

Report On
Sales Tracking Policy of Unicorn Distribution LTD.

By

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An internship report submitted to the BBA department in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

BBA
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/We have acknowledged all main sources of help.

Student's Full Name & Signature:

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Mr. Shahriar Ahmed

Assistant Manager- Operations Distributions, Unicorn Distributions Ltd.

Letter of Transmittal

Mr. Riyashad Ahmed

Assistant Professor of Finance, Director of Research BRAC Business School,

BBA

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

I would like to convey my heartiest thanks for all the supports and helps during the report making. As a mandatory part of BBA program I am submitting this intern report on Unicorn Distribution Ltd which is a sub-business unit of ShopUp. I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Asifur Rahman Diganta

17304062

BRAC Business School

BRAC University

Date: 2nd October, 2021

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between Unicorn Distribution Ltd. and the undersigned student at BRAC University Asifur Rahman Diganta

Acknowledgement

To complete my report in a better way a few people helped me and guided me which must be appreciated. Firstly, I would like to thank my supervisor MR. Riyashad Ahmed, Assistant Professor of Finance, Director of Research BRAC Business School. I must say he is a very busy person but whenever I called him for any help, he was there for me. Moreover, he always managed to get some time from his busy schedules and listen to my whole situation to find out a suitable solution. Without your guidance and support Sir, this task would be almost impossible for me to complete.

Secondly, I am grateful to my organization supervisor and reporting boss Shahriar Ahmed, Assistant Manager of operation Unicorn Distribution Ltd. As Unicorn distribution is a private ltd. company many information are confidential but whenever I needed any materials or information from him, he used to provide me and also guided me to step forward with those data. I must mention my mentor Abu Shayed who taught me a lot about the technical skills and information about how the organization work. I am grateful to all these people who guided me to prepare my report and helped me out with both hands.

Executive Summary

I feel really lucky to get the opportunity to do my 3 months internship in Unicorn Distribution Ltd. Here I have gained practical knowledge about the professional work environment and improve different skills and abilities.

Moreover, I tried to input all the academic knowledge and experiences which I gathered from BRAC University in the last four years. UDL is basically a sub-business unit of ShopUp. I got the opportunity to work with some brilliant and skilled people in the sales and operations department. With time I got more opportunities to know about the organization and its working system. Using technology and the traditional work process in this organization is excellent. The motive is to create the shortest path between a distributor and a retailer by taking the advancement of this generation.

In this report, I tried to describe the working system in the operation department, the strength, weaknesses, and opportunities of the company, organizational strategy, and leadership style with every detail. Overall, how the organization is managing the employees. Lastly, I tried to collect a short survey from my team member who is working in the organization for different periods of time and collect some suggestions from them for the enhancement of UDL.

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List of Acronyms

UDL	Unicorn Distribution Ltd.
HQ	Head Quarter
HR	Human Resource
MS	Microsoft
DB	Distribution
B2B	Business to Business
FMCG	Fast Moving Consumer Goods
CEO	Chief Executive Officer
IT	Information Technology
E-Commerce	Electronic Commerce
CV	Curriculum Vitae

Chapter 1

Overview of Internship

1.1 Student Information

I am Asifur Rahman Diganta, ID:17304062. I am a student of BRAC Business School, BRAC University, and started my journey at BRACU in Summer 2017. I will be graduating with two majors Marketing and Finance.

1.2 Internship Information

1.2.1 Period, Company Name, Department, Address

It is a great opportunity for me to do my internship with some great minds and hardworking people in Unicorn Distribution Ltd which is a sister company of ShopUp. I have been working here for two and half months and hopefully, in mid-October, my three months internship will be completed. Due to the pandemic situation, it was a remote office. I have a major in Marketing and I suppose I am really lucky to work under the **Sales and Operations Department** where I could gather practical knowledge of my education. The Distribution Houses of UDL is located all over the country and the headquarter is located at House #112, Road #06, Mohakhali DOHS, Dhaka.

1.2.2 Company Supervisor's Information

My supervisor and reporting boss in Unicorn Distribution Ltd. is Mr. Shahriar Ahmed, Assistant Manager- Operations Distributions, Unicorn Distributions Ltd.

1.2.3 Job Scope

I have joined UDL last July and during this two and half month period I have learned a lot about the operational work in a B2B service. Moreover, how the sales are analyzed and how to create a report from analyzing different files. In addition, my MS office skills are improved astonishingly as I have to work on these platforms on daily basis. If we see, nowadays MS office is a must requirement for any organization and this is something which can be mastered only by practice. Rather than that, I must say I have improved my technical skills and learned how to use those skills to make my work ease.

Keeping that all apart, after joining here my adapting power to a new environment increased as I have to communicate with different people for different tasks daily. I acquired the skills of time management as a daily report needs to be submitted. I have gained knowledge about how different tasks can be done at the same time which enhanced my multitasking ability. More precisely, I gained practical knowledge about professional work which will help me to get a job in the operational and sales sector.

