

INTERNSHIP REPORT
ON
FAIR DISTRIBUTION LIMITED



TOPIC OF THE REPORT

Corporate Business of Samsung Mobile at Fair Distribution Limited

Submitted To

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Subject: Submission of Internship Report on Fair Distribution Ltd

Dear Mam,

With due respect I submit to you my report named “Corporate Business of Samsung Mobile at Fair Distribution Limited” as per requirement of my internship. In every aspect I have tried my best to follow the guidelines on my report. The report presents all the procedures and processes of Corporate Business in Fair Distribution Limited. It shows the actions of corporate client handling that are adapted in real business world aligning with the organizational strategy.

The whole internship has been an enormous learning experience for me. I am grateful to you for your guidance and suggestions during the research of this report. I appreciate your patience to complete this report through assigning me to work on this. I am available at any time if you have any query on this report.

Sincerely yours,

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Acknowledgement

At first, I would like to convey my earnest gratitude to Almighty Allah, who has given me the potentiality to finish my internship program with a comfortable manner. My all appreciation goes to respected supervisor **Tania Akter** who co-operated me for completing this internship report in my university. To complete my report on Corporate Business of Samsung Mobile at Fair Distribution Limited, I want to give special thanks to **Afzal Ahmed** (B2B Manager) and **Asif Iqbal** (Head of B2B Sales). Some people were always there to help me in the entire period of my internship program. Among them; **Shahadat Hossain** (Key Account Manager) and **Arun Ahamed** (Key Account Manager) - I would like to thank these two people to help me to complete my Internship program at Fair Distribution Limited. I want to give special thanks to all the employees of Fair Distribution Limited for co-operating in my asked questions. I would like to extend gratitude to all who supported me to complete this report.

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Executive Summary

I will try to describe the major activities related to Corporate Business section of Fair Distribution Limited. Moreover, I will discuss the process of corporate business world in entire Fair Distribution Limited. After finishing this report, the knowledge of an individual will be fulfilled with - how Fair Distribution Limited works through Samsung products, what are the key processes related to this business and in which areas Fair Distribution Limited put their best effort to get success in this section.

The corporate business is the most key part of Fair Distribution Limited. They generated revenue through corporate business. As Fair Distribution Limited is the authorized distributor of Samsung, they have to maintain long term relationship with the clients. Day by day, Fair Distribution Limited gets closer to the clients because of their wonderful service in business process. The clients are getting more benefited through Fair Distribution Limited as they got availability of products in their need. Fair Distribution Limited is improving their internal process of corporate business to get more respond from client.

In conclusion, corporate business of Fair Distribution Limited is the well prepared and organized section. Samsung process their business through Fair Distribution Limited internationally. Day to day, the sales of Fair Distribution Limited is getting higher as clients are getting into good relationship with Fair Distribution Limited. Fair Distribution Limited served with such unique offer which clients can't deny. When the clients get happiness in a step of any product, Fair Distribution Limited get into success one step more by maintaining this corporate business relationship.

Part 1

Introduction

1.1 Introduction

Globally Samsung is known for electronic product. It is one of the successful and established brands in all over the world. And Fair Distribution Limited is involved in distributing Samsung Products. FDL launches Samsung Mobile devices to the people who like to use fashionable, smart and elite class device. Samsung became top choice for consumers switching from other brands (share of migrating customers). In fact, a third (34%) of all switching customers moves to Samsung. For that reason over 80 years, Samsung has been a leader in the discovery, research and development of Consumer Electronics and Mobile Phones. Previously FDL was the national distributor of Samsung phone, but recently it has started distributing Consumer Electronics. On the other hand, Fair Distribution Limited not only bounded with distribution of Samsung products but also involved in food and lifestyle products. FDL started its journey as a distributor by representing OLITALIA in Bangladesh. Presently, FDL is doing business with many products. In the meantime, they are also planning to introduce lifestyle products for children. However, as an industry it is only involved in distributing products throughout the country and executes all the methods.

1.2 Background of the company

Fair Distribution Limited is the authorized national distributor of Samsung Mobile in our country. Samsung which is a South Korean conglomerate was founded by Lee Byung Chull in 1938 as a trading company. By measuring 2011 revenues Samsung is the largest information technology company and it has assembly plants and sales network in 61 countries. In first quarter of 2012, Samsung became world's largest mobile maker by unit sales overtaking Nokia which had been the market leader since 1998. In the third quarter of 2012, it sold 98 million phones, of which 55 million were smart phones.

Since 1998 Fair Distribution Limited has been engaged in trading business of different products under the ownership of Mr. Ruhul Alam Al Mahbub. Later it was incorporated as private limited company in 2008. All over Bangladesh it has five distribution centers. It is also the global partner of Olitalia, Pasta Zara, Tong Garden, HWA TAI, National Foods, Dano, Arla. In this wider international market Samsung is internationally recognized brand for their consistency in producing quality niche products. They have been successful due to diligence teamwork and co-ordination between their partners, staff and employees. FDL has

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200 sales team, 200 keys outlet, 80 institutes, 80 super shops which are cover by their own sales team and 10,000 retail outlets under 6 regional offices. The products are distributed throughout all the districts.

