standards. It exports its commodities in a lawful manner so that it can comply with the political agreement that it has agreed to abide by. In addition to this, it is one of the primary beneficiaries of financial aid provided by the government in a variety of important domains.

Economic: It is impossible to overstate the importance that Shwapno plays in maintaining the financial well-being of our nation's economy. As part of its mission to produce high-quality goods, Shwapno gives disadvantaged rural communities access to a large platform from which they can improve their chances of finding employment and so contribute to the company's overall mission. Take, for example, a farmer in the neighborhood. As a consequence of this, Shwapno contributes to the improvement of the state of the economy in our country. In order to maintain the consistency of the taxation policy, Shwapno not only highlights the significance of economic issues, but also mandates that customers pay tax in the form of VAT in addition to the price of the items themselves. This is done to ensure that the taxation policy is not compromised in any way.

Social Factors: Shwapno is acutely aware of the importance of conforming to the social factors that are pervasive in our nation and that are taken into account while interacting with the commonly accepted opinions, standards, and attitudes of the general public. Through its goods

and guiding concepts, Shwapno defends the dignity of the sociocultural realities that exist in our nation and encourages our people to uphold the true standards that are connected to those realities.

Technological: Shwapno has created an online website via which its customers may quickly purchase the company's products as a result of changing technological trends. Additionally, it makes advantage of social media, allowing Shwapno to communicate directly with its users.

Environmental: Shwapno always tries to abide by the government's rules of decreasing pollution and creating more oxygen by decreasing carbon footprint. The company continues to support and advance the cause of environmental protection. For this reason, they collect products from farmers, those who uses natural products to produce products on their farm.

Legal Factor: Concerns regarding health and safety, fair treatment, moral principles, regulations protecting consumers, worries over product safety and labeling are only few of the many legal factors. In addition to following scrupulously to all legal obligations, Shwapno is well-aware of what is prohibited by the business's standards.

2.8 Conclusion

Here, this is providing an analysis of the company ACI Logistics Limited (Shwapno)'s retail chain Shwapno using Porter's Five Forces, SWOT and PESTEL analysis. The analysis suggests that the company has a strong competitive position in the market with a loyal customer base, a comprehensive range of innovative products and services, and a target market of varied population. However, it also highlights some weaknesses such as high cost of products and insufficiently trained staff members. Additionally, it identifies opportunities such as customer quality sensitivity and more opportunities for new products and services in the future, as well

as threats such as the high number of competitors and rising rent expenses which may limit the company's ability to expand. The PESTEL analysis highlights that the company enjoys the unconditional backing of the government in every imaginable political setting and position and it is one of the primary beneficiaries of financial aid provided by the government.

2.9 Recommendation

Based on the analysis provided, it is recommended that the company Shwapno takes the following actions in order to improve their business:

- Implement cost-cutting measures to reduce the cost of their products, while maintaining the quality of the products. This will make the products more affordable for customers.
- Invest in staff training programs to enhance the performance and customer service skills of the employees.
- Explore new opportunities for products and services to stay ahead of the competition and maintain a competitive edge in the market.
- Consider finding more cost-effective locations for expansion in order to reduce the expenses associated with rent.
- Expand the customer base and diversify the business by exploring new markets.
- Utilize social media and other digital marketing tools to reach new customers and increase brand awareness.
- Continuously monitor market trends, consumer preferences and competitors' moves in order to make necessary adjustments to the company's strategy.

Chapter 3: Complaints Resolution of ACI Logistics Limited

(Shwapno)

3.1 Introduction

In the current economy, every successful business needs to have a system for handling complaints that works well. During my time at ACI Logistics Limited (Shwapno), I heard many different kinds of complaints and learned how important it is to have a process for dealing with complaints and ways to solve problems. In addition, how the prompt and effective resolution offered by ACI Logistics Limited (Shwapno) contributes to the overall pleasure of customers and their continued patronage. ACI Logistics Limited (Shwapno) conducts the appropriate complaint check and adheres to the appropriate guidelines, as well as taking the necessary steps to reduce complaints. Also, make and promote programs that try to cut down on business complaints and other problems. I have gained the ability to handle complaints from customers as well as complaints from employees at the outlets and at the support office. I have also gained this ability.

