

Report On
Exploring Company Barriers: An Analysis of Dosen's Marketing
Methods and Financials.

By

Arshil Shiair Nafi

17104197

**The internship report is submitted to the Brac Business School which is
a requirement for the degree of Bachelor of Business Administration**

Brac Business School

Brac University

October 2024

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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:

Arshil Shiair Nafi

17104197

Supervisor's Full Name & Signature:

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BRAC University

Letter of Transmittal

Dr. Arif Hossain Mazumder
Assistant Professor
Brac Business School
Brac University
Merul Badda, Dhaka 1212

Subject: Submission of Internship Report on “Exploring Company Barriers: An analysis of Dosen’s Marketing Methods and Financials”

Dear Sir,

With my utmost respect I present you my internship report which is titled “Exploring Company Barriers: An analysis of Dosen’s Marketing Methods and Financials” as it a requirement for my BBA degree.

While completing the report I have done by best to finish it with the most significant way possible and include relevant data and recommendations which will benefit the company.

Thank you for all your guidance which helped me to complete this report. I hope this report will satisfy the needs of the company and others.

Sincerely yours,

_____ Arshil _____

Arshil Shiair Nafi

17104197

Brac Business School

Brac University

Date: September 25, 2024

Non-Disclosure Agreement

I hereby declare that the internship report “Exploring Company Barriers: An analysis of Dosen’s Marketing Methods and Financials” was my own work, I with the guidance and help of my respected faculty Dr. Arif Hossain Mazumder finished this report. This presented report of internship is a one of the requirements to complete my current program. No other institution or institute has this report for any consideration of any other type of degree awards.

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Acknowledgement

All thanks and gratitude to the Almighty Allah, the All-Powerful and Compassionate. I would like to express deepest gratitude to my respected faculty Dr. Arif Hossain Mazumder who has guided me to write this report from start to finish and taken valuable time from his schedule to guide me thoroughly throughout the entire process.

I am also grateful to Ratul Ahmed, Dosen's Marketing Manager. Despite all the rush he has helped me direct my work and given me useful tips during my work. I am also thankful for everyone in the company who has helped me to gather all the necessary information required to complete the internship report.

Finally, I would like to thank BRAC University and BRAC Business School for all the guidance required to complete the required degree. Despite all the barriers I have done by best to represent all the things in a structured way.

Executive Summary

Dosen Electric Corporation started their business in the year 2006 in Cumilla and later expanded to Feni, Chittagong and Dhaka. The report “Exploring Company Barriers: An analysis of Dosen’s Marketing Methods and Financials” has been prepared with the help of both primary and secondary data. This report provides a descriptive analysis of the company’s marketing methods and financial problems faced while doing business. The data was collected from various sources including journals, newspapers, news articles, websites and company sales reports.

I did my internship from the company Dosen Electric Corporation in the Finance and Accounts department. Some of my main responsibilities were to collect and compile inventory data of Dhaka inventories, resolving customer order issue, Processing transaction, Data entry, managing daily operations, handling customers. I tried my best to complete all the work given by my manager.

I have finished this report to analyze all the financial and marketing practices done by Dosen Electric Corporation. This also gives an idea about my work during the internship period. I complied all the necessary data I could get and finished this report. I tried my best to make this report as informative as possible.

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Glossary

Technova: Another brand under Dosen Electric Corporation which is sells different products than their normal Dosen lineup.

GAAP: It is a type of principle or a set of guidelines which is used by accountants when preparing a financial statement for the company.

Budget: An amount of money which is set by the officials of the company. All types of expenses like wages, bills, cost of raw materials and many more are all included in this set of money.

E-Commerce: Trading of goods and services through online methods like a website or various mobile applications.



Chapter 1

Overview of the Internship

1.1 Student Information

Name: Arshil Shiair Nafi

Student ID: 17104197

Program: Bachelor of Business Administration (BBA)

Major: Finance

1.2 Internship Information

1.2.1 Company: Dosen Electric Corporation

Department: Accounts & Finance

Internship Duration: 3 months

Address: 47 Urban Paltan view, Purana Paltan office 7A&B. Dhaka.

1.2.2 Dosen Electric Corporation Supervisor's Information

Name: Ratul Ahmed

Position: Manager

1.2.3 Job scope

Job duties/ Responsibilities: I worked as an intern for Dosen Electric Corporation. I worked there for a total of three months. I was assigned into the accounts section in the first few days and was shifted to work on the marketing team which looked on their online sales and offline sales. Most of my work was in the Palton office but I was moved between shops and storages when needed. I had to assist my supervisors and my colleagues with daily reports of inventory and operations.

- **Salary Sheet Maintenance:** During month end the salary sheet had to be updated according to the amount of products sold by the Sales representatives. My duty was to assist my supervisor who looked after the amount of commission given to the employees. I also had to assist on preparing expense sheet according to product type for any month if required.
- **Inventory Report:** Updated inventory had to be maintained as it helps the managers with proper stock keeping. I had to make inventory reports every Tuesdays and Thursdays. There are several warehouses around Dhaka, Chittagong and Feni, I was assigned to take report from from all the warehouses and stores in Dhaka.
- **Report Discrepancy:** Any type of mismatch of the number of product type and the books had to be reported to the manager for further investigation. It was very challenging to keep track of the inventory as I was dealing with more than 30-40 different product types.
- **Others:** Assisted in note keeping during business meetings. Helped manager with sorting files according to districts. Also prepared files according to the needs of the manager.

1.3 Internship Outcomes

My internship in Dosen Electric Corporation has helped me gain some corporate experience and knowledge about how efficient a company is running their operations.

- **Software Skills:** Excel, Power Point Presentation.
- **Organizational Skills:** Multi- Tasking, Working under pressure, Time management, Communication.
- **Personal Skills:** Adaptability, Problem solving, Collaboration.

1.3.1 Student's Contribution to the Company

After completing my assigned duties I have worked outside of my responsibilities from time to time. Helped other supervisors and managers while working in the accounts department. Here are some of the contributions:

I have assisted my manager by inputting customer data in the company software. The software controls and keeps records of all the sales data. Assisted my supervisor by relaying important data to his supervisors. I assisted my senior colleagues with documentation process. Reported discrepancy found on production statistics data. I tried my best to give insights about how to improve the software as I minored in computer information management. At the start of the internship I was instructed to create an excel file for all the new sales representatives joining the company. Assisted in other sections of the department as per any request from the supervisors.

1.3.2 Benefits to the Student

As a business student I got the opportunity to work in one of the leading switch manufacturers in Bangladesh. Dosen has helped me gain proper corporate experience from this internship. This internship has helped me learn a part of the massive accounting process that goes in a company. I

was given a long educative tour of the company floor and all the essential software I will be using while working for the company. Visited the all the inventory warehouses with my supervisor. Got an idea about how the inventory is maintained in this company. Firstly, the environment of the work place is very much different than what I expected in my books during studying. The desks and the offices are maintained in an ergonomic way so that the employees can work efficiently which results in positive workplace mood. The topics we read in the books are very much different in real work place. Bookish knowledge has helped us get a basic idea about things in the company. Real life work setting is very much different compared to bookish knowledge. My communication skills improved very rapidly as I had to cooperate with employees of other departments on a regular basis. I was introduced to all the product lineup of Dosen Electric Corporation. Although I was assigned in the accounting department other supervisors from other department helped me learn new things. For example, I got to learn about their sales representative tracking software while helping my supervisor by inputting data about new arrivals. While working there I became more skilled in presentation software like powerpoint and learned various shortcuts for Microsoft word and Microsoft excel. I have become proficient in all the softwares I used in the company. One of the major motivating factor for me was the encouragement given to me by the supervisors and colleagues. I appreciate working in Dosen Electric Corporation as they give importance to other values and perspectives. I gained vast knowledge through this internship which I could not attain from books.

1.3.3 Problems/Difficulties during the internship period.

No company is perfect. Every company in the world has their pros and cons. Here are some of the notable difficulties I faced during the internship:

As the number of employees were very limited, I had to help other departments with their grunt work. As an intern I was not shared enough information regarding new launches. My allocated office hours were 8 hours in a day but as the company had few employees I had to work beyond my allocated hours most of the time. The laptops provided for the interns were very backdated and slow, working on these laptops were a hassle and we had to bring our own laptops when needed. I had to take notes during the meeting and provide every supervisor with key points from

the notes, which was very time consuming. As it was during Covid it was very difficult to work while maintaining social distancing in the work place. I along with some of my colleagues contracted Covid in the third month of the work which resulted us missing many days of work due to sickness.

1.3.4 Recommendations about future internships

Dosen Electric Corporations is one of the emerging market leaders in the switch and socket industry. I worked there for three months to complete my internship course for my university. I would like to suggest some recommendations for the company:

The company should implement a new software where inventory is automatically updated according to the group of switch and sockets. Reports through mail take a lot of time and space in the laptop and is sometimes hard to manage. This program helped us learn so many things about the accounting and technological side of an emerging company. More inter-departmental meetings and co-operations should be encouraged. Employees working overtime should be compensated with heavy snacks or dinner. There were many days when we left office at night around 8 to 9 without being offered any snacks or any meals.

Chapter 2: Organization Part

2.1 Introduction

The company Dosen Electric Corporation started their business in Bangladesh. The company specializes on the electric switch and socket manufacturing industry. The company was established in the year 2006 whose aim was to serve the customers in the electric switch an

socket industry. Their first office was located in Kandirpar, Cumilla. During that time the competition in this industry was very fierce.

Dosen provides customers with high quality products which are robust and durable. Most of their series are focused on customers with an affordable budget. Through their rigorous product development and innovation of electric switch and socket the company is able to deliver products according to the needs of the customers. Dosen recently expanded their business to the online sector to tackle the growing demand of the customers of Bangladesh.

