Internship Report on

International Brands Ltd.

MGH
Global Sourcing Made Simple
Internship Report:

Internship Report: Internship at International Brands Limited, MGH Group

Presented for:

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Letter of Transmittal

June 24\textsuperscript{th} 2015
Afsana Akhtar
Assistant Professor
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Subject: Submission of internship report

Dear Madam,

This is to inform you that with great pleasure that I have prepared by internship report on the “International Brands Limited-MGH Group” that you have assigned to me to mark the completion of my internship in the company and to express my knowledge from the experience in writing. I have tried my level best to prepare an effective and creditable report given the extreme time constraints and immense work pressure.

The report contains a detailed study of the FMCG distribution business of MGH Group. I have made this report keeping in mind the technical aspects of the industry and provided detailed description of processes to make it convenient for anybody who might read it for reference. However, for any sort of discrepancies and inconsistency that may arise, I will be pleased to clarify and answer regarding any of the part of this paper.

Yours sincerely,
Thahrim Eshrak
Student ID- 13104236
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Acknowledgement

Prosperous conclusion of any course requires support from various personnel and I was fortunate to have that support, direction, and supervision in every aspect from my teacher, International Brands Limited-MGH Group’s officials and colleagues.

First of all I would like to thank beyond measure grace and deep kindness of the Almighty Allah.

I like to express my deep sense of thankfulness to my supervisor of Internship Program Ms Afsana Akhter, Assistant professor, BRAC University for her frank encouragement as well as guidance in preparing this report despite of my unavailability during the job work. I acknowledge my gratitude to Ms. Sadiya Shahnaz, HR Sr.executive for her help and valuable suggestion from time to time and for being my supervisor in the host organization in achievement of my internship program as well as preparing the report. And I would also like to thank to Mr Mujahidun Nabi, Head of Sales, for their kind cooperation and trainings.

I also show my utmost gratitude to all the officials of International Brands Limited. The speed and helpfulness of the officers really helped me in obtaining the necessary information in time.
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Executive Summary

This report is about my experience and learning’s as an employee of International Brands Limited. I am showing this experience as my internship in the Sales and Distribution department of International Brands Limited under the supervision of Sadiya Shahnaz, Sr,executive at HR, IBL. In the report I have explained few of the roles which I have learnt in Sales and Distribution department as well as in Supply Chain department. I gained knowledge on the basic operations of sales like Trade Promotions, Claim Adjustments, Memo Supporting, TSO/ASM job and Market Analysis. Also in the Supply chain department, I learnt operating the enterprise software SAP, to create Purchase Requisition (PR), Purchase Order (PO) and Good Received. The biggest assignment which I have was to conduct Golden Store program and DRCP project in Bangladesh. The Appreciation which I got from my supervisor and the directors on completion of my report was admirable. During this time, I faced few road blocks, but I was able to overcome them by organizing my works and minimizing mistakes on the way. I tried to compare my expectations with my experience and my result was satisfactory. I was able to achieve everything which I expected of. The Golden Store project made me experience more than just the usual learning of internship. All these learning in Sales and Distribution would certainly help me to develop my career in the FMCG sector. As I am determined to do good in the FMCG sector the experience of my internship would certainly enrich my resume and add value to my skills so that I can perform into the FMCG industry and flourish.
Chapter 1 the **Introduction**:  

**Part-1 Introduction**

1.1: **Background of the study:**  
Every graduate from business study has to do the Internship with the purpose of learning how to do work practically from the knowledge gained so far as a business student. It is a great experience for every student to get practical experiences of the theoretical knowledge that we have gathered in our years graduation life. For gaining practical knowledge on a specific subject a research should be done. I have done my internship in the *Sales and distribution* department of International Brands Limited, the sole distributor of P&G Products of Bangladesh. The topic of my report focuses on: *Sales and distribution strategies and the role of territory sales officer of International Brands Limited*. These days the brands of International Brands Limited (Procter and Gamble) are in fierce competition with that of other multinational FMCGs’ that are currently established in Bangladesh- for instance Glaxo Smith Kline, Unilever, Reckitt Benckiser, Nestle, and ACI and so on. In order to stand out from the competition and hold more credibility, IBL must ensure that their Concern brands are spread all over the Bangladesh by proper strategies and distribution.

1.2: **Origin of the report:**  
Main purpose of internship (BUS 400) is giving the practical experience of a theoretical subject. This credit course is required to be completed by all students graduating under school of business at BRAC University. I prepared this report as a partial fulfillment of Bachelor of Business Administration (BBA) program under the supervision of Assistant Professor Afsana Akhtar . This is the outcome of three months experience at International Brands Limited, MGH Group.

1.3: **Objective of the study:**  
To make a research successful it’s very important to have few objectives. So from the very beginning of the study I tried my level best to conduct my internship with a view to achieve some specific objectives.  

*My Internship program is carried out to achieve the following objectives:*  

• Gaining an overall knowledge about various Activation campaigns carried out by the activation team  
  • To get an idea about how the need of an activation campaign is realized  
  • Find out the weather activation campaigns boost up sales and market share

1.4: **Scope of the study:**  
The foremost purpose of doing internship on Sales and Distribution department is to gather practical knowledge about Marketing/Brand in field environment. It also gave the opportunity to gain some experience form the sales experts; how and when they take the decision regarding
sales boost needs. I have completed my three-month internship program from International Brands Limited, Mirpur Branch. I tried to get an overall fact about the Sales department. This department manages not only decisions regarding a sales volume increase but also connecting their established and/or new brands with the consumers’ minds- an activity carried out by the Activation department. Hence, my main focus was on the key activities carried out by the Activation department. During my internship, I tried my best to learn the strategy and techniques followed by Activation experts of IBL. I am really thankful to all the employee of all departments for continuous supporting and inspire me during Internship period.

1.5: Limitation of the study:
With due respect to my internship supervisor, I tried my level best to fetch the maximum outcome of my research and I also tried to prepare a comprehensive and organized report on International Brands Limited. But during my research, I had to face some obstacles. A few constrains are the following ones:

• The main problem that I found in doing this report is unavailability of information. Sometimes it was very difficult for me to find original information about IBL’s past and/or current activation campaigns since these are confidential information.

• As we know that the internship’s duration is only 3 months: This is a very short time for doing any kind of research. For this reason I could not efficiently collect all information needed for this report.

1.6: Methodology of the study:
1.6.1 Research Design:

• From the viewpoint of function: In my study, I tried to find out how activation and sales campaigns shape the behavior of consumers and whether it actually causes higher sales of P&G’s products in the long run. So in this sense it is a descriptive and causal research,

• From the viewpoint of research place: It is both field and desk research. Sometimes I took information from the field such as from Area Sales Manager working in the Sales team of IBL. Also, sometimes I took information from secondary resource such as articles, manual, websites etc.

1.6.2 Nature of Data: The report is based on primary and mainly secondary data and sources.

1.6.2.1 Primary Data: Primary data have been collected by:
• Informal interview with the officers of HR department.
• Some information of my report objectives has been collected through discussion with Sales managers and experts.