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 runs 90 locations in Dhaka, Comilla, Chittagong, and Sylhet. Shwapno employs around 2500 individuals who have always sought to provide exceptional quality, value, convenience, and customer service. As Shwapno has an in-depth knowledge of the market, the time between 2008 and 2013 is complicated by

health and hygiene issues, product availability, category and market strategy. On the bright side, Shwapno began to understand that a supermarket should offer categories that attract people, produce profits, serve as a destination or give convenience. It has attempted to determine the importance of each category and product to its customers. In addition, service delivery has been prioritized and the target population has been identified. The primary components of Shwapno are industry relevance, customer relevance, and price. Moreover, it has received two gold awards for the overall communication prize. Shwapno's sourcing procedure is another essential part of their firm. Shwapno obtains FMCG items from manufacturers, with fifty percent coming from the hamlet and the other fifty percent from the wholesale market. In addition to developing its own factory for its lifestyle division, the company has purchased all of its other products from third-party suppliers. As direct sourcing is the company's primary objective, 75 to 80 percent of its products are sourced directly. The company's revenue increased from USD 93 million in 2016 to USD 120 million in 2017. 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. In addition, the gross margin is approximately 22%, and the CARG ranges from 15% to 24% from store to store. Shwapno holds 44% of the supermarket industry's market share. 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

The main objective of this project is:

- Exploring the different categories of Complaints
- Gathering knowledge about the processing steps of different complaints.
- Providing information on how those complaints are being solved or resolved
- Providing some recommendations and suggestions to the organization so that they can improve their system regarding complaints management.

3.1.3 Significance

The most important purpose of this report is to provide information about the compliance team that is based within the Human Resources department. The information was obtained through genuine experience gained while working. This article will address the efficiency of the retail food business in Bangladesh, as well as my personal experiences from a three-month internship and the many different sorts of compliance that can be found in offices and stores. Additionally, I will share my own experiences. In addition to that, some suggestions pertaining to the human resources department of the organization will be included in this report. I would like to reflect on both the personal experiences that I have had and the knowledge that I have gained by participating in the internship program. This report will serve as a reference for the years that follow. The use of this report provides students with an additional opportunity to learn a great

deal while conducting research, which is the second key advantage. The author of this report will be more than pleased to share their viewpoint with the reader, and they will be grateful for any criticism regarding the material that has been supplied, which is still another beneficial element. This report stands out positively when compared to others due to this factor. One further essential component is the in-depth portrayal of the Shwapno operations team that can be found in the report. In addition to this insight, the report offers information regarding the author's time spent participating in internships. You need to make sure that you read this part of the report since it is very important. It's interesting to note that if the user is aware of the problem, they may correctly grasp it throughout the whole of the report, from the very beginning to the very end. This holds true from the beginning to the very end. It is essential to give some consideration to this matter. According to the author, the purpose of this study is to conduct an exhaustive investigation into the ways in which compliance management at Shwapno is influencing the life cycles of employees.

3.2 Methodology

The term "methodology" refers to the study of the procedures and practices used in a particular discipline. It involves research method theory and practice. It covers study design, population, sample, data collection and analysis, and ethics. Methodology. Qualitative methods like observation, interviews, and document analysis explain social phenomena. Quantitative research uses surveys and experiments to analyze numerical data. The study's information were gathered from two sources:

Primary sources:

1. Analyzing confidential reports
2. Face to face conversation with Supervisor and other compliance team members

3. Direct observation

Secondary sources:

1. Files & Folders
2. Daily records (Containing my activities of practical observation in Shwapno)
3. Complaints IA Website

3.3 Findings and Analysis

Complaint Analysis

True or False About Complaints

Every time a complaint is saved, investigation teams initially review if the complaints are true or false. There are false complaints about the employees in order to harass the employees. Just checking the true and false of the complaint helps and makes things easier to proceed with.

Complaint-Handling Details

Acceptance of Complaints Information: This refers to the process of receiving and acknowledging complaints from customers or stakeholders. This includes setting up a system for receiving complaints and ensuring that the complaints are directed to the appropriate department or person for further action.

Information on the Processing of Complaints: This refers to the procedures and steps taken to investigate and address complaints, including assigning a responsible party, gathering relevant information, and taking necessary actions to resolve the issue.