Dosen Electric Corporation is also expanding their depots and shops into other districts. These depots and the shops will help to reduce delivery times and make the products easily available for the customers. The company feels the need for a proper customer service which will assist the customer in any type of query.

2.1.2 Origin of the report

To complete my bachelors in business administration i have to make an internship report under the company i am currently working. This report is done for the completion of my course BUS 400. I have completed an internship under the company Dosen Electric Corporation in which I was assigned in their accounting department. My internship program was for 12 weeks. I have assisted my managers and supervisors in various accounting problems and also have helped with their sales representative tracking software by inputting new data according to the directions of my supervisors. During my internship period I have observed how an accounting department operates from day to day. Later, I was shifted to the marketing team who looked after the online sales and marketing activities. Both the departments have helped me gain practical knowledge about how different departments work within a company. I got a vague understanding of their operations. Currently I have chosen the topic “Exploring Company Barriers: An analysis of Dosen’s Marketing Methods and Financials.” This report aims to help the company tackle some of the issues they are dealing with and provide the company with recommendations which will

help them to improve their business and become more profitable. And my assigned respected supervisor is MR. Md Arif Hossain Mazumder.

2.1.3 Source of data collection

I have collected data from both primary and secondary sources.

Primary sources are:

Data collected from working under the supervisor of the company

Data collected from daily work under the department.

Interviewing customers about their buying pattern.

Data collected from customers who order on regular basis.

Secondary Sources are:

Different journals and analytical reports have been used to collect data.

The official website of the Dosen Electric Corporation.

Various types of journals, online news portals, documents used to collect data.

Data collected from Facebook page and E-Commerce pages.

2.1.4 Scope

My 3 months internship period in Dosen Electric Corporation has helped me understand how the organization's culture is. How much production and sales occur and which category of switches and sockets are prioritized according to the demand of consumers in the market. Moreover, I got a glimpse of how inter-departmental communication is made and how the company functions as a whole. I got to know about the company's working system and my report may help the company make valuable decisions regarding their product choice in the future market.

2.1.5 Limitation

Some of the limitations are highlighted below:

Being an intern, my supervisors and seniors did not disclose much company information to an intern. My 3 months internship period in Dosen Electric Corporation was currently not enough to get data for my internship report. Lastly, another limitations would be having no prior knowledge in this field. Working in the company is very much different than what we learn in our academic books. All these together has restricted me to make the report more meaningful and informative.

2.2 Overview of the Company

2.2.1 Company History

In 2006, Joynal Abdin started Dosen Electric Corporation to bring light and help people in Bangladesh. When he passed away, his son, MD Shamir Abdin, took over and kept the company growing. Even though the company started small, they have become a trusted name for good quality and new ideas in electrical products. Dosen had some tough times at the start with production and local competition but after tackling these issues they were growing their business at a rapid pace. Things really started to pick up and people all over Bangladesh started using the company's switches and sockets because of their durability around 2013-2014. Currently operating in all 64 districts of the country with major offices located in major cities like Dhaka and Chittagong and Feni. The company is planning to expand its by setting up factories near the main offices and shops.

2.2.2 Vision, Mission, and Core values

Vision

“We want to lead the way in making new and better electrical product”

Mission

“Our mission is to enhance the lives of our customers by providing them with safe, durable, and technologically advanced electrical switches and sockets.

Through continuous research and development, we aim to offer solutions that not only meet but exceed the evolving needs of our diverse clientele”

Core values

“Inspiring

Challenging

Diverse”

2.2.3 Company Information

Company headquarters is located in Palton, Dhaka. Currently Dosen Electric Corporation has a factory located near Dhaka and Feni. In the factory both assembling and manufacturing occurs. Dosen Electric Corporation has another section or a sub-brand which is named Technova. There are more than 50 direct employees associated with the company and many indirect employees like workers, loaders and assembling crew. Offices are located in Dhaka, Feni and Chittagong. Different types of switches like 4 gang, 3 gang, dual gang, board, functional boards, circuit breakers, light bulbs, saver bulbs are available in the company.

2.2.4 Global Reach

Currently Dosen Electric Corporation is operating only in Bangladesh. The company plans to operate in nearby countries like India and Nepal in the near future. As one of the growing switch and socket makers in the business the company has enough resources to flourish beyond Bangladesh. The company recently started selling their switches and bulbs in a short quantity in china with the collaboration of another company based in China.

2.2.5 Company Formation Timeline

Here is a short timeline of how far the company came from formation to till date:

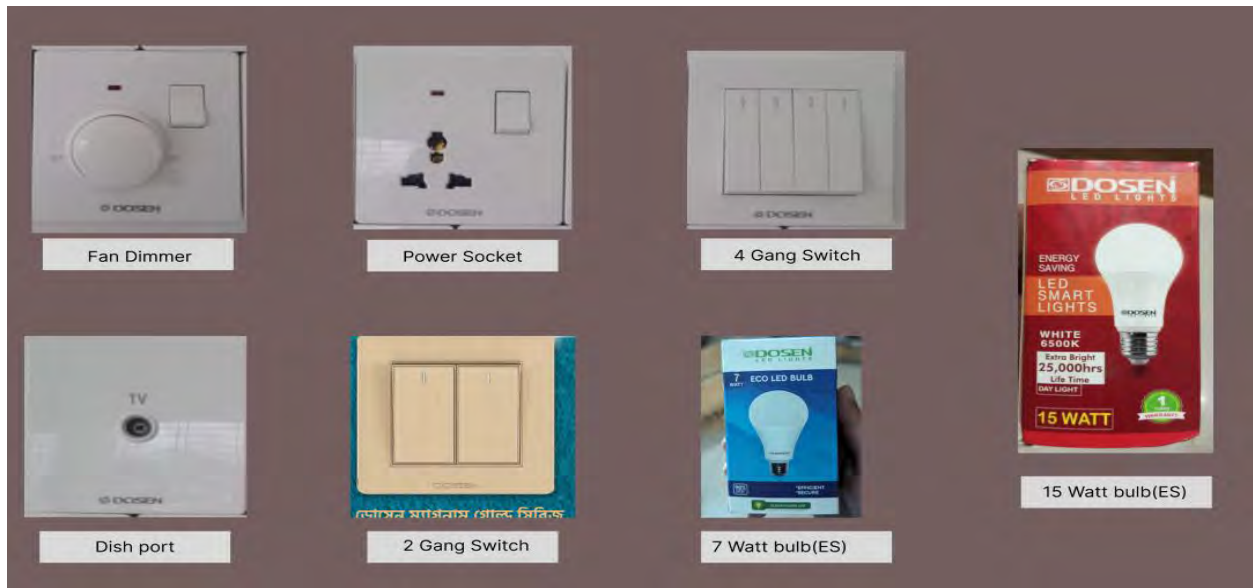
Established in 2006 by Joynal Abdin, Dosen Electric Corporation has been lighting up Bangladesh from the start. The company focuses on making electric switches and sockets through innovation. The company is known for being creative and dependable in the industry. Even though Dosen Electric Corporation faced some tough times at the beginning, they overcame the problems. They got through those challenges and became even better, especially around 2010-2011. Now, they have more than 50 employees who work hard to provide the best products and customer service possible. They're still committed to bringing innovative solutions to their customers and making sure they're happy. Its extensive range of high-quality switches, sockets and boards can be found in households, businesses, and institutions across all 64 districts of Bangladesh, illuminating lives and powering progress is their main goal.

2.2.6 Brands and Products

Currently Dosen Electric Corporation has a variety of products and brands under the company. Notable performing brands and product line are:

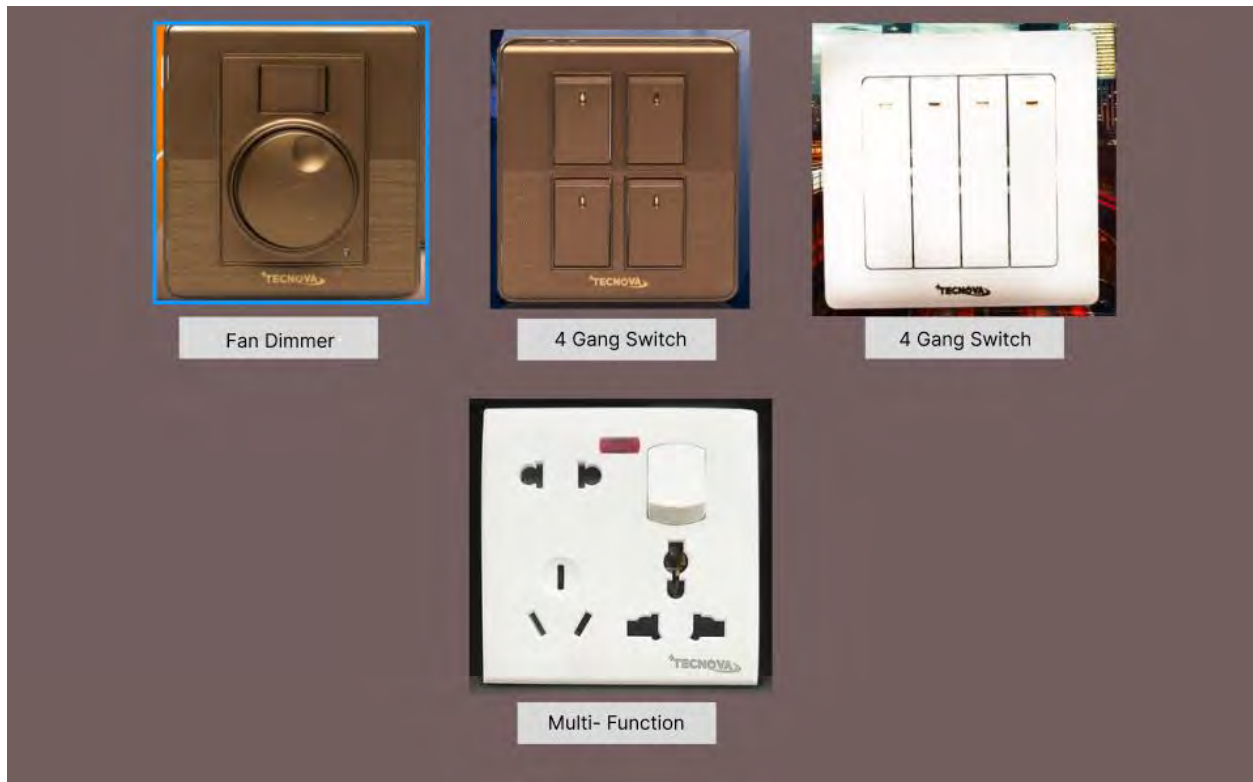
- 1) Dosen**
- 2) Technova**





The brand consists of many switches and bulbs, among them the notable ones are the 4 gang and double gang switches. These products are mostly sold on daily basis and had huge demand in the local market because of their robustness and exclusiveness. Currently the company is looking to push their 7 watt bulbs in the market. With raising electricity prices everywhere in the country customers are looking to save money. The company recently introduced 7 watt and 15 watt in the market. Both the bulbs are energy savers which helps customers save money in the long run. The brand Dosen is known for its innovation and customer service oriented. The users of these products have a premium feeling after purchasing the switches and bulbs. This section of the product line is for customers looking for premium products for their home and workplace.

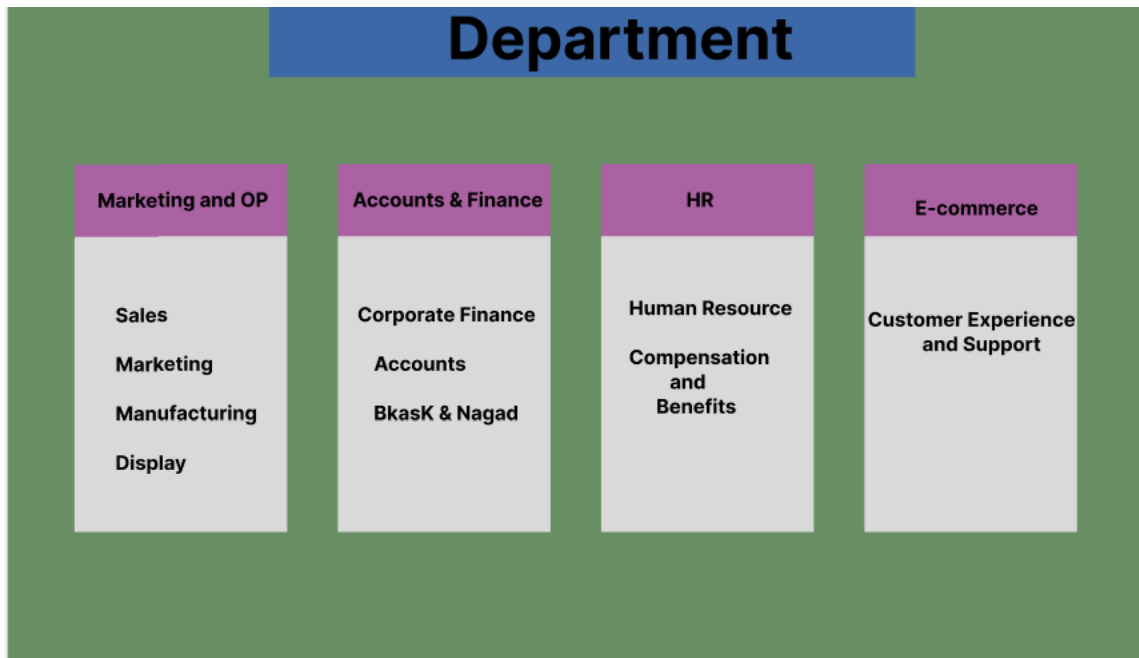




Technova is the budget-friendly brand within the company Dosen Electric Corporation. Products like fan dimmer, 4 gang, circuit breakers and multi- functions boards are available for the customers. With a commitment to quality, innovation and budget friendly. Technova provides an extensive product line that includes single-gang, double-gang, and triple-gang switches, as well as dimmer switches designed specifically for controlling the brightness of customers. In this economy customers are looking for a budget friendly product which is also long lasting. Companies looking to cut costs is looking for alternative options. Options like Technova helps them choose something that is within their budget and also has warranty. These products are made with high quality and safety standards in mind, so they are reliable and long-lasting. This brand Technova focuses on making products that are easy to use and improve convenience, whether you're using them at home or in a business. Along with Dosen this brand has started to establish a floor within the electric switch industry.

2.2.7 Departments

Dosen Electric Corporation currently has 4 active functional departments working. All the departments are unique to one another. They operate daily in order for the company to run efficiently. To improve operational efficiency these 4 departments are further divided into more sub departments. These departments are:



Except these departments there are a few other sub-departments inside the company. Collaboration happens between all the sub-departments to ensure proper functionality of the company. Employees of the sub-department report to the managers and the head of the department. The marketing and operational department had the most number of employees in compared to the other departments.

2.3 Practices of Management

Dosen Electric Corporation values each and every employee starting from side staff to higher management. Currently there are more than 50 direct employees. Every member of the company

can have an opinion while making a decision. The Company takes every opinion very seriously. One of the key practices of the company was its data dependant decision making. The company relied on sales data and inventory reports to analyze customer buying pattern. These along with other methods helped the company fulfill the needs of the customers. Moreover, the company appreciates departmental collaboration, which discovers different ideas and methods which improves the business. These practice helps innovate and nurture ideas for the company.

2.3.1 Types of Employees

Currently Dosen Electric Corporation has two types of employees in the company. All the employees are valued equally. Permanent employees, contractual employees and outsourced employees are among the types of employees in the company.

Permanent employees: Employees working directly under Dosen Electric Corporation are employed directly by the company. Permanent employees get all the benefits like support from provident funds and other company benefits.

Contractual employees: Employees of these types are employed by a third-party company but they have a certain duration of time they can be in the company. Contracts usually start from a minimum of 6 months to 1 year. The employee performance is reviewed at the end of their contact period.

2.4 Marketing practice

Marketing through social media: Utilizing popular sites Facebook, Instagram and LinkedIn the company is properly marketing their products to their potential customers. Facebook page of the company always posting about product specifications and lucrative pictures for the customers. Monthly deals are also displayed through the Facebook page. Through LinkedIn job posting and important news is published for the company.

Web Page: The company has a professional website where all the products and their details are listed along with prices. The page is very mobile friendly for customers. Customers enjoy a buffer free experience when visiting the page with a mobile. Dosen has invested more into the user interface and user experience to reduce cart abandonment rates and increasing sales. The page also consists a FAQ section where usual customer inquiries are answered. The company has invested into SEO which ensures high visibility on all the search engines.

Local Partnerships: Establishing connection with electricians, construction firms and real estate developers which in return will help the company to sell bulk switch and sockets. The company can give lucrative discounts and special offers to them so that they can save money and help them sell more products along the way. These relationships help the company to drive business growth and helps in expansion. Local partnerships also help to reduce the burden on manufacturing and material acquirement. Moreover, real estate business is booming in Bangladesh. By having a healthy relationship with them the company can ensure bulk product sales which helps the company to market their switches and bulbs to a very large customer base easily.

Sponsorship and Community Engagement: The company sponsors local teams and host local events to further help with marketing. Yearly donation also helps with fulfilling corporate social responsibility. The company supports their community very highly through various sponsorship and community engagement programs. Every year the company holds a special community engagement program where various necessary items like company shirts and daily necessary groceries items are gifted to the hard working people. Including all these the company runs various workshops and food donations when possible. By taking such active roles in the community connection with the community develops which in return helps the company to create brand loyalty and gather important customer feedback.

2.4.1 Marketing 4 p's of Marketing

Product Mix

Dosen Electric Corporation has 2 main brands. Like: Dosen and Technova.

Products are very unique in every price point and the products are very hard to copy. Each brand serves a different market segment. Customer have a various range of product provided to them.

Dosen brand offers premium design, durable and limited products to the customer. In contrast, Technova brand offers budget-friendly, robust and cutting-edge technology focused products.

The price point for both of the brands are different and they both attract different segment of the market.

Price Mix

Dosen Electric Corporation also focuses on low cost strategy. Low cost pricing model allows it to maintain competitive pricing across all the products. With the help of recent constructed factories the company is less dependent on third party manufacturers. For mass production the prices are kept minimum. Dosen Electric Corporation follows a very low profit margin strategy. Customers are attracted to low prices of products. During the pandemic prices of all the products saw a rise but the prices of all the product remained almost same during the pandemic. Those pricing strategy strengthened the company current market position which increased the sales.

Place Mix

Dosen Electric Corporation has a very strong supply chain for which the products reach the suppliers and customers on time. The company has established proper distribution network throughout the years to ensure fast delivery of products. This network has helped the company to reach customers easily and ensure the products are available in the most remote areas of the country as well. The company is further looking to invest into infrastructure and logistics which can optimize delivery times and also reduce further costs. The company is also pushing to sell their products online through Facebook and E-commerce sites which enhances the convenience the of the customers.