1.6.2.2 Secondary Data: The whole research is mainly based on secondary data. Data has been
collected from:
- articles written by activation experts at IBL
- company’s internal data
- company’s official website
- observing daily activities of activation and brand managers
- brochures

Chapter 2 the 
Organization Part:

2.1: MGH Group - Company background

MGH Group is one of the largest conglomerates in Bangladesh. Rooted in Bangladesh, the company is now Head Quartered out of Singapore and has operations in all across India, Pakistan, Sri Lanka, Nepal, Myanmar, Vietnam, Mauritius, Madagascar, Qatar, Kuwait, Egypt, the United Arab Emirates, Kazakhstan, and Nigeria. It was established in the year 1992 as a distributor for Gillette, by Mr. Anis Ahmed and soon spread out to have core investments into Contract Logistics, Supply Chain Solutions, Ocean Carriers, and Airlines GSA representations, Cutting-Edge IT Solutions, Inland Container Terminal Management, Food & Beverage Retail, FM Radio, Cable Television Network, Tea & Rubber Plantation, Commercial, & Retail Banking, Computer Reservation System (CRS) Distribution, Internet Booking Engine, and Inventory of Premium Land Bank respectively.

2.2: Product/service of offering

2.2.1: Contract Logistics

MGH originally started out as the distributor of Gillette and later formed Aquamarine Distribution Limited (ADL) for the exclusive distributorship of Gillette and Kodak Consumer Imaging in the year 1994. It ensured a nationwide retail distribution network reaching over 110,000 outlets and caters to nearly 3 million consumers making Gillette a daily brand among the people of the country. In the later years, MGH Group formed International Brands Limited (IBL) as the distributor of Procter & Gamble. MGH's decade old relationship with Procter & Gamble has not only helped P&G reach more consumers in Bangladesh, but has also dispersed learning from current best practices of P&G from various emerging market has helped grow major P&G business categories. Now MGH's contract logistics subsidiary, IBL has separately spun-off stockiest unit, establishing stock points at major markets with the support of trained sales force, and executing direct sales-to-cash cycle with the Modern and traditional retailers.
2.2.2: Origin service solutions

With diverse methods and analytics, MGH analyses the logistics process chain and works together with clients to develop the most efficient supply chain landscape.

2.2.3: Ocean Carriers

MGH provides shipping line services and has close liaison with the National Shipping Line of Taiwan, Yang Ming Line which is now represented by Transmarine Logistics Ltd in Bangladesh, and by Transmarine Logistics Asia Pvt Ltd in Myanmar. Yang Ming Line is ranked globally on June 2011, has 66 services all across the world with 3,398,42 (twenty equivalent units) TEUs operating capacity, and major alliances with China Ocean Shipping Company (COSCO), K-Line, and Hanjin. Transmarine Logistics Ltd (a concern of MGH Group) represents China Shipping Container Lines which is largest Container Shipping line of the Peoples Republics of China-rank ranked 10th in the world on June 2011, by operating container capacity of 5, 60,000 TEUs with 80 services across the world, raced to global leadership in containerized transportation in just 13 years.

MGH also vendes carrier services of Emirates Shipping Line DMCEST-- a new generation containerized shipping company having niche services to, and from the Middle East, South Asia or India Sub-Continent, Intra-Asia and the African Continent, respectively. Along with these shipping lines, MGH also represents Company Sudamerican ceramic de Vapores, Orient Express Lines (Singapore) Pte Ltd, BLPL Logistics (Singapore) Pte Ltd, Sitara, Shipping Lines, and Balaji Shipping Lines FZCO.

2.2.4: Airlines GSA representations

MGH provides air freight forwarding services and has GSA(General Sales Agent) representations in Air Arabia, Turkish Airlines, Biman Bangladesh Airlines, and Singapore Airlines. MGH provides air freight services in Bangladesh, India, Nepal, Qatar, Egypt, Vietnam, Cambodia, and Myanmar.

2.2.5: IT solutions

_Jaatra.net_ is an outcome of continuous delves of MGH Group in the aviation industry for last one decade. It is a complete solution for both online and traditional travel agencies looking for an Internet Booking Engine (IBE) in order to become an online travel agent (OTA) without any development and with minimum cost. It facilitates flight searching, booking and even ticketing over internet through agency’s personalized website. _Jaatra.net_ drives incremental revenues as it offers, round the clock online self driven travel planning and reservation for travel agent’s both B2B as well as B2C customers. It provides complete freedom to the Travel Agents to configure the sectors, airlines and GDS according to their business need. Jaatra.net IBE also provides seamless integration with Jaatra.net Back Office system, so that travel agents can have Complete visibility of their business from one single point. Precisely, _Jaatra.net_ is a trusted online travel solution provider which opens the opportunity around the globe.
2.2.6: Food & Beverage Retail

MGH Restaurants Pvt. Limited is the Master Franchisee of Nandos in Bangladesh, and in Nepal. With the first 550 square meters sprawling Flag ship Store opened in Dhanmondi, Dhaka, MGH opened the second 550 square meter store in Gulshan in 2009, the Premium Suburb of Bangladesh. MGH is also the master franchisee of Barista Lavazza with the objective to provide an authentic Italian coffee drinking experience in a warm, friendly, no pressure environment. We began operations in the year 2008 as we felt the time was right for the Bangladeshi consumers to experience a café that provided a third space, away from work and home, where the guest could relax and unwind.

2.2.7: FM Radio

Radio Foorti- an MGH concern, the first and only pure-play FM Brand in Bangladesh was born in year 2006. With the network of stations spreading across 8 towns, Radio Foorti is currently heard at almost 2.1 Millions of Households according to the recent Nielsen Research commissioned by Radio Foorti. Foorti has so far helped redefine FM culture, ushering a new way for music to be heard and for entertainment to be enjoyed. With stations in Dhaka, Chittagong, Sylhet, Cox’s Bazar, Mymensingh, Barisal, Khulna, and Rajshahi currently operating, Radio Foorti plans to roll out additional 22 stations with independent programming capabilities all across Bangladesh.

2.2.8: Tea & Rubber Plantation

MGH owns a strategic stake of Finlay Tea's parent Consolidated Tea & Plantations Limited (CTPL). With 16 Tea, and Rubber Plantations spread across 44,000 acres of scenic green land, area, CTPL is the second largest tea producer generating 23 percent of annual tea productions of Bangladesh. CTPL produced Tea is also bought in tea auctions and packed by major Consumer Tea Brands, and regarded as one of the High Quality Leaf Tea and Tea Extracts.

2.2.9: Realty Development

In early 2000, when Gulshan, the trophy location of Bangladesh was merely a residential aspiration of the inhabitants, MGH with a mentor-partnership started to acquire premium Gulshan Avenue locations as part of the Portfolio Diversification Strategy, and now hold 4 major locations, and a few more pieces of land in the Land Bank Inventory.

