



ACI Limited

ACI LIMITED
Advanced Chemical Industries (ACI)

Internship Report
On
The Manual of an Internal App and its Uses
(MIS Department)

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16th May 2016



Submitted to

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Letter of Transmittal

16th May 2016

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Subject: Request for approval of Internship Report.

Respected Sir,

I am a student of BRAC Business School and I have completed all my courses. I have completed my internship at ACI Limited and I have finalized my internship report naming as “**The Manual of an internal App and its uses**”. I have tried my best to cover adequate information.

Therefore, I am submitting my report on your very concern. I hope you will be kind enough to discover my observation during internship. Rather, in case of any further clarification, I would welcome the opportunity to consult with you to explore how my findings could best meet your needs.

Your Sincerely

Nikita Nandini

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BRAC Business School.

Acknowledgement

I would like to express my appreciation to those who helped me all the way to complete my three months internship and writing the report on “**The Manual of an internal App and its uses**”.

I want to thank my honorable faculty “**Mr. Noman Hossain Chowdhury**”, Senior Lecturer of BRAC Business School, BRAC University, for helping me and providing me all the necessary helps for the completion of this report and I am gratified to him for guiding me through this report writing.

I would like to thank my supervisor “**Farzana Rahman**, Information Analyst of MIS Department in ACI Limited. She had given me an environment where I was able to work properly and learnt a lot.

Declaration of Student

This is to notify that this report on “**The Manual of an internal App and its uses**” has been prepared as a part of my internship formalities. It is an obligatory part of our BBA program to submit an internship report. Moreover, I was inspired and instructed by my supervisor Mr. Noman Hossain Chowdhury, Senior Lecturer, BRAC Business School and BRAC University.

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Executive Summary

Advanced Chemical Industries (ACI) Limited is one of the leading conglomerates in Bangladesh, with a multinational heritage. The purpose of credit section is giving an opportunity to multilevel business and government personnel whereby that particular business can survive with fulfilling the company's strategic objectives. An effective credit management policy lead the company in the way where they can prove themselves as superior with this aggressive mechanism that is justified by their operational procedure and result. The credit policy helps to boost a company's sales position along with cash sales so that ultimate superiority can be achieved. Here, the credit procedure of ACI limited is focused where way of providing credit is discussed where terms and condition and legal approach of credit management are evaluated. In addition, procedure of credit grant and facility are highlighted where rules and regulation about maintenance of credit and payment procedure are justified. The proper segmentation of market and level of credit according to the customer are also developed. Besides credit procedure a relation between customer and employee relation is established, where it is shown that satisfaction level of employee has a huge impact on the satisfaction level of customer. As employee gives his best only if he stays satisfied and it results with the customer satisfaction. Business depends on mainly in customer and employee relation. If it goes with a positive attitude, the business sure will go to a desired position.

Chapter: 01
Introduction

Internship is the most important period of a student's life. This is the stage where a student gets to apply everything he/ she had learned.

An internship is a period of work experience offered by an employer to give students and graduates exposure to the working environment, offer within a specific industry, which relates to their field of study. (Internship: Graduate Advantage, 2011).

Internship can be done in a range of sectors, including sales, marketing, finance, engineering, graphic design, management, I.T. and so many more. This can be paid, unpaid, or partially paid. The duration of an internship can be 3 months or 6 months. Duration basically varies from company to company.

Internships are great opportunities to speak directly to people who have experience in the role you aspire to; and their knowledge of the job and working environment will give you a greater understanding of what it's all about and what you need to do progress. There are huge differences among studying the theories and actually applying it.

Internship gives a student the prospect to judge, evaluate and improve themselves. Internship offers you the chance to test your skills in real. Life situations explore your career options and gain an insight into an organization or career path.

An internship strengthens your CV and makes you more employable. When a student experiences internship, it adds values to his work experience.

Chapter: 02
The Organization

2.1 Introduction & History

ACI is one of the largest Bangladeshi companies. In 1968, ACI was established as the subsidiary of Imperial Chemical Industries (ICI) in East Pakistan. On 24th of January, 1973 right after the independence the company has been incorporated in Bangladesh as ICI Bangladesh manufacturers limited and also as Public limited company. However the company was renamed as Advanced Chemical Industries Limited (ACI Limited) on May 1992.

ACI's mission is to achieve business excellence quality by understanding, accepting, meeting and exceeding customer. 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 as recommended by World Health Organization is followed properly. ACI has been accepted as a founding Member of the Community of Global growth companies by the world economic forum, which is the most prestigious business networking organization.