Promotion Mix

The Company conveys messages through easily available social media platform like Facebook and LinkedIn. Effective brand messages and other product offerings are effectively displaced by the company through this way. These platforms help to engage with the customers. In return the company can get valuable feedback, can address any issues quickly and build a loyal customer base. In addition, with the help of digital marketing the company can display their product lineup as promotional tool. Starting from boxing to packaging and branding the company can convey company's values of quality and affordability. From time to time the company also provide sponsorship to local sports tournaments and community events. These sponsors are selected in such a way that they align with the target audience which ensures maximum promotion of their brands. Furthermore, the company participates in industry convention show and exhibitions which helps to showcase their latest product to potential customers and industry experts. These events provide networking opportunities for the company.

2.5 Financial performance and Accounting Practices

Bring a private limited company most of the information was not possible to attain. Acquired some of useful data to help the company with their inventory management and financial situation. Dosen is planning to implement advanced accounting softwares to improve reporting and transparency. However, most of the data was not accessible to the general public as the company was not obliged to do so. In this report we will analyze the financial performance and accounting practices of Dosen Electric Corporation on the starting quarter of 2022 and to help provide some recommendations and some insights on how its liquidity and solvency is along with efficiency, market value etc.

2.5.1 Liquidity Ratio:

A company's liquidity is proved through how easily a company can pay their short-term debts when needed. A solid liquidity helps the company to tackle any economic downturns and properly maintain day-to-day operations without the need to touch standing assets or further

borrowings. Liquidity is an important factor in determining the short-term financial health of any given company. The table below shows how the company is currently doing in terms of liquidity. Data collected from their financial statement.

Liquidity Ratios	2022
Quick Ratio	1.32
Cash ratio	0.19
Current Ratio	1.89

Table 1: Liquidity Ratios

From the table, we see that the quick ratio is 1.32 which means Dosen Electric Corporation has a slightly more liquid assets than compared to short term liabilities. Having quick ratio slightly above 1 indicates the company is well able to tackle any short-term debt. Most of these liquid assets can help the company to tackle any type of downturns. Again, Cash ratio of 0.19 indicates the company has 19 cent for each taka of it current liabilities. A low cash ratio indicates that the company is mostly relying on receivables to cover the short-term liabilities. Companies often maintain a low cash ratio so that they can use their resources more efficiently. Again, current ratio of 1.89 shows that for every 1 taka of current liabilities the company has 1.89 taka of current assets that can be converted into cash within the year. The company can easily pay off all its short-term debts if needed. Although, a high number like 1.89 if current ratio may be good but any number closer to 2 might indicate that the company is efficiently using all its assets or it has surplus unused working capital. Almost all the ratios are showing positive signs of financial health. However, Cash ratio needs to be improved to tackle any type of liabilities.

2.5.2 Profitability Ratio:

These ratios help a company to measure any company's ability to generate with relative to their equity, assets, income and other important factors also. Some of the notable ratios are mentioned below in the table.

Profitability Ratios	2022
Return on Assets	6.4%
Return on Equity	11.4%
Gross Profit Margin	13.5%
Net Profit Margin	3.2%

Table 2: Profitability Ratios

The table shows that the ROA is 6.4% which indicates the company's profit in relative to its assets. For every 100 BDT of assets the company generates a total profit of 6.4 BDT in total. As a switch and socket manufacturing company in Bangladesh this range of ROA is considered well above average in this industry, which is indicating very strong utilization of company's assets. Overall, the company is performing well if ROA is considered.

Again, the ROE is 11.4% which means the company is generating BDT of 11.4 for every 100 BDT of shareholders equity. In this economy this range is considered average and is also considered sufficient for a company in this industry. However, it will be essential if the ROE can be increased in the long run as it will benefit the shareholders of the company.

The gross profit margin is considered an important factor while doing any business. Gross profit margin is used to assess a company's financial performance, specially helps in production and cost management. The gross profit margin is 13.5% which means for every 100 BDT of revenue the company retains 13.5 BDT as gross profit after cost of goods sold. This profit is excluding operating expenses, taxes and interests. This margin shows that the company is doing well and is in the right track.

The Net Profit Margin is 3.2% which means for every 100 BDT of revenue after paying taxes, interests and deducting cost of goods sold the company the company retains a total of 4 BDT. Net profit margin is used for understanding the profit the company is making and also to

understand if the operating costs and overhead costs are within the company limits to make a profit.

2.5.3 Efficiency Analysis:

We use this analysis to measure how effectively the company is using all its assets to generate revenue. This type of analysis helps a company to find different areas which require improvement. By analyzing these ratios we can get an idea about the performance of the company and how well the company is managing its resources to function properly. Some of the notable efficiency analysis ratios are listed below.

Efficiency Ratios	2022
Assets Turnover Ratio	2.0
Accounts Receivable Turnover Ratio	7.08
Inventory Turnover Ratio	12.36

Table: Efficiency Ratio

From the table, we see that Assets turnover ratio is 2.0 which indicates that the company gains BDT 2.0 for every 1 BDT of its assets. This ratio indicates how well the company is utilizing their assets to generate sales. Moreover, this range suggests that the company is making the most out of the available resources they have with them. Again, accounts receivable turnover ratio is 7.08 which means the company is effectively collecting payments from its customers. Higher ratio indicates the company is very successful in collecting payments from their customers. An efficient accounts receivable management is crucial for a company. They try to shorten the time it takes to collect cash after sales. This high ratio is positive for the company. Additionally, inventory turnover ratio of 12.36 indicates the company sells and replaces its inventory about 6.88 times within a a specific period of time. A higher ratio shows the company is very efficient in managing its inventory by selling goods quickly. An efficient inventory management helps to reduce holding costs and maintains an always already stock for the customers.

2.5.4 Leverage Ratio:

This ratio here helps us understand how a company uses their debt to finance all the assets. These ratios help us understand the risks associated with borrowed funds versus equity. The following tables give us the leverage ratios of the company on its financial statement.

Leverage Ratio	2022
Debt-to-Equity Ratio	0.79
Debt-to-Asset ratio	0.44

Table: Leverage Ratio

From the table, we can see that the Debt-to-Equity ratio of the company is 0.79 which indicates for every 1 taka of equity the company has, it has a debt of 0.79 BDT. This ratio helps us understand the proportion of debt and equity used to finance their operation and investments. A lower ratio usually indicates that the company is relying more on equity than debt. This is considered positive because the company is less linked to risks. Risk generally are increased debt level and increased interest payments. Again, the Debt to Asset ratio is 0.44 which means for every 1 taka of asset the company has, it has a debt of 0.44 BDT. Here the ratio is somewhat lower which shows that the company relies less on the debt and is in a good position to tackle any type of financial difficulties. Overall, these indicate that Dosen Electric Corporation is in a stable position.

2.5.5 Accounting Practices:

Dosen Electric Corporation follows a set of rules in their accounting and finance department, among them the company follows some key aspects of generally Accepted Accounting Principles (GAAP) in preparing company statements. These financial statements are important for ensuring the company is running without any issues. One of the main practice they follow is

accrual accounting method, in this method the revenue is firstly recognized when it is earned, The accounts do not wait for the cash to be received. This method helps the company to understand the current financial position of the company. This method is used in most of the manufacturing companies in the country. This method allows the company to plan accordingly to the demand and proper management of resources.

Again, the company is not listed into the stock market, so for that reason they are not obliged to publish their reports to the public. The privacy helps the company to control all the sensitive information of the company. These reports are made for the shareholders only. These reports help the shareholders of the company to make decisions for the company and ensure the company's financial health is in good condition.

Moreover, during every accounting cycle, Dosen Electric Corporation follows the basic procedures like preparing balance sheet, income statements and cash flow statement. These comprehensive reports give the shareholders an idea about the financial health of the company. The company also tries to maintain these reports which helps to access company's profitability. The reports are always up-to-date which helps in day-to-day operations and future planning of the company.

In conclusion, Dosen Electric Corporation follows and abides by the accounting standards of the industry. By following GAAP and implementing a strong accounting practice the company is well-positioned to improve their business and grow financially.

2.6 Operations and Information System:

During my time in the company, I had to opportunity to work in almost all the departments of the company, which helped me learn about how the operations and how the company manages their data altogether.

One of the main information system is their website. The website is user friendly and is mostly used to display and offer prices of their products. It provides important and detailed information of all the switches and lights to the customers. Information includes images, prices and product description.

Again, Dosen Electric Corporation handles their accounting with the help of various tools. All the transactions are recorded in their excel file along with other backup files. Important files are managed by account managers and the managerial director. Images are stored into google drive and used whenever needed. While working there I had limited access as I was an Intern. The company also uses google worksheet which could be easily controlled across all employees.

Dosen Electric Corporation also uses a database to manage the information of all their employees and customers. Database included their contact details, previous history of order and all type of payment information. Through this database the company can also monitors customer orders and gives various deals according to individual requirements. It also supports the marketing team and the management to take decision about various combo deals.

According to quality management, the company has strict policies like doing business with shops who has a good track record. Who are reliable in the long run and meet all the standards of the company. The sales representatives try to maintain the quality of the products before delivering. This team is also responsible for scheduling all the deliveries in due time. The sales team plays an important role in quality management.

2.7 Competitive Assessment and Sector Analysis.

Dosen Electric Corporation is a switch and socket manufacturing company which has recently started expanding to lights and fans also. Main goal of the company is to provide convenient and affordable products. The company does business in both online sector and offline sector as well. However, more than 50% of the market share is occupied by the big companies. Among the leading domestic companies Super Star has the most market share which is 30% of the whole domestic market industry. Dosen is competing with all the global Chinese brands, Pran RFL and

Super Star to gain market share. The main goal of the report is to conduct a porter's five and SWOT analysis to evaluate the competitiveness of the market for Dosen Electric Corporation. The porter's five and Swot analysis will help the company to evaluate Dosen's competitive standing in this industry and their strengths and weaknesses.