2.2.10: Corporate Social Responsibility

MGH Foundation was set up to assist Non-Governmental Organizations (NGOs), individuals and organizations to eradicate child labor and provide guidance, direction and help to improve lives of under-privileged children.

MGH Foundation also provides Legal Aid to the unprivileged prisoners who are in false custody and are financially incapable of availing proper legal support. Legal Aid Society for the Unfortunates (LASUF) has been formed to give an opportunity to those falsely accused. The CSR initiatives are aimed at eradicating child labor, empowering women, providing legal aid, rehabilitation, social awareness programs etc.

In January 2008, an MOU was signed between MGH and The Asian University for Women to
provide scholarships to deserving students.
International Brands Limited

2.3: Department structure (International Brands Limited)

The department presently I am attached to is International Brands Limited (IBL). IBL is a distribution company, a sister concern of MGH Group. IBL is the sole distributor of P&G products in Bangladesh. The department is headed by Head of Finance and Director who has two managers who directly report to him. The core functionality of the company is divided into three categories, Sales (Distribution), Supply Chain Management (SC) and Market Strategy and Planning (MS&P).

a. Sales

The Sales Team job is to look after the effective and efficient distribution of the P&G products throughout Bangladesh. IBL has reach over 150,000 outlets all over Bangladesh. The Sales Team operates from 22 of our branches all over Bangladesh. The sales team is led by Territory Sales Officers (TSO) at the branches. The members of the sales team are the District Sales Executive (DSE). The DSE goes to the outlet of their route daily and take orders and delivers the items respectively on the day after. The DSE has to report daily to their respective TSOs to give feedback of their sales. The TSO’s primary job is to set targets to the DSE and monitor their work and make sure that they achieve their targets. In some of the regions where we have no branches, the distribution at those places is carried out by stockiest. To monitor the DSE at the Stockiest we have DSE Supervisors. DSE Supervisors have similar responsibilities as TSOs but lower in rank. The TSOs report directly to the Area Sales Manager (ASM) of that region. IBL has six ASM managing seven divisions. And all the ASM reports back to the National Sales Manager (NSM).

b. Market Strategy and Planning

The Marketing Strategy and Planning analyses the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contribute to the goals of the company and its marketing objectives. IBL Market Strategy and Planning Department deals with setting of up-coming trade promotions of the P&G products; Expansion of the distribution channel; and adjusting business claims. I was also involved in customer analysis, competitor analysis, and target market analysis.
c. Supply Chain Department

Supply Chain department is responsible to control and monitor the products of P&G product distribution in Bangladesh. The department keeps track of the products which enter the warehouse and determines their storage locations. All the sales order by the branches and stockiest are authorized by Supply Chain Department before an invoice is posted and the goods are delivered. All this is managed by advanced enterprise software known as SAP.

2.4: Organ gram of IBL (International Brands Limited):

![IBL Organogram](image)

Fig: Managerial Hierarchy (International Brands Limited)
2.5: Our Brands:

In Bangladesh we do not distribute all the Brands of P&G, the Brands which we distribute in Bangladeshi Market are: Gillette, Head &Shoulder, Pantene, Olay, Pampers, Oral-B, Duracell, whisper, Camay, Rejoice and ambi-pure.

2.6: Vision for Future:

To be a truly global, best in class distributor of P&G by harnessing maximum opportunity and winning wherever people shop executing perfectly

Presently “International Brands Limited” doing business of approximately 150 Crore Bangladeshi Taka by distributing P&G products all over the Bangladesh, In near future within three years they have plan to grow business 30 percent more, and within 5-6 years they want to compete with Uniliver Bangladesh in terms value with more than 1000 crore sales in yearly basis. The company is already implementing long term planning and hiring talents to achieve their target.

Some of the important steps already implemented by the IBL are –

1. Transforming Sub-division and third party distributor offices to Branch office, where company can have direct control and monitoring system.
2. Hiring talented employees – Territory sales officers, Service Representatives, Merchandisers etc.

3. Introducing more products for Bangladeshi Markets.

4. Detailed Route Coverage plan for more specific route plan and segmentation.

5. Golden Store program, a loyalty program for key customers.

2.7: Mission Statement:

To become $200MM company by 2018 through extending footprints and delivering higher volume in HFS universe to bring world class P&G products to consumers’ reach

- Chapter 3 The Job Part:

  Part-3 Job Part

  .1 Description/nature of the job

As I am working as Territory Sales Officer, it is mostly field work job and has to spend most of the time in Market to find out the problems and opportunities to increase the sales target. For this job Territory sales officer need to be self motivated, energetic and entrepreneur spirit to sell, train, manage, and lead a team of service Representatives to drive new business Revenue.

Though this is an entry level job in Marketing, but in this field employees got huge opportunities to excel in marketing related job as people are getting experience directly from the root level. Even there are rapid advancement possibilities to get higher position and unlimited earnings potential as there are facilities of huge incentives and commissions.

.2 Specific responsibility of the job

- Maintain a high energy/high caliber direct sales staff.

As in My Branch I was assigned with DSE (Direct sales Executive) who are assign to take orders from the retailers, depending on the Order, in very next day Delivery unit send Products to the Shops. If they are not able to meet their assign targets, it means that I am unable to meet my target. So we need proper planning, communication and strategy to achieve the target value.
-- Achieve reasonable but aggressive sales results.

Sales job is all about numbers, sales people are the key persons to achieve the monetary value from the customers. In my territory I am given target of 1.35 crore taka per month which also varies depending on situation. I should say its very difficult target to meet but not impossible. In my first month I was able to meet 80% of my target.

-- Ability to sell the Signature Network product.

Our Signature products are: Gillette Razors, Gillette gel and foam, Pantene and Head & Shoulder, Oral B tooth brush, Olay Beauty care items. So, we have specific targets to sell these products to the maximum shops.

-- Train, motivate and coach a team of 15-20 Full time sales consultants.

The basic of sales job is to repeat same thing again and again. The only way to accomplish your job is to motivate your employees, I am not the person who is selling company products but my DSE’s are selling that, so my duty to is train them on continuous basis and motivate them to sell the products.

-- Understand the market, the customer and the competition.

Understanding the market is the key part of my job; views and ideology of the market peoples are different in different territory. Like in the Chittagong market customers always want to do business in Credit, but in Dhaka Market Case are different. Also I need to monitor what are task done by my competitors in the market,

-- Develop territory, market penetration and sales execution strategies to consistently attain and exceed goals.

We need to find new market and new shops to increase our sales; there are many shops that are not doing with our company

-- Ensure each sale consultant is equipped and driven to fulfill clients' present and future needs through consultative engagement and solutions selling.

DSE (Direct Sales Executive) should be aware of the entire promotional offer and the facilities for our valued customer. When they go to market they need to make sure they are taking their TAB, Order book, campaign list, and wearing good attire. It’s my responsibility to check these things and also we are conducting business in such a way that in long run we both party get benefited.
-- Foster an environment of open communication.

Communicating with upper chain and lower chain is the most important task for a Territory sales Officer. TSO is the medium to conduct the business smoothly without fewer obstacles. It’s my core responsibility to call by management and employees for regular updates.