Response-Complaint Information: This refers to the communication and feedback provided to the complainant about the resolution of their complaint, including any actions taken and the outcome of the investigation. This helps ensure transparency and accountability in the complaint resolution process.

Complainant and Complaint Categories

Specific Variations of Complainants: Different complainants have different needs and concerns. Customers who are deaf or disabled may need help filing a complaint. Cultural differences may also affect customer service expectations. Organizations must be aware of these variances and adopt policies to address them. Shwapno handles these issues and tries to address them swiftly.

Multiple and Repeat Complainants: Multiple or repeated customer complaints may indicate a larger problem inside the business. Shwapno explores the fundamental cause of these complaints and takes action to resolve the underlying issue.

Complaints Concerning Employees: Complaints concerning particular workers may be delicate and must be handled with care. It is essential for businesses to evaluate these concerns properly and take appropriate action, such as disciplinary measures or further training for the employee. It is also crucial to remember that employee complaints may indicate a deeper issue inside the organization, such as a lack of training or resources. At Shwapno, it is observed that, in light of this circumstance, employees get counseling and put them under observation.

Complaint Processing Steps:

Communication with the Complainant throughout the Processing of the Complaint

As soon as a complaint is made, the HR team tries to communicate with the Complainant and also with the accused person to know all the following details over the phone. The team also calls them for and face to face discussion to know the depth of the complaint.

Confirmation of Receiving

As soon as every complaint is received by the HR, a confirmation mail is sent to the person who is complaining.

Intermediate Replies

Without investigations there is no conclusion. But yet however a processing reply is given at the intermediate level of the investigation to ensure the people about the status of the process.

Final Review

After all the investigation and Audit the whole case is again reviewed to check if there are anything that has been missed or has been over loped while giving focus to other aspects. After cross checking all the aspects final review has given to the accused person and also to the person who have complain.

Follow-Up Inquiry

After all the investigations a verdict is given for the crime or mistakes that have occurred. HR always do a follow up enquiry in order to check if there is any new or existing misconduct of the accused employee. In some cases, it is often seen that the accused persons are under observation of the outlet managers and also the HR team.

Responses to Customer Inquiries during Complaint Processing

Customers are the most important part of every business and keeping this in mind Shwapno always try to deal with the customers in the most professional way. Every customer complaint is given attention and time to resolve the issues. The team talks to the customer to find out all the details of the problems that they have faced. After receiving all the details, the investigation sticks place and the customer is updated with the resolution. If the Complaints are not dealt with properly by the customers the team asks for time to make a fair investigation.

Complaint Resolution at Shwapno

Everyone is familiar with the complaint because it is unsatisfactory or unacceptable, but resolution is a business process where specific teams manage and solve problems. Well-designed and implemented complaint resolution policies help stakeholders address customer and employee questions, concerns, and complaints quickly and effectively.

Complaint Resolution Objectives

When a company or its customers see room for improvement, they set objectives. In the context of business, we can see that it improves the company's reliability and responsiveness in handling customer grievances. Diligently, so that the complainant and the company are both happy. Next, we can locate tendencies, get rid of the root causes of complaints, and boost operations. Moreover, it helps an organization figure out how to deal with customer complaints in a way that prioritizes them. Lastly, it lays the groundwork for periodic investigations into how complaints are handled.

Complainant and Complaint Categories

Complainants are the ones who raise complaints. At ACI complainants are of two types.

1. Customer
2. Organizational members (Ex: Outlet managers, coworkers, disciplinary committee etc.)

It distinguishes between how customers complain about services and how organizational members complain about misconduct, mistakes, and crimes.

Mistake VS Crime

The differences between the two sorts are massive in terms of complaints. Mistakes are done involuntarily. When you commit a crime without intent that is also a complaint, as there is an effect on the business, but on a lower scale.

Crime is done voluntarily, and the intent of doing so is strong and can affect and hamper the business on a large scale.

Example:

- a. A sales associate could not serve an important customer as he was busy doing other work that was less important than attending; forgetting to fill up gondolas with products and providing bad customer service is an example of a "mistake."
- b. A sales associate stole products with the help of security guards or other crew members and made a cash discrepancy on purpose is a crime.