1.3.1 Student's contributions to the Company

I joined as an intern in Unicorn Distributions Ltd. in the Sales and Operations department. It was a remote office to date. My task was on daily basis and create a report for everyday sales. Now, UDL has 52 distribution houses under it and I had to deal with 18 DB houses and their sales tracking every day.

Firstly, I have to check all the mistakes on the sales report and find if any particular information is unavailable and create another excel file that is templated and different formulas are used.

Then I have to match data from the sales tracker files and if all data matched then I had to upload the file to the server and send the report to my supervisor.

Moreover, as an intern, I worked in the operational and sales activities.

1.3.2 Benefits to the Students

Unicorn Distribution Ltd has not only provided me the opportunity to gain my practical knowledge but also enhanced different skills in me and by working with expert people I have learned a lot about different technical activities. In addition, I acquire knowledge of many shortcut methods in MS office which I particularly find beneficial for me. The work environment is great here and all the seniors are helpful and try to provide as much information and knowledge as possible which made my work easier. I must admit my operational knowledge has been increased as they had provided the opportunity to do some really sensitive works after a lot of practice. Every single step assisted me to experience new skills. They taught me how to create reports for every file and also the summarizing of a sales report. Different formulas I have learned in MS Excel made my work very easy. I am being taught how to communicate with different people, how to provide mail professionally for any assistance, and mostly how to conduct my task from time to time. Mostly, they always provided a lending hand to gain new experience and improve me every day. As a start to a new career journey, I must say I had a great start.

1.3.3 Problems/Difficulties Faced During the Intern Period

There are very few problems I faced during my two and half month internship. But what appeared to me as a problem was being the remote office for the pandemic there were no fixed hours for work. They use to provide the files anytime and I had to work with those files. Because if I delay the work or skip the work as it was delivered late at night then the next day

my work will be doubled because all the tasks and reports must be created and uploaded on daily basis. Secondly, what I felt was a problem for me was that because of the remote office I was all alone for my work but if I faced any issue then I had to mail or message my supervisor or mentors and I had to wait for the reply and the solution. If it was in the office I might not have to wait for that solution.

1.3.4 Recommendation

It is great to work here as you can work in your particular comfortable time but there are some things which can be improved. I recommend improving the main ShopUp server as I have experienced many times that when different people are uploading files and the server is overloaded, as some of the excel files consist of thousands of data that time the uploaded files sometimes show failed in the right file and show **‘Voonik error’** which is solved by reuploading the file again. So, the server can be improved more to avoid this problem and save time.

Chapter 2 Organization Part

2.1 Introduction

As an intern of Unicorn Distribution Ltd. I am working as a part of their whole service and I would like to share the objective, methodology, and limitations as well which I experienced.

2.1.1 Objective

The objective of my report is to elaborate on the sales tracking system and operational activities of UDL in full detail. So that we all can know more about the organization and how it works. Find out the problems and technical issues which can be faced while doing the daily task. How different products differ from each other. Moreover, finding out the strengths and opportunities of the organization in the future is also a part of my goal. B2B services are evolving with time and people are adopting new methods to grow their businesses. Through this report, we will also know how UDL which is a part of ShopUp is evolving with the technology and giving small businesses a boost for growth.

2.1.2 Methodology

To prepare my report I had to collect data from different primary and secondary sources. Firstly, as an intern, I gained and experienced practical knowledge by working with the team as a part of my primary source. Secondly, my organization's supervisor Shahriar Ahmed helped me by providing necessary information and data when it was needed. Rather than that he also notifies me about the current scenario of the organization and provides reliable information. Lastly, I must mention my mentor, Abu Shayed Bhai who always lend a helping hand for any need. Not by only providing information but also by teaching and improving my skills so that I can work with ease.

The rest of the info I collected from secondary sources involves the company website, online journals, and newspapers. From these sources, I could collect some very important data and learned about the future move of the organization.

2.1.3 Limitations

The particular problem which I faced is that as a private organization most of their information is very confidential and very little information is available on the internet. And employees are also asked not to provide any confidential information. At first, it was creating a problem for me to collect mass data for this report but thanks to my supervisor who helped with everything that was in his hand



Figure-1: ShopUp Logo

2.2 Company Overview

ShopUp is the leading B2B commerce platform for small businesses in Bangladesh. By using the technology, they are boosting the growth of the business through easy access to sources and last-mile logistics. There are three main pillars of ShopUp which include Mokam, RedX, and Baki. If any Business grabs the opportunity to take all these three services, they are actually taking the full service of source product, delivery, payment, and end placement. Unicorn Distribution Ltd. is under the Mokam. This is a sub-business unit of ShopUp. Mokam offers 10000+ products for the retail business. And Unicorn Distribution Ltd plays a major role to keep running the whole service. Moreover, UDL is the first distribution company which is using its tradition and technology at the same time to operate the service. By using the Mokam app any retailers can order products for their retail shop.