3.3: Different aspects of job performance

As I am working in this job for about three months, in this short time period of time I need to adapt with many new things and environment. In this organization process and system are so dynamic that it changes to rapidly, so I had difficulty in adapting that, but now I do think that is the best part of this job.

In last three month, I was engage with three different important projects - so learning was different from different projects. But overall some key aspect I learnt from doing this job is-

Communication Skill:
As on regular basis I am responsible to communicate with my higher authority, below authority, retailers, suppliers and many more concern units directly, over the phone, via email etc. So this is one the key aspect of the job performance.

Reporting:
After each and every task, on daily basis I need to report my sales report to my regional manager and to head of sales. So I need to work on Microsoft excel to submit the reports. By doing this reporting, I am continuously improving my Microsoft Office skill.

Market Visits:
On the regular basis I need to visit market to audit my sales, display, market gaps, problems of retailers and many other challenges. Almost every day I need to monitor my territory and sales representatives from 11am to 4pm.

Pressure Management:
One the key task of territory sales officer is to handle huge pressure of sales from the different segments. If there is any problem in market or decline in sales than TSO’s are responsible for that. We are given huge targets and by achieving that we get our TADA, incentives and other facilities, so to get those opportunities we need to bear huge pressure.
4.4: Role and Responsibility as Territory Sales Officer:

4.4.1: Daily Responsibility by chart:

**Daily Activity Chart of TSO/Sales Supervisor**

8:15 - 8:30 AM  Report to respective Stockiest point / Branch

8:30 – 9:30 AM

1. Check Attendance Registrar and ensure timely arrival of DSE.
2. Check Delivery Registrar and give feedback on previous day’s SRN
3. Select Routes for the DSE for that day according to Fixed Journey Plan (FJP).
4. Inform DSE of his required level for today, set today’s focus product/initiative/channel, give motivation and suggest him the right way-forward to ensure **4 DAILY PRIORITIES (Productivity, LPB, initiative, Golden Store)** target based on till date updated report. (All Reports must be updated till date in previous day evening, no report update in the morning)
5. Complete OT DSEs feedback in 30 minutes (8:30 to 9AM). OT DSEs must leave the branch/point by 9AM and start his first call at the first outlet (as per DRCP) at 930AM. TSO will verify this individually by a phone call.
6. Spend additional 30 minutes with MAS DSEs (9 to 9:30AM) and give feedback how to achieve VALUE target for the day along with 4 daily priorities. MAS DSE must leave branch/point by 930AM and start his first call at the first outlet (as per DRCP) at 10AM. TSO will verify this individually by a phone call.

9:30 - 10:00 AM

1. Talk to Area Sales Manager, update him on today’s plan and objectives for market visit (FJP for market visit must be pre-aligned with ASM by 2nd day of the month)
2. Leave branch/point for market with diary/notepad and Reach market by 10AM

10:00 – 3:00 PM

1. Starts Market Visit with the FIRST OUTLET of route as per his market visit plan according to given FJP and he will work on that same route with the same DSE throughout the day.
2. Checks outlets with DRCP and find any new outlet in that route
3. Work with DSE and observe if DSE is making following the 7 steps of an ideal sales call accurately. Follow EDAC method.
4. Looks for opportunity to sell additional value and SKUs in outlet and gives on the job training to DSE on finding and utilizing market opportunity, building trade
relationship visiting all top outlet owners of the route, ensuring proper distribution of products in right outlet and ensure merchandizing through DSEs.

5. Check and audit Golden stores and all hair care and whisper display according to GS and display norms.

6. Checks if DSE is making the memo accurately and gives promotion properly. Check with memo in the outlet

7. Checks some outlets before DSE has served them, observes the stock on hand status, merchandizing opportunity, retailer’s feedback on DSE service quality and honesty.

8. Checks if DSE is making call at EVERY outlet in his route and giving equal effort in each of the outlets behind selling priority brands, number of successful call and factors affecting the success rate.

9. Looks for market feedback on retailer’s response on P&G products, promotions, and competitor information and competition reaction.

10. Give first call to all the DSEs at 12PM, next call at 3PM and final call at 5PM to check progress of 4 Daily Priorities.

11. Take note of all the market and DSE feedback in a diary and make a summary of the input

3.00 – 4.00 PM
Return from market to branch/point and have refreshment

4.00 – 6:00 PM

1. Reporting (Productivity tracker update, GS tracker Update, Target Vs ach update, SDL tracker Update).

2. Report analysis

3. Based on Report analysis and Market visit, create separate specific Action Plan (Activity, Owner, Timeline) for individual each of the DSEs according to his improvement area

4. Share the action plan with ASM over phone

6.00 – 8:00 PM

1. Deploy the action plan to DSEs individually; give a timeline, track progress day to day on the action plan and follow up according to the timeline in future date.

2. Collects the order amount and all 4 Daily Priority statuses against the target given in morning. DSEs receive feedback or warning according to performance.

3. SAP order input check

4. Observes the memo summary of DSE and ensures proper focus on calculation accuracy on DSE’s part.

5. Checks the memo summery and informs DSEs if any SKU has limited number of promotions or if the any promotion is being underutilized to prepare for next day’s call. In case of significant mismatch between ORDER and DELIVERY, DSE must be warned if he is reporting orders inaccurately.

6. Complete all DSE feedback in the Day closing meeting in the evening. DO NOT leave anything for next morning kickoff meeting.
**Daily Report:** Productivity, LPB, GS, initiative, display, By DSE retailing, SDL retailing reports

**Monthly Report:** Summary of Daily Reports, Monthly TBR, Promotion Claim Sheet, Retailing & Closing, SDL Summary reports

**IMB (International Mirpur Branch)**

After 2.5 months working in different department lastly I have been given an opportunity as Territory Sales Officer in Mirpur Branch.

- The area that IMB covers is approximately 58.66 Sq km.
- The population of the area is approximately 35.76 Lacs.
- Universe outlet number is 15,000 +.
- Unilever Covered Outlet number is 10000 +.
- One of the most Affluent Residential Areas.
- Everything from Malls, Schools, Banks, Offices and Restaurants can be found here.