At Shwapno, they don't let any of them happen, because a small mistake that isn't fixed quickly becomes a big crime.

Complaints from customers

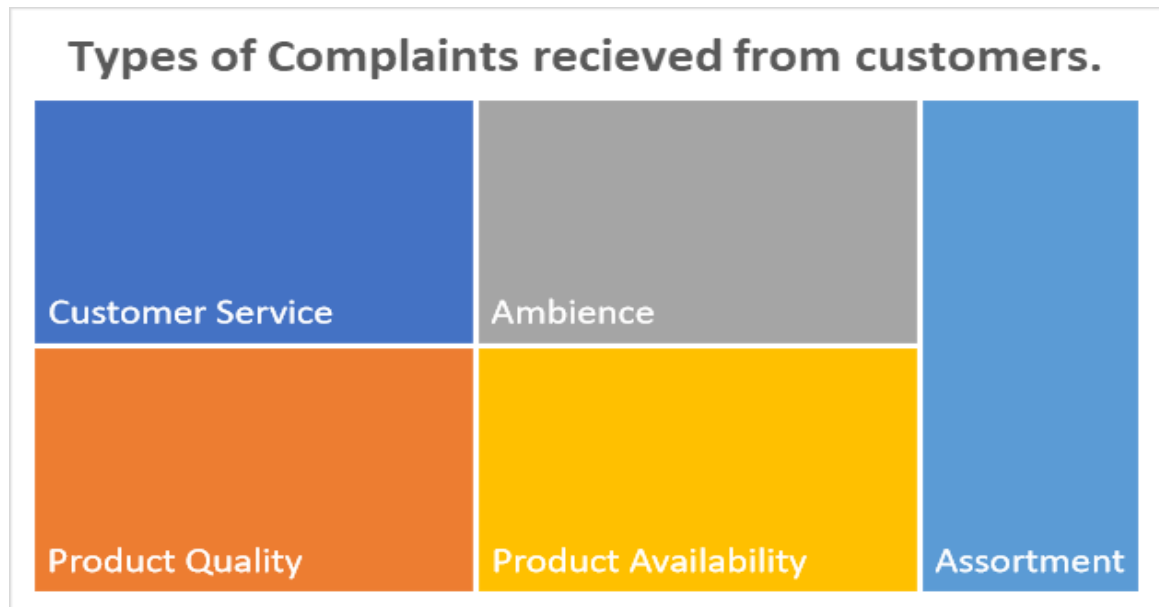


Figure 8: Types of Complaints Received from Customers

Customer Service: The very complaints from the customers are about the service. Customers always have the best experience while shopping from the retail store. Retail stores consist of a lots of items and products that are sometimes impossible to find but when they seek for assistance and do not get in return they complain to the HR. Customer also report any kind of misbehavior or managers.

Product Quality: it is a very come on picture in the retail stores that sometimes the perishable items are not in its best quality. Such issues need high attention from the managers and Associates to ensure the best product quality. Quality is not up to the mark customers' complaints to the HR. For example, it is seen that sometimes fruits or Vegetable that are one day older are still on display. This makes customer unhappy and they do not look forward to purchase.

Ambience: we all know that Ambience is the presence of something that helps or boost up the psychological pleasant aspect. Customers often complain about the cleanliness of the store to

the HR. For example, a premium retail store branch of Shwapno at Gulshan always maintains its quality and cleanliness where is retail store branch of Shwapno at Jatrabari is not as up to the mark of the premium stores. Which is why customer always try to look after the best in every outlet of Shwapno to be the same.

Product Availability: customers complain more about the unavailability of the product to the HR. It is a very common scenario that the supply of products is not always constantly delivered. In such situations customers often look for the alternative products but when it is seen that the alternative for the by-products are not available does the complaint issue arise.

Assortment: not all the outlets had the same assortments. For example, a customer once buys an energy drink which is only available at the premium stores like Gulshan Banani but unavailable at other stores like Mailbag, Jatrabari etc. It is a perspective of the customer that when a product is available at Shwapno does they believe that it will be available in all the outlets all over the country. Thus, when customers do not find the same assortment they complain.

