

## Internship Report



# **INTERNSHIP REPORT**

**Submitted To:**

Suntu Kumar Ghosh  
Assistant Professor  
BRAC Business School

**Submitted By:**

RaisaFarheen Khan  
ID: 08204065

**Date of Submission:**

June 22, 2014



To  
Suntu Kumar Ghosh  
Assistant Professor  
BRAC Business School

**Subject: Submission of the Internship Report.**

Dear Sir,

It gives me immense pleasure to present the internship report, which was assigned to me as partial fulfillment of the requirement for the Degree of Bachelor of Business Administration (BBA) from BRAC Business School. I have tried my level best to fulfill the requirements of this report.

It is really providential for me to have the opportunity to compose this report under your guidance. This project was an extremely valuable experience for me. I found it very interesting and challenging. During the period of my practical orientation I am having the opportunity to link my classroom knowledge with real life situation. I am enjoying every phase of this study and consider this as an opportunity to gain valuable experience beyond the academic confinement.

I would like to mention here that I am extremely grateful to you for your valuable guidance, endless effort, and constant attention when required. I hope that you would be kind enough to evaluate my performance with respect to the depth and quality of this report. If you desire I shall be glad to provide any clarification and exploration regarding this report.

Sincerely yours,  
RaisaFarheen Khan  
ID: 08204065

## **ACKNOWLEDGEMENT**

First, I would like to express my gratitude to Almighty Allah to give me the strength to complete the report within the stipulated time. I was to prepare a report on “Cosmetics Department and positions of Shwapno in the market of Bangladesh.”

I am deeply indebted to my internal guide Mr. Suntu Kumar Ghosh for his whole-hearted supervision during the practical orientation period.

His valuable suggestions and directions were really a great source of spirit to make the report successful. I am also indebted to many persons for the valuable contribution in preparing this report.

Finally, special thanks to the authority of BRAC University for their sincere co-operation and all the faculty members whose integrated afford made me capable of conducting the report

## **PREFACE:**

I am student of BRAC University. I have completed my internship program at Shwapno, ACI Logistics as a requirement of the fulfillment of my BBA degree. Despite all the limitations, obstacles, hurdles and hindrances, I have toiled and to my optimum potential to achieve the desire goal. Being neophytes in the highly competitive world of business, I came across some difficulties to make my objectives a reality. Anyhow, with the kind help and genuine interest of one and all and formally supported by the guidance of my guide, I am presenting this hand carved effort in colored. I tried my level best to conduct a research to gain a thorough knowledge about the project in my topic “Market Analysis of the cosmetics department of Shwapno in Bangladesh”. I have put the best of my efforts and have also tried to do justice with the available. If anywhere something is found unacceptable or unnecessary to the theme, you are welcome with your valuable suggestions.

Thanks & Regards

RaisaFarheen Khan

<b>Table of Contents</b>
--------------------------

<b>Topics</b>	<b>Page</b>
<b>Chapter: 1</b>	02
1.1 Introduction	03
1.2 Objective of the Project:	03
1.3 Methodology	03
1.4 Limitations	0
<b>Chapter: 2</b>	05
2.1 Company Overview	06
2.2 Activities of the Organization	12
2.2.1.1 Pharmaceuticals	13
2.3.1.1 Pharmaceuticals	13
2.3.1.2 Consumer Brands	13
2.3.1.3 Agribusiness	14
2.3.1.3.1 Crop Care & Public Health	14
2.3.1.3.2 Seeds	14
2.3.1.3.3 Cropex	14
2.3.1.3.4 Animal Health	14
2.3.1.3.5 Fertilizer	15
2.3.1.6. International Alliances	16
<b>Chapter: 3</b>	17
3.1 Summary	18
3.2 Description of the Job	19
3.3 My Learning	19
<b>Chapter: 4</b>	20
4.1 Outlet	21
4.2 Decoration	22
4.3 Prices	23
4.4 Advertisement	25
<b>Chapter: 5</b>	26

5.1 Observation	27
<b>Chapter: 6</b>	29
6.1: Limitation	30
References	32
Appendix	34

## **Executive Summary**

Shwapno is a part of ACI Logistics. The ultimate objective of Shwapno is to ensure access to a broader range of people of Bangladesh. It has a special focus to serve the different income group of the country by providing services that are convenient, affordable and reliable.

This report mainly focuses on the retailer business as a whole and Shwapno place in this competitive industry. Through the report I have tried to do a comparison between Shwapno and Agora and find out the competitive advantages of each of the company. In the end, I have suggested some recommendation that Shwapno can implement to maintain their competitive advantage be a market leader in the industry..

The report is containing a comparison between Shwapno and Agora in terms of their branding. There the comparison based on visibility level, area covered by the company and other branding issue.

The report also portrays the industry through Porters' Five forces model. The state of the industry is best portrayed through the model. The threat of new entrants is low due to the shortage in spectrum and bargaining power of suppliers is also low.

If one studies the comparative analysis of the market, it can be seen that Shwapno has already built brand equity among its customer. Thus far, it has been able to hold on to its leadership without doing much.