1.3 Company establishment

Fair Distribution Limited was established in 2008, but it was appointed as the National Distributor of Samsung Mobile Bangladesh Limited in 2014. Fair Distribution Limited (FDL) provides number 1 global mobile device brand SAMSUNG in our country. Mr. Ruhul Alam Al Mahbub founded FDL in April 2014. Currently the headquarter employs over 200 people with an average team age of less than 30 years old. With high sense of innovation in product distribution and customer service, the management team rises with a scientific and standardized enterprise management model. The foundation of sustainable development at FDL is constant pursuit of professionalism and innovation. FDL believes on the uniqueness of the product how clients want to use. FDL is a national provider of number 1 global brand Samsung mobile and internet technology that is user-friendly, stylish, and wallet friendly.

1.4 Market share

Fair Distribution Limited is a advanced enterprise that focuses on sale and marketing SAMSUNG in Bangladesh who is one of the largest stake holders where 90% of the business as a national distributor. In 2014, the first phase of the project FDL had total revenue of more than 700 Million BDT. Currently the selling capacity stands at 100 Billion BDT per month and the selling target will reach 2000 Billion BDT in the last of the year. In last year FDL attained an overall market share of 30%. Thus FDL stood on first place as per the net value and second place as per the device unit at overall cellular market in our country. FDL has grown rapidly since 2014 and expanding its presence inside the country with expected sales reaching 1.2 million phones by 2014. Ideally, 34 percent customers are switching from other brands to their top choice Samsung mobile phones.

1.5 Different SBUs of the group

FDL is operating under Fair Group Limited. FDL is one of the SBUs of this group. All SBUs are discussed below:

- a) *Fair Distribution Limited:* In 2005 Fair Distribution Limited (FDL) has become the National Distributor of Olitalia and in 2014 Fair Distribution Limited (FDL) was appointed as the National Distributor of Samsung Mobile Bangladesh Limited. Starting from importation, freight management, customs clearance, warehousing, efficient sales-to-cash cycle and effective billing and management of credit risks. One central distribution center at Dhaka with 10 regional distribution centers all across the country ensuring STR (Stock Turnover Ratio) driven product replenishment at the outlets. Nationwide retail distribution network reaching over 20,000 retails including more than 7,000 mobile phones retails serving around 2 million consumers.
- b) *Fair Food & Lifestyle:* Fair Group's over 08 years of Contract Logistics relationship with Olitalia has helped Olitalia to reach more consumers in Bangladesh through Fair Food and Lifestyle (FFL). FFL originated in 2008 as a trading company of premium food items. Since then it has established itself as one of leading distribution companies in Bangladesh, particularly in the food industry. Their global partners; such as Olitalia, Pasta Zara, Tong Garden, National and Arla are all internationally recognized brands, known for their consistency in producing quality niche products for the wider international markets. It is due to the diligence, teamwork and co-ordination between their partners, staffs and employees that we have been able to succeed. FFL ensures and guarantees the quality of every product, just as our tagline promises "Premium Always".
- c) *Fair Connection Limited:* In order to ensure the proper distribution of the Samsung mobile to the consumer, Fair Group has opened a separate entity is known as "Fair Connection Limited (FCL)" where they have opened forty flagship retail of Samsung Mobile in the most prominent locations throughout the country. In our shop we maintain a very strict policy regarding hygiene and cleanliness. The monthly turnover of FCL is BDT 130 Million with 15% growth per month.
- d) *Fair Solution Limited:* It was founded in 2015. Fair Solution Limited is a sister concern of Fair Group Limited. Fair Solution Limited is a leading software development and ICT

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company working with the government/ autonomous bodies, private organizations, NGOs, donors and some world most renowned IT expertise organizations. They are to provide technical solution in delivering business outcomes with team for in business and development sector. FSL has extensive experience in many diverse areas of both software development and IT services. Their experienced staff of professionals has worked with a wide array of platforms, languages, and tools in the course of our various projects.

- e) *Fair Electronics Limited*: Fair Electronics Limited is the newest business wing in Fair Group Limited. FEL sell the consumer products of Samsung like; Television, refrigerator, oven, blender etc. Recently FEL has opened their showrooms in Dhaka and Chittagong and many more to start. FEL started its journey from July 2016. As FEL would be producing commodities within the country, they are bringing engineers from abroad. In near future, Fair Electronics is going to be one of the successful industries as they have many plans to execute.

1.6 Vision statement

Fair Distribution Limited's vision is to emphasize on informing and educating people on the importance of maintaining a lifestyle through distributing products on a wider scale.

1.7 Mission statement

Fair Distribution Limited's mission is to become the leading distributing company of Bangladesh by providing customers with premium products of the highest quality from leading global brands.

Part 2

Corporate Business

Process of Fair

Distribution Limited

2.1 Corporate Business

Corporate business is prettily designed by such corporate business theme for startups and medium sized companies, corporate website, marketing, promoting business online, online store and other similar websites. This responsive theme comes with services, projects, testimonials, customers section.

To operate the corporate business there must be a standard and organized procedure of operation of the corporate business. It is true that in some cases the business procedure may differ from company to company. Still, most of the companies operate corporate business development in almost similar manner.

