

Internship Report
A Study on the
Supply Chain of Pearl Pure Drinking Water



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Supply Chain of Pearl Pure Drinking Water

Prepared By:

Towfiqul Islam

ID (08104162)

BRAC University

Prepared For:

MsAfsanaAkhtar

Assistant Professor

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MsAfsanaAkhtar

Assistant Professor & BBA Coordinator,
BRAC Business School,
BRAC University

Dear Madam;

This is to inform you that I have completed the internship report **A Study on the Supply Chain of Pearl Pure Drinking Water**, which has been prepared as a requirement for the completion of the BBA Program of BRAC University.

Aranee Food Product was established in 1995 as a food production company which later established itself as a water production company and introduced “Pearl Drinking Water”.

While working on the report, I have tried to follow each and every guideline that you had advised. It has been a very enlightening experience to work in this new venture and I have thoroughly enjoyed my internship period at Pearl. The authority of Pearl has also extended their cooperation whenever required.

Sincerely Yours,

Towfiqul Islam

ID (08104162)

Acknowledgment

I would first like to thank my faculty advisor, MsAfsanaAkhtar, BRAC University for guidinUl Hassan, for assigning this topic and guiding me during my internship attachment with Pearl.

This study required voluminous primary information which I could not have collected properly in time without the help of my colleague, Mr. MosaoberHossain, the person in charge of Flagship Sales also deserves my heartfelt thanks for his cooperation in helping me understand, participate, and perhaps preparing my report.

Lastly, I would like to thank my colleagues at Pearl along with my family members. Without their sustained support such an exhaustive study would not have been possible while working full time.

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Executive Summary

As a student of business administration analyzing today's business world is very crucial to observe in this complex situation. It is necessary to go through all fields of knowledge, both theoretical and practical. After passing four years BBA program, I was sent out to have practical knowledge in business life as a part of my academic program. An internship Program is organized to give me an opportunity for enhancing my capabilities.

Aranee Food Product was established in 1995 as a food production company which later established itself as a water production company and introduced "Pearl Drinking Water". Although Pearl Drinking water is pretty new in the market, they are growing fast and they have plenty of opportunities to grow into something big.

In my report I tried to give a short profile on Pearl Drinking Water and its supply chain Management. I also described their water purification process and their distribution process in details.

1.1 Introduction

Water forms an essential part of every human being. After air, water is the most important necessity for life. Water plays a number of functions for the body. It serves as the body's transportation system, it acts as a lubricant, it regulates the body temperature etc. The eulogy for water is an unending thing. In fact, more than 2/3rd of the human body is made of water. The importance of water for human body can be well accessed from the fact that if the amount of water in our body is reduced by just 1-2%, we feel very thirsty. If it's reduced by 5%, our skin will shrink and we will have difficulty moving our muscles and if it's reduced by 10%, we will die. Moreover with this commodity being a human necessity it makes best sense to do business in. As a normal human being requires on an average needs 2-3 liters of water every day and world population is more than on (growing at 2-3% annually), the business opportunity is humongous and the potential is largely untapped.

The tradition of bottled water and mineral water is not very old. Even in western countries the practice of bottled drinking water started in 1950s. The trend of having mineral water gained grounds in the market. There are huge number of packaged drinking water plant emerges in every city.

The bottled water industry is one of the most thriving sectors in Bangladesh. The market is growing at a whopping rate of about 55 per cent annually and is expected to cross Taka 1000-crore mark within the next couple of years. There are close to 150 bottled water brands in Bangladesh. Nearly 80 per cent of these are local brands. Bottled water became a product in Dhaka during the 1980's and developed rapidly. Consumers in the West are quality conscious and display brand loyalty. Bangladesh consumers lack on both the counts.

In Asia, Indonesia is the largest and the oldest market for bottled water. In Bangladesh, bottled water is still not perceived as a product for masses though; the scene is changing slowly thanks to low pricing and aggressive marketing strategy adopted by new entrants.

1.2 Objective of the project:

General Objective:

As the report is a mandatory requirement for a BBA student and a part of the internship program for that reason the general objective is to know about Aranee Food Products, its history, its product and trading process and Supply chain Management.

Specific Objective:

- To discuss the supply chain management of Aranee Food Products
- To show what strategy they use to conduct a sale
- To watch carefully the degree of difference and similarities between

the real life and theory.