### 1.1 Introduction:

Standing motionless, raising head to the open sky, staring aimlessly, having tears rolled inside the heart, expecting for customers, who will approach followed by purchasing the product, but returning home selling his merchandise at below the production cost most often leaving those merchandise unsold at the end of the day due to lack of buyer, a farmer from a typical Bazar in Bangladesh passes his everyday for his livelihood. There are millions of farmers scattered across Bangladesh have this sort of gruesome and untold experience in their life leading them to take different such unproductive occupation as pulling rickshaw, thus dragging our agro based economy to down and making us more dependent on imported food. Ironically, most of us do not know that silent cry is going in the families of those hapless farmers. Most farmers spend their day in suspicion thinking whether they can sell their products at fair price as well as sell those all, even if they have bumper production in their field. Hardly do they get fair price and sell those altogether, ironically. What a great humiliation for farmers, who work all day long under scorching sun devoting his happiness and meet the daily vegetable and grain needs of urban people. Likewise, fisherman and meat producer encounter this type of fate in their life. Most of the farmers, fisherman and meat producer of our country are the victim of typical interest business “Dadan”, which exploit them instead of benefiting them. Lots of vegetables decay in rural area because farmers do not find enough buyers who will buy their goods, whereas city dwellers pay extra to meet their vegetable need. Besides, poor transportation infrastructure and transportation system attribute to inefficient flow of agriculture goods from rural area to urban. While producers are on one extreme of value chain, consumers are on other extreme.

Shopping in untidy ambiance such as muddy floor, insufficient space to move, unhygienic arrangement of product, bargaining process, inconsistency price, a shopper in urban area lose his or her interest to shop in market and get panicked subsequently. Shopping in kitchen and supermarket is no longer a pleasant experience rather nightmare for shopper. As a result, home service is getting popularity among urban people. Customers in urban area are being deceived everyday by shopkeepers with selling inferior goods, charging excessive price and incorrect measurement. In other words, consumers are one sort of hostage to these shoppers, who form one kind of syndicate and dictate the market. The agony of the consumer compound with exorbitant price, inferior quality of the products, and long bargaining custom in Bangladesh, inaccurate measurement, traffic jam, and so forth triggered by lose of interest for shopping, whilst shopping is a pleasant experience in most of the countries.



## **1.2 Objective of the Project:**

Objective of this report includes two types of objectives. They are broad objective and specific objectives. A broad objective and some specific objectives are included in this report. They are given below-

### **Broad Objective:**

The main objective of this report is to find out the challenges and opportunities of Shwapno business.

### **Specific Objectives:**

The specific objectives of this report are given below:

To describe the information gathered from practical experience of working in Marketing Department of Shwapno.

To relate the practical knowledge with theoretical knowledge.

To have a clear view of current scenario of Shwapno.

To identify about the contribution of Shwapno in this sector.

To find out what kind of major challenges Shwapno is facing and to identify their opportunities.

To make a comparison about the challenges and opportunities with the competitor company Shwapno.

To make some suggestion regarding the issue.

## **1.3 Methodology:**

Methodology describes the manner in which data is collected, analyzed and interpreted. The data that will present in this paper would collect from primary and secondary data source. The sources are mentioned below:

### **Primary Data Source**

In this report, the primary data source would be raw data gathering from own observation. The primary data source that will be used in this report is data obtained through practical involvement with job responsibilities.

### **Secondary Data Source**

Secondary data includes reviewing articles and internet for the completion of the organizational part. To give the report a better look, secondary data is also collected from different brochures, newspapers and consultation and some interview sessions.

## 1.4 Limitations:

For preparing this report some difficulties have been faced. These difficulties can be considered as limitations. The limitations are as following:

**Time Limitation:** Due to time limitations many aspect may not be discussed properly in the report.

**Unwillingness to Reveal Confidential Data:** The authority provided restriction to use some confidential organizational data. So confidentiality of data is another important barrier that had been faced during preparing the report.

**Unavailability of Respective Persons:** Some secondary data have been collected from the managers and officials of the respective fields. They were busy with work or might be outside Dhaka city for official purpose. Therefore, it was difficult to collect information from them.

**Stress Factors:** Preparing this report required lots of work. After doing fulltime office, it was tough to do the report. So work pressure posed stress. This would hinder the speed of working. So stress factor is one of the limitations.

## Chapter Two: Organization Overview

### 2.1 Company Overview

Standing motionless, raising head to the open sky, staring aimlessly, having tears rolled inside the heart, expecting for customers, who will approach followed by purchasing the product, but returning home selling his merchandise at below the production cost most often leaving those merchandise unsold at the end of the day due to lack of buyer, a farmer from a typical Bazar in Bangladesh passes his every day for his livelihood. There are millions of farmers scattered across Bangladesh have this sort of gruesome and untold experience in their life leading them to take different such unproductive occupation as pulling rickshaw, thus dragging our agro based economy to down and making us more dependent on imported food. Ironically, most of us do not know that silent cry is going in the families of those hapless farmers. Most farmers spend their day in suspicion thinking whether they can sell their products at fair price as well as sell those all, even if they have bumper production in their field. Hardly do they get fair price and sell those altogether, ironically. What a great humiliation for farmers, who work all day long under scorching sun devoting his happiness and meet the daily vegetable and grain needs of urban people. Likewise, fisherman and meat producer encounter this type of fate in their life. Most of the farmers, fisherman and meat producer of our country are the victim of typical interest business “Dadan”, which exploit them instead of benefiting them. Lots of vegetables decay in rural area because farmers do not find enough buyers who will buy their goods, whereas city dwellers pay extra to meet their vegetable need. Besides, poor transportation infrastructure and transportation system attribute to inefficient flow of agriculture goods from rural area to urban. While producers are on one extreme of value chain, consumers are on other extreme.