List of complaints

- Theft
- Discipline
- Behavior Issue
- Policy Violation
- Harassment
- Others
- Personal Relationship
- Ethical issue
- Loyalty card Issue
- Duty Roster issue
- Job Negligence
- Customer service
- Integrity
- Cash theft

Members of the Complaint Resolution Team

Members of the complaints resolution team are the

- Head of the department,
- HR Business Partner,
- Business support manager.
- Outlet managers, Assistant outlet operations manager
- Audit team (Stock gap check)

Complaints ratio of employees.

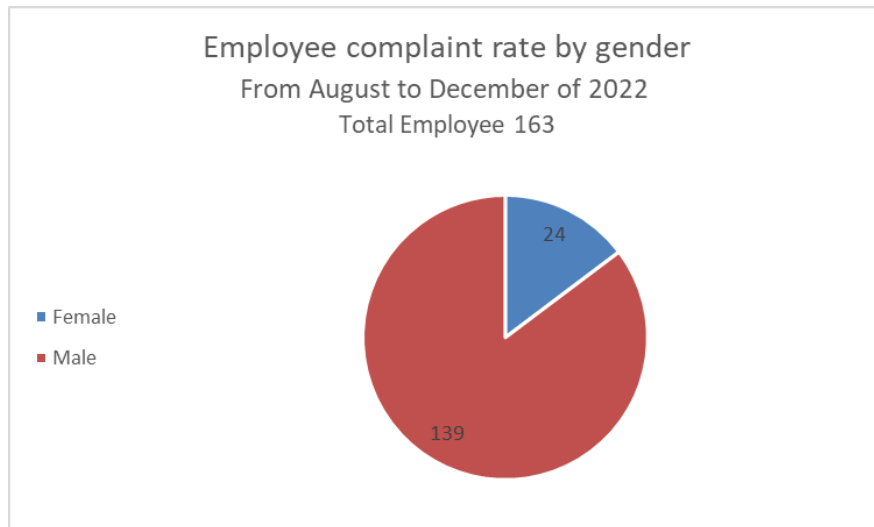


Figure 9: Employee Complaint Rate by gender

From a complaint report of the HR it is seen that out of 163 cases 24 crimes are committed by the female and 139 crimes are committed by the mails. From the Complain report it is seen that from August to December male have committed crimes like behavior issues, policy violation, job negligence etc. Whereas women have cases of not giving proper customer service, ethical issues, harassment, others etc.



Figure 10: Type of Complaints Occurrence

Theft: Stealing of merchandise or goods

Policy Violation: all the actions that are unethical or not goes with Shwapno culture is a policy violation.

Personal Relationship: Associates have problems among themselves and it leads to poor service and leads to unsatisfactory conduct.

Loyalty card Issue: Loyalty card issues occur when checkout assistants or the POS operators conduct false like adding loyalty points to their own cards or sometimes adds on other customers' cards. Such work leads to mismanagement of discount policies and more or less creates problems in billings.

Job Negligence: Associates not doing their daily responsibilities and failing to accomplish all the work. Sometimes not caring about the service or management of tasks. DA not assisting customers to find the right or alternative product is an example of job negligence.

Integrity: Female harassment is an example as there are issues like not being respectful towards women, not showing being polite or behaving harsh for no reason.

Vendors and suppliers are sometimes not treated with respect or acknowledgement; to some extent, suppliers are not assisted in stocking products at the warehouse.

- Integrity issues are common among managers, for example, it is also mandatory to pay around 200 takas if any associates work the day after 'Eid. But managers pay them 150 takas and take 50 on his own.

Discipline: Associates such as BSM, DA, CA, and others are essential to the operation of the outlets, but being late to work or reopening late impedes business operations. Moreover, interdisciplinary issues are very common like not handling fragile items with care.

Harassment: Mostly it is the common of all as we can see that there are flights, quarrel, and more issues of emotional torture among associates.

Ethical issue: associates changing the position of outlets' cctv positions to do misconducts.

There are issues like misbehaving with the managers and wrong behavioral approaches to the vendors

Duty Roster issue: Not working according to the rosters and sometimes coming late and leaving before the roster ends. Or going out in between the roster are the issues that need the attention of the HR to look into.