2.7.1 Porter's Five Forces Analysis

This model is a framework developed to access the competitive forces in the industry for the company. The following below are the five forces that are affecting the industry's competitive environment:

- 1. Threat of New Entrants:** At present most of the threats of new entrants can be omitted because of several barriers. Some of the raw materials are very hard to acquire. Raw materials have to be imported from China and other countries to maintain demand of the product. Establishing proper links with suppliers of other country is very hard to manage. The company has established connection with several Chinese suppliers for their products. Currently possible entry of new entrants is very low due the high dollar rate, cost of raw materials, initial set up cost and lack of established suppliers.. The market is getting competitive for all the existing competitors. Therefore, threat of new entrants is low.
- 2. Threat of substitutes:** This treat is moderate. The company provides customers with special and unique products which are very hard to get from the market. Other competitors may copy and provide the same type of product with short lasting materials to compete in the market. These competitors do not last long in the market. Dosen has established a big loyal customer group. Overall, the threat is moderate as the product are unique and long lasting compared to others.

3. **Competitive Rivalry:** As a densely populated market the competitive rivalry is very high in this industry. One of the main factors of highly competitive rivalry being numerous big competitors starting from local to foreign brands. With so many competitors the price range of a type of product is very close for all the companies. Also, as a vast growing industry the other companies are always looking to expansion. Established companies like Super Star, Pran- RFL, Walton, Energypac and other non-branded ones are direct competitors of Dosen. The company must navigate through all the competition and outpace other companies through innovation and improving their network.
4. **Bargaining Power of Suppliers:** Here the bargaining power of the suppliers are moderate. The company sources all their materials from both local sources and foreign sources as well. Most parts being sourced from local buyers which is helpful for the company. There are many alternative suppliers who provides raw materials to the company. So, the bargaining power of the suppliers is manageable.
5. **Bargaining Power of buyers:** Buyers in this industry have moderate to high bargaining power because of the availability of others companies who are undercutting by lowering prices. Again, the option of substitutes is also causing the prices to fluctuate on regular basis. Companies like Super Star, Pran-RFL and Walton are always competing among themselves by offering deals and goods for which it is hard for Dosen to do business among the big players. These big companies sometimes provide extra incentives like money and gifts for the shop owners to only put their own product in the shop. Dosen has to spend extra to compete with the big player. Overall, the bargaining power is high for most of the buyers.

2.7.2 SWOT Analysis:

This type of analysis is done to measure and observe the strengths, Weakness, Opportunities and threats of a company.

1. Strengths:

- Superior UI and UX on the website enable the company to offer detailed product details, specifications and easy navigation for the customers.
- Catering customers of all types with a wide range of products and price range.
- Strong connection with domestic suppliers and international suppliers which ensures a stable supply chain.
- Established a strong customer base due to the quality and durability of products.

2. Weakness:

- Lacking in brand recognition, compared to the more established companies in this industry.
- Lack of capital delays product development and innovation, decreasing any potential growth for the company.
- Limited market share, which leads to weaker bargaining power with the buyers for the company.
- Heavily relied on raw materials imports, making the company more susceptible to supply chain disruptions.

3. Opportunities:

- Growing market and growing demand in this industry.
- Potential for international market expansion, especially neighbouring countries.
- More Diversification of product such as, smart home switches and advanced energy efficient appliances.
- Increase the amounts of products offered to the booming real estate market in Bangladesh.
- Using the E-Commerce platform to reach an unexplored market in this industry.

4. Threats:

- Volatile exchange rate in the market, which increases the price of all the imported raw materials.
- Very high inflation causing rise in operational costs.
- Intense competition from other companies like both domestic and international companies, companies with huge capital who undercuts prices excessively.
- Global events can hamper supply chain of the company, affecting material availability and pricing of all the products.

2.7.3 Distinctive Advantage

Dosen Electric Corporation has some distinctive advantages which enables the company to increase market presence and acquire new markets. Some of the distinctive advantage would be their variety product offering, on time customer service and market identity. With time the company can look for expansion into the neighbouring countries and also try to expand into the outskirts of the country with the resources available to them.

The competition in this market is very intense. As a high potential company Dosen is trying to expand further into the country areas where the market is still unexplored. The analysis done in this report may help provide the company with important data which will help them in making decisions for their business.

Chapter 3: Project Part

3.1 Introductions

I recently completed my 3 months internship program under the switch and socket manufacturing company name Dosen Electric Corporation. The company started their business in the year 2006. I was an intern while working at the company. Firstly I was assigned in their

Finance and Accounts department and later I was shifted and worked with the marketing department also, in which I got the opportunity to experience real life corporate work and often had to interact with clients myself.

One of my main challenges would be navigating how the financial structure and department works under the company. As the company is trying to maintain market share from the market leaders, they may face many obstacles like proper man power, field presence, market presence etc. All the challenges need to be addressed so that the company can profit and gain hold of the market.

This report helps us look into financial problems faced by the Dosen Electric Corporation and the marketing challenges which help us figure out the solutions that the company needs to maintain to overcome the challenges. This report aims to help the company by offering recommendations to some major difficulties.

3.1.1 Literature Review

As a growing company in this field, Dosen Electric Corporation plans to expand and take market share from the current market leaders. During the early days the company faced various financial challenges. This literature review plans to analyze the financial problems and marketing practices and further implement methods and ways to overcome such challenges.

One of the main concerns for a growing company is dealing with ever changing regulations from year to year. Every year the government imposes certain changes into the regulations for all types of business, sometimes companies may not have enough resources to keep up with the changes for which they fall behind in the market. Again, another important point is the financial backing. A growing company may not have proper financial support from banks and financial institutions for which they have to deal with high interest rates and limited lending practices.

Moreover, another similar challenge faced by a growing company is lack of proper financial training which could lead to bad financial decisions made by the company. Studies show that structured financial planning supports success rate of the company. To overcome this issue the companies have started to employ expert financial employees who can tackle such problems and help the company plan ahead.

Again, a new issue faced by the companies are proper fund utilization. Growing companies has limited amount of capital to do business, funds need to be properly managed so all the departments and the all the parts of the business are running sufficiently. A strategy should be addressed first to ensure proper utilization of fund. This helps companies utilize the funds that are idle. Wastage of funds will lead the company go into loss.

To conclude, growing businesses like Dosen Electric Corporation is constantly facing challenges like following changing regulations, Proper financial training and fund utilization. However, challenges like these can easily be tackled by keeping up with regulation changes, employing professionals in the field of finance. If such steps are implemented then the company can profit in the long run.

3.1.2 Purpose of the research

The research is done to analyze the financial activities and operations of dosen Electric Corporation a growing company in the electric switch and socket industry. The study seeks to determine the financial problems faced by the company, like managing fund for the company and its effectiveness to the company. This study will provide directions for the company which will improve the company's marketing and financial strategies and policies. This study will help to discover how the consumers are attracted through online ways and the impacts made through their marketing practices. This study will provide a thorough analysis and recommend Dosen to improve their financial condition.

Broad Objectives:

The main objective of this report is to understand the financial activities and marketing practices of Dosen Electric Corporation and evaluate the company on the finding data.

Main Objectives:

- To evaluate the challenges and problems faced by the growing company Dosen Electric Corporation.
- Assessing fund utilization and its impacts on the company.
- Evaluating their marketing practices which influence their customer to buy products from online and offline.
- Recommending improvements for online and offline stores of the company.
- Focusing on the factors influencing the customers buying pattern through online store and also offline.

3.1.3 Scope of the study

The main scope of this report is to conduct an analysis of all the financial and marketing activities of the company and to come up with certain recommendations for the growing company in the electric switch and socket industry in Bangladesh. The report mainly focuses on the company's financial problems and marketing practices and its effect on the current business. This study will help to provide important recommendations with the resources available. This study will take a look at all the factors that are influencing the customers toward sales made online and the sales made offline through the help of field sales employees and how it's affecting the financials of Dosen Electric Corporation. This report uses both primary and secondary sources to extract data, data taken from interviews, financial statements, industry visits and industry reports. This study explicitly focuses on the financial and marketing aspects along with operations of Dosen Electric Corporation, all other departments of the company were excluded from this report.

3.1.4 Limitations

The limitations of the study during my time in the company are as follows:

1. **Limited Time:** The program was limited to only 3 Months, with this short amount of time it was not possible to understand the company's financial and operations.
2. **Information Barrier:** As an intern I had very limited access to files and information. Most of the data was restricted for me. I had to make the report with the data I could acquire.
3. **No Prior Experience:** As it was my first internship, I had no knowledge about how a company works. I had no practical knowledge except for book knowledge, which did not help to properly utilize the findings.
4. **Communication Barrier:** As it was my first time working in a professional workplace I struggled to properly communicate with my team members and clients in first few weeks.

3.2 Methodology

There were two main methods used for finding information for the report. One is primary and other is secondary. The methods are described below:

Primary Source:

1. First hand observation of the marketing, accounting and finance department operations of the company.
2. Got data from company's financial records and invoices.
3. Feedback taken from clients and customers from time to time.
4. Interviewed one of my Supervisor, Md. Abidul Mortaza.

Sample Questions:

- I. What are the main marketing related problems faced for the company when they deal with customers?

- II. What is the company doing to tackle these problems?
 - III. What are the strengths and weaknesses of the company?
 - IV. What were most useful strategies used by the company to properly manage sales of the company?
5. Interviewed regular customers of online and offline sales to achieve the buying patterns of the customers and the reasons for buying the products.

Sample Questions:

- I. What Factors influence you to buy our products from online store?
- II. How often do you use the online store, and what types of product do you buy?
- III. Do the reviews in our Facebook page and online store make any difference in the purchase of the product?
- IV. What are the challenges faced by you while shopping through our online page and offline stores?