**Organization Structure for Mirpur Branch:**

```
  Mujahidun Nabi                  Thahrim Eshrak
        National Sales Manager      TSO
                                           
        Amaresh Kumar Paul          DSE (06)
                                          Regional Sales Manager
                                           
        Md Faroque                    DSE (07)
       Hossain                      TSO
                                          
        VC (03)                      
                                          
        DSE (07)
```

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## Category-Wise Outlet Coverage

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<thead>
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<th>IBL-Mirpur Branch</th>
<th>Total</th>
<th>Large. Traditional</th>
<th>Medium Traditional</th>
<th>Small Traditional</th>
<th>W/S Beauty</th>
<th>Beauty small</th>
<th>Large Chemist</th>
<th>Small Chemist</th>
<th>MR Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mirpur Metro</td>
<td>126</td>
<td>312</td>
<td>725</td>
<td>3118</td>
<td>40</td>
<td>113</td>
<td>288</td>
<td>259</td>
<td>546</td>
</tr>
</tbody>
</table>

### MIRPUR BRANCH Yearly Per Month Average Business Progress

<table>
<thead>
<tr>
<th>Year</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>April</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>103.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>102.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>99.34</td>
<td></td>
<td>98.40</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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### Mirpur Branch: Month Wise Business Progress

**Growth of last 5 months average business in 9% than previous year last 5 months**

**Category Wise Sales Value Last 4 Months**

- Jan
- Feb
- March
- April
3.5: Critical observation and recommendation

Yes, Distribution and Sales of is difficult but interesting. There are plenty of freedoms in this job as most of the time you need to be in market which wouldn’t be possible in normal desk job. But for me the most critical observation is that there is no balance between the Social life and work life. Sales people need to be in office from morning 8 am, and then they visit market and need to be in market to ensure the target they have to stay there till evening. After that they need to report back to office and complete all the documentation task and need to ensure the previous day delivery. Therefore it takes almost 9.0pm to 9.30 pm average to complete the entire task. So we can say there are no time for family and friends for the sales people. Sometimes during the week holiday and in government holidays we need to do office to ensure our monthly targets or competitions.

As a new member of sales career I don’t have any direct recommendation to solve this time of problem because these become the structure and basis of sales. I am trying out to solve this problem in My Branch and trying to increase the efficiency so that we can complete all the task between 7.00-7.30 pm maximum.
Chapter: 4

Part-4 Project Part

Introduction

This report is about my experience as an intern at International Brands Limited. I successfully completed my internship in the Sales and Distribution department of International Brands Limited under the supervision of Sadiya Shahnaz, Senior Executive at IBL HR. In the report I have explained few of the roles which I have learnt in Sales and Distribution department as well as in Supply Chain department. I gained knowledge on the basic operations of Sales and distribution like Sales, Team work, Trade Promotions, Claim Adjustments, Memo Supporting, TSO/ASM Expenses Recording and Market Analysis. Also in the Supply chain department, I learnt operating the enterprise software SAP, Purchase Order (PO) and Good Received.

During 3 month time I was assigned with various responsibilities especially during my training period of 1.5 month. In my internship report I like to highlight 2 different projects in which I was working and still working as an employee of International Brands limited, MGH Group.

1. Detailed Route Coverage Plan (DRCP) project.
2. Golden Store Program.

Objective of the Project:

In the Golden Store program I was directly involved with the customers and was involved in the activation of this project which is one of the milestones for the International Brands Limited. My core objective was to create as much as golden store in my territory and ensure they are achieving their targets. In the DRCP Project the core object is to maintain accuracy and list the shops information correctly for the future route plan depending on which we will set new targets for the territory.

Scope of the study:

By working on this project I got the pure practical and field knowledge such important projects. These two projects are the pillar for the future business for the P&G in Bangladesh. I am proud that I was involved with this and learning was immense. I got all the supports from my team and management while working in these projects.
Limitation of the study:

No information regarding company found in the web, so I need to collect them from the HR and other departments. During the Project works, I was continuously present in the markets, which was difficult for me at the beginning as I wasn’t expecting that.

Methodology of the study:

From the viewpoint of function: In my study, I tried to find out how activation and sales campaigns shape the behavior of consumers and whether it actually causes higher sales of P&G’s products in the long run. So in this sense it is a descriptive and causal research.

• From the viewpoint of research place: It is both field and desk research. Sometimes I took information from the field such as from Area Sales Manager working in the Sales team of IBL. Also, sometimes I took information from secondary resource such as articles, manual, websites etc.

All the project work presented in the internship reports are taken from the primary data basically from the practical experience got from the job.

Project Part:

4.1: Detailed Route Coverage Plan (DRCP) Project:

After completion of basic training period, I have been assign for this DRCP project, I worked in two different territory and done proper listing of the market. The basic objective and task of this project is to list down all the details (Name, holding number, Products available, competitor’s product, contact information, shop size and capabilities to buy, etc) of the shops so that in the future need we can have all the information about the retail, wholesale and super shops.

Also we redesign our Territory in new way, like some part of shantinagar territory given to the Gulshan branch as during the project work we found many defaults and new roads which made us thought that some market should be shifted to other territory. Also we found huge number of new shops which were not listed in our database previously.

Let’s see some of the factors why this project was very important for the company and I like to put it into my intern report.
4.1.1: Advantages and Future prospect of DRCP Project:

- **Good Sales Territory Alignment Enhanced Customer Coverage:**
  A sales team in a territory with too much work is unable to cover all the valuable customers and prospects effectively. The sales team can miss huge opportunities if they cannot cover it properly. Normally International Brands Limited do this project after many few years, but this time they focus on this project with huge importance because of the huge infrastructure development in Dhaka, like Hatirjheel project, Mirpur Flyover and many new shopping malls. So to increase the sales coverage we need the information regarding the shops and their buying behavior, so this brings huge importance for DRCP Project.

- **Sales Territory Alignment brings more sales:**
  When we can know details about our markets and customers then obviously company can make move and increase their sales significantly. Like in present condition we are getting the result of DRCP Project.

  Now we are aware of the shops we have in the assign territories, we know what kind of projects they like to take in their markets; we can design promotion like that and sell more. Now we have proper transparent system so that there is no misunderstanding between the different territories. Our Assigned sales persons are given specific targets based on the shop capabilities.

  During the Project work, we found many new markets, which were not listed before, so we are getting extra sales from those markets.

- **Sales Territory Alignment improved efficiency:**
  Now our sales people are assigned with proper cluster and segmentation which is increasing their efficiency. And there is no more conflict among the sales person regarding Which area should be cover by whom? After the project, this time we have all the detailed information of the shops that sales person should cover, so there are no chance of mistakes.

- **Proper Data base:**
  Now company is stronger because they know all about the customers and their behavior. All the records firstly taken by the new team of Merchandiser than other team entered all the information in our central Database. In this way we can track our regular sales and it gave us huge advantages in our monitoring system.

4.1.2: My Role during the DRCP Project:

During the DRCP Project I worked in three different territories, they are – Mirpur, Shantinagar and Uttara. I worked in this project for total for 21 days and in one week time I had to cover one whole territory.
I was given team of 10 Merchandiser, who were in my control and their task is to list all the information regarding the shop. The main thing we try to focus during this project is to find uncover markets and know information regarding the competitors.