1.3 Scope:

This study revolves basically around Aranee Food Products Pearl Drinking Water. This study includes a detailed process of supply chain and what possible steps should be taken to improve the overall process.

1.4 Methodology:

While preparing this report information was gathered from the following sources:

Primary data: Interviews with personnel of Aranee Food Products

Secondary data: website, Newspaper

1.5 Limitation:

In preparing this report certain limitations were faced:

- Lack of sufficient sources prevented verification of information.
- The analysis presented here may vary with opinions of experts in this field.
- Some aspects of the report may be considered confidential by the organization

Chapter 2: Overview of the Organization

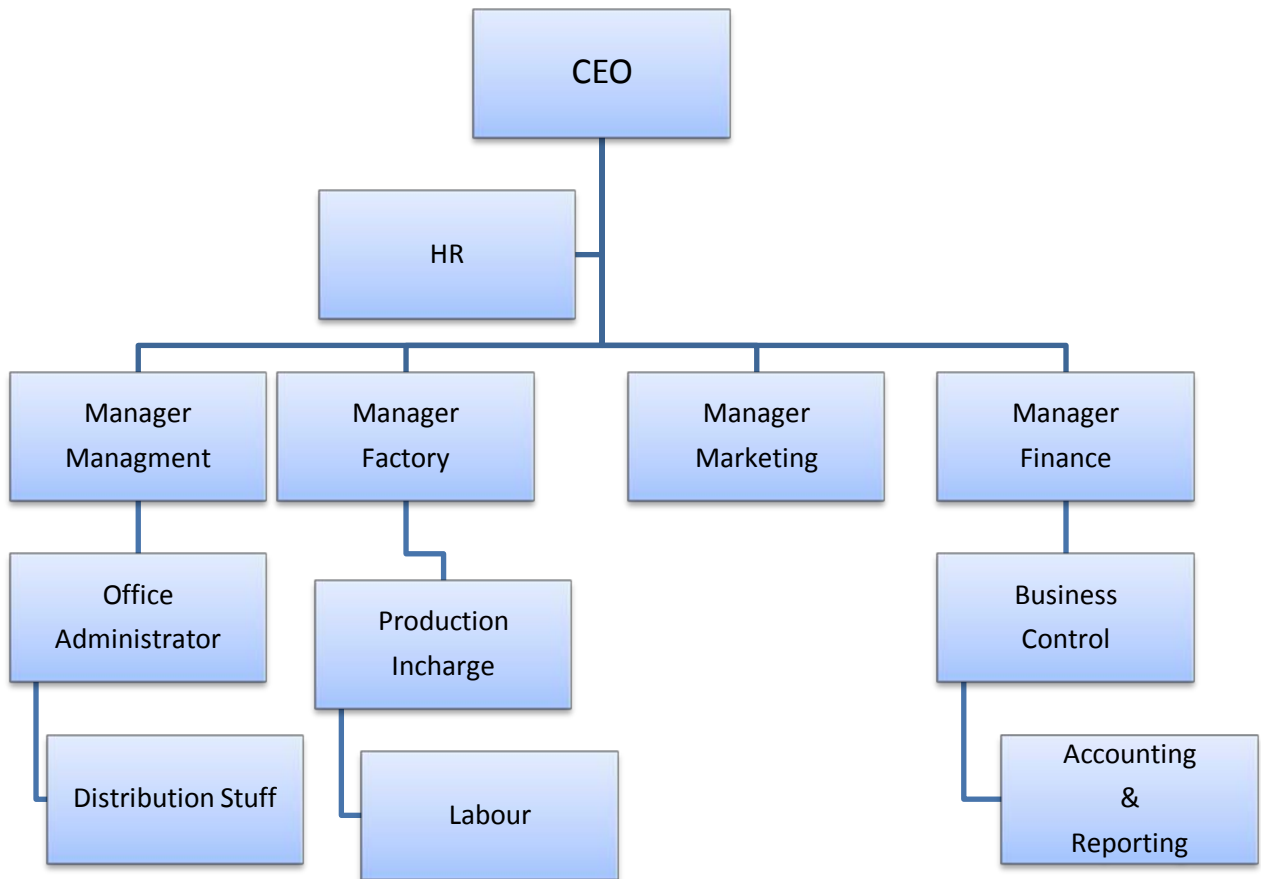
2.1 Aranee Food Products:

Before Moving into the bottled water business Aranee Food Product started out as a bakery product manufacturing company .Then it evolved into a water business and introduced Mineral water brand by the name of “Pearl Drinking water”.