Secondary Source:

- 1. Published data taken from the internet and database.
- 2. Past reports and files taken from the company.
- 3. Company's financial data, reports and statements.
- 4. Articles and reports related to the industry.

The report was possible to make with the help of both secondary resources and primary sources.

3.3.1 Financials of Dosen Electric Corporation

Analyzed the company on the basis of their marketing, financial and accounting practices. The company started their operation in the year 2006. Here are the findings based on the profitability, solvency and efficiency. The results are found after conducting analysis of the company for the first quarter of 2021.

Efficiency Analysis:

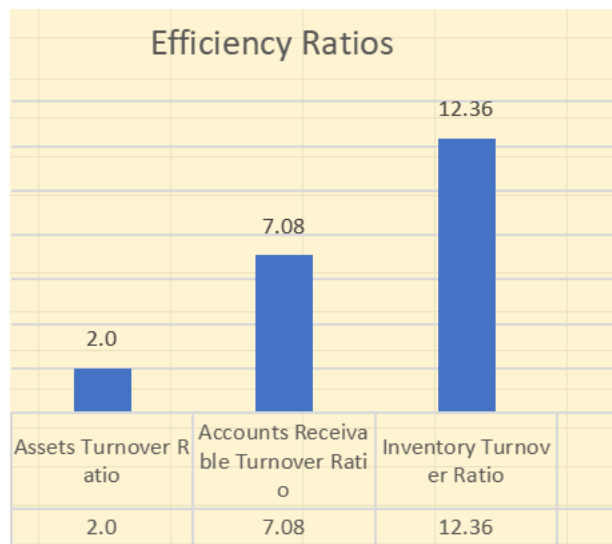


Figure: Efficiency Ratios

The assets turnover ratio of 2.0 shows that the company Dosen Electric Corporation is earning in sales 2.0 taka for every 1 taka of assets the company has. The ratio shows that Dosen Electric Corporation is efficiently using their assets to generate revenue for the company. A higher ratio indicates that the company is doing fine.

The accounts receivable turnover ratio is 7.08 which indicates the company is collecting its accounts receivable 7.08 times over the course of a year. Overall, the company is doing well in collecting its receivable. Collection of the receivables will ensure that the company has a better liquidity and also eliminates the chances of getting bad debts.

The inventory turnover ratio is 12.36 which means the company is quickly selling all their inventory and replacing them close to seven times a year. This high number indicates that the inventory is fresh and the company is saving holding costs of the inventory by replacing them fast. This ratio also shows us that the company has achieved high sales volume.

Profitability Analysis:

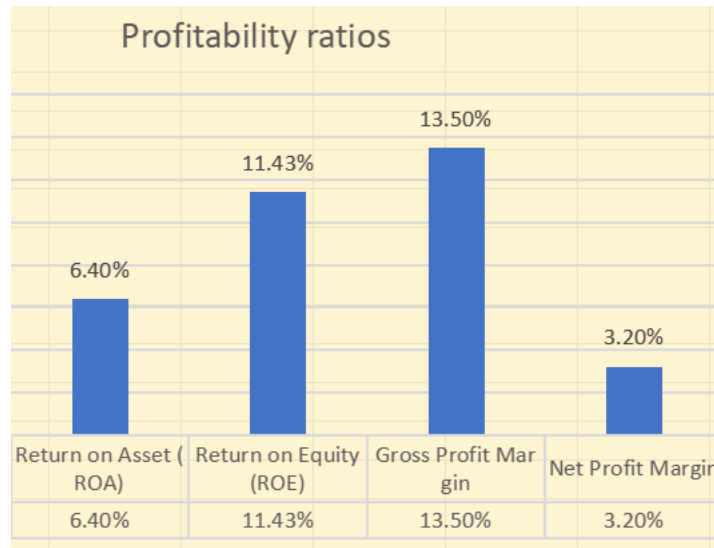


Figure: Profitability ratios

The Return on Asset (ROA) is 6.40% which means for every 100 BDT the company is generating a total of 6.4 BDT in relative to its assets. This ratio is used to get an understanding of the amount of money the company is generating in compared with their assets. It is one of the main indicators to assess a company's financial condition. This range falls into the moderate section, the company should try harder to properly utilize the assets to increase their return.

The Return on Equity (ROE) is 11.43% which shows that for every 100 BDT of owner equity the company is generating 11.4 BDT. This ratio is generally used to measure management efficiency, measuring profitability between companies and assessing financial health of the company. As a moderate level of ROE it is indicating the company is efficiently using the shareholders equity to generate enough capital for the company.

The Gross Profit Margin is 13.5% which means the company is earning 13.5 BDT for every 100 BDT earned. The margin is moderate so that the company is performing average in terms of gross profit. The company should look for ways like local sourcing of raw materials to reduce prices, using cost-effective materials and proper inventory management to reduce cost of goods sold which in return will improve the company's gross profit margin.

The Net Profit Margin is 3.2% which means for every 100BDT the company earns a total of 4 BDT is retained by the company as final profit. Net profit is calculated after deducted all the expenses like taxes, interests, operating expenses and cost of goods sold. This ratio is a very good indicator of the performance of the company and how much the company can retain in their fund after deducting all the expenses. In this economy if a company is attaining a margin of 4% then it is considered a stable income company.

Leverage Analysis:

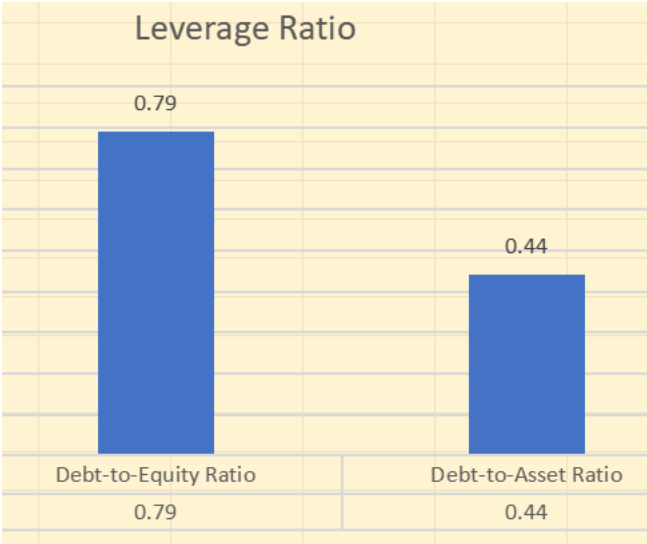


Figure: Leverage Ratio

The Debt-to-Equity ratio is 0.79 which indicates that the company is 0.79 BDT in debt for every 1BDT in equity. This shows that the company is using 79% of money from debt and the other part from equity. The company is taking on depth in order finance their operations. This range is considered on the moderate range. Overall, the company should try to improve this by lower the ratio which would benefit from them going into further debt.

The Debt-to-Asset ratio is 0.44 which means for every 100 BDT of assets the company has a total of 44 BDT in debt. This ratio gives us an idea about how much of the finances are financed by debt for the company. This range clearly shows that the company has moderate risk and needs to be careful about how much debt they are using without over leveraging themselves.

Valuation Analysis:

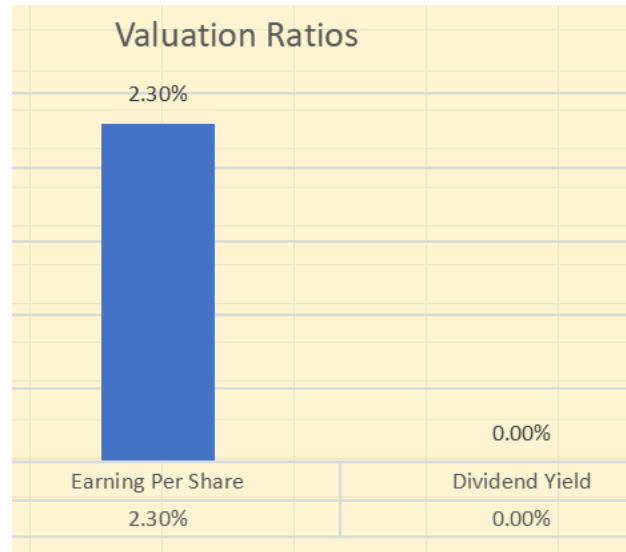


Figure: Valuation Ratios

Dosen Electric Corporation's earning per share comes at 2.30 which shows that the company has an earnings of 2.30 BDT per share. According to market standards the company's eps is below market standard of this industry. According to reports (DSE,2022) market leader Walton High-Tech Industries has an EPS of 40.17. Although their revenue mostly comes from refrigerators, they also have a huge sum of income coming from electric switch and socket section. In comparing to the market, the EPS of the company Dosen Electric Corporation is below average. The company is not generating sufficient profit for the shareholders. They should look for ways to be more efficient in doing business and side by side reduce their costing which overall will increase their EPS.

The company is yet to be listed in to the stock exchange market of Bangladesh, for which the company is not obligated to share important financial information to the general people. This report was made from limited access of information. The company does not give any dividends which can have both positive and negative effects. So, the dividend yield is always 0. As there

are no dividends the company is able to reinvest all their profits back into the company which will benefit them in the long run.