2.2 Mission & Vision of ACI Limited

The efforts of ACI Limited are focused on delivery of quality products and services in all areas of customers needs with the aim to add to increased value to shareholders' investment and offer highest possible benefits to the customers.

2.2.1 Mission

ACI's mission is to enrich the quality of life of people through responsible application of knowledge, skills and technology. ACI is committed to the pursuit of excellence through excellent products, innovative processes and empowered employees to provide the highest level of satisfaction to its customers.

2.2.2 Vision

- Endeavor to attain a position of leadership in each category of its businesses.
- Attain a high level of productivity in all its operations through effective and efficient use of resources, adoption of appropriate technology and alignment with our core competencies.
- Develop its employees by encouraging empowerment and rewarding innovation.
- Promote an environment for learning and personal growth of its employees.
- Provide products and services of high and consistent quality, ensuring value for money to its customers.
- Encourage and assist in the qualitative improvement of the services of its suppliers and distributors.
- Establish harmonious relationship with the community and promote greater environmental responsibility within its sphere of influence.

2.3 Values

- Quality
- Customer Focus
- Fairness
- Transparency
- Continuous Improvement
- Innovation

2.4 Services of ACI

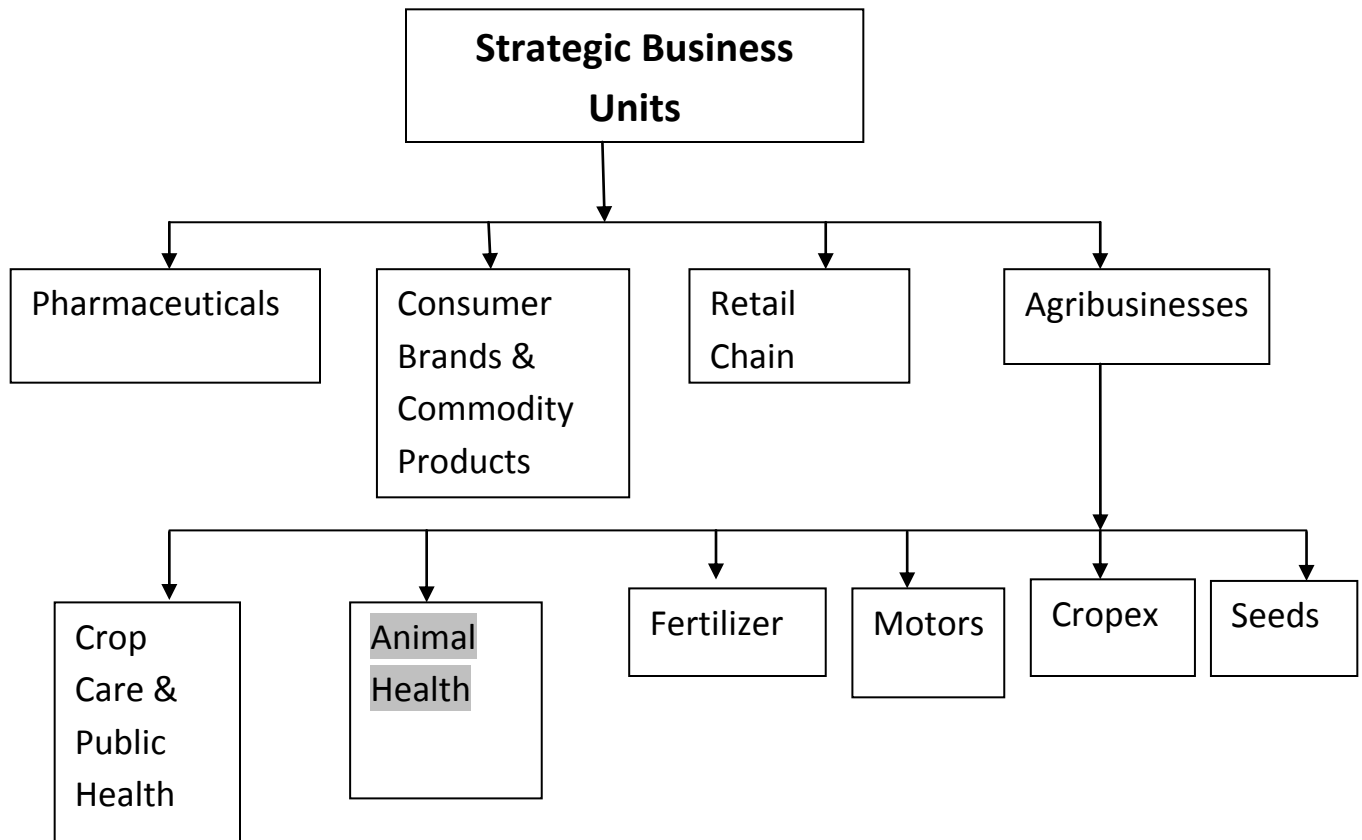
ACI has diversified into four major strategic business divisions, which include Health Care, Consumer Brands, Agribusinesses and Retail Chain.