Pearl pure drinking water is a modern water purification plant situated at Tongi is established in 1995 with a hope to provide purified drinking water to household and corporate customer in 5 US gallons Jar, which has promoted by one US and one Bangladeshi citizen and financed. It has the ability to purify water at international standard and can be compared to any other renowned bottled water in the world. Total paid up capital of the company is BDT 25.4 million.

Pearl water has won the consumers’ trust for its quality. International organizations, embassies/high commissions, corporate offices, financial institutions and most renowned hotels and restaurants are regular clients of Pearl’s water. The demand is also increasing rapidly from the retail consumers.

2.2 Company Organogram:



2.3 Visions for the future:

With Bottled drinking water as its core product and rightly so because of its huge and recurring daily requirement, irrespective of market conditions, company is also in process of setting up a large scale manufacturing of the entire gamut of carbonated synthetic drink and non – carbonated ready to drink fruit juices. Company also envisages entering into manufacturing of tetra pack juices.

Today the company stands evenly balanced with its entire requirement of packaged drinking water sales being taken care through its own manufacturing unit. From here on the company envisages to increasing its distributor database to all major cities of Bangladesh.

2.4. Product offerings:

Natural Mineral water

To select the water sources, their expert hydro-geologists evaluate the quality and movement of water beneath the ground. Then they study the layer of rock or sediment which carries the water, looking closely at the quantity of water available. Only those aquifers that meet strict necessities for water quality and environmental sustainability are considered suitable to become mineral water sources.

Product Content:

Blcarbonet	130 m/l
calcium	32 mg/l
chloride	5.9 mg/l
copper	0.02 mg/l
fluoride	0.5 mg/l
iron	0.02 mg/l
Magnesium	3.0 mg/l
sodium	7.8 mg/l
potassium	4.0 mg/l
zinc	0.4 mg/l
colyform	Nil
bacteria	Nil

2.5. Product lines:

Our packagings are done in a way so that we can target a wide range of consumer & business market. Our target market is segmented in few sections:

Bulk Market:

20 liter plastic Jar

10 liter plastic Jar

5 liter plastic Jar

General Consumer Market:

5 liter plastic pet Bottle

2 liter plastic pet Bottle

1 liter plastic pet Bottle

500 milliliter plastic pet Bottle

250 milliliter plastic pet Bottle

2.6 Industry History:

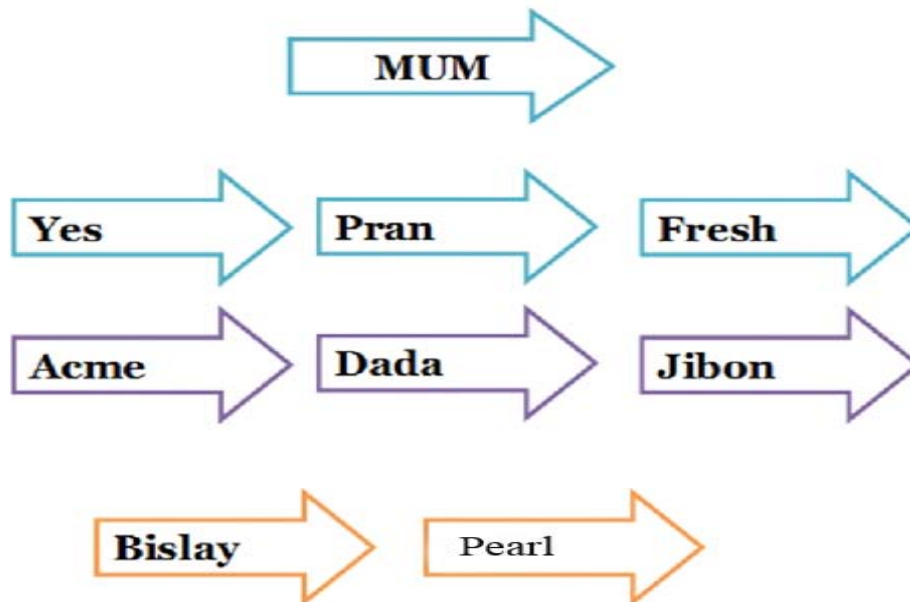
“Water is everywhere but just a little that is clean”

