

Report On
Leadership & Responsibility of Sales & Customer Service at
M/S A. K. Das

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An internship report submitted to the MBA Program in partial fulfillment of the
requirements for the degree of
Master of Business Administration

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

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Letter of Transmittal

Dr. Parves Sultan

Professor,
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66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on Leadership & Responsibility of Sales & Customer Service at M/S A. K. Das.

Dear Sir,

It is indeed a great pleasure for me to be able to hand over the result of my hardship regarding **“Sales & Customer Service Practices at M/S A. K. Das”**. This paper is the reflection of the knowledge which has been acquired from the respective internship. As a supervisor, you provided valuable insights and academic training to improve the quality of the work. I am grateful for your stimulating guidance and encouragement during the period of preparation for this internship report. This would simply not have been possible without your guidance, I believe my internship has provided me the great opportunity to develop my learning about the traditional business culture.

I have attempted my label best to prepare this report seriously and accurately. I hope you will appreciate my hard work and excuse the minor errors. I would be always available for answering any query regarding this report. Thank you for your cooperation.

Sincerely yours,

Name: Amrito Das

ID: 20164086

MBA Program

BRAC University

Date:

Non-Disclosure Agreement

This agreement is made and entered into by and between the organization **M/S A. K. Das** and the undersigned student **Amrito Das** at BRAC University.

Acknowledgement

I would like to start by expressing my deepest gratitude to the Almighty who allowed and helped me to perform this report. Next, I would like to recognize with gratefulness our parents who have provided us with unconditional support and inspiration throughout this course of time. While preparing this paper, I had to take the help and guideline of some respected persons, who deserve my greatest gratitude. I would like to show my gratitude to our honorable supervisor Dr. Parves Sultan, Professor of BRAC Business School. BRAC University, for giving me a good guideline for making this report through numerous consultations.

Furthermore, I would like to give some credit to my on-site supervisor, Arnab Das, Head of Sales & Customer Service at M/S A. K. Das. for giving his time and good guidance and support. There was some confidential information, however, he gave me access to use and took all the valuable information regarding the project development.

Last but not least, I would like to thank BRAC University for providing me the opportunity to improve and develop my knowledge and skills which supported me during my internship period.

Executive Summary

This report highlights the background of a traditional rice business and how it functions. The business is around 100 years old and now it supplies rice to many customers across Bangladesh. In the era of digital marketing and technology, business doesn't have any digital marketing practices, but a huge number of people buy rice from them and become loyal customers. Next, I talked about the organizational practices that they follow. Such as Management practices, marketing practices, and financial practices. To understand more properly I have done an analysis of the organization, like SWOT and Porter's Five Forces analysis. There is some process for developing the organization and recommendations are provided for a few issues of the business.

Keywords: Rice business, customer service.

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Chapter 1: Organizational Overview

1.1 Profile of the Organization

M/S A. K. Das is a traditional rice business who provides unpolished, Zero preservative and chemical free rice to their customers. The business was started back in 1920 by Late Jatindranath Das. Eventually the ownership of the business was handed over from Generation to generation. Late Jatindranath Das started the business just by selling 2 different items. Kataribhog Chira, which is the famous aromatic grain only cultivated in Dinajpur. and sweet yogurt. Now the business is owned by Ashim Kunar Das, who is the great grandson of Late Jatindranath Das. The organization sells around 20 different items to their customers. This organization is well known for their exceptional as well as authentic quality of the rice and amazing customer service.

1.2 Mission

To preserve and supply the best quality of rice in entire Bangladesh.

1.3 Vision

To deliver proper services and value to the end customer.

1.4 Clients and order process

The organization define their customers in two different forms.

1. Local or visitor customer/ consumer: people who live in a nearby area and come to the shop to purchase their products are called local customers or consumers on the other hand there are people who visit Dinajpur for some purposes and they come to purchase products from the shop are called visitors customer or consumer.