The key role I played during the project is –

1. **Proper Segmentation of the area, like during the morning time I used to sit with my team and by checking Area map we made different clusters and decided the merchandiser who is going to cover which area.**

2. **Proper Checking and Monitoring of the Project work, as we had to cover huge area and we need to cover all area by walking. So it was my core duty to check continuously whether my merchandiser are covering all the area and not missing out any shops which were meeting my requirements.**

3. **I had to set targets of the store by assuming the size and product of the store, so that from next visit we can give targets to our sales person.**

4. **Checking the Competitors Product and what products of my company can be placed in the shops which were not previously available there. Like as Uniliver Bangladesh is the leading FMCG Company and they have huge distribution channel. So our plan was to follow and check what kind of uniliver products are available in the shop, if their products are available in the shop then there should be P&G product too.**

5. **Motivating and Managing team was another core responsibility I had to take. Managing 10 different minds and controlling them to a central focus point was the very difficult task. I have to motivate them to walk under the sun and list details about the shops, which I myself belief was a very difficult task.**

6. **Reporting to the head of GTM (Go to Market) manager was another important daily task for me. I had to collect the entire list from my merchandiser and need to submit daily reports of the route listing.**

**4.1.3: Experience and Learning:**

During the project work, I have walked almost 50% of the Dhaka city including (Mirpur, Shantinagar and uttara Area), that was a huge experience and I couldn’t believe that I could walk that distance. Also I came to know about the new routes and address where I haven’t visited in Past. Some of the unknown area for me I covered during the project are – RK mission Road, Bishil, Gudaraghat, Solipur and many more places.

I came to know about the Market place, where our company actually working. I have been too many rural or under privileged market where I visited, I shouldn’t have visited such market if I wouldn’t worked in this DRCP project.
I came to know about the company weakness and strength if I didn’t work in this project. Like our core competitors like- Uniliver Bangladesh are doing excellent job in Distribution where as we are lacking behind in many terms.

I would say as a Marketing major student I had great experience and learning period during working in this project. In the beginning of my career, I am working in the detailed root level and gaining huge experience, which my other friends might not be able to get that. Others might be sitting in the Air-conditioned room and doing desk job in the mean time I am working under the sun and gaining expertise by working in the root level.

4.2: Golden Store Program:

Golden Store Program is one of the great initiatives of P&G which were implemented in different countries in the world and which able to brought huge success in terms of sales and customer relationship. Golden store program is kind of a loyalty and relationship program in which P&G would provide many offers and facilities for customers in return they would expect the proper display program and 100% SKU(stock keeping unit) distribution.

There were no alternative of implementation of Golden Store Program, as P&G Bangladesh is in determination of expending business by 30% by next few years. As the sole distributor of P&G Bangladesh, again the duty came on International Brands Limited (IBL).

The core theme of this golden Store Program is to ensure profit for both customers and distributor. By implementation of Golden Store program we will ensure all the possibilities to increase sales for the customers by doing visibility and POSM (Point of sales Material), so when our customer is selling good it means that we will be able to do more sales with them.

So Golden Store program is the biggest retailer engagement program of history of International Brands Limited for P&G since the beginning of the contract.

4.2.1: Golden Store Program morality:

In Golden Store Program as distributor we are providing 5 types of direct benefits for customers and we are demanding 3 types of facilities from customers end. In return we are also providing some extra benefits for customers which will lead us to 30% business growth.

Basic Opportunity cost to be a member of golden store program:

What we want from customers:-

In golden store Program from the retailers and customers we wanted three facilities. They are –
1. **PSKU Distribution**: There are many P&G products which in business we called them power stock keeping unit which means that those products are the most running product in the market, and according to company policy those running product should be available in every retail store. Especially in the Golden store program, those customer who will participated should ensure us they will buy those PSKU must, and then they could be a member of golden store program. If any customers deny purchasing our PSKU then we won’t give them opportunity to be part of this program.

Some of our PSKU which are mostly available in retail markets are -

<table>
<thead>
<tr>
<th>Medium Traditional</th>
<th>Small Traditional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vector Razors</td>
<td>Guard Razor</td>
</tr>
<tr>
<td>Vector 2s</td>
<td>Guard 1s</td>
</tr>
<tr>
<td>Guard Razor</td>
<td>Blue3</td>
</tr>
<tr>
<td>Guard 1s</td>
<td>Blue2</td>
</tr>
<tr>
<td>Blue3</td>
<td>PTN 5ml HFC</td>
</tr>
<tr>
<td>Blue2</td>
<td>H&amp;S 5ml BC</td>
</tr>
<tr>
<td>Foam 96g REG</td>
<td>H&amp;S 5ml SB</td>
</tr>
<tr>
<td>Foam 96g SNS</td>
<td>OB Classic</td>
</tr>
<tr>
<td>PTN 5ml HFC</td>
<td></td>
</tr>
<tr>
<td>PTN 170ml SS</td>
<td></td>
</tr>
<tr>
<td>PTN 170ml HFC</td>
<td></td>
</tr>
<tr>
<td>H&amp;S 5ml BC</td>
<td></td>
</tr>
<tr>
<td>H&amp;S 5ml SB</td>
<td></td>
</tr>
<tr>
<td>H&amp;S 180ml CM</td>
<td></td>
</tr>
<tr>
<td>H&amp;S 180ml CB</td>
<td></td>
</tr>
<tr>
<td>OB Classic/ OB All-rounder</td>
<td></td>
</tr>
</tbody>
</table>

2. **In Store Visibility**: 

On shelf Visibility: It means that for customers we from the company side will provide Gillette Hangers to keep our Brush and blades items, also for many shop we will provide charge for keeping our product in Display. So Customer should provide these facilities.
for us to keep our product in Display so that when any consumer enters in the shop our product should be available and visible in front of consumer.

Off Shelf Visibility:

This means in the category shelf in shops my product should be available. Like where there is shampoo category shelf in the shop, my Head& shoulder and Pantene should be available in that shelf. In the Oral-Care category my Oral-B brush should be there.

3. Value Claims :
Customers (retailers) should allow us to keep our stickers, posters, Display items, POSM in the store by presenting those items we believe that these will attract the consumer in the store to buy our product. But in the market there are many customers who don’t allow companies to place their promotional material in the store; in that case we cannot allow them to be the part of golden store program.
In return what we are providing to Our Customers:

When customers allowing us with the 3 facilities as mention in the above for our business progress in return we are here to provide 5 facilities for the member of precious golden store program. They are –

1. Extra trade term Discount for Golden Store KPI Delivery.

2. Priority in merchandising support at the Launch.

3. POSM and Value Claims support, to drive traffic & ease shopping

4. Quarterly Promo Support and Priority on Promotion Allocation

5. Golden Store Club: Distributor Quality Certificates, gifts.

1. **Extra Term Discount For Golden Store Program:**

Depending on Shop’s potential and average business we have listed basic target for the retailers, by meeting that target and keeping our product in the display, retailers can easily earn 2-5% value on the total purchase value and extra amount for the display, display charge is 150,200,1000 taka respectively depending on size and target.
Like for Large Traditional shop, who are buying 10000 taka or above product monthly from us, we will provide such extra trade discount from them—

<table>
<thead>
<tr>
<th>&gt;=100000 taka purchase monthly, get 5% on total value</th>
<th>Mach3 hanger + Off shelf display, 1500 taka monthly</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>&gt;=40000 taka purchase monthly, get 4% on total value</th>
<th>Mach3 hanger + Off shelf display, 1200 taka monthly</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>&gt;=10000 taka purchase monthly, get 3% on total value</th>
<th>Mach3 hanger + Off shelf display, 1000 taka monthly</th>
</tr>
</thead>
</table>

For Medium Traditional Shop, who are doing 2500 taka or above business with us—

<table>
<thead>
<tr>
<th>&gt;=5000 taka purchase monthly, get 3% on total value</th>
<th>Vector hanger + Off shelf display, 200 taka monthly</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>&gt;=2500 taka purchase monthly, get 2% on total value</th>
<th>Vector hanger + Off shelf display, 150 taka monthly</th>
</tr>
</thead>
</table>

Also there are many other options for the different category shops like – Wholesale, Chemist, Beauty shops.