Corporate business team mechanism builds with the corporate clients mainly. Fair Distribution Ltd makes business relation with Banks, Embassies, Multinational Companies, Corporate houses, Hotels, Universities, Government offices, Buying houses, NGOs, Real Estate and Employees of these companies as well.

2.2 Core Business Process

The Value Chain shows the firm's success depends not only on how well each department performs its work, but also on how well the various departmental activities are coordinated to conduct core business processes. FDL develops their superior capabilities in managing and linking their core business processes. It is involved also in reengineering the work flows and building cross-functional teams responsible for each process.

FDL takes a great role in collaboration which is a way to improve the productivity of people and teams and accelerate the flow of information throughout the company. To collaborate within organization, they follow coordinating department activities and better managing core business processes through cross-functional teams.

Apparently, FDL follows 5 core business activities that involve the work of cross-functional teams:

- a) *Market Sensing Process*: Market-sensing means the activities that help gather market data or intelligence, circulate data within an organization, and act on gathered data. Through this circulated data, the business controls its future course of action, which could be new business speculation, new product formation, or any other move reaping

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monetary benefits in long run. FDL understands the behavior of its customers in detail to identify and analyze the needs and desires of customers belonging to all segments. It also includes studying the non-customers and analyzing the reason for which they remain as non-customers of a product or service.

Market sensing can also enable smooth communication with customers, and constitute continuous improvement of an organization. The measurement of customer's attitudes is one of the prime concerns in today's business environment. Customers' requirement should be collected translated into several parameters in order to deliver value added services and products to them.

Market sensing not only helps in identifying present customers, but also helps in understanding competitors, external factors that are likely to affect a firm in future and so on. Through market sensing FDL get a better view of the market and come out of false perceptions it has about the needs of its customers. It helps to identify potential market opportunities for FDL. Following market sensing FDL got success in identifying better market opportunities available for its future expansion and growth. Mostly, FDL aims at learning the impact of product value on future customers' purchase pattern based on their psychology and social behavior.

b) New Offering Realization Process: New offering realization process involved researching, developing, and launching new high-quality offerings quickly and within budget. In this process a company offers goods in itemized budget within a limited time period. Usually company manufactures such goods owing to sudden market demand for the product.

Through developing new core goods and services, increasing of market offer and finally bringing product to the market- the process become complete. FDL is a distributing channel which has a great role in reaching Samsung mobile phone in top ranking of Bangladesh. FDL increase sales by distributing new mobile & smart phones in magnitude and speed. FDL has exactly showed how companies can pursue this equal approach. The sales of FDL products kept going to boost up when FDL displayed Samsung new featured and smart phone-tab with new specifications & characteristics.