Shopping in untidy ambience such as muddy floor, insufficient space to move, unhygienic arrangement of product, bargaining process, inconsistency price, a shopper in urban area lose his or her interest to shop in market and get panicked subsequently. Shopping in kitchen and supermarket is no longer a pleasant experience rather nightmare for shopper. As a result, home service is getting popularity among urban people. Customers in urban area are being deceived everyday by shopkeepers with selling inferior goods, charging excessive price and incorrect measurement. In other words, consumers are one sort of hostage to these shoppers, who form one kind of syndicate and dictate the market. The agony of the consumer compound with exorbitant price, inferior quality of the products, long bargaining custom in Bangladesh, inaccurate measurement, traffic jam, and so forth triggered by lose of interest for shopping, whilst shopping is a pleasant experience in most of the countries.

The above two parties of the value chain are the ultimate loser since intermediaries in this value chain process reap the major benefit by exploiting both producer and consumer in terms of paying price below the production cost to the producer and charging premium price to the customers. Wholesaler and retailer are two intermediaries in this value chain, where wholesaler often form cartel to manipulate the market by creating crisis in the moment of high demand or low production, while retailer charge customer with high price, sell inferior quality, practice inappropriate measurement, and so forth. Neither producers nor consumers get the benefit of the value chain. Only do the wholesaler and retailer capitalize on the weak bargaining power of the producer and absence of proper monitoring on market price, quality assurance by government on the part of consumer. We have not seen any significant progress in preserving consumers' rights in Bangladesh, even if government took several measures, such as campaign against contamination, enacting new laws concerning consumers' rights, and so on.

Today farmers, who are invariably deprived of having minimal scale of social rights to make the livelihood through farming, are the most unfortunate community in Bangladesh despite serving the nation with supplying basic need-food. In addition, hardly do they get any assistance from government in terms of supplying fertilizer, diesel oil, seeds, cultivation equipments at rational price, whereas farmers in developed and developing countries are the most respected community, who can avail subsidies from government, quality seeds, fertilizer and diesel oil at cheap price. This ironic situation of our farmers is leading them to embrace some unproductive professions most often some anti-social activities, thereby impacting economy negatively dragging the country to more reliance on foreign aid.

Advanced Chemical Industries (ACI) Ltd, former ICI PlcUK, began its journey in 1992 with the mission of enriching the quality of life through responsible application of knowledge, skills and technology, and has successfully established itself as one of the biggest conglomerates in Bangladesh. ACI, having a multinational heritage, is committed to the pursuit of excellence through world-class products, innovative processes and empowered employees, to provide the highest level of satisfaction to its customers. ACI began its journey to ensure better life to the Bangladeshi people with the name of ICI (Imperial Chemical Industries) in 1968 in Bangladesh by offering a wide range of such products as pharmaceutical, Consumer product, and so forth. However, ICI divested into ACI (Advanced Chemical Industries) by selling its share to local management, and named by ACI in 1992. By far, the life saving drugs and home care products have met the need from the people to some

extent as the persistent existence and acceptance from local community since 1968 has proven and acknowledged its endeavor and uncompromising quality. Home care products encompass ACI Aerosol, ACI Mosquito Coil, Angelic Air Freshener, Savlon Liquid Antiseptic, Savlon Antiseptic Cream, Savlon Liquid Soap, and so on. ACI has been realizing certain areas, which need to be improved in order to ensure better life standard in Bangladesh for couple of years. It follows that, ACI started thinking to invest in those potential as well as demanding areas. As a consequence, we have been experiencing new inclusion to ACI family such as flour, spice powder, salt, electronics, and so forth. All endeavors, deemed by ACI, undertaken so far are for enriching the quality of life of Bangladeshi people.

However, a large portion population especially farmer and end user has been deprived of having such benefit, even though market is flooded with a wide range of products since the producers do not get appropriate price for their production and consumers invariably are deceived by sellers, who often sell inferior goods, goods with inaccurate measurement, and so on. Of late, most of the business firms form cartel, which has been worsening the condition of life of farmers as well as consumers, to dictate the market, and they are successful in this case. ACI has been looking for ways to finish this cartel off so as to benefit both farmers and consumers. Besides, most of the vegetable produced in rural areas get rotten due to lack of proper transport facilities, whereas city dwellers have to pay extra money for scarce vegetable in the city.