Customer service: misbehaved with the customers and others. Not assisting with proper guidance. Sometimes being ignorant about premium customers.

Cash theft: Stealing cash from cash box, cash discrepancy. Taking out money from the drawer and sometimes not putting the right amount of money in the box.

Behavior Issue: Complaints about OMs' behavior, behavior of ICMO is against company policies, are the wrong behavior issues.

Others: Poor performance in quality management, Issues with delivery man, not putting expired or wrong products at the trash box.

Documentation

"Complaints documentation" involves recording and tracking customer complaints. This can include information about the problem and the complaint, such as when and who made it. The complaint's resolution and handling may be documented. It helps businesses track and resolve customer complaints. Individual and central complaints are kept track of. A report detailing all processing actions is provided as a follow-up. To keep track of employees, documents are filed monthly. Each case has its own investigation code. Documentation enables the team to recognize repeat offenders and errors. All documentation is completed on paper and online.

Complaint-Content Details

This refers to the specific details or information that a person includes in their complaint. This can include things like the date and time of the incident, the location, any actions or events that led up to the problem, and any other relevant information that can help to understand and resolve the issue. These details can help to provide context and clarity for the person or organization that is handling the complaint.

Complaint-Handling Details

This involves: ✓ Accountability; ✓ Fair and honest dealings; ✓ Open and transparent complaints process;

Accountability refers to being responsible and answerable for one's actions and decisions. This means taking ownership of any problems or issues that may arise, and working to find solutions and resolve them.

Fair and honest dealings refer to treating others with fairness and honesty in all interactions and transactions. This includes being truthful, impartial and not taking advantage of others.

Open and transparent complaints process refer to a system for handling complaints that is easily accessible, clear and transparent in its procedures, and provides an opportunity for the person making the complaint to be heard and have their concerns addressed. This helps in ensuring that complaints are handled in an efficient and effective manner, and that the person making the complaint feels heard and respected.

Complaint Handling

Investigation process

That is a general outline of a process that an HR business partner may follow when handling complaints. Once a complaint is received, they would first work to verify the authenticity of the complaint. This could include talking to the person making the complaint to get more information and understand the specifics of the issue. Next, they would typically reach out to any parties involved in the situation and gather information from them as well. Depending on the nature of the complaint, they may also review any relevant documents, like stock gaps, CCTV footage, and results. After gathering all necessary information, they would then discuss the situation with the team members and come to a conclusion. This process may involve different steps and more specific procedures, but the main idea is to gather all the information necessary to make a fair and accurate assessment of the situation, and to use that information to find a solution to the problem.