Figure-2: Unicorn Distribution Ltd. Logo

Under Unicorn Distribution Ltd there are 52 DB houses where branded and non-branded products are sold to the retailers. And the number of distribution houses is increasing day by day. All the operational works are conducted via using technology which makes the work easy. There used to be two entities of UDL which were-

1. UDL Branded
2. UDL Unbranded

UDL Branded distributes the product which is branded in the market and produced by well-known companies like Uniliver, Marico, Coke, etc. And this service is gaining prosperity continuously.

UDL Unbranded used to distribute the non-branded products which include mostly the grocery product items like rice, egg, oil, etc. except the agro products. It is handled by another department of Mokam. But UDL Unbranded is not part of Unicorn Distribution Ltd anymore. It is now under the Mokam Reloaded service. UDL now only provides the branded products to retail business holders.

2.2.1 Goal

The goal of the Organization is to provide a 360-degree solution for the retailers and the key distributors where both the businesses can run their services in the easiest way possible. UDL is working on it regularly to improve more and more on their logistics services and cut all the barriers by using the technology and create the shortest path between the distributors and retailers.

2.3 Management Practices

2.3.1 Leadership style

The full ShopUp family which includes Unicorn Distribution Ltd follows the democratic leadership style which is also known as participative leadership which means a group of people participate to make a collaborative decision. UDL also has some upper management who participates in a group involving the employees also before taking any important decision. Every individual opinion is important to move forward so that all the employees are happy with the decision. They are working altogether for the betterment of the organization.

2.3.2 Evaluation Survey

To maintain this leadership style the organization conducts regular evaluation surveys where they can find out the laggings and create a solution. The surveys are provided via email. These surveys involve employee satisfaction, IT facilities, Internal Communication surveys. With the opinions of every individual, the organization takes the decision recruiting employees or increasing IT facilities and how in remote office employees can communicate with each

individual fluently. Now, we are using the Slack Platform where the organization's channel gives the facility of IT support, announcements, and general communication. If any employee faces any problem, they can raise their hand in Slack and one will come as soon as possible to sort out the problem. This is how the organization is collaborating with everyone regularly to achieve the goal and objective of maintaining employee satisfaction.

2.3.3 Selection/ Recruitment Process

For the recruitment process, first CVs are collected in mass amounts from different platforms which include LinkedIn, Social Media Platforms, etc. From those CVs particular candidates are selected by analyzing the skills they are looking for in that particular place and department. When all these curriculums meet, they are asked to give a virtual interview at a particular time. And the interview is taken by HR, the manager/assistant manager of that particular department. In the interview, some formal questions are asked at first where they see how communicative the candidate is and after that, they ask some analytical and technical questions from the skills the candidate provided in their CV. And this is how the interview ends and after that, the candidate is been analyzed according to his interview performance and recruited.

2.3.4 Compensation System

UDL maintains a very standard compensation system according to the work where employees are very satisfied. Moreover, every individual salary is received by them at the end week of the month and it is never late. The compensation amount is provided via bank account and for those who don't have any bank account, they can receive their salary Via Nagar. In addition,

they provide all the necessary documents to the employee which help them to clear out the tax documents.

2.3.5 Training and Development Initiatives

UDL provides a really great opportunity to work under them and is very helpful to train every employee carefully. As all the works are very sensitive and any small mistake can turn into a big mistake, the senior management very carefully handles all the new employees first and try to improve them as much as possible. I experienced some really skilled minds who helped me via teaching shortcuts and make the work easy. First, all the tasks are elaborated in very detail, and after that shortcut, methods are taught so that it can save time. Through this, any employee can understand the whole process as details are provided and can create their own shortcut way to do the task and save valuable time.

2.4 Marketing Practices

The parent company of UDL which is ShopUp does a lot of marketing via social media, newspapers, online portals, and using digital platforms but UDL is not that motivated to market itself. As it works with sales and operations management they don't find it very important to market the company broadly. Moreover, there are 52 DB houses under Unicorn Distribution Ltd. where giant companies like UNILIVER, Marico, ACI, Sensodyne, Transcom Beverage, and many other FMCG products are involved. They communicate internally with these companies and trying to increase the DB houses more and more so that every retail shop can purchase a product in the easiest way possible. And all these can be done via their digital platform Mokam. Through this app, the service can be taken by any retail shop holder.

2.4.1 4p Analysis

Product- As already mentioned that UDL is basically a distribution company which is providing B2B services. And they are working as a bridge between the main company and the retailers. So, there is no particular product of UDL. All the branded products which are available in the market for daily, weekly, or monthly purposes can be served to the retail shop holders whenever they need. Unicorn's DB houses directly contact the main product company and purchase products from them and provide them to the retailers. And these products involve very popular brands to the newest brand in the market.