Water, the fountain of all life. Even a toddler will tell you it is a prime need of the body. Sixty per cent of our body weight is made up of it. Water can also be the cause of much misery. Specially in Bangladesh, where contaminated water continues to bring down millions with diseases such as diarrhea, dysentery, typhoid, jaundice and gastro-enteritis. Getting pure drinking water from municipal taps in cities and towns is now a luxury. At home most people are forced to either get bottled water or install purifiers. While traveling or eating out in restaurants, buying bottled water has become a necessity. This need has seen an explosion of companies marketing “safe drinking water” in bottles across the country. Till about ten years ago branded bottled drinking water were seen to as an item of middle class and elite consumption, mostly produced by multinational companies through their Bangladeshi arms. The total size of the branded bottled drinking water market in Bangladesh is about one thousand corer, consumed by some 50 million households.

(Source: Bangladesh Retail Audit)

2.7. Major industry players in Bangladesh:

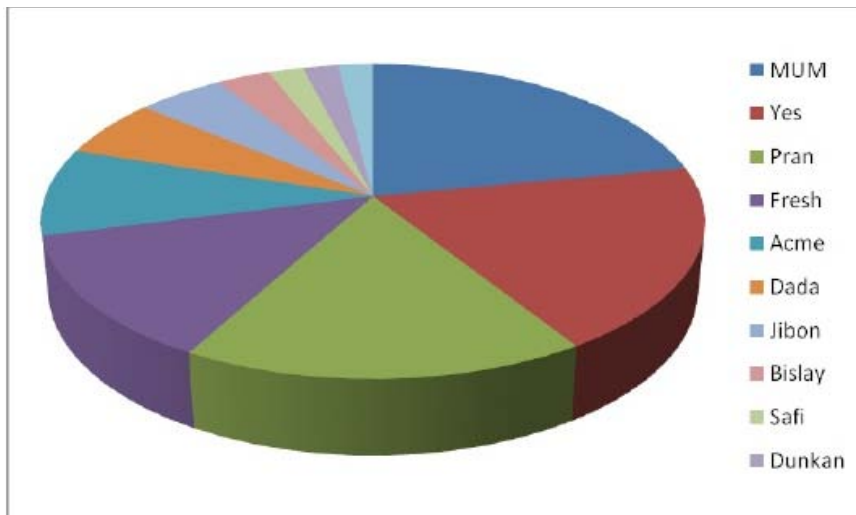
The diagram depicts the current situation of regular branded bottled drinking water which is very much popular in Bangladesh. Currently MUM is being considered as market leader in this business and others are as followers.



Market share of different brands in Bangladesh is given below, this is the collective data based on the regular bottled water marketed companies in Bangladesh, we are concluding by market leader, challenger & followers.

Name of brand	Market share In %
MUM	22%
Yes	19%
Pran	17%
Fresh	13%
Acme	9%
Dada	6%
Jlbon	5%
Bislav	3%
Safi	2%
Dunkan	2%
Others (including Pearl)	2%

Source: Bangladesh Retail Audit-2011



2.8. Market summary:

Target market:

They are targeting their market by segmenting it in consumer market & business market.

Consumer market:

They are segmenting the consumer market by family size and social classes exist in Bangladesh.

Family size

Social class/Income Level

According to income level; consumers like monthly, weekly or daily basis may buy our drinking water from our retailers. A mini pack of 250ml has been introduced for a daily basis use; our research says 20% of our population buys at least one 250ml of bottled drinking water a day. The average customers will buy 5 liter – 250ml bottled drinking water according to their requirement. It will depend on their income and their daily requirement. The average selling patterns shows that mainly 5 liters to 1 liter containers are mainly sold all over Bangladesh, our main target would be those customers. The future forecast says a lot of things but we must learn what our actual customer would like to see from us after using our product. Most of the family in our country is joint-family structured based, a large number of this is shifting to the single family size, for this our target would be the customers of individual and single family and joint family, our packing size would be according to their demand of consumption.

Potential Market:

Five stars Hotels:

Pan pacific, Ruposhi Bangla, Westin, Radisson, all these are world class five star rating hotels, our target will be to convince the quality manger to use our branded drinking water, the restaurant food chain mainly select and segment by the master quality manager itself, we have to let him/her/ team know that our water is good for health, only change will be in ingredient which is very much suitable than other existing water in the market and they can get this water from us in a corporate price. Also in the customer menu, we will let them have this option of regular water and bottled water, its customer choice, but our target will be like so that customer participate to choice our drinking water.