2. **Priority in merchandising support at the Launch.**

When any customer signs the contract of golden store with us, we will provide a merchandiser from our trained merchandiser team who will design the golden store, place our product as per morality, and fix our Hanger in the shop, placing POSM in the shops so that our products can be more visible to the customer.

Here is an ideal product list and merchandiser should place our product according in the store—

<table>
<thead>
<tr>
<th>Medium Traditional</th>
<th>Display Quantity</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vector Razors</td>
<td>3</td>
<td>Hanger</td>
</tr>
<tr>
<td>Vector 2s</td>
<td>2</td>
<td>Hanger</td>
</tr>
<tr>
<td>Guard Razor</td>
<td>4</td>
<td>Hanger</td>
</tr>
<tr>
<td>Guard 1s</td>
<td>8</td>
<td>Hanger</td>
</tr>
<tr>
<td>Blue3</td>
<td>6</td>
<td>Category Shelf</td>
</tr>
</tbody>
</table>
3. POSM and Value Claims support, to drive traffic & ease shopping

As mentioned earlier we will provide all the facilities for retailers to beautify their shop so that ultimate consumer and customer feel attracted to buy our product. We did contract with best vendor of Bangladesh for making our POSM (point of sales Material), Sticker and Gillette boards which we will place in the shops. In the below I am providing some of the picture of which will give idea of our value claims and how attractive are they do attract our customers and making their life easy.
4. Quarterly Promo Support and Priority on Promotion Allocation

After every three months we will review our golden store program with the retailers. If target is very easy to achieve then we will increase the target, if it’s becoming difficult to achieve then we might reduce the target. Golden store will get extra priorities and offer which we normally provide in Super Shops. In every trade promotion we will try to emphasize on providing special offers to our golden store members.

5. Golden Store Club: Distributor Quality Certificates, gifts.

Golden Store Program shoppers will be the member of international golden store club directly conducted by P&G. Every member of golden store will be invited in the yearly meetings, seminar and picnics, they might have chance to attend the meeting in international sectors abroad. For retailers we will provide Quality certificates if they can maintain our golden store standard. In many occasions golden store members will get souvenir, small gifts from the P&G. A golden store certificate demo is given; in Bangladesh we haven’t start making this certificate yet.
4.2.2: My Role during Golden Store Program:

TSO’s played major role during the program starting from the beginning to the end and still working on this project. During the program I lead my team and create more than 500 hundred golden stores in the first week of the project.

In the program I was directly involved in the market with my distributor sales executives and convince our customer to be part of our golden store program.

The most difficult task we faced is in the 2\textsuperscript{nd} month of the program is to maintain the Golden Store, because its core responsibility to look after customers are achieving their targets and giving me more sales value.

For the DSE’s company announced huge incentives– who can create more than 100/150 golden store in his area, then will get bonus of 1000bdt. So here also I am assign to meet target of my DSE’s, so that they can be enough motivated to achieve that.

Contract form of the Golden Store Program and Activity:
4.3.2: Lessons and Assignments at International Brands Limited

During the first 3 months period of my Internship and job, I was assigned with the assistant manager, Ms Sadiya Shahnaz to perform essential activities at MS&P department. These functions were:

a) Initiative Tracker  
b) Trade Promotions  
c) Claim Adjustments  
d) Memo Supporting  
e) TSO/ASM Expenses Recording  
f) Market Analysis

Also, I worked in the Supply Chain Department. At Supply Chain department I performed tasks like controlling the Stocks using Enterprise Software (SAP). Also receive order from the branches of IBL and distribute products accordingly from the warehouse. Finally learned how to place Order to P&G and receive products at the Warehouse.
a) **Initiative Tracker:** This is an online website which is used by the sales force of IBL to update the sales data (Selling Volume, Sales, promotions), this website allows the head office to monitor the sales and pin point the places where the sales team is performing well and where they need improvement. Evaluating the performances of the **Territory Sales Officer (TSO)** also depended on this tracker. With the guidance of my supervisor, I monitored it for about a week and I was able to indicate the places where sales were good and at the same time report to the management about some specific regions where improvements were required.

b) **Trade Promotion:** This is about setting monthly trade promotion plans for the P&G products. For example, for the month of February we set a trade promotion of ‘**Buy 6 Pantene 170ml Shampoo and Get 1 Free**’. This offer is a trade promotion which is only valid for the retailers and wholesalers. The trade promotions are set by IBL and it needs the approval of P&G. Once the approval is received we launch the trade promotion in the market. A trade promotion can run for a **minimum** of 3 days to about 3 months.

c) **Claim Adjustments:** There are two major claims which are handled by MS&P department. These are **Promotional Claims** and **Damage Claims**. In order to run trade promotions, we have to claim the amount we have spent from P&G and this is type of claim is called promotional claim. For example, as we are offering 1 free Pantene 170ml shampoo on purchasing 6 shampoo, we need to claim the free product. We prepare a database for the total amount of free products (volume) or the amount of discounts we have given and prepare a database of the entire claim and submit it to P&G.

d) **Memo Supporting:** Memo supporting means providing evidence to the Trade Promotions which I had launched in the previous months. P&G asks for memo supporting in terms of memo from different regions in Bangladesh. In this section my job is to collect those memos for the particular promotion and make copy of them and send them to P&G. For example, February had a promotion ‘**Buy 6 Pantene 170ml Shampoo and Get 1 Free**’ and P&G has asked for 5 memos to support my claim for the promotion. So I have to collect 5 memo with this promotion on it and then forward it to P&G so that they can very it and pass my claim.

e) **TSO/ASM Expenses Recording:** The expenses of TSO/ASM include **Transportations**, **General Expenses**, and **Medical Expenses**. Transportations costs are the expenses which are incurred by the TSO/ASM while there visit to the market and their travel regarding job responsibilities. General Expenses are the expenses which are incurred based on official purposes, for example meeting lunch after a long day’s sales meeting. Medical Expenses can be a regular check-up, medicine purchase, doctor’s visit and small medical treatment. All these expenses are recorded every month and the expenses are reimbursed on the upcoming months.

f) **Market Analysis:** One of core activities of **Market Distribution** department is to conduct market analysis. This is basically analysis the market to explore new business opportunity for the company. During my time at the department, IBL has been working
hard to get the distribution of ORAL-B and Golden Store in the Market. My supervisor has taken me on board to work for the project. Since the first I have been active and participated well in the development of plan and strategy regarding our proposal to take the distribution opportunity of Cadbury in Bangladesh.