Price- UDL is new in the market compare to the other distributors. But they are using the technology to make the service as easy as possible and to capture the market properly they are using a penetration strategy and keeping the prices as low as possible compare to their competitors. Because the number of competitions is also increasing every-day.

Place- The HQ of Unicorn Distribution Ltd. is in the capital city Dhaka (Mohakhali). But the distribution Houses are situated all over the country and currently, there are 52 DB houses in the whole country and increasing every time. These areas involve major cities like Dhaka, Chittagong, Sylhet, Rangpur, Rajshahi, and many important cities in the country. The objective of these placements is basically to provide the service to every corner of the nation and creating more demand as it is creating the shortest way between the main company and the retail shops.

Promotion- UDL is not very active to promote itself. But what they are trying to do is motivate the DB managers to increase the sales and attract more buyers. Although they promote the app Mokam on the websites from where retail shop holders can place their order from anywhere and the nearest DB house will provide them those products.

2.5 Operation Management

The Chief of Staff is Mr. Zia Ul Hossain who handles all the operational parts of the organization. He is reported by the regional managers who handle different operational activities. For every individual distribution house, one DB manager is recruited who is responsible for every activity to that particular DB house. And these DB managers collect everyday information and provide it to the operation staff. By correcting all those files, the report is submitted to the assistant manager of operations. And then the manager deals with all those reports and reports them to the Chief of Staff. After the end of every month CEO, CFO and COS conduct a meeting where they see the progress of those DB houses and find out if any problem occurs. Rather than that when any new product is launched in the market and a new SKU code is provided to that product and these codes are created by the content manager and their staff.

2.6 Industry and Competitive Analysis

2.6.1 SWOT Analysis

Strength- In SWOT analysis strengths define the achievement, advantages, and uniqueness of any particular organization. Talking about UDL I must mention one of the core strengths of the company is its employees who are young, skillful, and full of energy. They are always bringing new ideas in front for the betterment of the organization. The parent company ShopUp is also a strength for UDL as the mother company has become so popular and gained fame in a very short period of time. Rather than that the massive investment they are getting from the foreign companies is also becoming a matter of more trustworthiness for the people of the country. The use of modern technology is also a strength of UDL where they provided an application

platform Mokam to use the service. This made the whole service a lot easier for both parties. A shop-holder can easily identify which product they need and place the order through the app and the products will be delivered to them by the distribution house. The number of DB houses is 52 and increasing spontaneously. Another advantage of the company which has been recently published is that now the retail shoppers can purchase a product on credit through Baki which is another platform for the small businessman where they can pay later. Moreover, there are 10000+ products for the retail business and providing almost 500,000 shops in different ways. The major strength of the company is they are trying and almost done making the shortest way between the supplier and the retailers and providing a 360 solution for any need.

Weakness- As Unicorn Distribution Ltd. is new in the market this becomes a weakness for the company as there are already established distribution companies countrywide. So, they are not getting the advantage of the first mover. Secondly, the lack of marketing is another weakness as they are not very concerned about it. In today's world, people trust what they see. As the company is new in the market, they need to implement more marketing strategies without depending on the parent company. In addition, as the rate of illiteracy in the country is very high use of technology and digital platform is also becoming a weakness for the company as the retailers are bound to know how to use the app and place orders.

Opportunities- The opportunities ahead for UDL are very high. As we already know that time is changing very fast and people are adapting to the new changes, use of the technology will create some great opportunities for the organization. When people will know that how technology can save time and money by using these digital platforms, they will be more attracted to grab these opportunities. In addition, in this pandemic situation doing business is becoming very hard for everyone. It has become a matter of health and finance also. So, every small and big business is getting harmed but UDL is providing the opportunity where the products will be delivered to the door of the buyer without any contact with the seller and the

payment can be done digitally. Through this solution, UDL is creating ways to expand themselves more in the marketplace. Moreover, ShopUp which is the parent company of UDL is already expanded themselves out of the border to India. Which will create a very good way for UDL to expand internationally. As the geographical, economical, and social environments of both the countries are very similar so UDL can easily step forward their and it will be a huge success for them.

Threats- Unlike the other distribution companies, Unicorn Distribution Ltd. is new in the field. So, already established distribution companies are a threat for UDL which includes companies like A.H Khan & Co, ARC distributions, etc. Copy of strategy and ideas can also be a threat for the company and this pandemic situation where every small businessman are very economically devastated is also becoming a threat for the company. As it will decrease the demand of the buyer.

2.6.2 Porter's Five Forces

Power of Buyer

The power of the buyer is high here. Because there are different options available in the market where the retailers can purchase from. Which gives them the place of a dominator. Moreover, UDL is new in the market which gives a disadvantage for the company. To gain their trust, the buyers are prioritized more. In addition, in a highly competitive market to grab the customers more the higher power is given to the buyers. And UDL is providing a low purchase price compared to their competitors so that they can attract buyers more.