Regular hotel:

Even though five, four & three star hotels are known as corporate client, a big number of local restaurants are available all around Bangladesh who fulfills the need of the main stream. We also are going to target them because, even if we count on a daily basis, a min of one liter

to five liters will be required for each restaurant, if we convert it to weekly or monthly basis, it would generate a huge amount of revenue. We have to make them aware of the fact that, a lot of customer visits local restaurant every day, if the restaurant uses good bottled water, customer would definitely come to visit them and we have to make sure that they don't use same type of bottled water for later days.

Catering service:

A good amount of number of catering service and event management company are in Bangladesh, a good example is community centers, if we consider a community center may arrange three parties in a week, a minimum of hundred liter of bottled water required for each week, four hundred plus minus a month, which is also generating a handsome amount of revenue for our company. Fukruddinbiryani, Hazibiryani, Kusturi, Dhansiri, Nandan, BBQ, Koyla, Tanduri, Radhuni, Hotel Zaman etc.

Chapter 3: Job Description

3.1 Nature of the Job:

I have worked under the Sales and Distribution Department for past 12 weeks. In this period I was working as a Sales Executive to prepare sales reports for a particular area.

Pearl has 4 different Sales Channel-

The Sales Channels are:

Corporate Sales

Direct Sales

Retail Sales

Distribution Sales

3.2 Responsibilities of the Job:

Job responsibilities are listed below

1. Maintaining Database
2. Making calls
3. Fix Appointment
4. Daily sales and visit statement
5. Attend meetings

3.2.1 Maintaining Database:

My superior advised me to maintain a prospective customer's database. I have followed the order of my superior and maintaining a database where I had other organizations contact number as well as the top level administration contact details. I have prepared this record by the help of internet.

3.2.2 Making calls:

I do call at a regular basis to my prospective customer's data base. This was really helpful because when I give a phone call they are receiving my number so they can communicate with me easily for any clarifications. This is a very good way of building networks with customers.

3.2.3 FixAppointment

I set a date with my respective customer. Some time it is difficult to make an appointment from the high level management but somehow I can manage it. With the help of this kind of appointment I have got opportunity to explain and show them our product. I constantly tried to make my appointment effective and come up with the interested customer's uncertain date of purchase.

3.2.4 Daily sales and visit statement

I had to make a report on the particular client and their necessities. I had to send a regular visit statement to my boss. Visit report contains client name, address, contact number, e-mail address etc. He looks after my visit reports. My boss advised me to follow up my accessible clients and interested clients.

3.2.5 Attend meeting:

Every week, our whole Sales team used to sit and made plan for the week. There were 14 Sales Executives. For one week, the whole team had to bring 5 Clients to meet the target. Our boss regularly provides the prospective list of customers, and we had to fix schedule with them. Then we had to visit the client's organization and sit with them to close the sales deal.

3.3 Different Aspect of the Job Performance:

As Pearl is a new company and small company, it still considers this stage as not fully developed. The organization is still learning and trying to cope up in the marketplace. The organization at the start analyzes the performance on the basis of the Reporting boss.

Chapter 4: Project

4. Supply Chain:

4.1 What is a Supply Chain?

A supply chain consists of all parties involved, directly or indirectly, in fulfilling a customer request. The supply chain not only includes the manufacturer and suppliers, but also transporters, warehouses, retailers, and customers themselves. Within each organization, such as manufacturer, the supply chain includes all functions involved in receiving and filling a customer request. These functions include, but are not limited to, new product development, marketing, operations, distribution, finance, and customer service.

Consider a customer walking into a Wal-Mart store to purchase detergent. The supply chain begins with the customer and their need for detergent. The next stage of this supply chain is the Wal-Mart retail store that the customer visits. Wal-Mart stocks its shelves using inventory that may have been supplied from a finished-goods warehouse that Wal-Mart manages or from a distributor using trucks supplied by a third party. The distributor in turn is stocked by the manufacturer (say Procter & Gamble [P&G] in this case). The P&G manufacturing plant receives raw material from a variety of suppliers who may themselves have been supplied by lower tier suppliers. For example, packaging material may come from Tenneco packaging while Tenneco receives raw materials to manufacture the packaging from other suppliers.