Countries, like Bangladesh, where economy is based on agriculture altogether, are required to emphasize more on agribusiness and supply chain development since these countries lack sufficient technology to move to industry, which requires natural resources as well as extensive technological knowhow. Every country has comparative advantage on some area, and so does Bangladesh. Comparative advantage of Bangladesh is supposed to be agriculture. By contrast, Bangladesh is blessed with both natural and human resources. By far, the primary contributors to the exchequer are remittance and garments sectors, where millions of people are working relentlessly to ensure sustainable economic growth. Even if Bangladesh has experienced a surged in some such industries as garments, textile, and small cottage, it cannot deny the role of agriculture to the economy as it has to import a lot of food every year to meet the local demand, while there are lots of potentiality to grow foods if lands are properly used and modern technology is adopted in agriculture. Understanding the gap in the value chain, ACI has initiated to establish new businesses namely ACI Agribusiness and ACI Logistics to remove this gap, to uproot cartel, and to ensure reasonable price for both farmers and consumers. ACI Agribusiness has been working to bring revolution to the agriculture by investing such areas as Seeds, Fertilizer, Motor, Crop care & Public Health, and Animal Health, whilst ACI Logistics has been established to devote itself to benefit the end users of all products.

## **Vision**

Shwapno was launched with a vision to change the lifestyle of Bangladeshi consumers.

## **Our Values**

- To deliver success we have a clear set of values & beliefs.
- Impeccable integrity - We are honest, transparent and ethical in all our dealings.
- Passion to win - We deliver what we promise by bringing the best in all of us.
- Delightful experience - We win the hearts and minds of our employees and consumers by offering relevant quality, value and service.
- Living an enterprise culture - We believe in trust, truth and teamwork.
- Making a better world - We compassionately contribute to the community we live in.
- Continuous improvement - We constantly learn and innovate to create new paradigm.
- Count every paisa - We treat every taka spent as our own for creating value for our consumers.

## **History**

The Mother Company (ACI Limited) Started its Journey in 1940

1940: ICI Plc UK Started Operation

1968: ICI plc commissioned manufacturing plant in Nararyanganj

1973: Incorporated as ICI Bangladesh Manufacturers Limited

1982: Mr. M AnisUdDowla joined as Managing Director

1992: ICI Plc divested its shares to local management and ACI came into existence

2008: ACI Logistics Ltd. is launched with the dream to change the life of Bangladeshi Consumers with the Brand Name “SHWAPNO” in the form of retail chain

## **Quality Policy**

ACI's mission is to achieve business excellence through quality by understanding, accepting, meeting and exceeding customer expectations. ACI follows International Standards on Quality Management System to ensure consistent quality of products and services to achieve customer satisfaction. ACI also meets all national regulatory requirements relating to its current businesses and ensures that current good Manufacturing Practices (GMP) as recommended by World Health Organization is followed for its pharmaceutical operations. The management of ACI commits itself to quality as the prime consideration in all its

business decisions. All employees of ACI must follow documented procedures to ensure compliance with quality standards. The pool of human resources of the company will be developed to their full potential and harnessed through regular training and their participation in seeking continuous improvement of work methods.

### **Environmental Policy**

ACI is committed to maintain the harmonious balance of our eco-system and therefore constantly seeks ways to manufacture and produce products in an eco-friendly manner so that the balance of nature remains undisturbed and the environment remains sustainable.

- In pursuit of this goal, ACI will comply fully with all local and national environmental regulations.
- Conserve natural resources like water and energy for sustainable development, and adopt environmentally safe processes.
- Ensure appropriate treatment of all effluents prior to discharge, to prevent pollution or degradation of environment.
- Ensure appropriate communication and cooperate with internal and external interested parties on environmental issues.
- Create awareness on environmental issues among employees and suppliers.
- Adopt modern waste management technology.

### **Global Compact Endorsement**

The ACI group has consistently demonstrated its commitment towards its employees and the environment over the years. It has been recognized as the practitioner and promoter of socially responsible business behavior. To take this commitment even further, ACI has endorsed the Principles of Global Compact on August 18, 2003. The Global Compact is a remarkable initiative sponsored by the United Nations Secretary General Koffi Annan. It is based on a very simple notion: whether or not required by law, corporations should enforce basic human rights and accepted labor and environmental standards in all their business activities, to counterbalance possible negative effects of globalization. The compact calls on companies to embrace the ten universal principles in the key areas of human rights, labor standards and the environment. These ten principles are:

## **Human Rights**

To support and respect International Human Rights within the company's sphere of influence.

To make sure that their own corporations are not complicit with Human Rights Violation.

## **Labor**

To end discrimination in the workplace. Abolition of child labor. The right to collective bargaining and recognition of freedom of association. To eliminate the use of forced and compulsory labor.

## **Environment**

To support a precautionary approach to environmental challenges. To undertake initiative to promote greater environmental responsibility. To encourage the diffusion of environmentally friendly technology.

## **Anti-Corruption**

To work against all forms of corruption, including extortion and bribery. ACI pledges to keep all its employees, customers, shareholders and suppliers regularly informed about the compact and the company's initiatives to uphold the principles.

## **2.2 Activities of the organization**

ACI Limited is committed to providing customers with a broad range of quality products from its business operations. It has diversified its business in various sectors such as the health care division, consumers' brands division, and agribusiness division. Other than its 3 major strategic business units, it has 11 subsidiaries, 3 joint ventures and 1 associate.