Strategic Business Units:

- Pharmaceuticals
- Consumer Brands
- Agribusiness

2.4.1 Strategic Business Units of ACI (Chart)

ACI (Advanced Chemical Industries) mainly diversified into four strategic business units.



[**Note:** The App “Order Collection” created by MIS Department is for the internal use of AH, **Animal Health** department, which is a part of Agribusiness we can see in the chart.]

2.4.2 Subsidiaries and Joint Ventures of ACI

ACI has following subsidiaries:

- ACI Formulations Limited
- ACI Logistics Limited
- ACI Pure Flour Limited
- ACI Foods Limited
- ACI Salt Limited
- ACI Motors Limited
- Creative Communication Limited
- Premiaflex Plastic Limited
- ACI Agrochemicals Limited
- Flyban Insecticides Limited
- Apex Leather Crafts Limited
- ACI Edible Oils Limited
- ACI Healthcare Limited
- ACI Chemicals Limited

Joint Ventures:

- ACI Godrej Agrovvet Private Limited
- Tateley ACI (Bangladesh) Limited
- Asian Consumer Care (PVT) Limited

2.4.3 Business Units

Pharmaceuticals

ACI carries the legacy of ICI- world renowned British Multinational in providing the people of Bangladesh with quality medicines and healthcare products. Its state-of-the art pharmaceutical plant represents Bangladesh's quest for a truly world class manufacturing facility. ACI's rich heritage leads to innovative and higher value added formulations.

The comprehensive product range of ACI pharmaceuticals include products from all major therapeutic classes and in various dosage forms like tablet, capsule, dry powder, liquid, cream, gel, ointment, ophthalmic and injectable. ACI Pharma also has state of the art plant on Novel Drug Delivery System (NDDS). It produces world class Modified Release drug and medicine to cater the requirement of pharmaceutical manufacturer of domestic and international market. It exports high quality pharmaceuticals to a good number of countries of Asia, Africa & South America.

Consumer Brands & Commodity Products

The Consumer Brands Division boasts in having an unequivocal presence in consumers' heart with the market leading brands like ACI Aerosol, ACI Mosquito Coil, Savlon. These are the persistent performers in keeping the household clean and free from germs and harmful insects. The necessity of pure food in the minds of Bangladeshi consumers especially in commodity food business has pushed ACI to fill up the market gap by producing commodity products such as Salt, Flour and Spices. Now the customers of Bangladesh are ensured with 100% pure Salt, Spices products and Wheat products under the brand name of "ACI Pure".

ACI also represents the world-renowned product range of Colgate, Nivea, Tetley, Godrej & Dabur in Bangladesh through distribution and forming joint ventures.

Agribusinesses

ACI Agribusiness is the largest integrator in Bangladesh in Agriculture, Livestock and Fisheries and deals with Crop Protection, Seed, Fertilizer, Agrimachineries, and Animal Health products. These businesses have glorified presence in Bangladesh.

CC & PH supplies crop protection chemicals, Seed supplies Hybrid Rice, vegetable and Maize seeds, Fertilizer Supplies Micronutrient and Foiler fertilizer, Agrimachineries supplies Tractors, Power Tiller, and Harvester and Animal Health supplies high quality Nutritional, Veterinary and Poultry medicines and vaccines.

ACI Agribusiness is having strong partnership with national and international R & D companies, universities and research institutions. Before introducing any product, it is elaborately tested in the laboratory and farmers field. ACI provides solution to the farmers through a large team of scientists & skilled professionals.

Chapter: 03

Job Responsibilities and Observation

3.1 MIS Department of ACI

I completed my internship in MIS (Management Information System) department with the information analyst. MIS department of ACI takes care of the overall IT related supports for the company. This department manages a smooth operation of software's and hardware. They also ensure the function of hardware trouble shooting and business databases related to sales and inventory.

This department is divided into parts like, infrastructure, software developer, and IT specialist in order to do their jobs properly. All the specialists, developers are well trained and experienced. MIS provides customized report and data analysis to the management to facilitate effective decision-making.