2. Order via Phone: People who contact the shop via phone and place their order. Once the order is being placed, we packet those orders according to the customers need and book Them in a courier service for the delivery. Courier services such as S.A Paribahan, Sundarban courier and some other local courier. Once the parcel reaches the given location of the customer via courier service then the customer gets a call from the courier service to receive the parcel.

1.5 Products of the organization

The kinds of products that the origination sells, those are:

1. Aromatic Rice

- a. Badshabhog rice.
- b. Kataribhog rice.
- c. Chinigura rice.
- d. Kalijira rice.
- e. Basmati rice

2. Non-Aromatic Rice

- a. Zira Nazir
- b. Paijam Nazir.
- c. Paijam.
- d. Minikat.

1.6 Competitors

The organization divides the competitor into two parts

1. Local competitor: the competitors who are near the shop, such as the local general stores and other rice shops.
2. Giant competitors: who sells rice in a bulk quantity, such as, ACI, Pran, Chashi aromatic Chinigura rice and rice mill (Zia auto, Rashid rice mill, Bhowmik and many more).

As the auto rice mills produce rice in bulk quantity so they can reduce their profit margin and sell the rice in the market. However, organization M/S A. K. Das produces rice in small quantity so it become difficult for the organization to reduce its profit margin and sell the rice. Therefore, the price of the 50kg rice bag is 100 Taka more than the 50kg rice bag of any auto rice mill.

Chapter 2: Lecturer Review

2.1 Objective of the report

During my internship I have learned and gained a good number of experiences which helped me to understand the concept of rice business. Among all my experiences which I have gained, I would like to highlight the major two of them.

1. Identifying the strategies of Sales & Customer Service Practices at M/S A. K. Das.
2. Steps that were taken to build customer relationships.

2.2 Scope of the report

In this report, I attempted to focus on a certain period in the organization. With the product delivery system across Bangladesh, the M/S A. K. Das organization sells rice as well as provides services to its customers. However, I got the opportunity to work under Sales & Customer Service. Additionally, this report provides a fair amount of information about the organization as well as the work of Sales & Customer Service.

2.3 Limitations of the report

During the process of preparing my report on M/S A. K. Das Sales & Customer Service, I encountered a few issues, some of which have been discussed below.

- As I am working under the organization, I have to maintain the ethics of the organization. As a result, there is some information I did not include in my report because of its loyalty.

- As the organization provides the good quality of rice without any adulteration so the customers prefer to buy the rice from the organization M/S A. K. Das. As a result, I had to give my full time in the organization. Therefore, I could not give a good amount of time for preparing this report.

Chapter 3: Organizational Practices

3.1 Management Practices

Management is the center characteristic of any organization. Management is liable for the wellbeing of the organization and its stakeholders, including the investors, customers, and employees. Therefore, the management must be a skilled, experienced, and influenced set of individuals, who will do anything that is essential for the best interest of the organization and stakeholders. Best practices are commonly effects of understanding management. Best practices are the reusable practices of the organization which have been a hit in respective functions.

When it comes to management practices of the organization M/S A. K. DAS, I can identify two distinct areas where the practice is applied.

1. Communication

Management is all about speaking with the employees and the customers. Effective conversation is needed when it comes to successful management practices.

The owner of the organization has made a great communication management system. That is when any customer comes to the shop to buy products, the owner communicates with the customer and understands what the customer is actually willing to order. If the customer is not sure about the rice item, then the owner gives him or her a suggestion to purchase a specific rice. Once the customer is sure about the right item that they are willing to purchase, then the owner asks the employee to pack that rice according to the customer's needed quantity. After the packing is done then the rice bag is handed over to the customer after the payment is clear.

If the quantity of any product is less in the shop than one of the employees makes a list of those products which are short in quantity after that the employee talks to the owner and then brings that specific product from the warehouse to the shop.

2. Setting Realistic Goals

Setting realistic goals for the employees can boost the organization's morale. It has been seen that most of the time, organizations fail due to unachievable and unrealistic goals and objectives.