### **2.2.1 Major Business**

**2.2.1.1 Pharmaceuticals** ACI formulates and markets a comprehensive range of more than 400 products covering all major therapeutic areas, which come in tablet, capsule, powder, liquid, cream, ointment, gel ,ophthalmic and injection forms. ACI also markets world-renowned branded pharmaceutical products imported from world-class multinational companies like ASTRAZENECA, UK and UCB, BELGIUM. ACI is actively engaged in introducing newer molecules and Novel Drug Delivery Systems (NDDS) to meet the needs of present and future. ACI introduced the concept of quality management system by being the

first company in Bangladesh to achieve ISO 9001 certification in 1995 and follows the policy of continuous improvement in all its operations. Aligned with the concept that a pharmaceutical must ensure effective management of environment, ACI complies with standard environment management policy, thus adorned with EMS 14001 in 2000. ACI maintains a congenial and supportive relationship with the healthcare community of Bangladesh, with the belief that business excellence can only be achieved through pursuit of quality by understanding, accepting, meeting and exceeding customer expectations.

### **2.3.1.1 Pharmaceuticals**

ACI formulates and markets a comprehensive range of more than 400 products covering all major therapeutic areas, which come in tablet, capsule, powder, liquid, cream, ointment, gel, ophthalmic and injection forms. ACI also markets world-renowned branded pharmaceutical products imported from world-class multinational companies like ASTRAZENECA, UK and UCB, BELGIUM. ACI is actively engaged in introducing newer molecules and Novel Drug Delivery Systems (NDDS) to meet the needs of present and future. ACI introduced the concept of quality management system by being the first company in Bangladesh to achieve ISO 9001 certification in 1995 and follows the policy of continuous improvement in all its operations. Aligned with the concept that a pharmaceutical must ensure effective management of environment, ACI complies with standard environment management policy, thus adorned with EMS 14001 in 2000. ACI maintains a congenial and supportive relationship with the healthcare community of Bangladesh, with the belief that business excellence can only be achieved through pursuit of quality by understanding, accepting, meeting and exceeding customer expectations.

### **2.3.1.2 Consumer Brands**

This business segment has three major categories of product range- home care, air care and hygiene care. Products under home care category include ACI Aerosol, ACI Mosquito Coil. ACI Aerosol is market leader in the mosquito repellent category having market share of 85%. ACI Coils enjoys very predominant position and striving to become absolute leader in the market place. ACI has also very attractive product range in this Air Care category with Angelic Fresh Air Freshener. This is the first ever locally manufactured Air Freshener of this country whose fragrances has been applauded by the users and has become market leader in two years time. ACI has another very strong range of products in its Hygiene Product category. Savlon Liquid Antiseptic is the highest selling antiseptics in the country. It has



more than 75% market share of its category. Products like Savlon Antiseptic cream, Savlon Family Protection Soap and Savlon Femme Sanitary Napkin, Vanish Toilet Cleaner are also 9 under this category. ACI Consumer brands also deals with products of internationally acclaimed company like Colgate Palmolive and Nivea. Recently ACI Electronics a sub unit of ACI Consumer Brands has launched Panasonic Audio visual items in the country.

### **2.3.1.3 Agribusiness**

ACI Agribusiness is the largest integrator in agricultural sector of Bangladesh. ACI Agribusiness deals with livestock and fisheries, crop protections, seeds, fertilizer and agri-machineries. Under Agribusiness, the following business units are currently operating:

#### **2.3.1.3.1 Crop Care & Public Health**

Crop care & Public health is dealing with all type of crop protection items. It is providing a complete range of cost effective products which can provide appropriate solutions for the farmers through insecticides, herbicides, and fungicides. This business has been transferred to ACI Formulations Limited form 1st January of this year. ACI Formulation Limited has been listed to Dhaka Stock Exchange and Chittagong Stock Exchange recently.

#### **2.3.1.3.2 Seeds**

Seeds division is dealing with hybrid rice, vegetable and maize seeds. It has partnership with renowned HYV seed companies of the world. ACI started the seed business in 2006. It has its own research and development stations in Gazipur and Bangladesh Agricultural University, Mymensingh.

#### **2.3.1.3.3 Cropex**

Cropex is dealing with commodity buying, storing, preserving and selling. ACI Cropex is a remarkable addition to the agricultural advancement in the country. The project assists the farmers in various ways - exchanging their crops at the time of their necessity, providing them with technological assistance and advisory services and so on.<sup>10</sup>

#### **2.3.1.3.4 Animal Health**

This division is dealing with high quality nutritional, veterinary, poultry medicine and vaccines including proposal for pisciculture, cattle rearing and cattle fattening. Integrated fisheries and livestock project will be implemented soon.