3.2 Job Responsibilities

As an intern, my responsibilities were quite a diverse. I was assigned to work with Information Analyst and was also involved with lots of other tasks related to the department. I had to communicate with the employees of agribusiness, collect their data's (territory code, sales code, sales etc), and upload properly all the informations and datas to the internal software "data entry system" which is controlled and monitored by MIS department. As an intern, my job was to test the entries after uploading them and find the errors.

MIS department had also constructed four different Apps for "animal health" which is a part of agribusiness. Checking the quality of those apps and preparing manuals for those apps were also another important job of intern.

In short my responsibilities during internship were-

- 1) Testing of Internal Software and quality check
- 2) Check performances and monitoring employee's activities
- 3) Preparing monthly report
- 4) Icon Designing
- 5) Preparing Manuals for internal Apps
- 6) Preparing sales budget and sales tree
- 7) Maintaining internal and external communication

3.3 Apps made by MIS Department for the internal use of “ACI Animal health”

Recently MIS Department had made four different Apps for the internal use of “Animal Health” which is a part of Agribusiness, one of the strategic business units of ACI. One of the Apps is “Order Collection”.

3.3.1 ACI Animal Health

ACI Animal Health focuses on reducing of the protein gap through a substantial growth of the animal health industry. To ease this growth, ACI Animal health launched the products for Cattle, Poultry and Fisheries. It markets premium quality nutrient vet, preventives, anthelmintics, analgesics, anti-histaminic, anti-pyretic, vaccines etc. It also helps farm-owners with useful information of technologies.

In order to provide excellent innovative products to customers, ACI Animal Health has already made collaboration with some international suppliers. Some of them are:

- Ceva Sante Animale, France
- Ayurved Limited, India
- INVESA, Spain
- Kilko international Ltd, UK
- Tanin, Slovenia
- Biovac Limite, Thailand
- CID Lines International, Belgium
- Kenzy Medi, Canada
- Kum Yang, Korea

3.4 App for the internal use of “ACI Animal Health”

3.4.1 Order Collection:

Order Collection is an App, which is made by MIS department. This App is for the internal use of ACI Animal health. This App helps AH (Animal Health) to have an exact calculation of ordering and selling products. This App also helps to accumulate the time and territory of the customers.

Animal health’s target customers are vet, poultry, farms etc. Order Collection is an app where a level 1 employee can add the amount of product, which is being ordered, and he can save information about the time of order, name of the customers and others information related to it.

3.4.2 Three types of employees can have access to this App. Level 1, 2 and 3.

Level- 1 employees are the route level employees. They are the FE (Field Employees). These employees use this app to save all the information of ordering products right when they get order from the customer.

Level- 2 employees are the ASM (Area Sales Manager). Level 1 employees work under Level 2. In every Region (Bogra, Sylhet, Chittagong etc), the company has level 1, 2 and 3 employees to operate the post. ASM (Area Sales Manager) monitor FE (Field Employees) and with the help of the App “Order Collection”, they monitor the amount of products, which has sold to the customers every day.

Level- 3 are the Zonal Sales Manager who monitor level 1 and 2.

3.4.3 The Manual of the App – “Order Collection”

Since this is an App for internal use so I have tried to give an idea about the App with a little part of the manual I have made.