A supply chain is dynamic and involves the constant flow of information, product, and funds between different stages. In our example, Wal-Mart provides the product, as well as pricing and availability information, to the customer. The customer transfers funds to Wal-Mart. Wal-Mart conveys point-of-sales data as well as replenishment order via trucks back to the store. Wal-Mart transfers funds to the distributor after the replenishment. The distributor also provides pricing information and sends delivery schedules to Wal-Mart. Similar information, material, and fund flows take place across the entire supply chain.

In another example, when a customer purchases online from Dell Computer, the supply chain includes, among others, the customer, Dell's Web site that takes the customer's order, the Dell assembly plant, and all of Dell's suppliers and their suppliers. The Web site provides the customer with information regarding pricing, product variety, and product availability. Having made a product choice, the customer enters the site to check the status of the order. Stages further up the supply chain use customer order information to fill the order. That process involves an additional flow of information, product, and funds between various stages of the supply chain.

These examples illustrate that the customer is an integral part of the supply chain. The primary purpose from the existence of any supply chain is to satisfy customer needs, in the process generating profits for itself. Supply chain activities begin with a customer order and end when a satisfied customer has paid for his or her purchase. The term supply chain conjures up images of product or supply moving from suppliers to manufacturers to distributors to retailers to customers along a chain. It is important to visualize information, funds, and product flows along both directions of this chain.

The term supply chain may also imply that only one player is involved at each stage. In reality, a manufacturer may receive material from several suppliers and then supply several distributors. Thus, most supply chains are actually networks. It may be more accurate to use the term supply network or supply web to describe the structure of most supply chains.

A typical supply chain may involve a variety of stages. These supply chain stages include:

- Customers
- Retailers
- Wholesalers/Distributors
- Manufacturers
- Component/Raw material suppliers

Each stage need not be presented in a supply chain. The appropriate design of the supply chain will depend on both the customer's needs and the roles of the stages involved. In some cases, such as Dell, a manufacturer may fill customer orders directly. Dell builds-to-order; that is, a customer order initiates manufacturing at Dell. Dell does not have a retailer, wholesaler, or distributor in its supply chain. In other cases, such as the mail order company

L.L. Bean, manufacturers do not respond to customer orders directly. In this case, L.L. Bean maintains an inventory or product from which they fill customer orders. Compared to the Dell supply chain, the L.L. Bean supply chain contains an extra stage (the retailer, L.L. Bean itself) between the customer and the manufacturer. In the case of other retail stores, the supply chain may also contain a wholesaler or distributor between the store and the manufacturer.



4.2 Stages of supply chain

4.2.1 Component/Raw material:

Components are not the only things transfer to the plant. Other resources such as Bottles, labels and covering are also sent. Pearl's plants use refillable bottles and pets. So the purchase department is responsible to collect or purchase the required amount of pets & bottles. In the manufacture procedure, when bottles are transferred to the plant; they are cautiously inspected to make sure that they meet their existing standards. Once these have passed the preliminary examination, they move on to be washed.

4.2.2 Production Process:

a) **Washing And Rinsing**

To make sure quality, bottle is wash, clean and rinsed before being filled. While this sounds easy, the real steps can differ by bottling place. To make sure they meet our purity standard, bottles are first hit with exact jets which take away any debris. They are then awash in a high-temperature deep cleaning solution that removes any outstanding debris and sanitizes them. The bottles then shift to the "hydro wash" where they are cleaned again with a deep cleanout pressure-spray.