Power of Supplier

The power of suppliers is low in this market. As different distribution houses are already there to meet the demand so the asking power of suppliers is low. Even though the FMCG companies

are producing products they also have some delivery processes via which the products can be delivered to the retail shops. In this process, the need for distribution houses will be no more. But companies like UDL are creating an easy path for both sides they are in demand but this does not give them the higher position.

Threat of New Entrants

The threat of new entrants is very high. First of all, the cost of entry is very low in this industry which makes the path easier for the new entrepreneurs to take a chance with a low budget. Secondly, the market is rising very fast which will grab the eyes of the people who are trying to start a business. Not only that the industry is also very profitable after a certain stage. Thirdly, there is a mass amount of retail shops in the country which needs a very high of the supplier. So, there always lies an opportunity to enter this market. By analyzing all these the threats of newcomers will always be high.

Threat of Substitution

Since there are already established companies in this market, there is a higher threat of substitution. Retailers can easily change their choice and can purchase from another distribution house. Even they can also purchase from the FMCG companies themselves. Though it will cost a little bit more time on the other hand it will also save money as this is cutting the middleman.

Rivalry Among Existing Competitors

This industry is full of competitors and there are old companies that are already established. Companies like ARC Distributions, A.H Khan, and Co have already created a reputation in the market. And as a new company, UDL is their rival and giving tough competition against the

organization. Moreover, every individual company is adapting new strategies and creating new paths for their organization to grab more customers towards themselves and this is making the rivalry very tough. On the other side, this is also creating a better way for small businesses man to grow themselves faster and boost their businesses.

2.7 Summary and Conclusions

UDL is a distribution company that is doing great in terms of its age. Being new in the market they already have captured a lot of buyers with their strategy and innovative ideas. Moreover, the organization does not only think about profit and growth business but they are also very concerned about their employee's satisfaction. UDL always gives opportunities to participate their employees in new tasks so that they can bring the new. The management of the organization is great where every individual can work at ease. The compensation system is also very satisfactory and functional. In addition, the operation management is doing great as the organization provided sufficient employees in every sector so that the workload is divided and decreases mistakes. The upper management is also very collaborative and supportive of every individual employee. Though there is lagging in terms of marketing practices but internal presentation towards the FMCG companies and retail shoppers is really good. The strength of the company is their skilled and energetic employees, their uniqueness of work, technology, and the parent company. The opportunities which lie ahead for the company are very high. But the industry is very competitive which makes it mandatory for UDL to not miss any step. Avoiding all these factors UDL is determined to achieve its goal and provide a 360 solution for small businesses all over the country.

2.8 Recommendation

According to me as a working person in the organization what I felt is they must be concerned about their marketing strategies and do a lot more marketing practice. As of now, their marketing is totally dependent on the parent company and its subsidiaries. But they need to market the company individually. Though it's a B2B service as the competition is very high and aggressive there is a need for self-marketing being new in the market. Moreover, they need to create another team who will only work to make the retailer understand how they can use the app properly which will help them to grow faster. Lastly, they must be focused on the company objective and give suitable solutions for the small businesses.

Chapter 3

Sales Tracking Policy of Unicorn Distribution LTD.

3.1 Introduction

I am going to broadly discuss about the background, objective, methodology and my selected subject which is directly connected with my work and serves the purpose of B2B. Besides that I have also done a short survey in between the team about their opinion and suggestion for the betterment of the organization.

3.1.2 Background

It's been two and half months since I am doing my internship in Unicorn Distribution Ltd. Here, I have done a lot of practical and sensitive works. The topic I choose 'Sales Tracking Policy of Unicorn Distribution Ltd.' is selected based on my work and what I experienced. The report will consist of enough data to provide a whole idea about the work I am doing and how the whole sales and operations department work. In addition, I tried to apply the educational knowledge and methods which I gathered from BRAC University.

3.1.3 Objective

The objective of my report is to provide an elaborate idea about the work of sales and operations so that other students of BRACU and other alumni can get a proper idea about the work environment and what skills need to be earned to work there. Moreover, another objective is to find out some issues which can be improved to make the system more constructive.

3.1.4 Methodology

The information to work on this part I gathered is mainly from my work experience and practical knowledge which I gained in these two and half months. Rather than that which is not a part of my work and which is included in the work process, I gathered those data from my supervisor MR. Shahriar Ahmed. I also took the help of my mentor in UDL Abu Shayed to prepare my report.

3.1.5 Significance

What I felt while preparing this report is I am gathering information about the entire organization. Maybe I am doing a specific part for my organization but I'm getting the entire idea of the beginning and end process of operations while conducting this report. Now I do know the corporate objective and what they're doing to accomplish that purpose. I also feel that my communication capability with different individuals has been increased because it was my responsibility to collect data from my upper management. Moreover, I do know the strengths and weaknesses of the organization and the way they will improve it. All of it together gave me a huge real-life experience and increase my different skills capability.