Figure 1: First Sheet of the App

Click here to select Territory

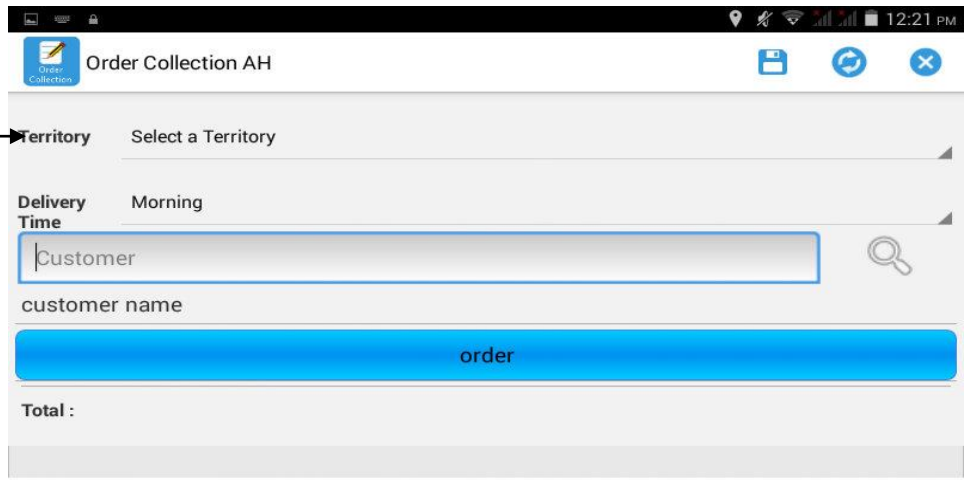


Figure 2: Selecting Territory

Click here to select Territory

Select your Territory from the list

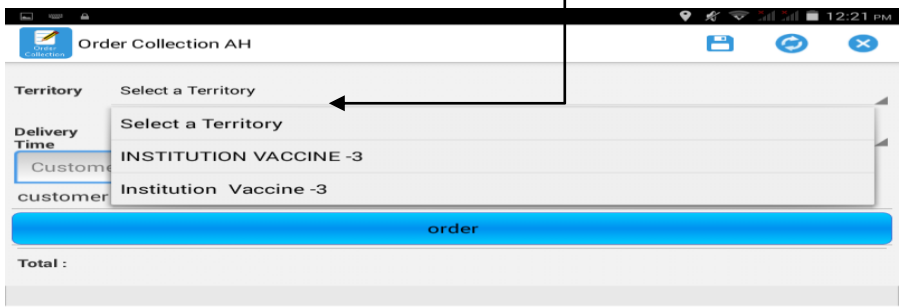


Figure 3: Territory List

Search here the Product with the Unit Price

Add or Subtract Quantity by clicking "+" or "-"

Product Name	Unit Price	Qty
A Gal-Pro 1Ltr-PQ	1500.0	0.0
A Gal-Pro 500ml-PP	775.0	0.0
ACI Antigout 100gm-IR	500.0	0.0
ACI DCP Gold -VO	80.0	0.0
ACI DCP Gold 5kg-JV	375.0	0.0
ACI EGG Formula 100gm-WO	180.0	0.0
ACI FISH PREMIX-VA	1150.0	0.0
ACI Fish Premix 1kg-XP	300.0	0.0
ACI IBD plus oral solution -MZ	150.0	0.0
ACI Nursery Feed 1kg-TA	100.0	0.0

Or you can add them by writing the number from keypad

Figure 4: List of Product

Click here to see **Delivery Time**

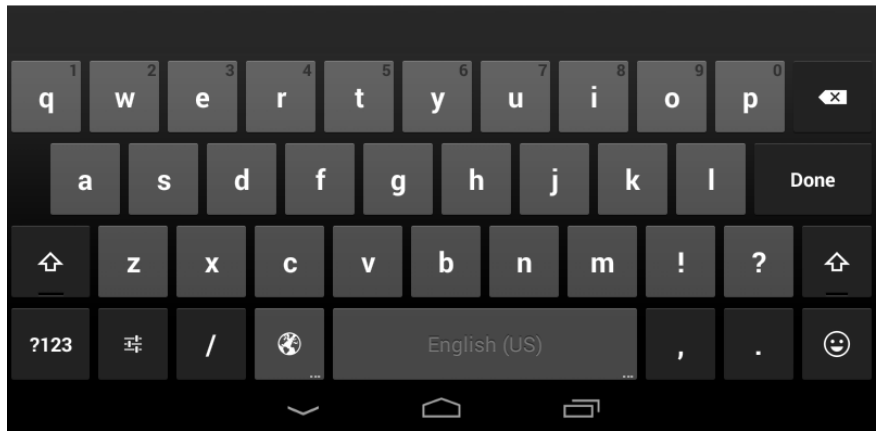
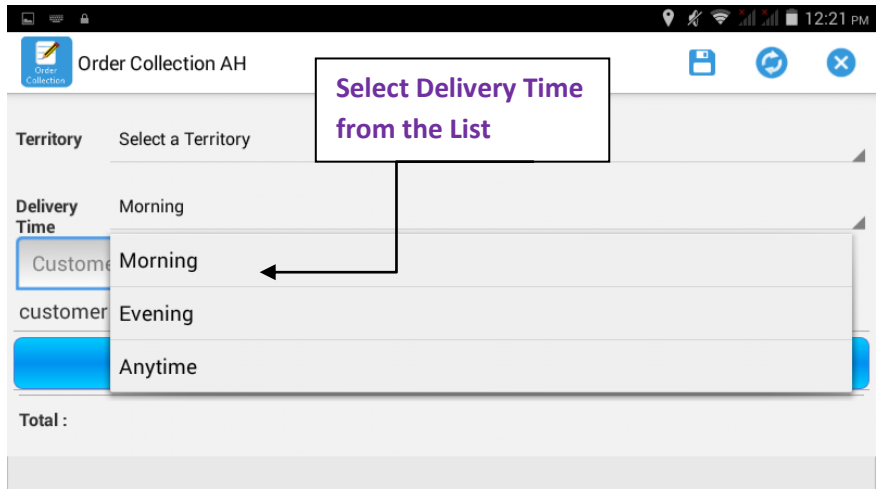