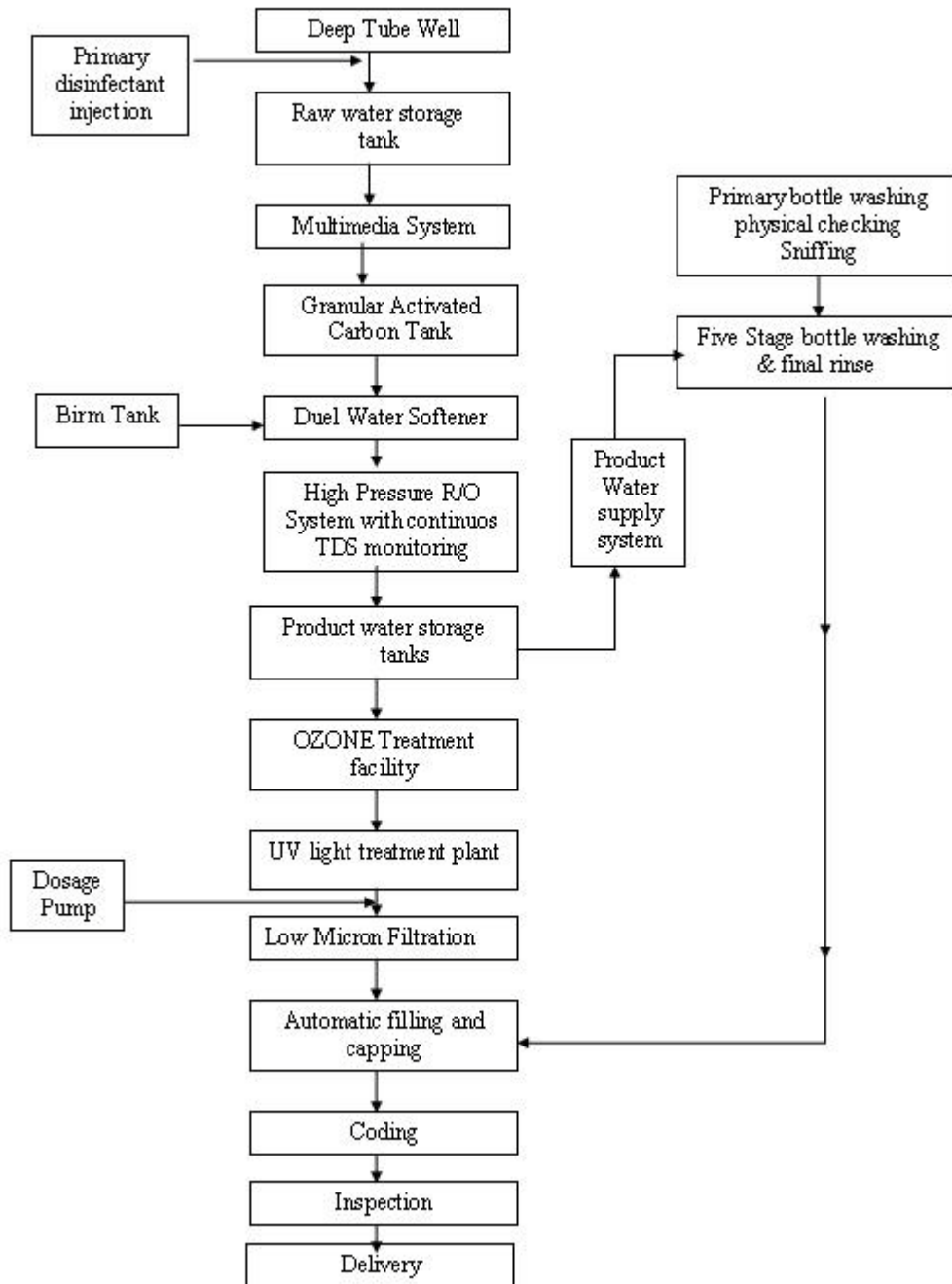
b) **Purification Process**

Pearl water undergoes several stages of refinement to make sure the final product is free from germs and chemicals. Pearl is drinkable water loaded in mineral contents for the well-being of your health. The whole industrialized process is divided into different parts and it consists of different actions like water blowing of the bottles, filling of the bottles, purification treatment, packing etc.

Six stages of water purification process:

1. Ozonation
2. Filtration
3. Carbon filtration
4. Reverse osmosis system
5. Micro filtration
6. Ozone treatment

Process flow Diagram



1) Ozonation:

The ozonation process ensures that the water is free from germs, so that water can have a longer time and the appliance used for this process of ozonation is called ozonator.

2) Filtration:

The filtration procedure removes poised particles from the water by sand filtration.

3) Carbon Filtration:

The carbon filtration cleans dire odor and color from water.

4) Reverse Osmosis System:

This reserve osmosis system controls all the liquefy solid particles and it converts hard water into soft water.

5) Micro Filtration:

In this step of micro filtration other safety measures are taken to ensure cleanliness of water. This stage addition of mineral magnesium sulphate and potassium bicarbonate is processed.