All the ratios give us a vague idea about the financials of the company. The company's profitability ratios indicates that the company is doing well in terms of profit and return. The ratios indicate that they have enough stability in the company in terms of return and profit. The ratio Gross Profit Margin is quite high which indicates that the company after excluding cost of goods sold is maintaining a high margin of income. It is a good indicator that the company is prioritizing reduction of cost of goods sold to increase their margin. On the other hand, the Net Profit Margin ratio is quite low compared to the gross profit margin as it included all the income after taxes, interest expense and operating expense is excluded. To increase the margin the company should focus on reducing the expenses like rent, utilities and interest expense. Dosen can improve their financials if they focus on reducing their overall expense. Additionally, the return on equity and return on asset is moderately low which indicates that the company is not efficiently using their fund to generate profit. To conclude the company has potential to be a market leader in this industry though innovation and overcoming their shortcomings. With future proof plans and proper strategic plans, Dosen can compete with other market leaders like RFL and Super Star and advance in market share.

3.3.2 Significance of Accounting practices on the company's Financials

The finance and accounting department of the company strictly follows the Generally Accepted Accounting Principles (GAAP). Of all the key components of GAAP the company tries to maintain the ways of accrual accounting where every economic events are recorded regardless of any cash transaction. This method helps the company to understand financial condition of the company over a certain period of time. During my time in the company the company we used to log every expense and revenue during the day and after lunch we would check with the marketing team for any changes. We did not wait for the cash to log into out accounts, any deal that goes through was listed into out accounting sheets. One of the main components of accrual accounting is to recognize the revenue when its earned and waiting for any received cash. The team I was assigned into worked in google sheets which is easy to use and helped us differentiate

between all the type of types of revenue coming into the company. Stakeholders often asked for data like revenue collected from a fixed date to another. It was possible to provide data because of the versatility of google sheets. The data was accurate as the accounts were cross checked with the marketing department during the end of work. Other part of the accrual accounting is expense matching. We always maintained a proper section of expenses in our accounting sheets, logged all the expenses after lunch time which gave us an understanding in the next half of the day of the remaining balance of our running accounts along with the profitability of the business. This tells us that expenses should be listed along with the revenue in the same accounting period which helps the company understand their financial health of that accounting period. Charges like bank charge, RTGS fee, Bkash payment, Nagad payment and many types of accounts were listed into our accounting sheets. Sometimes we faced difficulties naming the expense type in our sheets, some of the customers would accidentally send money into different bank accounts which had to be transferred at the end of the day to the operational account of the business. A major drawback of accounting practice is the complex nature. When keeping the record of all the transactions we were falling behind in doing other works, it was very time consuming. Sometimes we made error in the sheets which required more time to complete the work. The accounting sheets had to be fixed before the end of the day as the reports were sent to higher level on daily basis. After lunch I had the job of preparing a report about the inventory of all the depots in Dhaka. These reports contained the number of all the products available according to their size, date of entry, type, weight of carton etc. After analyzing the inventory reports the company decides on when to stock up inventory again. Here is an example of a depot data from the month of August of year 2021.

Depot	Product Type	Size	Weight (kg)	Cartons	Date of
DB1	Light	Medium	6.64	23	2021-08-21
FN3	Fan	Small	8.38	8	2021-08-19
DB1	Fan	Large	4.11	50	2021-08-09
CT1	Light	Medium	3	23	2021-08-19
FN3	Switch	Medium	9.36	20	2021-08-24
DB3	Switch	Small	7.14	18	2021-08-19
FN1	Fan	Small	3.95	38	2021-08-09
FN3	Switch	Medium	9.91	18	2021-08-30
FN1	Switch	Small	7.86	20	2021-08-21
DB1	Switch	Large	4.2	7	2021-08-21
CT3	Socket	Large	6.26	49	2021-08-21
FN3	Switch	Small	7.19	16	2021-08-21

Overall, Dosen's accounting practices were in line with the industry standard with some drawbacks from time to time. With standard industry returns, adequate assets and liabilities the company is taken a hold of the current market. Dosen may need to change their accounting practices in the future as they may need to integrate various accounting software.

3.3.3 Challenges faced by Dosen Electric Corporation

Dosen Electric Corporation has been doing business in this industry for more than 10 years. This company is still in their growing phase. Their financials indicate that they have been performing above average in this industry as a growing company. However, this positive outcome has some barriers for the company.

One of the main problems during the initial stages of the company was steady availability of capital for investment. The company was struggling to find a adequate funds to do business as most of the business they did was on credit. It was difficult for the Sales representatives to collect cash on time as the buyers would delay with the payment on regular basis. With less cash flow the company's operation is also hampered. During this poor economy and high inflation the buyers are often failing to pay their respected amount for which many of the amount credited amount goes into bad debt. Buyers would often abuse this system and pay less amount of money than promised. Therefore, it impacts the financial system of the company and if any one of problem is not fixed then there will be problem with the adequate capital. As a growing company there is limited amount of capital to use. With financial barriers the growth is often halted for the company.

Another major problem while working in the Accounts and Finance department of Dosen was managing adequate amount of cash reserve for daily payments like worker fees and several weekly fees. The payments of the workers varied according to their work. The workers were paid daily so there was always need for cash for all the depots and shops. The workers were always on the standby as they did all the offloading and unloading of boxes. The reserve cash had to be properly distributed among all the inventory caretakers. During my time the company was sometimes struggling to keep adequate cash reserves for their inventory depots which resulted in

obstruction of work for the company. To tackle this issue the company gave a set of plans which helped to monitor all the separate cash reserves, manage expenses and maintain a sufficient level of cash for the depots. The depot manager had to report all the remaining cash reserve in the depots to the operations department which later was relayed on to the accounts and finance department on daily basis. Cash was allocated by analyzing all the expense reports of the inventories. To reduce the cost of inventory the company moved most of the locations to outskirts of the town where the rent was lower than normal.

One of the major problems for the company was lack of proper communication among the employees and departments. Every month new employees were being employed. The Accounts and Finance department worked in google sheets to keep track of all the transactions of the company. All the access were given by the head of the department. Any new employees had to mail the head of the department for any type of access. The manager and the head would also discuss together before giving out any new access. As an intern I was given access to only a few sheets but was left out of most of the them because of the communication gap between my manager and head of the department. This process hampered the work experience as it was wasting a lot of time. New sheets were created as the business expanded. I did not have access to most of the sheet as approval was needed by the managers of that department. This process required proper and timely communication between employees and managers. Although I was an intern for the accounts and finance department one of my main role was to relay the information of remaining balance of accounts to the marketing head of the company. From time to time I had to communicate with both the managers of marketing and accounts department and report them respectively, this required excellent communication skills. We used Whatsapp and email to communicate between the employees. Sometimes under high workload some of the messages would be left unchecked which would disturb the flow of the work. Proper and timely communication was essential in dealing with these problems. However, timely communication was never possible which led to slow work pace.

Lastly, the main problem was tackling currency fluctuations. During my time in the company the dollar rate increased which meant the BDT weakened. If the value of BDT decrease we had to use more BDT in order to buy dollar which in return meant increased cost of imported raw

materials like plastics, electronic parts and wires. All this together increased the cost of production and side by side increased the cost of the final products like switch and socket. Companies had to predict dollar rate to tackle price fluctuations. Recent dollar hike increased the price of all imported goods and materials. Market leaders like RFL, Walton and Superstar also had to increase their prices to cope with the dollar rate hike. This industry is very competitive, without a stable rate the profit margin would decrease. To solve this Dosen did forward contracts with their raw material suppliers so that they get a fixed dollar rate for any future dollar rate rise. Another important decision was to take raw materials from their local suppliers which helped to decrease the cost of making goods. By sourcing local materials the company reduced their dependency on foreign suppliers which increases their profit in the long run.

Overall, the company had to overcome many obstacles. Currently the company is looking for more ways to expand business. Recently they have signed a deal with some of the renowned construction companies located in Dhaka and other districts also. After tackling all the existing problem the company aims to do business in the unexplored parts of the country. Relocation of their warehouses from the city center to outside the city played a key role in reducing total overall cost of the products. This type of measure shows that the company is adapted to change whenever needed.

3.3.4 Marketing strategies and its impact on the Sales

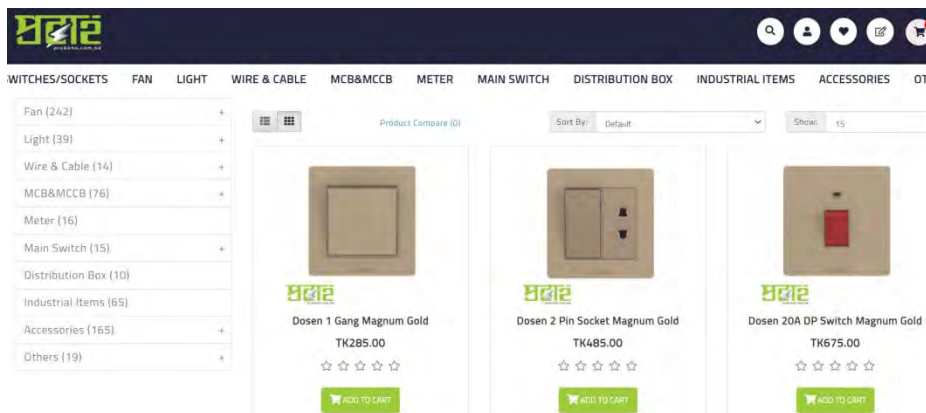
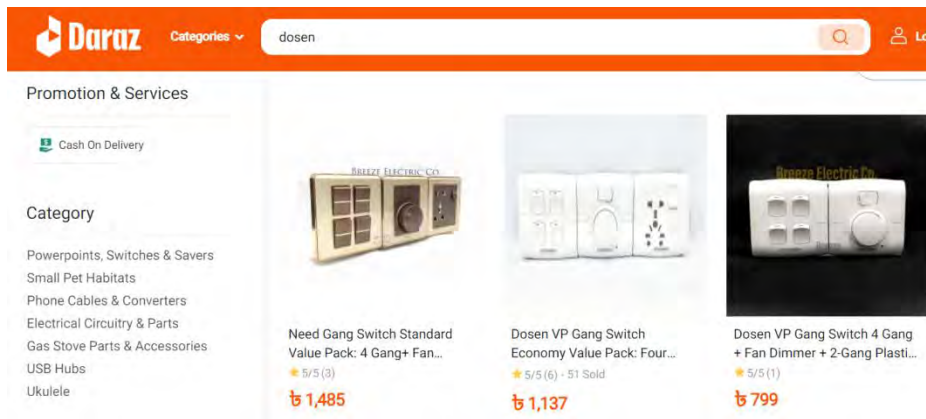
Dosen played a key part in the innovation sector by introducing smart switches in their Collection. Only a few models were relevant before the introduction of the switch. The company recently included touch boards which enables a person to control fans and switches of the whole house within the single board. The first gen touch screens were not durable and did not last long as most of the touches would stop responding and also most of them were very slow to respond. With the introduction of new model all the earlier problems were solved which increased sales of that specific type of switch slowly. Although, the demand for those types of switches are very less compared to the normal ones but the demand is increasing from time to time. Dosen marketed the products through animated videos through their Facebook page and website.