Figure 5: Selecting Delivery Time

Search & Select customer from the List

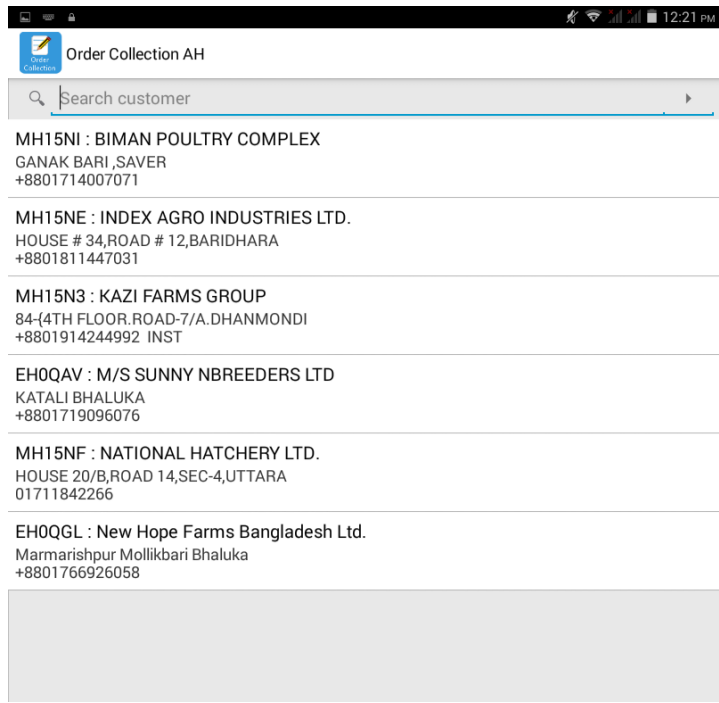


Figure 6: List of Customer

Search here the Product with the Unit Price



Add or Subtract Quantity by clicking "+" or "-"

Alternatively, you can add them by writing the number pad

Figure 7: list of product

3.5 Operation Procedure of the App – Order Collection

1) Firstly, we have to install the app into our mobile or tab. The app has already installed by the interns in all the tabs provided by ACI for the employees.

2) After opening the app the first page will come where we can see in **Figure-1**, that there are log out and refresh button on the top right side of the page.

- On the left side of the sheet, there is a status button where we can see the acquired status of the products and orders.
- In the middle of the sheet, there is a “Customer wise orders” button.
- In addition, in the right side, under refresh button there is “product wise orders” button.

3) If we click the “Product wise orders” button from **Figure-1**, then a sheet like **figure-8** will come.

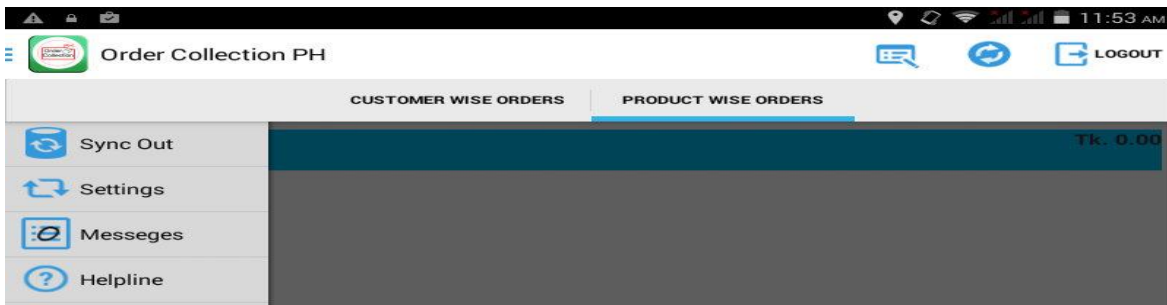
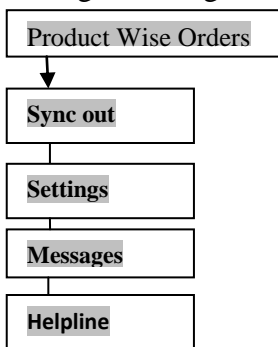


Figure 8: Product wise order

- In the left side of “Product Wise Orders”, there are four buttons, which are Sync out Settings, Messages and Helpline.