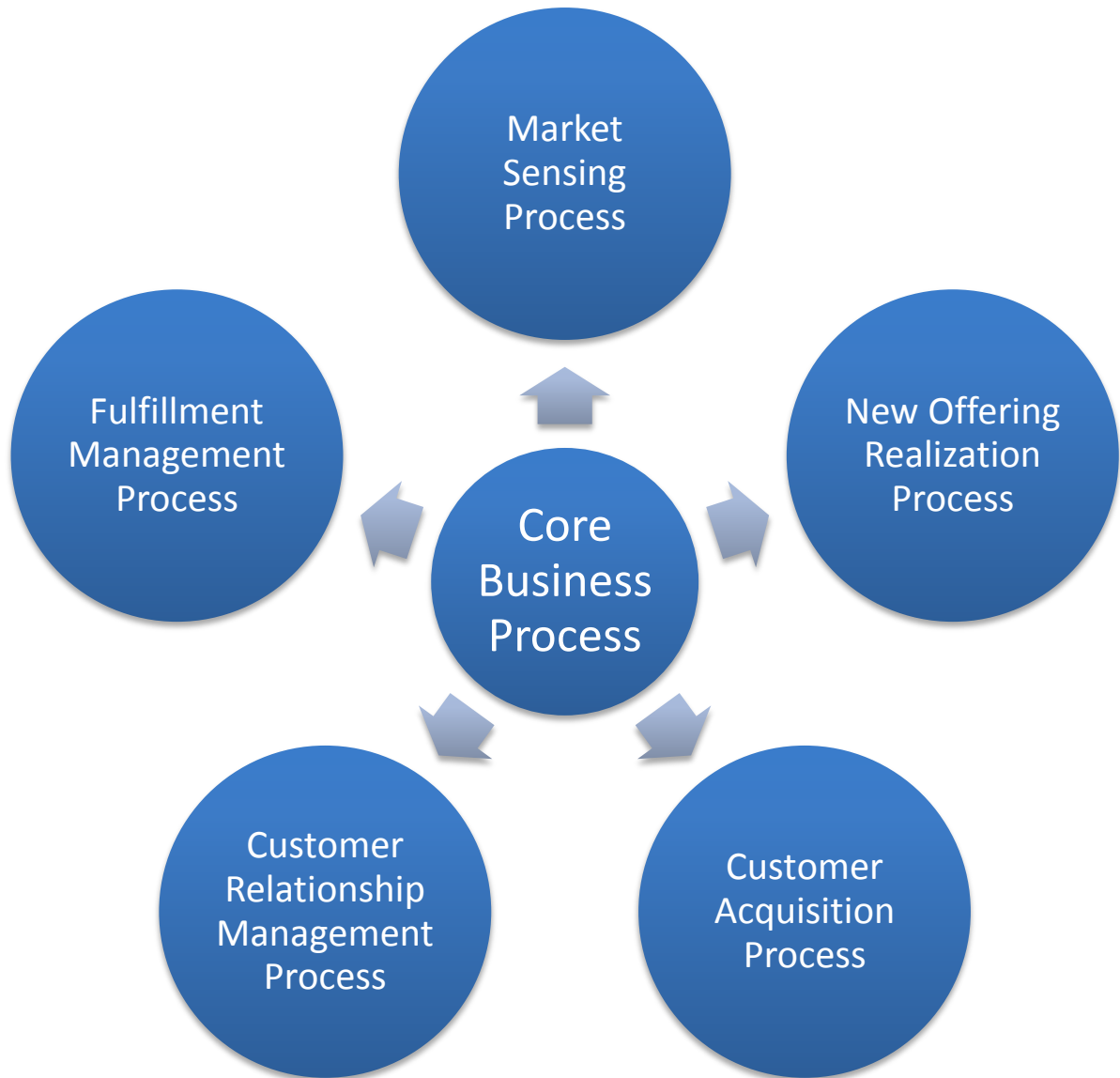


Figure: Corporate Business Process

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c) *Customer Acquisition Process:* Customer acquisition requires in defining target markets and prospecting for new customers. Customer acquisition is the crucial challenge that most organizations face. Hence it is significant to classify critical approaches to improve customer acquisition process that includes acquiring more number of quality customers at a low cost. In customer acquisition process many different customer acquisition strategies are used. Some customer acquisition methods are more active with specific types of clients, but there are a few basic steps that are included in any type of customer acquisition plan.

The first step is to classify quality potential customers. Reaching out to potential customers through call centers and mailing lists is one of the customer acquisition strategies. These customer acquisition approaches allow companies to decide which individuals and businesses express interest in or already use products similar to those of company. Many customer acquisition platforms then comprise launching a relationship with scenarios to recognize their needs and determine how the products offered relate to those needs. In this case, FDL take attempt to identify unstated needs; these are based on data provided by ongoing conversations and interactions with the customers. They also give focus on identifying additional needs of client and offer additional products so the clients see a greater value from purchasing the products they already are considering.

With the stride of business quickening and agile competitors becoming more aggressive than ever, marketing needs to be the frontrunner, almost certainly having to obtain new customers and facing a phenomenon to restrain customer migration. Building a comprehensive relationship with the customer is important to acquiring a customer, but depends on how effectively the organization is able to do it. FDL delivers a Data-Driven Marketing Execution that helps modern marketers automatically and intelligently leverages their content to drive pipeline growth across channels.

Below some actions need to be taken in this process:

- Direct content marketing investments based on actual demand signals.
- Capturing new buyers at the lowest cost per buyer – and before starting competition.
- Leveraging existing content and develop data-driven content roadmaps for future investments.

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- Optimizing and managing hundreds of campaigns across search, social, and advertising channels.
- Knowing exactly what the competitors are up to – and neutralize their messaging.
- Accessing deep analytics on the performance of every piece of content.

d) *Customer Relationship Management Process:* In a B2B environment, customer relationship management is the supply chain management process that delivers the structure for developing and maintaining relationships with customers. Building deeper understanding, relationships, and offerings to individual customers etc. included in all the activities of this process. This process provides the structure for how relationships should be developed and maintained with customers. The goal of this process is to segment customers based on their value over time and increase customer loyalty by providing customized products and services.

Naturally, to attract new customers large amount of money are spent; yet management doesn't become annoyed about nurturing existing customers to build and strengthen relationships with them. In contrast, for most companies, existing customers symbolize the best opportunities for profitable growth. There are direct and strong relationships among profit growths, customer loyalty, customer satisfaction and the value of goods delivered to customers. Relationship marketing mostly concerns about attracting, developing, and retaining customer relationships. As a part of organization's business mission, management categorizes key customers and customer groups to be targeted. The decision regarding who represents key customers requires evaluation of the profitability and potential profitability of individual customers. FDL operates B2B through this customer relationship management process as they understand the customer needs and offers the best categorized Samsung to maintain their relationship in future ahead. Day by day, FDL grow their business by maintaining customer relationship management process in corporate business section. Thus they get popularity in every demographic area of Bangladesh by distributing Samsung feature and smart phones or tabs.

e) *Fulfillment Management Process:* Here the activities involved in receiving and approving orders, shipping the goods, and collecting payment. This process happens in a business when an order for a product is received-the "fulfillment" of the order. This includes warehousing, finding the item ordered, packaging and shipping it to the right address.

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The fulfillment management process differs to company to company as every company is not same in their way of business. And the Internet has brought changes by strong e-commerce component. Through online inventories, activating new accounts for online customers, and managing active customer lists in online became the way of fulfillment management process.