3.2 Findings and Analysis

3.2.1 Sales Tracker Report

Firstly, a sales tracker report is made by the senior employees via identifying all the DB house reports and properly calculate them through an excel worksheet.

These files are created for every individual date and this report consists of data of DB house, DB ID, cash, credit, total sales, credit collection, claimable and non-claimable amount, sales target, performance score, order target, GMV, NMV, retailers visited, retailers order, Delivery to the retailers and many more. This report is the summary of all the 52 DB house of that particular date from where you can collect any necessary information from that. For every individual DB house, a particular DB ID is created by which the DB house can be identified. As the organization has the facility of providing products on cash and credit both so from those columns, we identify how much product they purchase on cash and how much on credit to make the total sales report. Moreover, we can also find out the damage. Also, we calculate the claimable and non-claimable amounts to assume the sales target. From these numbers, we can find out the performance score of that particular DB house. For my particular work, I need to identify the DB name and ID which are selected for me. After that, I need the information of NMV and order number from the sales tracker.

3.2.2 Bulk File

Bulk files are the sales files of the DB houses which are created by the DB managers. When the files are mailed all the files remain in zipped format and that we got to extract those. This report presents the overall performance of sales and products. This is often very sensitive work as various factors got to be corrected while preparing the majority report. More precisely I only got to work on the 18 DB house files which are assigned to me.

Firstly, in these files, we'd like to see out the primary column where the numbers of the retailers are kept. this is often checked by the filtering option and if any number is wrong or short digitated we'd like to correct those numbers. Additionally, if the numbers aren't attached with the country code (880), then we'd like to connect the country code with every single number by using the Concatenate formula. To verify every number is vital because any wrongdoing is going to be

caught as a failure within the server and people's data won't be added. Then, we'd like to connect an additional column and attend the date column. Here the dates got to be formatted in one form which is assigned by the organization. So, if any DB managers input the date in other formats then we'd like to vary the format via using the short-dates options. then, we'd like to feature another extra column. Then we will determine the addresses and shop names of various retailers who purchased products thereon a particular date. Then comes the world ID column here we'd like to see if each area ID is inputted correctly or not. We check it with another file named mapping and area-id where all the area names, ids are kept. Because the incorrect area-id is going to be mentioned as a failed enter the server. And if any new area is added within the DB-house then it must be told to the manager in order that a replacement area-id is often created and it is often added to the server.

Then comes the SKU codes which are used to differentiate every product from one another. And by using these codes on the merchandise are often acknowledged. During this column, we'd like to see if all the SKU codes are provided or there's any blank row. By filtering the blank box, we need to find out the missing SKUs from the main file by using the VLOOK UP formula where all the products, the SKU codes, and therefore the company names are kept. Then it's again checked if the missing codes are filled or not. If there's any missing box then we check it manually from the main file by filtering the names of these products.

Creating SKU

Sometimes it is seen that companies are bringing new products every month and for those products, new SKUs need to be created. So, we create a sample new file for those products and write all those details which are available in the bulk file about those products which includes DB name, ID, product name, selling price, and quantity. This file is mailed to the content

manager. And keeping me in the CC the mail is diverted to the DB manager by asking for all the information about the new product including the picture of the product and the color of the packaging. Then the DB manager provides all those information through the mail. And the content manager creates the new SKU code for that particular product and adds it to the server. And I add it to the master file so that next time it doesn't show any missing code.

Then comes the last work for the bulk file which is calculating the bulk NMV. This is calculated by the multiplication and adding the quantity and the price of the product using the SUMPRODUCT formula. And the number is inputted in the final report file. This is how the bulk file is prepared by correcting all the columns and data for the main file which will be uploaded to the server.

3.2.3 Main Sample File

This is basically the final file that is uploaded to the main server to store the sales data. This file is created using a particular template that consists of some formulas. Firstly, the data from the bulk file is pasted here.

Then the report NMV is calculated again by quantity and price of the products. Then it is matched and we need to provide the delivery status and DB ID. After that, the order list is found by sorting out the data and find only the unique orders which represent the order number. The order ids are created by the mixture of date and phone number as there is already inputted formula on that particular template. By conducting all these activities the sample report file is prepared for upload.

3.2.4 Server

This is the final file that is uploaded to the main server to store the sales data. This file is created using a particular template that consists of some formulas. Firstly, the data from the bulk file is pasted here.

Then the report NMV is calculated again by quantity and price of the products. Then it is matched and we need to provide the delivery status and DB ID. After that, the order list is found by sorting out the data and finding only the unique orders which represent the order number. The order IDs are created by the mixture of date and phone number as there is already inputted formula on that particular template. By conducting all these activities the sample report file is prepared for upload.