- The sync out option will synchronized all the orders, which will be selected by **level 1** employees from the customers.
- Under Sync out button, there is another option name settings, this option will help the user to manage the data and information.

Right under the setting button there is another option name Messages that will let the user to send messages to the other employees of level 2 and 3 regarding the orders.

4) From [figure-1](#), if we tap the “customer wise order” option then another sheet will appear which is shown in [figure-9](#).

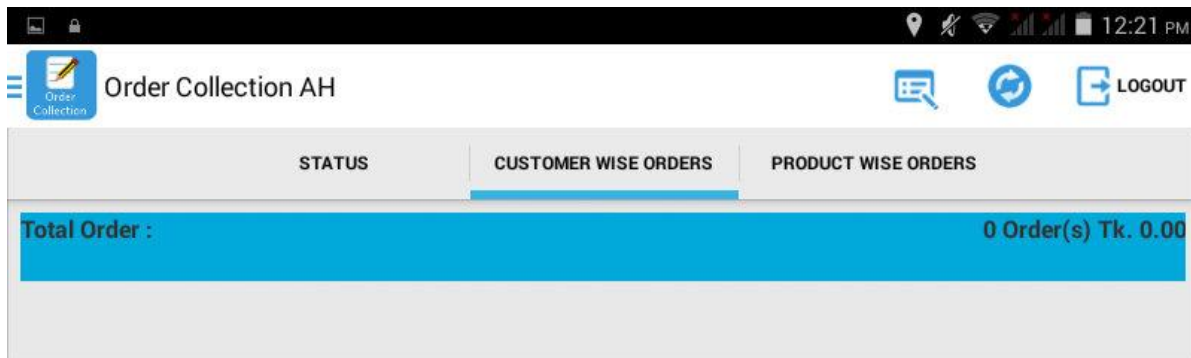


Figure 9: Customer wise order

- Here, in [figure-9](#), we can see the total order and the amount of money.
- After the appearance of this page ([figure-9](#)), we need to tap on total order to save informations, which is mostly done by **level 1** employees.
- After tapping on customer wise orders, there will be options, where the employee will save name of the territory, delivery time and customer’s name ([figure-10](#)).

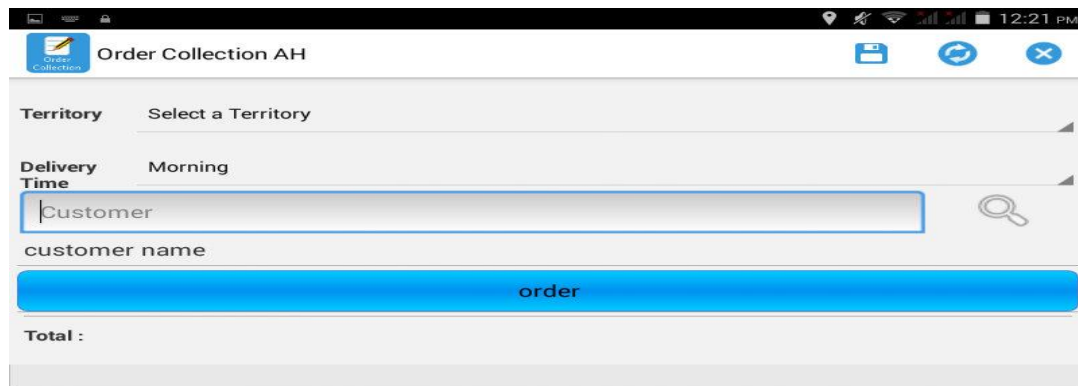


Figure 10: Delivery Time

5) In [figure-10](#), in the top right side of the sheet, there is a “save” button where the employees save the information after putting the data.

- On the top left side, we can see the name of the App ([Figure-9](#)).
- Right after the name of the App there is another button “territory”.
- We have to tap the territory button, and then the list of the territory names will appear ([Figure-3](#)). The employees need to select the territory name from the list ([figure-10](#)).
- Right under territory there is another button name “Delivery Time”.

- In the Delivery time, the employee needs to tap. After tapping the Delivery time, the time list will appear (**Figure-5**).
- Then the user needs to select the delivery time from the time list (**Figure-5**) and then he needs to save the time of order.
- Under delivery time, there is another option Customer name. User needs to tap the Customer Name option then Customer Name's list will appear (**Figure-6: List of Customers**).
- The employee needs to select customer's name from the name list (**Figure-6: List of Customers**) and save the name of the customer.
- Under "Customer Name", there is another Option "Total". After putting all informations, "Total" will show the amount of the order which we can see here in **figure-9**. In **figure 9**, there is not any information but when the employee puts data in it (**figure-10**),and then the figure-9 will be shown with information in it.