Time duration of investigation

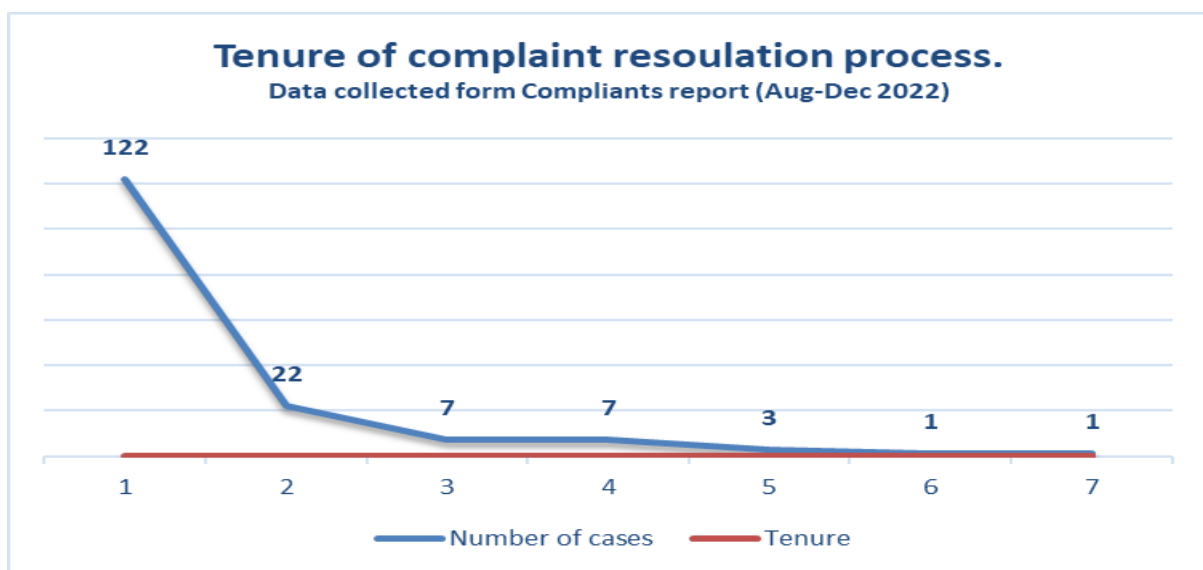


Figure 11: Tenure of Complaint Resolution Process

The above graph shows that most of the cases are solved within 1 week, and exceptional cases take more than 1 week to complete the whole process. Very critical cases take more than 4 weeks,

Actions taken after investigation

Shwapno always focuses on counseling and training for the accused employees rather than withdrawal or termination. It is also seen that some accused have more than two complaints, verbal warnings, or warning letters. Furthermore, withdrawal or termination occurs when serious crimes such as stealing large sums of money or creating massive stock gaps occur.

Effects of complaints resolution of employees

Every complaint resolution has different effects on the employee. To some employees, it is often seen that they correct themselves and do not commit any kind of crime or mistake. But on the other hand, it is also seen that after the warnings or counseling, employees do not change themselves and keep on making mistakes and committing misconduct.

Initiative to stop complaints

The core initiative that are taken to stop all kind of complain are:

- Give proper orientation and induction to every employee while joining the Shwapno.
- The main target is to make all the employees familiar with the values of Shwapno and its processes also.
- Give special counseling to the Employees who require help.
- Give them training and involve them in the employee engagement process. Employee engagement process involves every employee to be a part of it. Open employees are

given the best employee certificate of the month. Moreover, Employees with good conduct are acknowledged and given rivers by the managers.

- Shwapno always try to give motivation and support to its employees who are trying to be best or needs improvement.

3.4 Summary and conclusion

In conclusion, the information presented here offers a detailed overview of the complaint resolution process that is followed at Shwapno. This overview covers a variety of topic areas, such as the different types of complaints, complainants, and the steps that are followed to resolve complaints. Also, there are many people on Shwapno's complaint resolution team, and the content mentioned above has a list of the different types of customer complaints the company gets. The significance of documentation, the investigation procedure, and the length of time spent on the inquiry are all highlighted in the abovementioned report. In addition to this, it discusses the steps that were done after the investigation was completed, the impact that the settlement of complaints had on employees, as well as the initiatives that were made to prevent more complaints. It is quite evident that Shwapno places a significant amount of importance on answering customer concerns and guaranteeing customer satisfaction through the utilization of efficient complaint resolution procedures.

3.5 Recommendations/ Implications

The organization processes complaints according to a well-defined series of procedures, which include communication with the complainant at all stages of the procedure, confirmation that the company has received the complaint, intermediate answers, a final review, and a further inquiry.

It is recommended that Shwapno continues to monitor the complaints ratio of workers and take appropriate action to solve any issues that may come up in order to enhance the complaints resolution process. This will allow Shwapno to better handle any problems that may come up. In order for the firm to determine how successful their initiatives are, they need to take into consideration the possibility of developing a system that would monitor the impacts of resolving complaints on the personnel. In addition, the organization should make it a priority to continue documenting complaints and the actions taken to address them so that it can maintain an accurate record of the steps done during the process of managing complaints.

In general, it is abundantly evident that Shwapno is committed to guaranteeing the complete happiness of its customers and resolving any problems that may crop up in a prompt and efficient manner. The organization will be able to further boost their reputation for supplying their consumers with high-quality service and goods if they continue to monitor and improve the complaints resolution procedure that they have in place.

3.6 Limitation of the Study

Despite the willingness of associated individuals, I was unable to devote the required level of concentration. The officers 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 restriction of this report is that it is based on confidential activities that the complaint resolution team is currently undertaking.
- There are insufficient documents, periodicals, and journals available. The privacy of sensitive data was one of the most crucial issues.
- Disclosure of complaint resolution information is severely restricted.

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