Besides my experience in Sales and Distribution, I also learnt few works at **Supply Chain Department.** Supply Chain is one of the major departments of International Brands Limited. Supply Chain handles all the activities from ordering the products to P&G to the delivery of products to the branches and the retailers or wholesalers. During my time at Supply Chain I have learnt to control and monitor the supply chain activities, by using advance enterprise software known as **SAP.** I learnt creating **Sales Order (SO), Purchase Requisition (PR), Purchase Order (PO),** the process of receiving goods in the **SAP software** of supply chain and creating invoice to vendors.

**Purchase Requisition:** Purchase Request is a precise document generated by an International Brands Limited to notify the purchasing department of items it needs to order, their quantity, and the time frame that will be given in the future. Here the items which are ordered are the P&G products. Some steps are followed throughout the software to create the PR.

**Sales Order:** It is an order issued by the branches and stockiest to the central warehouse. The sales order given is of the P&G products. The branches list down all the category products in the sales order and specify the amount (volume) of these products. The sales order is created in the SAP and forwarded to the warehouse, and the warehouse finished the outbound delivery and delivers the products after the invoice is posted in the SAP.

**Material Received Report:** When the Products arrive at the warehouse, the employees at the warehouse count the products and note down the number of product they received. They note down all the category of products like shampoo, Razor&Blades, Pampers, etc. After they finished they make a database of goods received, damage and short. It is necessary to create a document to keep track and record of the products, and this document is known as Material Received Report (MRR). The MRR report is forwarded to supply chain from the warehouse and the information is entered to the SAP system.

**MIRO_Invoice to Vendor:** MIRO is a function in the SAP software we create an invoice to our vendor which is P&G. After we have received the goods we create an invoice against P&G and post it.
4.3.3: Contribution to the Organization

During my first 3 months at International Brands limited (MGH), my major contribution came from the Sales and Distribution departments. I have been able to contribute my skills and effort successfully in the tasks which I have learnt throughout my job period.

My supervisor confidently placed me in in charge of MIRPUR BRANCH, during my 9th and 10th week and instructed me to handle the operations of these two departments for the whole 2 weeks. Purchase Requisition (PR), Purchase Order (PO) and Good Received. A new line of Olay arrived during that time and I had to enter 23 variant of Olay Products into the system. The new Olay line was called Olay Regenerist and Olay Natural White.

Finally during the end of each day, I had to mail all the Area Sales Manager (ASM), Territory Sales Manager (TSO) and the Head of Departments (HOD) the daily Stock Report and the total Sales Report. The stock report helped the ASMs to fix order for the next delivery.

Market Distribution and Supply chain has a complete different set of functions. During my time at head office I carried out 5 major functions, Trade Promotions, Claim Adjustments, Memo Supporting, TSO/ASM Expenses Recording and Market Analysis.

I helped to prepare damage claim and promotional claims with the GolamSarwar, Assistant Manager at MS&P. He showed me the formats and guided me through the steps to collect information and tabulate them in the claim sheets. Also, I collected memo supporting for our promotional claims from all the branches and sent to P&G for claim verification. TSO/ASM Expense report preparation was also a task by the MS&P department but the major process of paying the expenses were done by the finance department.

For my market analysis, I visited few of the markets throughout Dhaka city to collect data regarding our Promotional and Golden Store project. I had to carry out the following tasks with the Marketing and Financial Department.

- **Data Tabulation:** At first collected data about the current sub category SKU’s availability, market prices, demand, stock, purchase rate, inventory replenishment rate, and retailer’s margin. I also collected the same data for the competing brands of competitors. This data were essential to analyze the current scenario of the FMCG market in Bangladesh.
- **Charts and Graphs:** Creating graphs and charts to compare my data with the competitors’ data.
- **Generating Strategy:** In order to start Cadbury distribution, we need to establish pricing strategy and volume estimation which we carried out through analyzing the data and sitting with the department heads.
• **Financial Estimation**: Along with the financial department we carried out cost estimation to calculate the cost which we would be incurring throughout the distribution channel. We also carried out **Cost Synergy** to pinpoint the places in our value chain where we will be cutting cost.

5.1: **Expectations and Experience**

My experience at International Brands Limited was profound. I saw the internship program as the first step in a professional career. As such, it can serve as an opportunity to: **Explore various aspects of industry, Gain new skills, Apply knowledge to practice, Build network, and learn more about my strengths.** International Brands Limited let me experience all of these and more.

International Brands limited gave me the opportunity to explore the distribution in the FMCG industry. I went to learn about the distribution of P&G brand products in Bangladesh. Through my work at the Distribution and Supply Chain department I was able to learn the SAP enterprise software which helped me to understand how the products are delivered from the warehouse to all the regions of Bangladesh and into the retail and wholesale outlets. I was able to showcase my knowledge in marketing to help my supervisor at Sales department to set Target and trade promotions. Working with P&G and IBL has helped to know people from different departments and grow my professional network.

Besides meeting my expectations, I also got to be part of real life project (**DRCP, Golden Store Program**). My supervisor chose me to conduct the **market analysis** and conduct the full project. I am grateful to him for the opportunity he had presented me. This project had taught me new strategic tools to plan for new businesses. Besides learning new skills I was able to portray my leadership and team work skills to conduct the market analysis and complete the project. Also, International Brands Limited has given me the opportunity to set a format for the presentation of the **monthly review meeting** (MRM), which is unlikely for an intern to handle because it requires much of the knowledge of the business. I was able to do it with precision by the guidance of my supervisor and my co-workers. They fed me with all the previous information of the business so that I can prepare my MRM presentation.

6.1: **Conclusion**

All the learning in Sales and Distribution during my first 3 months would certainly enrich my resume and add value to my skills as I pursue my career in FMCG industry and flourish. Writing this experience report has helped me discover my skills, and shortcomings. It helped me to focus in my shortcomings and take in more lessons so that I can strengthen my skills and knowledge. All the learning from Market Sales & Distribution and Supply Chain department International Brands Limited has given me in-depth knowledge about the distribution business in FMCG.
industry. During this time, I faced few road blocks, but I learnt to overcome them by organizing my works and minimizing mistakes on the way. Internship at MGH really delivered what I expected. I achieved everything which I expected of and the Golden Store project made me experience more than just the usual learning of internship.
Reference:

- http://www.mghgroup.com/
- Sales and Distribution management text and case-krishna K haval dar vasant M Cavale- Google books
Appendix:

IBL ORGANOGRAM

Managing Director
Mumtaz Group
Anis Ahmed

Regular Services
Head of Department
Md. Matinul Haque

Recruitment
Head of Group Reorganization
Mominul Islam

Area Sales Manager

Distributor Sales Exec.

TSO / Sales Supervisor

Branch Manager

Area Sales Manager

MGH Group’s Global Presence – 17 Countries

900+ Associates
Headquartered in Singapore
Annual turnover $440MM