Then the prepared sample file is uploaded to the server and the server provides a unique code for that file. If there is any error or mistake the server will show failed and generate a sheet where we can download the sheet and it will show which order number has the problem. After solving the problem, the file needs to be reuploaded. And it will add the failed order. The servers will not capture only two mistakes. First, if there is any wrong with the date and second if there is any mistake in the DB ID. So, these two tasks are very carefully handled.

3.2.5 Final Report

In the final report, data from every file are taken. First, from the sales tracker file, we collect the report NMV and the outlet number. Secondly, from the main sample file, we collect the bulk NMV and order number. And we have to match those dates.

If the numbers match then we can go for the next part. Where we collect data from the servers. From the server, the code provided after uploading a file is collected for the final report so that

we can track those files for any need. Then the server shows how many files are added and we need to match it with the order number. And if all these numbers matched then the final report is ready for that particular day and we need to mail the final report to the upper management.

Lastly, in the month-end by summarizing those files and data we can see which products demand increased, which products are not selling very well, how much is the profitability, which DB-house is growing and many different factors.

3.3 Survey

In this survey, I tried to find out some overall satisfaction, suggestion, and opinions towards the organization from my team members. There are 5 respondents including me. And they are all working in the operation department. The survey is created with the help of Google forms.

Gender
5 responses

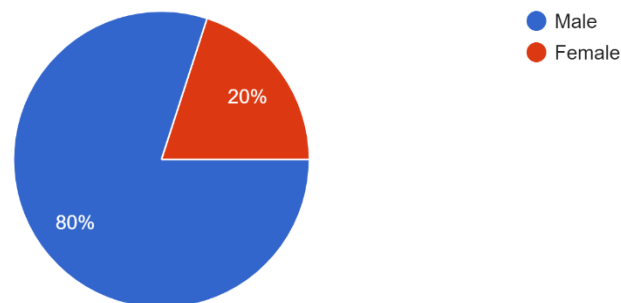


Figure-3: Gender

Here we can see that almost 4 of the 5 workers are male and 1 is female.

Are you satisfied with the work environment in the organization?
5 responses

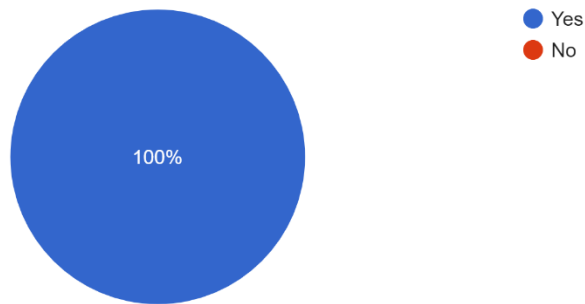


Figure-4: Satisfaction in the Work Environment

It shows that no one is unsatisfied with the work environment. And they all do agree together that the work environment in the UDL operation department is really great because all the co-workers are very helpful, friendly, and responsive. This means the management in the organization is doing really great as 100% of the employees are satisfied with the work environment.

Do you get the ease of time for your work in Unicorn Distribution Ltd.?
4 responses

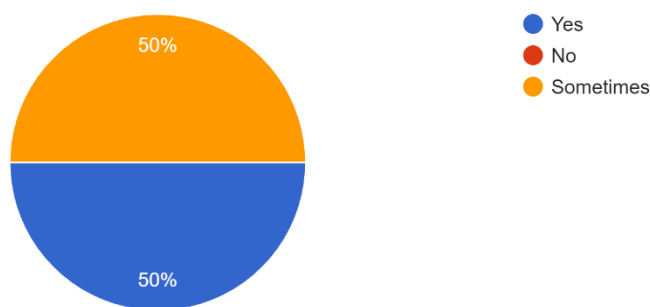


Figure-5: Ease of Time in the Organization

This figure shows us that 50 percent of the employees get the ease of time for their work and 50 percent find it sometimes because I already mentioned that because of the remote office

the task can be sent anytime. This means there are no fixed hours for the work for which many finds it difficult to conduct. Moreover, there is no particular holiday for the sales and operations department. Only when the DB house is closed, we find a holiday. So, it is a continuous work process which can be a reason that 50 percent of the employees find the ease of time for the work sometimes.

Do you have enough facilities and assistance to work in the operations department?

5 responses

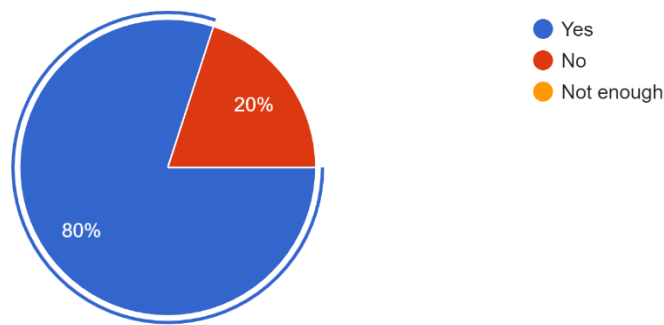


Figure-6: Facilities and Assistance

This figure shows that 80 percent of the worker have enough facilities and assistance while working in the operations department and 20 percent doesn't find that. From personal experience, this must be said that UDL's operation department tries to provide facilities and assistance as much as possible. But the number of dis-satisfaction can be because of the remote office. Many individuals find it hard to communicate with different people remotely or describe the whole issue online.