### **2.3.1.3.5 Fertilizer**

This unit is dealing mainly with micro continent and foliar fertilizer with a focus in basic fertilizer. It launched micronutrient fertilizers like Zinc Sulphate, Magnesium Sulphate, Ammonium Sulphate, Boron, Sulphur 90% and Sulphate of Potash. They are being imported from China, U.S.A, Canada, Taiwan, Argentina, and Turkey etc. ACI Agribusiness strives for providing “one stop solution” to farmers by providing all sorts of activities regarding agriculture. ACI Agribusiness is having a strong partnership with national and international R&D companies, Universities, and research institutions. “Partnership with the farmer” is the main theme of ACI Agribusiness

### **2.3.1.6. International alliances**

ACI represents Colgate Palmolive Company as exclusive marketing partner and distributor for the territory of Bangladesh. Colgate is the worldwide leader of the oral care products category. ACI was appointed as sole distributor and marketing partner of Beiersdorf AG, Germany; the manufacturer of Nivea brand products. ACI represent Godrej Consumer Products Limited. ACI consumer Brand is also selling low calorie sweetener products of Merisant for weight conscious customers and also for them who want to avoid direct sugar. In additions to these, ACI represents significant number of world’s reputed companies in Pharma and Agriculture sectors.

### **Management Committee:**

- ✓ Dr. ArifDowla , Managing Director
- ✓ Dr. F H Ansarey , Executive Director, Agribusinesses
- ✓ Mr. Syed Alamgir, Executive Director, Consumer Brands
- ✓ Mr. M. MohibuzZaman, Chief Operating Officer, Pharmaceuticals
- ✓ Mr. PradipKar Chowdhury, Executive Director, Finance and Planning
- ✓ Mr. SabbirHasan Nasir, Executive Director, Logistics
- ✓ Mr. PriyatoshDatta, Director, Quality Assurance, Pharma
- ✓ Mr. AbdusSadeque, Director, Marketing & Sales, Pharma
- ✓ Ms. Sheema Abed Rahman, Director, Corporate Affairs
- ✓ Mr. Md. Monir Hossain Khan, Financial Controller
- ✓ Mr. Imam Ahmed Istiak, Director, Operations, Pharma

**Board of Directors:**

- ✓ Mr. M. AnisUdDowla, Chairman
- ✓ Dr. ArifDowla, Managing Director
- ✓ Mr. Waliur Rahman Bhuiyan, OBE, Director
- ✓ Mr. GolamMainuddin, Director
- ✓ Mr. Md. Fayekuzzaman, Director
- ✓ Mrs. NajmaDowla, Director
- ✓ Mr. Abdul-Muyeed Chowdhury, Director
- ✓ Mr. Juned Ahmed Choudhury, Director
- ✓ Ms. Sheema Abed Rahman, Director

## Chapter Three: Job Description

### 3.1 Summary

At the end of BBA program students must have to accomplish an integrated course called internship that is relevant to academic purpose. The main objective of internship is to have practical experience of professional job relative to the student's major or minor concentrated area. During this internship period students have to work for any organization. It's like fulltime job. While working with organization students are given the opportunity to learn something about a particular department as well as make a contribution to the company by performing needed tasks. Often internees are paid for the time they work, in some instances, they are not. I did my internship in a leading organization "ACI Logistics". I started my internship on 27 January, 2014 and on finished the internship period on 30 April, 2014. It was fulltime internship. I had to work from 9:30 am to 7pm. The office was situated in Novo Tower, Tejgaon, Dhaka. As an intern I worked in the Marketing Department.

### 3.2 Description of the Job:

- ✓ First I had to do market research on current cosmetics stores like prio, body line, almas etc.:  
Prio, body line , almas etc. are the most popular cosmetic stores in Dhaka right now so my first work was to do a research on their pricing strategy ,the amount of brands they offer. For example: the brands they offer in Gulshan or Banani they don't offer these in Uttora and their pricing strategy in also different.
- ✓ Know the product range and quality and the most popular brands and their display:  
And then by talking with the shopkeepers I came to know that most of the products that they sell are directly purchased by their owner that is they are not completely depended on the vendors as a result it is easier for them to get the most popular brands and maintain the quality at the same time.
- ✓ My initial projects were at Sector 3 Uttora and Monipuripara:

First I was taken to the outlets where we decided which location we want for cosmetics to be displayed. Then we started working on its display like shelves, colors and visual displays. Finally it was approved by our executive director and then we sat with the engineers and finally the decision was made.

- ✓ Then I planned out the products for example which brand to place in which area.  
Different area requires different levels of brands. For example, what could be placed in Uttora outlet will not be as responsive if I place the same brands in Monipuripara. While in Uttora we focused on brands such as Loreal, Revlon, Maybelline, Golden

Rose, Lashplash whereas at Monipuripara we highlight brands such as Jordana, Jackline, Flormar.