However, in this organization the owner set's a very simple goals for the employees so that it becomes easy for them to achieve it. For example, the employees need to have good communication with the customer and understand the customer's needs. If the customer is confused then suggested them with the proper information and try to convince them to buy the product.

3.2 Marketing Practices

The term Market practice mean the practice the organization makes for dealing of Buyer which includes the manner of implementing Index Transitions with similarly situated counterparties to Seller, under similar repurchase facilities for similar assets These days, organizations have a Different forms of marketing practices. They even invest huge amounts of money in their marketing to promote their product or services. However, this organization invests very little money in promotion or advertising of their brand. They don't even boost their business on social media platforms or run any TVC ads. They focus on the quality of the product and the customer automatically promotes their product by word of mouth.

The major two marketing practices that the organization follow:

1. **Word of mouth:** The organization has a strong belief that if the product is good and the customer really likes it then the customer will automatically promote our products among his or her friends, family and colleagues. Moreover, they will also bring new customers into the organization to buy the products. This belief had made the organization grow faster and gain a lot of loyal customers.
2. **Good packaging:** Packaging plays an important role in any of the business that is the reason the owner of this business always focus on this statement “আগে দর্শনধারী তারপর গুণবিচারী”. The packaging is really simple and attractive. They did not use offensive packaging for a multi design packaging, they gave the packaging really simple with two to three colors so that the customer would accept the packaging at first look.

3.2 Financial Practices

The term “financial practices” means a standard operating procedure that is used to develop financial reports, accounting reports, future budgeting and other activities which are related with business finances. However, M/S A. K. Das is a traditional rice business, and the organization did not introduce or update their system with modern technology. The business still follows the traditional finance system which means the tally accounting book for keeping the accounting records.

For the day-to-day report the organization maintains an accounting sheet for their daily income and expenses. On the left-hand side of the sheet they write down the daily sales or income and on the right-hand side of that same sheet they write the expenses of that particular day. At the end of the day the manager and the owner sit together and calculate the entire day's sales from the accounting sheet. This is done by adding all the income of the day and all the expenses of that day then the income is subtracted from the expense and gets the entire day's sale. Once the calculation is done from the accounting sheet and the total amount of sale is found then the owner of the shop counts the amount of money there in the cash box. The amount of money present in the cash box and the total amount of sale need to match. Sometimes the money present in the cash box is more than the total amount of sale in the accounting sheet that means some of the sale is not entered in the account sheet. On the other hand, if the money present in the cash box is less than the total amount of sale in the accounting sheet that means some of the expenses are not entered in the account sheet.

The organization follows the traditional business model. This is one of the reasons that the employer and other people do not get the actual information about the financial report of this organization; the complete financial part is accessed only by the owner. When I talked with the owner of the organization (Ashim Kumar das) about my term paper, he gave me a rough idea about the annual financial part of the organization. Every year the organization has the three most pick seasons of their business. On two Eid's and on the month between mid-November to February. 80-90 Lack taka is the average revenue earned per pick season. Therefore, the annual revenue generated by this organization is approximately 9-10 crore Taka.

3.3 Technological VS traditional rice transplanting in Bangladesh

Technological rice transplanting

According to new research ... (Hossen, 2022) Rice covers most of the acreage in Bangladesh, which is mainly a labor-intensive crop. The traditional approach to rice transplantation is labor intensive and difficult. Mechanization in transplanting is required to make farming economical due to labor shortages and high wages for workers. Inexpensive and easy to use, a mechanical rice transplanter is an excellent option.

Maintaining the physical properties of the soil is believed to aid in crop management and increase production. Although mechanical planters are more effective than their manual counterparts, they are still not widely used due to factors such as high start-up costs, lack of experience in developing mat nurseries, and poor financial conditions of farmers. When attempting to grow rice using mechanical transplants, it may help to employ strategies that include trainings in technical skills, ensuring timely availability, encouraging personalized recruitment, and offering government incentives.