5) In order collection App there is a search button where the user can search the product name just like **figure-11**.



Figure 11: List of Products name

- In Figure-11, there is a shopping icon in the top of the page. The user needs to tap there.
- After tapping the shopping list, the user can find products name by searching and add or subtract the amount of the product has ordered.

6) After saving all the information about order, the entire saved information will appear in all the tabs, which are used by the level 1, 2 and 3 employees of Animal Health department.

[Note: When I worked in the MIS department of ACI, this App was in its beginning level, there were drawbacks and other technical problems with it. MIS department kept working on those and came up with proper solution. I am not permitted to show the App exactly how it is since this is an App for internal use. Therefore, I am showing few screenshot to give an idea about the App.]

3.6 Advantages and Disadvantages of the App – Order Collection

The interns' job was to test the app, show it to the employees, and answer their questions related to it. While testing the App I have figured out some advantages and disadvantages of Order Collection.

Advantages of Order Collection:

- This app is helpful for making a monthly budget and annuals. Employees can easily take purchasing information from the app and use it for making budget.
- By using this app Level 1 and 2 employees can have information about which product is more admired in which area.
- This app helps to see the exact time of ordering products, which is very important for saving datas and for future disagreement.
- This app has a list of products and customers, which help the employees to work more efficiently.
- With the help of this app, employees will not have to work manually.
- This app helps to store the database.

Drawbacks of Order Collection:

Since Order Collection is a new app, so it has some drawbacks.

- Level 1, 2 and 3 employees were having problem understanding the app. However, MIS department held training after knowing their difficulties.
- MIS Department could have had some more time making the app and deliver it to the employees perfectly without any drawbacks.
- This App is not simple and clear for some of the employees. However, it is necessary to make it easier for the level-1 employees or proper training and instruction can solve this problem.

Chapter: 04

Challenges of the Old Process of Order Collection

Animal Health department of ACI used to do the order collection process manually. They used an internal system for the process where they had to put all the information manually which has lot of difficulties. The Animal Health department gave the informations to MIS through Excel and MIS used to put all the info in the system.

1. High Error Rate:

Higher error rate is a severe problem for any data entry process. Even if it is not hand written and given through excel, the manual process can easily done for the misinterpretation of comments. This has a negative impact on internal operations.

2. Loss of focus and tasks:

Manual entry kills lot of time that results loosing focus. It can divert employees to completing other important activities. It has a bad effect on the organization in long run.

3. Human Error:

Humans are not perfect and they can make mistakes while working with thousands entries. However, the old process of order collection has this drawback. Sometimes employees failed to entry all the information some they make mistakenly typed different numbers and amounts, which created problem during making monthly or annual budget.

4. Time Consuming:

It takes a lot of time when entering information manually. The old process of Order Collection was lengthy.

5. Duplication of Data entry:

Since the old process of Order Collection was manual, so there were high possibilities of duplication of data entry. Order collection is necessary to find out the required or most wanted product. If there were duplication of data then the ultimate goals of keeping order collection system would be harmful for the company.

Chapter: 05

Conclusion and Recommendation

5.1 Conclusion

MIS Department of ACI Limited is still on process of elaborating their work places. This is one of the most important departments of the company because they look after all the IT related tasks. This department operates the company's daily activity and looks after all the IT related job as well as web devotement. The app I have mentioned about in the report was created by MIS for the use of Animal Health. Since the app is new, so it faced lot of difficulties while operating. The App should be more effective from the very first place. However, if the department expands then they will be able to serve the company flawlessly.

5.2 Recommendation

ACI limited one of the well-known organizations in our country. It is difficult for me to give recommendation to such a well-established organization. Here, I have tried to give some recommendation from my little knowledge and the experiences I have had during my internship at MIS department of ACI.

- It takes lot of time to create a new app and test it. I think MIS department should take more time than the time they usually acquire to create and test a new app. This will be appropriate for them to launch the app flawlessly.
- During my internship, I have felt the sitting arrangement for interns and IT specialists are not comfortable. Since this department operates IT related work so there should be comfortable space for the employees, interns as well as the machineries.
- There are communication gap between MIS and other department. During working on the internal software “Target Entry system” we, the interns faced difficulties communicating other departments. The data they used to send us had flaws and repetition of entries. If the communication level developed then these sort of task will not kill a lot of important time.

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