- ✓ Then choosing the vendors.  
Here at Shwapno, quality is a very important area to focus on. There are endless Vendors if one is required but choosing the right one could be quite a tricky business. Everyday more and more Vendors evolve but as Shwapno focuses on the quality more we need to examine thoroughly before we chose the right vendor. To accomplish a genuine vendor we keep a copy of all original product ourselves in order to compare between the original and the fake.
- ✓ Doing research on the brands of cosmetics and collecting information about it.  
We always make sure that the brand we are aiming to sell is a brand we are very well aware about it and it will also be a help for the shopkeepers.
- ✓ Selecting proper display tools:  
We ordered display tools from the companies so that the branding can be done easily and the display will also be organized.
- ✓ Receiving the product from the vendors.  
In order to receive the product on time we always make sure to remind the Vendors to be very active and have the products available anytime to supply whenever required.
- ✓ Then displaying the cosmetics.  
The key point to have product sell is based on a good visual display. In order to fulfill the part here at Shwapno we have some of the best people from the marketing department working round the clock to have the most perfect display.
- ✓ Giving training to the sales person about cosmetics and their uses.  
A salesperson must be very well informed about the product that they are going to sell to their customers so that the customers are always aware about the items they buy. So we make sure that the salesperson is well-trained for the product by providing them with the best training over hand.
- ✓ And now working with other outlets and try to rich the cosmetics sector of Shwapno.  
When it all began there was only 4 outlets of Shwapno, now there are over 15 outlets of Shwapno working side to side with the cosmetics department. In near future there will be 10 more cosmetics department so in total we will be working with 25 Shwapno outlets regarding cosmetics department.
- ✓ Figuring out their draw backs.  
The most important business strategy we are trying to accomplish is to start importing the cosmetics on our own. Another thing that we have to keep in our mind is importing anything from India is a huge burden as the government has created some heavy LC issues regarding the import of cosmetics from India.
- ✓ Trying to come out with new planning's and come up with the best sales.

**Products that I worked with:**

- ✓ Loreal
- ✓ Revlon
- ✓ Mayebelline
- ✓ Lakme
- ✓ Lasplash
- ✓ Ioni
- ✓ Flormar
- ✓ Miss and mrs
- ✓ Farmasi
- ✓ Personi
- ✓ Jordana
- ✓ Jackline
- ✓ Alex aiven
- ✓ Golden rose.

**3.3 My Learnings:** Being able to work for one of the leading Group of company of the country is always enticing. However, that is only part of the whole story. The working environment of ACI Logistics is one of the best not only in the Outlet business but all over Bangladesh. The office space is open and everyone can move around and communicate with others freely. All the employees are very much friendly. The communication system is very much open ended such as anyone can give suggestion if they find anything wrong. For an example Outdoor branding team give suggestion to sales team if they find any think wrong.

4.1 Outlet:



Compare to other organization that is involve with super shop business like Agora, Meena Bazar Shwapno is in first position in every aspect. Shwapno has 47 outlets all over

Bangladesh, and day by day the no. of outlets is increasing. Market share of Shwapno is 35% in modern retail system.

The biggest advantage of Shwapno is that, different age and different income group people is the target people of Shwapno that is the main uniqueness as Shwapno.

#### 4.2 Decoration:



Decorations of Shwapno outlets are different than any other super store. Shwapno always try to decorate their outlet in a different way to attract the customers then their competitors. Like they decorate their new outlet with balloons and much colorful material.



**4.3 Prices:** Compare to other supershop price of the products in Shwapno is less. The main reason is that Shwapno usually collect their products directly from whole seller, and another important reason is VAT .Shwapno usually pays the government VAT themselves for that reason they take less price from the customers. Low price than regular market is the most competitive advantage for Shwapno.

#### 4.4 Advertisement:



**মা**

“প্রথম যেদিন তোমার হাত ধরে স্কুলে গেলাম,  
কি ভীষণ ভয়ই না পেয়েছিলাম! তোমার হাতটি আমি শক্ত  
করে ধরে রেখেছিলাম। হাতটি যেন কোনদিনই হাত ছাড়া  
করা যাবেনা। নতুন জীবনে অজানা মানুষের ভীড়ে কি এক  
ভয়, কি এক আতংক! তুমি বললে, ভয় কি রে?  
আমিতো এই এখানেই থাকব। কোথাও যাবনা।

অজানা অধ্যায় গুলো পার হতে হতে মা তোমার কথা  
কখনো মনে পড়েছে, কখনো পড়িনি।  
মা তুমি কেমন আছ?

এই পৃথিবীতে তোমার চেয়ে আপন মাগো আর কে আছে  
আমার? তোমার সে হাত আমি আজো ধরে থাকি মা।  
আমিতো তোমার সেই ছোট্ট বাবু...”

আজ ১১ মে **Mother's Day**।  
এ পৃথিবীতে আপনাকে প্রাণের চাইতে যিনি ভালবাসেন,  
তঁার জন্য কি নিচ্ছেন?  
এই বিশেষ দিনে  
স্বপ্নে থাকছে শাড়ীর উপর ৩০% ছাড়।  
গুধুই মার জন্য।

  
কষ্টের টাকায় শ্রেষ্ঠ বাজার

**Photo no:** 4.4.1

Promotional activity of Shwapno is totally different from competitors. From the above picture we can see a unique promotional concept which is recently made by Shwapno. Shwapno always tries to connect with their customers with different occasion. So they always make different advertisement based on different occasion. From their unique advertisement it is highly noticeable.



Photo no: 4.4.2



Photo no: 4.4.3



**Photo no: 4.4.4**

From photo no. 4.4.1 it is noticeable that Shwapno made an emotional advertisement to show respect all the mothers. From Photo no 4.4.2, 4.4.3 and 4.4.4 it is noticeable that Shwapno made different advertisement for Bangla New Year for different target group. From these all the photos we can understand the uniqueness of advertisement properly.

## Chapter Five: Observation

### 5.1 Observation:

#### Vacancy of Employment for Months:

There was a vacancy of employment for months which creates less effective completion of work. In sales dept., after resigning of an employee in the position of sales coordinator, the dept. did not involve in recruitment process. Absence of an expert as well as well-trained employee such him, the work process became slower.