A mechanized rice transplanter can be a viable option to alleviate labor shortages and minimize farm operating costs. However, the slower uptake is attributed to the difficulty of growing rice nurseries in trays and mats, as well as insufficient response from stakeholders as mechanical rice planters are not yet widely used. Farmers would be more likely to plant seedlings in beds or trays when they could easily do so. Many owners can benefit from the help of an entrepreneur to grow rice at the same time. It is possible to increase the speed at which existing rice planters are brought online by providing appropriate on-the-job training to relevant stakeholders in the processes of nursery preparation and planter operation.

Bangladesh needs a rice transplanter that is affordable and easy to use. A low-cost semi-automatic rice transplanter could be a solution to alleviate labor shortages and reduce farm operating costs.

Traditional rice transplanting

The world is changing rapidly. The global economy is strongly interrelated and the international community is becoming increasingly concerned about the environment. The traditional rice transplanting system, which is widely practiced in Bangladesh, is characterized using manual labor. The time needed to transplant one hectare of rice land is about 24 hours for three workers. The per capita productivity of manual transplanting is about 1.3 million grain per worker per day. The cost of manual transplanting is about BDT 4000/ha, and the cost of land preparation is about BDT 3500/ha. The cost of land preparation, a major component of the cost of rice production, is about 80% of the total cost of rice production. The cost of land preparation is about BDT 950/ha for dry land and BDT 1200/ha for wet land. The use of manual labor in land preparation and transplanting are two major obstacles to the development of Bangladesh's rice sector. In addition, the traditional method of transplanting rice is very labor intensive and time consuming.

3.4 Marketing Strategy

There are several marketing strategies that can be used to market rice. Some of the basic marketing strategy includes:

1. **Offering discounts:** Offering discounts on rice products can be an effective way to attract customers and boost sales.
2. **Promotions:** Promotions and competitions can be used to generate interest in rice products.

3. **Advertising:** Advertising rice products in the media can help to raise awareness and create interest.
4. **Publicity:** Creating positive publicity for rice products can help to generate interest and build brand equity.
5. **Sampling:** Offering free samples of rice products can be an effective way to generate interest and create trials.

Traditional rice business Marketing Strategy followed by M/S A. K. Das rice business

1. **They established a strong buzz marketing presence:** In order to reach out to as many potential customers as possible, it is important to have a strong brand value. This can be achieved by creating a good well and maintaining good quality of products.
2. **They focused on creating a niche market:** It is important to identify a niche market and focus on catering to their specific needs. This will help to differentiate your business from the competition.
3. **Develop a strong branding strategy:** A strong branding strategy will help to create a recognizable and trusted brand. This can be achieved through consistent marketing and promotional activities.
4. **Offer unique and innovative products:** they offer unique and innovative quality of rice and that is a great way to stand out from the competition. This has helped them to attract new customers and retain existing ones.
5. **Provide excellent customer service:** Excellent customer service is essential for any business. This includes responding to customer queries and complaints in a timely and efficient manner. The organization also focuses on after-sale service. This is another reason for their customers to be loyal to them.

Chapter 4: Organizational Analysis

4.1 SWOT Analysis

SWOT analysis is a strategic management and strategic planning technique which is used to help an organization or a person to identify their Strengths, Weaknesses, Opportunities, and Threats. Which is related to their project planning or business competition. It is also known as situational analysis or situational assessment.

The SWOT analysis of the organization M/S A. K. Das will be:

1. Strengths:

- a. Unpolished rice with zero chemical and preservative mix.
- b. No food adulteration
- c. All the employees in the organization maintain a good relationship with their customers.
- d. Friendly behavior.

2. Weaknesses:

- i. The number of employees working in the organization is very low.
- ii. Due to a smaller number of employees, customers or order get missed out when the customer and order pressure is very high.
- iii. As the organization has very few rented rice mills, the production of rice is very low as well as rice supply to the customer is also low.

3. Opportunities:

- a. As the quality of the rice is very good and the products are demanding in the market, they have an opportunity to expand their product supply in the local market across Bangladesh.

- b. There is a chance of increasing sales via social media platforms.
- c. The age of the business is around hundred years as well as they have a huge number of loyal customers so they can open multiple branches across Bangladesh to expand their business.