Firms control this process in two ways: by doing it in-house, or by outsourcing. Most new small businesses start their own fulfillment which is the best and most cost-effective choice. As the business grows, anyone can make more money by focusing on product research and development. In this period, the business should make their fulfillment management process by outsourcing. There are many fulfillment centers in the country working with all sized companies. Most fulfillment centers will offer the following basic services:

- Warehousing: The fulfillment center should store inventory for the company off-site. Generally, those centers will order new products from the business when they run low, and they give the update on inventory online to monitor.
- Order processing: When business collects an order from a customer, the firm passes it through online-invoices to the fulfillment center automatically. Then fulfillment center will collect item from inventory and send products to the right address of client. In most of the larger fulfillment centers packing and shipping process is automated.
- Returns and exchanges: The fulfillment center takes care of all customers' return and exchange requests according to policies of the company. The fulfillment center staffs examine returned items to determine whether those can be resold or not.

In today's e-commerce market competition is vicious. To stand out from other competitors, many companies use fulfillment as a way and a greater demand for specialty fulfillment services has led to a change in the fulfillment center industry. In the decade of e-commerce, many fulfillment centers are computerized so efficiently that they can send and received most orders in the same day. In addition, selected fulfillment centers become unique by monogramming, gift-wrapping, and other personalization.

By delivering products to clients, companies get their personal interactions through the fulfillment houses. If the order is wrong or damaged, clients will get the bad impression

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like the company doesn't care about them. However, if the order gets the product out in time, personalized, or meets an important deadline such as a birthday or holiday, there is a high chance for clients to come back for more orders. Thus good fulfillment management process becomes a crucial part of any business.

For instance, Samsung phone is distributed through FDL Corporate Business in fulfillment management process. And FDL takes care of the customer needs and their interactions through providing products on time in Bangladesh. The interactions between clients and FDL become renowned day by day due to good service in projected reaching time. In day to day, Samsung is getting more attention and making more money from the clients through worthy fulfillment management process.

Part 3

Job Activities

3.1 Job Description

Fair Distribution Limited treats their Interns as significant part within their employees. As an Intern I got the opportunity to discover the real business & professional world of FDL. I was an Intern at Corporate Sales team of FDL. My job will be divided in four segments and those are described below:

1. *Training:* The well-defined sales method presenting superior value to the customer and it is the core foundation of business success. This training provides a widespread process-oriented structure for planning and implementation of activities associated with Sales and Marketing. By effective use of the Corporate Sales framework of FDL will guide to more logical thought process and consideration in the designing and accomplishment of Corporate Sales initiatives. On the job training in the B2B sales processes and established tools and skills detailed in this training will furnish the participants with far-reaching within an organization. Fair Distribution Limited offers interns orientation training to made full familiar with job, supervisors, peers and rules and regulations of the company. This pre-job training helps interns to be informative and self-confident. Moreover, as an intern I have been provided on the job training like visiting corporate offices with superiors where I get to know the “How To Do It” component of the corporate sales working model to expand customer-base and attain sales leads faster and at higher margins. Additionally, I learned the office culture and how to deal with official person which contains behavioral issue. This training has been provided to increase the knowledge and skills of an intern for growing performance on the job. I have been trained up on the correct methods of handling equipment and devices on the job. This training helps to do job in effective way and reduce waste and inefficiency in the performance. Furthermore, Fair Distribution Limited provided a daylong seminar on Corporate Business Sales of FDL, especially for new joiners including interns where senior managers and supervisors had shared their experiences, instructions and guidelines. This seminar really helps me to get motivation and inspiration in real life corporate sales. In addition, these type of trainings helps me to different types of learning outcomes which are following below:
 - Expand a plain overview of marketing and corporate Sales Strategy
 - Discover holistic sales forecast and implementation process
 - Gain knowledge of new tools to enlarge knowledge of markets in the context of

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corporate sales

- Establish sales and marketing opportunities as a continuation of business growth
- Verify corporate strategy and its relationship to sales and marketing
- Operation of a product or brand level focused marketing approach
- Arrange teams for sale in competitive business environment through training in corporate sales tools and inputs

2. *B2B experience*: Fair Distribution Limited gave me an amazing opportunity on Business to Business Sales Service. Here I got chance to introduce myself in the real market of corporate business. With the help of seniors I started to maintain relationship with every responsible person from particular companies in different area of Dhaka. From FDL I have been assigned for different territories like Gulshan, Baridhara and Motijheel. I have been assigned works for different types of companies from my supervisors. To grow the business of Fair Distribution Limited I follow the strategy to get into more customer relationship management. In addition to that FDL provides gifts to prioritized customer to maintain their relationship in many seasonal occasions. Not only occasions but also on higher sales of products, FDL provided different types of gifts to our giant customers. Besides these I want to describe my job activities at different types of companies and it will be followed below:

- a) Akhtar Group: This company work was my first assignment in my internship period. By getting supervisors instructions I have followed the relationship with Akhtar Group as a responsible person from FDL. By doing discussion with the designated person from Akhtar Group I got a view on their needed device and service. Then I got the order from them and provided start to end sales service to them in a certain time being.
- b) Haque Group: Beside Akhtar group I have worked on Haque group as well. As a national distributor of Samsung mobile, FDL got an order from this organization. I have assisted to my senior to provide their orders and managed whole transaction process as per the agreement. Moreover, I have taken care of the after sales service for this company as well.
- c) SA TV: By getting more response from the market Fair Distribution Limited is starting to get other calls from regional based companies as well. As this firm has huge number of employee in different region of Bangladesh, I took a chance to get more profit to FDL as Business to Business sales purpose. I have proposed

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different types of promotional services from FDL to them. Fortunately I got a positive response and transferred it to my superiors for further process on this dealing.