#### Fewer Corporate Visits:

Sales officers do not visit corporate offices properly. Their fewer visits become a hindrance to get potential clients.

#### Slow Execution of Decision:

The implementation and complication of decision is very lengthy. If a decision is made, then for the approval it has to be signed by the managers of all department which is a very time consuming process because all the managers are not present in the office at a time and sometimes it take days to get signatures from all the managers.

## Chapter Six: Recommendation

### **Faster Work Execution:**

To get proper success in any particular work, faster work execution is needed to a great extent. If the execution gets faster then it will be very profitable for the company.

### **More Potential Corporate Visit:**

Sales officer should visit more corporate offices to get the potential clients.

### **Increase Response in E-mail:**

To expect the work to be done in time and share information among all the employees, quick response towards the mail has to be increased and all the personnel should open the mail link the whole day and has to go through them often.

### **Following of Company's Written Policy:**

All the decision should be made based on the company policy. If that is done and problem occurs in the future then we can always depend on the company policy.

### **Responsiveness:**

If the employees find themselves more serious and focused towards work then it will be more profitable for them as well as for the organization.

### **Update Software:**

If the software is updated, the work can be completed in a faster way.

### **More Marketing:**

The company's name has been changed few months ago, so it is important to do proper marketing. Immediately the company should create a new logo of the company.

### **Filling up Recent Vacancy:**

The sales dept. should go for recruitment process for the vacancy position in order to make work effective.

## **References:**

### **Website Links:**

- ✓ [http://www.aci-bd.com/sub\\_logistics.php](http://www.aci-bd.com/sub_logistics.php)
- ✓ <https://www.facebook.com/AciLogisticsShwapno>
- ✓ <http://www.acilogistics.com/>
- ✓ <https://www.facebook.com/Shwapno.ACILL>
- ✓ [http://www.online-dhaka.com/1\\_8\\_17507\\_0-agora-bd-super-shop-dhaka-city.html](http://www.online-dhaka.com/1_8_17507_0-agora-bd-super-shop-dhaka-city.html)
- ✓ <https://www.facebook.com/pages/Agora/115244298555419>

### **Books:**

- ✓ Philip Kotler, Gary Armstrong, "Principles of Marketing", 12<sup>th</sup> Edition.
- ✓ Appelbaum, Robert, *Dishing It Out: In Search of the Restaurant Experience* (London: Reaktion, 2011).
- ✓ Andaleeb, Syed Saad, and Carolyn Conway. "Customer Satisfaction in the Restaurant Industry: An Examination of the Transaction-specific Model." Thesis. Sam and Irene Black School of Business, Penn State Erie, The Behrend College, Erie, Pennsylvania, USA, 2006. Print.
- ✓ Cronin, J. and Taylor, S. (1992), "Measuring service quality: a reexamination and extension", *Journal of Marketing*, Vol.56, July, pp. 55-68.
- ✓ "Family style". Dictionary.com (Unabridged). Retrieved 2<sup>nd</sup> August 2012.
- ✓ Lewis, R.C. and Shoemaker, S. (1997), "Price-sensitivity measurement: a tool for the hospitality industry", *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 38, April, pp. 44-7

- ✓ Monroe, K. (1989), "The pricing of services", Congram, C.A. and Friedman, M.L. (Eds), Handbook of Services Marketing, AMACOM, New York, NY, pp. 20-31.

Dear respondent

I am a student of Department of Business Administration of BRAC University. I am conducting this questioner as a partial requirement for my internship and I ensure you that all the data given by you will be held confidential and will be used only for academic purpose. I wish all your cooperation.

Sincerely,

Raisa Farheen Khan

- ✓ Mohammad Haghghi, Ali Dorosti, AfshinRahnama, and Ali Hoseinpour. "Evaluation of Factors Affecting Customer Loyalty in the Restaurant Industr." Thesis. University of
- ✓ "Physical Evidence." *Marketing Mix*. Marketing Teacher Ltd, 12 June 2010. Web. 02 Aug. 2012. <<http://www.marketingteacher.com/lesson-store/lesson-physical-evidence.html>>.

### Appendix:

#### Questionnaire:

1) What is your current occupation?

- Student
- Service holder
- Business
- Others (Please specify).....

2) Frequency of visiting Shwapno branch per month?

- Less than 1
- 1 to 3 times
- 3 to 8 times
- 8 to 12 times
- Above 12 times

3) What kind of products actually you are purchased from super shop?

- Clothing (Fashion house/Boutique)
- Accessories
- Foods
- Cosmetics
- Gift items
- Others (Please specify).....

4) What is main reason that you typically visit Shwapno outlet?

5) Do you like the promotional activities of Shwapno?

- Yes
- No

6) Do you think that Shwapno is good enough for shopping?

- Yes
- No

7) In your opinion, which one of these two is more beneficial?

- The traditional approach
- Modern retail business approach



8) What are the core advantages you are receiving from Shwapno?

9) What are the drawbacks of Shwapno?

10) Do you think that Shwapno have a bright prospect in near future in Bangladesh?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----