6) Ozone Treatment:

The ozone treatments increase the shelf life of water. To make sure mineral water is held secure, free from infectivity, ultraviolet treatment and ozonisation process is passed out. Ozone is unbalanced trivalent oxygen, a very influential bactericide with no side effect, as it disintegrates into oxygen within couple of hours. Sterilization effect of ozonised water continues even after water is packaged, thereby ensuring safety of Mineral Water up to its final packing. Good Manufacturing Practices are stringently followed at all times. Processing is religiously monitored at every stage. Testing source water, processing parameters, microbial quality, packaging material integrity and finally, shelf life studies, forms an integral part of quality and safety assurance plan.

4.2.3 Filling Part

When all the procedure has been completed and the bottles have been cleaned and germ-free, they are prepared for filling process. From the processed water storage it is filled in cans,

bottles in a variety of sizes, after filling it is prepared for capping, sealing, and examination, printing.

7 steps in the filling process:

- 1) Bottle is clean with air pressure
- 2) The bottle is loaded with water
- 3) The bottle is potted with a cap
- 4) The bottle takes place for labeling
- 5) All compulsory information like marking batch number, producing date, expiry date and MRP.
- 6) Inspection of the bottle like checking, sealing, printing and filling.
- 7) Finally packed the bottle.

4.2.4 Quality Control

In endeavor to keep strict quality controls per unit pre-forms & caps are purchased only from approved vendors. This has not only helped Pearl improve its packaging feature but has also reduced raw material wastage & production capacity increased to twice as much. Hence PEARL water is put through numerous stages of purification, Ozonisation and is hygienically packed for final consumption. The machines which are used for the blowing and filling of the bottles are also cleaned twice a month. All the tanks are also cleaned by the use of chemicals.

A) Inspection

They examine bottles at lots of points during the procedure. The refillable bottles are first checked with caution for germs. Also they are inspected after washed and again after filled.

Inspectors look for outside bottle imperfections and ensure every bottle has the correct quantity of beverages.

B) Testing

After inspecting, samples are taken and sent for analysis in its lab to make sure quality is up to the mark.

4.2.5 Marketing Strategy

The marketing division naturally has a better understanding of the market and client needs, but should not perform independently of product development. Marketing be supposed to be involved, and there should be a gathering of the minds, whenever planning is held concerning new product development or any customer-related purpose of the company. The marketing department involves in different functions such as

Market Segmentation:

Pearl Products in Different Sizes:

20 Liters- Households, institutes, office, schools and colleges

2 Liters- Small office, showrooms, households

1 Liter- Tourists, travelers and road side consumers

The marketing strategy consists of two major steps

Pearl drinking water has divided their market in 2 parts:

- a) Corporate Market
- b) Retail Market

a) **Corporate Market:**

The corporate market comprise of multinational organizations and Industries. These organizations and industries usually buy the 20ltr water jars in huge amount in daily basis.

There are also few banks that take pearl's service for example: South East Bank, Prime Bank, Easter Bank. Some Multinational news organizations also take their service, for example: ProthomAlo, Channel I, ETV and other small organizations in Kawran bazar area.

They get huge sales from World Com Music who buys huge amount of water from Pearl to produce Silver disks.

b) **Retail Market:**

Recently they started distributing water to small home and offices. This service is provided only in selected areas: Gulshan, Banai, Uttara.

4.2.6 Distribution System:

They have a good distribution network for timely and proper supply. The total distribution operations are operated by computerized system aided by a fleet of delivery vehicles prepared with phone to meet up any emergency. They have fifteen pick up vans busy in delivery along with one van attached with main office for any crisis.

They have 2 distribution offices. One in Uttara and other one is in Dhanmondi. The Uttara office distributes products in Gulshan, Banani and Uttara. The Dhanmondi office covers Elephant Road, Maghbazar, Shahabag, Dhanmondi area.

Distribution Channels:

With belief in the distributor structure, the company control its big fleet of truck to supply bottled water straight to retailers through a structure called 'Route Selling' where the sales person and the driver in the truck is trained to be a good service persons. It ensures that water supplied is clean and bottles are in good figure.



Conclusion

When I started my internship in the Aranee Food Product, I did not know what to expect from this internship because I did not have enough insight about the industry. But it turned out to be a useful experience for me. Although I worked for a short period of time with the company it will be helpful for me to get ahead in the organizational environment. It benefited me as I was able to gain a lot of knowledge about the company and the industry by observing.

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