- d) Akij Group: From Fair Distribution Limited Akij group was one of my accounts and I have provided a certain product start to end sales service to them by getting instructions from my superiors.
3. *Projects:* Beside B2B experience I have experienced in various company project works. Those project works helped me to enter into the main business of Fair Distribution Limited. The working experience was different on the basis of different client's projects. I had the biggest achievement doing work in this kind of projects as the companies were the biggest giant in this world. In the following below project works on the basis of clients have been described:
- a) Unilever Bangladesh: FDL provided different types of services to Unilever Bangladesh. From FDL as a team we worked on Sales Force Automation by Samsung Galaxy Tab. Starting from installation to process we delivered them the shortcut automation system for their day to day basis sales. Alongside we provided them Document Management System (DMS) solution which helped them to easy access on the market to get sales update. Additionally, FDL provided the service of licensing KNOX system in 3500 units.
 - b) BATB: As a representative team from Fair Distribution Limited we also provided services to BATB. We have installed Sales Force Automation system on their required demands instantly and provided a walk through to their sales and distributor team with the devices on the spot. This kind of mobile solution for BATB helped to increase efficiency and improve service quality. Innovative mobile technology enabled staffs to deliver service as well as reducing costs. Basically, Sales Force Automation system focused on sales activities, managing customer relations, order placements and bill collections. Their sales team became more effective and competitive with this new convenient platform for managing their customers. Moreover, we have provided Samsung devices to BATB Trade Marketing team and I was specially assigned to co-ordinate this whole delivery process officially. Apart from that, FDL have offered their employee Easy Purchase Scheme (EPS) and where the employee got many benefits to buy Samsung devices for their personal uses.

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- c) Banglalink: Fair Distribution Limited has offered Easy Purchase Scheme (EPS) to the employee of Banglalink for newly launched devices on the market. To get more attachment we opened a stall for 5 days to introduce Equated Monthly Installment (EMI) system in Banglalink corporate office.
 - d) Bkash: Day to day transaction basis Bkash projected a device for every territory sales officer. Through team work we installed Sales Force Automation system in Samsung Galaxy Neo where they can have all the updates on instant transaction numbers and amounts on daily basis. Apart from that we have provided Document Management System (DMS) solution for easy access on monitoring area based market. Bkash has got more benefited from FDL by getting the service of Global Positioning System (GPS) tracking in their devices for the sales person of Bkash.
 - e) World Bank and Statistics Bureau: With the collaboration of World Bank and Statistics Bureau, Fair Distribution Limited has projected a testing project on census at Savar. To official counting or surveying of a population, typically recording various details of individuals, including me and corporate sales team of FDL had to work digitally on the demographic statistics of Savar.
4. *Events*: On sales forecast basis Fair Distribution Limited also went for various types of events. Launching of Samsung Galaxy Tab and other devices in Bangladesh with Grameenphone was the biggest event. On this day, a Memorandum of Understanding had been signed between Grameenphone and Fair Distribution Limited. By doing this events, Grameenphone customers can get their desired specific device by paying only Tk 2,500 in 24 monthly installments. FDL also provide the pre-booking system where customers needed to pay Tk 9,900 first up for pre-booking the device of choice. Customers got exciting benefits along with the handsets, even though there would be free accessories and free internet data for pre-booking customers from Grameenphone. Beside this, launching of different types of Samsung tabs occurred on different area based fairs. Furthermore, to maintain corporate business relationship Fair Distribution Limited organized corporate night where the management level of larger companies had been invited to enjoy the seminar and cultural moments. I took part in pre-booking program and corporate night which was a part of my job role.

Part 4

Project Details

4.1 Summary

Samsung mobile is the bestselling mobile in Bangladesh where Fair Distribution Ltd plays a vital role. FDL is involved in proper distribution of Samsung products. People are looking for new quality based phone where FDL came up with Samsung Mobile devices. Customers one of the top choices of brand goes to Samsung where people are migrating from another brand. In the meantime, Samsung has become the leader in Consumer Electronics and Mobile Phones. By working here I am experienced with my job role. As an intern I got a chance to explore this company where I worked with Corporate Business team. In project time I got some findings which will be described below:

4.2 Description of the project

Objective of the project

The main objective of internship is to disseminate myself with corporate life and the best prospect to relate the theoretical concepts I have been studied in the real world. Consequently, from the beginning I have tried to conduct my internship with other objectives which are following below:

- ✓ To identify the target market of Samsung mobile
- ✓ To identify the buyers status and profession
- ✓ To know more about product and pricing strategies
- ✓ To know the consumer's satisfaction about the price
- ✓ To know promotional activities
- ✓ To find out the payment procedure
- ✓ To know the consumer's opinion about product
- ✓ To identify problems to the marketing activities
- ✓ To analyze corporate sales process of FDL
- ✓ To find out the problems related to Corporate Sales Process