Are you happy with the compensation system?
5 responses

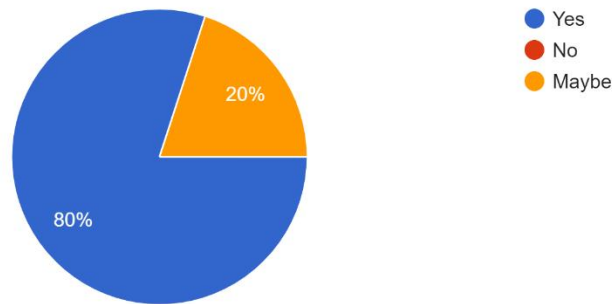


Figure-7: Satisfaction About the Compensation System

About the compensations system, most of the employees are happy and 20 percent are confused. This means UDL operations is doing good for employee satisfaction in terms of compensation.

Do you think Unicorn Distribution Ltd. needs to do more marketing practices?
5 responses

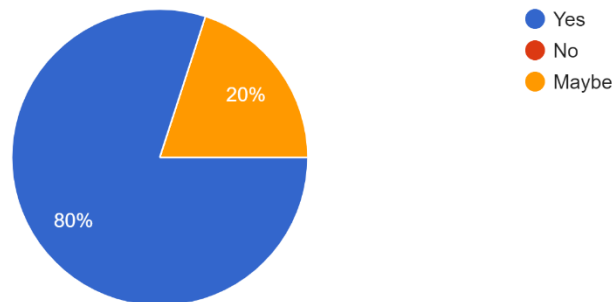


Figure-8: Opinion About the Marketing Practice

As lack of marketing is a disadvantage of UDL most of the employee thinks there need to be more marketing practices. Figure-8 shows that almost 80% of the employee thinks that UDL needs to do more marketing practices and represent themselves in the market more and 20%

partially agree with the statement. This means this might be a necessary step for UDL in the near future.

Do you have any suggestion for the betterment of the organization?4 responses

Separate set of skills, knowledge to acquire.

Should improve the communication between the employee and the management as well as they need to improve their server.

Should have more focus on business profitability.

Adapting more marketing strategies can be helpful for the company

Here some employees gave some valuable suggestion for the betterment of the organization.

3.4 Summary and Conclusion

UDL operations are conducting a work process of 24/7 hours. In this type of work, keeping everyone satisfied and smoothly conduct all the tasks is extremely tough. So far, they're doing great and have managed the general circumstances brilliantly. The sales tracking system they created is extremely structured and conservative. With the assistance of technology, they're trying to form a mix of traditional work and this generation's advancement. Though some must be skilled in some particular sector to figure within the operations department but the work environment is so helpful and friendly that it'll make anyone's work easy. The unique fact about the organization is that they always search for improvement. From my personal experience, I saw that the workers are hardworking and filled with ideas and therefore the upper management always lend a hand to utilize those concepts. That's why the worker satisfaction rate in UDL is so high. Additionally, the organization has grown in no time during a very short period of your

time. And if they continue to be focused on their objective then in near future it'll expand massively nationwide and out of the border also.

3.5 Recommendation

Most of the workers seem to be happy and satisfied with the organization, management, and therefore the work process within the department. But some implementation can be done the enhancement of satisfaction and success. Firstly, adopting more marketing strategies would be very helpful for the corporate to grow more. Then creating a far better path for the communication between the worker and upper management. As most of the tasks are conducted remotely and employees work hour isn't fixed the communication way with the upper management should be implemented more in order that it can save time and energy. Moreover, the server should be improved more because when huge data are inputted within the server sometimes it shows some unreliable mistakes which aren't wrong. Lastly, as this is often a replacement company within the market they're focusing more on grabbing the market and fewer on profitability. So, products are sold in less profit comparing to the competitors. But as UDL has already created a robust base for them and caught almost an enormous market everywhere the country, now they ought to focus more on profitability for the betterment of the organization.

Appendix

Questions Responses 5

Employees Opinion

Form description

Gender


Male

Female

Are you satisfied with the work environment in the organization? *

Yes

No



Questions Responses 5

Do you get the ease of time for your work in Unicorn Distribution Ltd.? *

Yes

No


Sometimes

Do you have enough facilities and assistance to work in the operations department?

Yes

No

Not enough



Are you happy with the compensation system?

- Yes
- No
- Maybe



Do you think Unicorn Distribution Ltd. needs to do more marketing practices? *

- Yes
- No
- Maybe

Do you have any suggestion for the betterment of the organization?

Short answer text