4. Threats:

- a. As it is the rice business, anyone can open a rice shop and be a competitor of the Organization.
- b. There is a huge amount of competitors across Bangladesh so if any customer loses their interest in buying rice from this organization, then it is very hard to bring back.
- c. Natural disasters like floods, drought can destroy the crop field. Which will lead to less production of rice crops and eventually the business will be hampered.

4.2 Porter's Five Forces Analysis

Porter's Five Forces is an analysis model which helps to analyze and identify the five competitive forces to shape every business or organization and helps to highlight the businesses or organization's strengths and weaknesses. Moreover, this analysis tool is mostly used for identifying every businesses or organization's structure and determining its corporate strategy.

The Porter's Five Forces analysis of the organization M/S A. K. Das will be:

1. Threat of new entrants

- a. The scale is from moderate to high.
- b. There are many online pages who purchase rice from the local rice mill and sell it online.

- c. These days the general store in any locality started selling rice in their store so that the people nearby can purchase rice from them instead of going far to purchase rice.

2. Bargaining power of suppliers

- a. The scale is from moderate to low.
- b. There is a huge number of rice mills present in Dinajpur. Power of the suppliers is lower comparatively to the other business.
- c. The increasing price of the fuel had made price increase of the paddy which eventually affecting the external environment

3. Bargaining power of buyers

- a. The scale is from moderate to high.
- b. Before buying the product, the customers can check the price online.
- c. Customers nowadays are likely to buy rice which is less expensive.

4. Threat of substitute products.

- a. The scale is from moderate to high.
- b. Many people are health conscious So they intake less carbohydrates. The alternative of rice Can be bread noodles.

5. Rivalry among existing competitors

- a. The scale is from moderate to high.
- b. Giant competitors: who sells rice in a bulk quantity. Such as, ACI, Pran, Chashi aromatic chinigura rice and rice mill (Zia auto, Rashid rice mill, Bhowmik and many more).

Chapter 5: Findings

5.1 Issues

There are some issues which effects the organization.

1. These days most of the people trying to enter the rice business. People with a huge capital open a rice shop and people with low capital tries to sell rice online by creating a business page on social media.
2. As the new commers try to grab the attention of the market and the customers so they reducing the price of the rice from the marketing price. Eventually, the customers are attracted with the low price and buy from them.
3. In Bangladesh, Dinajpur is the place with a huge number of rice mills. Therefore, all the rice suppliers try to enter the rice market with their products across Bangladesh. As a result, it becomes difficult for the organization M/S A. K. Das to maintain its positions into the market.
4. Customers go for less expensive rice, so before buying rice they cheek where they can get the required rice in a lower price and they purchase from them. As the organization M/S A. K. Das sales the best quantity of rice so the price of the rice is a bit high.

5.2 Recommendation

1. This is a digital era, if anyone wants to know about M/S A. K. DAS and their products then they first search on the web. Therefore, the organization needs to develop their website and social media page as well as they should keep their website and page up to date with their work.
2. The organization needs to hire as many employees as possible so that the customers can place their orders. This will create a good impression on the customers as well as an organization's profile.
3. As M/S A. K. DAS is a growing organization, the organization needs to have a good number of rented rice mills so that they don't need to face any difficulties in rice production.
4. Every individual in the organization should know their responsibility so that they can collaborate among themselves and finish the work smoothly.

Chapter 6: Conclusion

In conclusion, the organization M/S A. K. Das is a reputed traditional business in the market of a rice business. The role I played during my 3 months of internship in Sales & Customer Service Practices . The work I have done was to talk with the costumers and understand their needs as well as inform them with valuable information about the quality of rice. The experiences or the learning that I gained while communication with the customers was knowledgeable. Such as; coming to know about the needs of the customers while communicating with them, the right way to convince them. Also, I have found many ways to collect information and data from the customers. However, there will always be issues in any part of the work. Therefore, I also faced a few issues during my internship period. And also recommended according to it.

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