Again, Dosen strictly follows a set of policies when pricing a product. The company mainly follows by the principles of competitive pricing strategy. As mentioned earlier the company places all their premium product under Dosen and all their budget and affordable product under brand Technova. This strategy has helped the company keep a reliable image of the company. For example, due to increased load shedding there was a demand for 9watt energy saver led bulbs. Current market price for this bulb was around 120-130 BDT. Dosen through their brand Technova set a price of around 110BDT which helped them gain a lot of market share during that time. They gained very little profit with this move but captured the market successfully. It is one of the many examples of their competitive pricing strategy.

Moreover, the company has diversified their product to provide switches and sockets for every price range starting from budget to premium. Their main benefit is that the company has a very strong distribution network and after sale service. The products gets returned within a day or two if any fault is found. With 4-5 depots around Dhaka and 2-3 around Chittagong city products get distributed throughout the whole country by the depots. The company is planning to add a few more inventories to cope up with the load. A proper distribution network of Dosen allows the company to penetrate unexplored market, increase their sales overall and gain competitive advantage in the market. A strong network also helps keep the shops be always stocked with their products. In addition, the company has very fast and cooperative customer service which helps to deal with customer queries. The customer care line is always open and the company takes any complain very seriously. The shop owners experience hassle free negotiations when returning defect products and warranty claims also. The company believes the after sales and warranty claim aspect an important part in building credibility and marketing their products to their customers in the market.

Another major marketing practice is engaging with customers through online portal like Facebook, Webpage and phone messages. For example, during Eid festivals the company launches special promotional offers in their website which helps the company to market their products online. The company uses google ads and Facebook promotions to reach their target clients online. Again, Dosen collaborated with Daraz and Probaho to sell their products in their site, which in return helped the company to increase their brand presence in the market.

According to reports, companies are saving all types of processing costs and storing costs with the help of E-Commerce(Hossain, 2013). By reducing these cost the company can save a lot of money and invest into other sections of the company. Collaboration with other with other companies is one of the key marketing trend they are following. Both of the companies are being benefited. Daraz and Probaho with their huge market presence is helping Dosen market their product directly to a huge customer base.



Another marketing practice the company follows is the engagement with community and sponsoring local events which helps with the marketing and build a strong customer base. In this way a strong brand image is made also. For example, Dosen sponsored a local football tournament by providing football jerseys and other necessary items. This act also serves the purpose of Corporate Social Responsibility for the company which helps the company to gain engagement with the society as well. Dosen feels it is one of their moral duties to contribute positively towards the society.



On the other hand, Dosen also provide monthly gifts and prizes to shopkeepers with the most sales which helps to build strong relationship with them. Now a days to build proper relationship it is prevalent for the companies to offer goodies and sometimes cash incentives for the shop owners if a satisfactory level of sale or service is provided by them. These gifts in the long run give incentives for the shopkeepers to improve their performance and help build a strong relationship. These acts help the company gain a slight edge over their competition. Shopkeepers tend to favor the company's products by placing them on their shelves over the others. These strategies help the business to gain advantage over other companies as more of their products are being sold. Dosen ensured that their valued customers are presented with plaques and gifts to encourage more sales and build brand promotion.



3.3.5 Factors Influencing Customers towards online & offline sales

Customer behavior is shaped through various factors when it comes to online vs offline shopping. A total of 50 customers were questioned with various questions about online and offline shopping. Factors particularly were trust, product inspection and convenience which played a major part in their shopping pattern. After conducting many interviews of the customers, it was found that majority of the 42% of the customers preferred to shop online over offline as it offered them with convenience and saves time. Many included that the ability to shop from their home was a major benefit to them, among them 78% of the customer choose to shop through COD (Cash on Delivery), and 22% opted for paid in advance through Bkash, Nagad and Card payment. Moreover, 36% of the customers buying online were persuaded to buy a product after looking at reviews. 80% of the customers buying from shop where referred Dosen products by the shopkeeper. The company promised very quick delivery if the range was within the cities like Dhaka, Chittagong and Feni. Majority of those online sales were made from the cities. The customers appreciate the minimal delivery costs and the wider range of products available to them compared to all the physical stores.

However, there are some problems regarding online shopping. Customers who are located outside of the city center and in rural areas experience higher delivery times, with some orders taking over two days to arrive. In case of any defect the whole process of returning the product and receiving a new one takes more than a week for people living outside of cities. Many customers have expressed dissatisfaction regarding the return policy wait times. Another major issue for the customer shopping online is the uncertainty of product quality. Customers fear that the product may not look according to the picture advertised in the website. Doubts remain as the customer cannot physically inspect the product, which leads to dissatisfaction if the product does not fit or match according to preference.

On the other hand, 77% of customers shopping offline stated that they inspect the products and look for various options before any type of purchase, which ensures that the switches or sockets will meet the expectations in terms of size, design, and color. This ability to see and touch the product helps the customers to build trust during their purchase. Again, customers enjoy the

availability of products when shopping offline and like the opportunity to negotiate any prices because of the availability of options in the market. Many customers by the help of sales staff gains the opportunity to learn about products and feel confident in their purchase. Offline customers generally do not face the delays associated with delivery and returns, which is a significant factor influencing their preference for retail shopping. There are no return times which makes the customer more inclined to shop offline in person.

According to reports, the e-commerce sector is experiencing rapid growth globally. In Bangladesh the projected increase is 72% per month (Khan, 2020), offline stores continue to dominate a large portion of Dosen's sales. Switches and sockets, being technical products that often require precise fittings and color matching, still see higher sales in physical stores where customers can ensure the products meet their specific needs. Dosen Electric Corporation is specially trying to increase their online market presence through email marketing, responding customer reviews and digital ads.

In conclusion, while both online and offline methods of shopping have their own advantages and disadvantages, the market trend is slowly turning towards online shopping because of its time-saving features, availability and convenience. However, products like switches and sockets require close inspection which online sales method is incapable of delivering for now. The company is looking to improve both the methods of shopping to increase their sales in the market.

3.4 Suggestions

As a crucial player in the switch and socket industry the company still has room to improve. Dosen currently is seeking investments to increase their production of switch and socket and also planning to reduce cost of production by reducing costs related to it. Here are some recommendations for the company which may benefit them in their business.

- **Less Dependence on Outsourcing:** The company should focus less on outsourcing as it can increase the production cost of raw materials as hidden charges and take excess time to deliver the materials or products. Also over dependency on other party or company can be harmful because sometimes orders may take more time than usual and sometimes customers have to be compensated for the delays. External factors such as dollar crisis, frequent changes in government policies and currency fluctuations can be the main reason for outsourcing to be difficult for companies.
- **Relocate Warehouses:** Dosen should first try to reduce all the warehouse related costs by relocating them near their shops and offices. Relocating warehouses will be costly in start but after finishing it will lower all the other important costs like commute cost, vehicle loading and unloading costs, worker costs etc in the long run. Improved benefits such as reduced transportation costs, fast delivery, low risk of inventory being damaged during transportation, reduced overall cost. Those warehouses provide flexibility for expansion and operations, with quicker delivery times and quick access to storage the company can quickly shift the inventory according to the demand of the market.
- **Reduce Cost of Materials:** A huge portion of the raw materials is still outsourced from China. More than 60% of their products have materials that are made in China. The company is still dependent on others to provide raw materials. With volatile dollar rate the company has to pay more than extra to acquire the raw materials, which increases the overall costs of goods sold. The company should diversify their suppliers in order to meet the current demand. By having multiple supplier the company can be benefited in two ways, one being they can compare and negotiate prices among suppliers and divide orders among different suppliers also. By doing this Dosen can reduce the cost of their materials and be more profitable. The company can also reduce the costs by implementing just in time(JIT) systems which helps to reduce holding cost of the products and minimize product waste to a minimum. The costs can further be reduced by sourcing some of the materials locally,

these raw materials may be somewhat lower quality compared to the suppliers from China but the materials produced here locally is cheaper and easier to acquire.

- **Listening to Customer Feedback:** Taking action upon hearing feedback is one of the key aspects in this industry. Not many companies can take straight action upon receiving the feedback. Customers often complain about the durability of the of products from the Technova brand and sometimes complain about the prices they set for their four gang switches also. Dosen should listen to all the feedbacks and focus on setting a market affordable price or they can launch another series which is affordable to the customers. During my time in the company there were complains about the slow service given from the customer service of the company. The company should focus on improving the customer service so that any queries can be solved within limited time possible. A study conducted in retail shop shows that improvement in customer service and customer satisfaction increases revenue and performance for the shop.(Gomez, 2020). A proper customer service will yield better sales for the company.

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