Scope of the project

While performing as an Intern at Fair Distribution Limited I came to know about so many things which I have never analyzed studying my major courses. The report is described based on an evaluation of the corporate sale activities of FDL. This report contains details about the target market, product and sales planning by FDL. To know more about FDL, this

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report will carry on significant part. Following below are the scopes of my study area where I could give a little bit effort to learn:

- ✓ Maintaining a good relation between employees & management
- ✓ Handling & setting the consumers according to their professions
- ✓ Maintaining the link in an effective manner
- ✓ Effective marketing layout designing
- ✓ Understanding decision making process
- ✓ Efficient time management

Methodology of the project

Methodology explains how we go through all the processes of research and how we proceed on for completion. By getting practical experience from the workplace the report is prepared. To generate this report I have got information from primary sources and secondary sources as well.

- Primary: The primary data resource is collected through informal discussion with employees and clients of FDL while accomplishing day to day jobs. I got different types of observations from insiders and outsiders. My colleagues were talking mostly about the best part in corporate business of Samsung Mobile in FDL. Hence, I got different types of inspection from our own clients in terms of business and service.
- Secondary: The secondary data resource is collected from products and documents, websites and internal database. Moreover, I got various ideas from other manuals and publications of Samsung mobile. To organize the report I found ideas from formats of various students' reports.

Rationale of the study

To know more about real life situation internship program is very essential for every student. At the last stage of Graduation a student takes the internship program to launch a career with some realistic experience. Internship assists a student to make a relation between the academic knowledge & corporate life experience as part of Bachelor of Business Administration program. This report has been designed in a way to have a sensible experience though speculative understanding.

Limitations of the project

The purpose of the report was to complete with overall knowledge I gathered through my working period. During preparation of the report I have faced some obstructions, but it was a great opportunity for me to know about corporate business of my favorite brand Samsung mobile. Some constraints are disclosed below:

- ✓ Lack of sound experience in Corporate Business and its operation
- ✓ Because of time limitation many of the aspects could not be discussed in the report. Within just 90 days, learning all the functions was not a piece of cake
- ✓ Insufficient information in secondary data sources
- ✓ The internal secrecy has not been shared where there is lack of knowledge in original product pricing
- ✓ In the time of collecting data less information was provided for confidentiality of the organization
- ✓ Inadequate time found for external interview as the clients were too busy to their work
- ✓ Workload at the workplace was a huge barrier for me to prepare the report
- ✓ Due to constraints and restrictions imposed by the organization large scale research was not possible to do

Part 5

Project Analysis

5.1 SWOT Analysis

SWOT analysis helps firms to classify both internal and external influences. In this report, the primary objective of doing SWOT analysis is to know FDL's development in full awareness of all the factors. By doing SWOT analysis I will identify the key areas where FDL was performing at a high level or areas that needed work. SWOT analysis focuses entirely on the four fundamentals and it will allow FDL to identify the forces influencing a strategy, action or initiative. It is very important to identify SWOT because they can notify later steps in planning to attain the goal. SWOT analysis of Sales of Samsung mobile and Fair Distribution Limited will show both internal and external influence positive and negative. It is the most significant building block for expansion to take place.

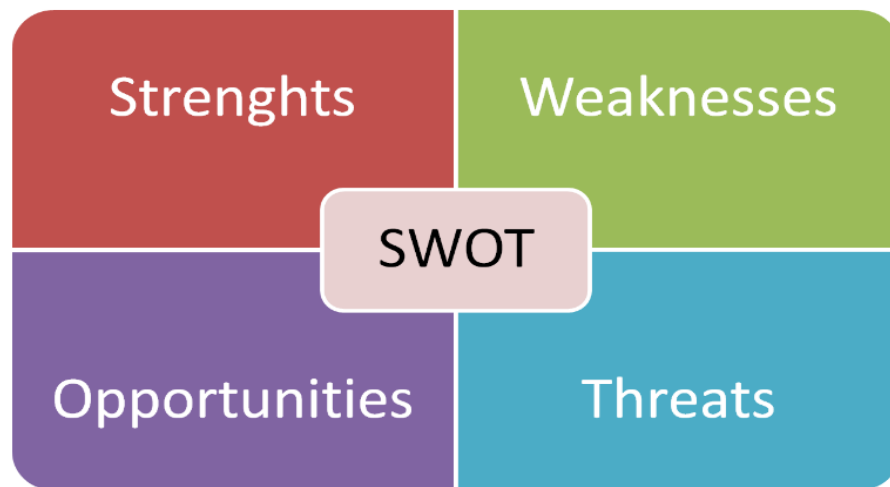


Figure: SWOT analysis

Strengths:

- Best hardware parts and consumer electronics
- Good innovation and design
- Focus on environment
- Largest market share in mobile phone industries in Bangladesh
- Ability to market the brand
- Samsung Sales Force Automation excellence in engineering and producing
- Covered almost 90 percent market as a distributor
- Outlets of Samsung mobile by FDL
- Holds best employee for field market

Weaknesses:

- Patent infringement
- Low profit margin
- Largest buyers of Samsung competitors
- Lack of OS and software
- Focused on too many products
- Not much renowned like Samsung or other brands
- One and only sales distributor of Samsung brand

Opportunities:

- Samsung is a growing brand in Bangladesh on smart phone market
- Growing mobile advertising industry
- Growing demand for quality application processors
- Growth of tablets market
- Obtaining patents through acquisition
- FDL has a plan to spread their own business

Threats:

- Rapid technological change
- Decline margins on hardware production
- Price wars
- New distributor starts selling Samsung mobile
- Chinese mobile distributor tries to capture Bangladesh market

5.2 Five Forces Model

The Porter's Five Forces tool is simple but influential instrument for accepting where power lies in a business situation. It is useful because it helps to know both the strength of firm's current competitive position, and the strength of a position the firm is considering moving into. Typically the tool is used to recognize whether new products, services or businesses have the potential to be advantageous. For developing strategies in many industries Porter's Five Forces Model of competitive analysis is a widely used approach. This model categorizes and evaluates 5 competitive forces that can shape FDL and assist in determining FDL's weaknesses and strengths.



Figure: Five Forces Model

Corporate Business of Samsung Mobile at Fair Distribution Limited

a) Buyer Power

Companies have many choices because of that bargaining power of buyers is high for Fair Distribution Limited. In the meantime, companies will take decision and pick the higher buyer. Some distributor company like Smart Technology, Transcom etc. also distribute Samsung mobile device, hence FDL is a national distributor who covered almost 90 percent of the market. Buyers may have some other options for other brands which also offer Sales Force Automation as like Samsung. If FDL provide them low product service, they will switch easily to other company. So in order to attract and retain customers the distributors goes with the buyers.

b) Supplier Power

FDL is the national distributor of this country and almost 90 percent market covered by Fair Distributor Limited. Samsung has very strong market position for supplying. Their product is very unique in service. Moreover, their supply processing is better than others. Because of this reason, bargaining power of suppliers is very low for Fair Distribution Limited.

c) Threat of New Entry

If new entrants shift into a market they will gain market share & rivalry will step up. If there are blockade to penetrating the market, so the position of existing firms is stronger. If obstacles to entry are low then the threat of new entrants will be high, and vice versa. Therefore, in determining the threat of new entrants, barriers to entry are very important. In case of FDL, The threat of new entrants is very low. And this is the reason where Fair Distribution Limited covered almost maximum buyers. New Distribution Company cannot easily enter into the existing industry. Samsung mobile is popular and it creates loyalty in mind of customers of Bangladesh. Hence some Chinese and Indian products are entering in Bangladesh mobile market with higher quality product, lower price, and large marketing resource. This becomes a threat for Samsung but Samsung already creates a benchmark to hold the market positively.

d) Threat of Substitution

In this century threat of substitute product is very high as we know in Bangladesh perspective there are many substitute product brands like Symphony, Walton, Oppo etc. also provide sales force automation like Samsung. Those substitute products provide same product features with low price which creates a big threat for Samsung as well as FDL.

e) Competitive Rivalry

Still the distributor industry in our country is in its growth stage. So rivalry among competing firms is quite high for FDL. There are lots of distributor companies which are providing good service in this distributing sector. Each company follows different strategy to operate their business and control market share. If loyalty among customers gets changed to others, than it is a matter of immense threat for Samsung as well as FDL.

Part 6

Recommendation and Learning

6.1 Recommendation

Following below are the recommendations I want to mention for Fair Distribution Limited:

- a) Their distribution system has been changed a lot by previous. Their other manual things need to be more digitalized which can reduce paper works.
- b) They should introduce online database system to get customer complain and provide better services competing to all other distributors.
- c) They should provide a good amount of salary packages and company benefits to the employees which can reduce turnover rate in Fair Distribution Limited.
- d) They should introduce more employee engagement activities which can create more reputational sides about Fair Distribution Limited.

6.2 Learning

In Fair Distribution Limited I have learned many things in my day to day job role. My learning's are as per below:

- a) How does Samsung Bangladesh work with Fair Distribution Limited generally
- b) How to communicate with the customers and what manners should follow while communicating customers
- c) How to deal with the customers and what are the essential documents required officially
- d) How to record daily activities such as sales report, stock report, PO orders, ATM card and cheque book received and delivery

Part 7

Concluding Statements

7.1 Conclusion

Fair Distribution Limited is a national distributor who is growing their business by expanding different product lines. FDL is becoming a successful organization by getting more customer response day by day and they will achieve more success in coming future which can be expected through their business statistics. Skilled management and dedicated employees are assisting Fair Distribution Limited to a peak of great achievement.

Fair Distribution Limited is becoming successful by focusing more on branded products and providing the best and quality products to their consumers. Their business is growing as customers are attracted towards their branded products. Moreover, FDL is continuing good customer relationship which creates customer to know update of newly launched products and services from FDL.

Last but not the least, throughout this fruitful internship program I have learned a lot and got a connection to my studies. I got an opportunity to relate my academic knowledge to reality of market. I am pleased that I was a part of Fair Distribution Limited. I can assure that what I have learned in reality; cannot be learned by studying books.

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