

Internship Report

On

**"System automation facilitating New Product
Initiation (NPI)"**

-Journey towards modern trade & agile TM&D.



**BRITISH AMERICAN
TOBACCO
BANGLADESH**

Internship Report
On
"System automation facilitating New Product
Initiation (NPI)"
-Journey towards modern trade & agile TM&D.

Submitted to
Ummul Wara Adrita
Lecturer
BRAC Business School

Submitted By
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Letter of transmittal

January 11, 2018.

Ummul Wara Adrita

Lecturer,

BRAC Business School

BRAC University,

66 Mohakhali, Dhaka.

Subject: Submission of Internship report.

Dear Ma'am,

I intend to submit the internship report of my four months long internship program in the British American Tobacco Bangladesh in their Marketing & Business Development Department. This report has been prepared to fulfill the requirement of my internship program.

I have put my best effort to make this report a successful one. It has been joyful & enlightening experience for me to work in the organization & prepare this report. It was also great source of learning for me.

I would like to express my sincere gratitude to you for your kind guidance & suggestions in preparing the report. If you need any further clarification for any part of this Internship Report, I would eagerly provide any kind of information regarding this Internship report on British American Tobacco Bangladesh.

Sincerely Yours,

Ahmed Omar Naieem

ID: 13104196

Acknowledgement

My acknowledgement begins by thanking my honorable faculty, Ummul Wara Adrita who has provided me with suggestions for making this Final Internship Report. I would like to show my warm-hearted gratitude to the marketing – business development department of British American Tobacco Bangladesh Ltd (BATB), which has provided me with great deal of information, adequate data and lastly cooperated me for the accomplishment of this report successfully. Finally, last but not the least, I would like to thank each and every staffs of the marketing – business development department specially my line manager Asif Kabir (Trade Operation Officer) for his kind assistance regarding the report. Without him it would not possible for me to complete this difficult task, I got all necessary guideline, cooperation, advice from him to complete this complicated task. I am very much thankful to British American Tobacco Bangladesh Ltd, its management, especially employees of ‘Marketing’ for their cordial support to prepare this report with important information and data. I am also grateful to the other officials & my friends who helped me while preparing the report by giving their suggestions, assistance and information, which were valuable to me. Their kind cooperation supported me to complete my report successfully.

Executive Summary

British American Tobacco Bangladesh (BATB) is one of the largest multinational companies of the country and brings about two thirds of the revenue generated by the tobacco industry. Operating in a controversial industry, BATB has consistently promoted sustainable business practices and contributed in the fields of education, tree plantation, pure drinking water, solar energy etc. through its rigorous CSR programs.

This report describes the learning and experiences derived from working in BATB as an intern for four months. Firstly, I wrote a brief about BATB. I wrote about the background of BATB and their history and also the product they are offering to the customers. Then I gave small description of the department of BATB. I discussed about the works of my department. I discussed what the main tasks of my department are and what they basically do.

Through the challenges and practical learning, I have been able to discover my capabilities and lacking. In the process, I have also gained and improved some corporate skills which can be of great value like communication skill, multitasking, flexibility, being calm and humble. Lastly, BATB has also shaped my career plans by making me realize the importance of corporate experience and thus I am planning to work for at least a year before doing my post graduate.

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1. Introduction

British American Tobacco Bangladesh (BATB) is a subsidiary of British American Tobacco Group. It has been incorporated in 1972 as Bangladesh Tobacco Company (BTC). Since 1972 BATB has been operating in Bangladesh as one of the leading multinational organization. Since 1972 BATB is operating as the market leader in the tobacco industry by providing some of the most powerful global and local brands. At present BATB is the highest tax paying company, contributing around 7% of the total revenue of the Government of Bangladesh. BATB is renowned as one of the most prominent socially responsible and ethical company in the minds of the citizen. Bangladesh is considered as one of the leading tobacco consuming countries in the world. Approximately 87% of the population of Bangladesh consumes tobacco in some form whether smoked (both cigarettes and biris) or smokeless amongst which with a higher percentage of 58% is men and the other 29% is women. In 2012, an estimated 46.3 million adults used some form of tobacco product, smoked or smokeless. Research says that most smokers are male — 28.3% of adult men smoke manufactured cigarettes and 21.4% smoke biris. In contrast, smokeless tobacco use is substantial across both genders, while women having an upper hand with 27.9% being women and 26.4% of men using some form of smokeless tobacco.

This report has been prepared to meet the requirements of the Internship program of BRAC University. This report is an outcome of almost four-month internship program. I worked four months as an intern in British American Tobacco where I gathered experience how business development team work which is a wing of Marketing.

2. Company Profile:

2.1 Overview of British American Tobacco Bangladesh (BATB)

The presence of British American Tobacco in this part of the world can be traced back to 1910. Beginning the journey as Imperial Tobacco 106 years ago, the Company set up its first sales depot at Armanitola in Dhaka. After the partition of India in 1947, Pakistan Tobacco Company was established in 1949. The first factory in Bangladesh (the then East Pakistan) was set up in 1949 in Fauzdarhat, Chittagong. In 1965, the second factory of Pakistan Tobacco Company went into production in Mohakhali, Dhaka. It became Bangladesh Tobacco Company Limited in 1972 immediately after Bangladesh's independence. In 1998, the Company changed its name and identity to British American Tobacco Bangladesh (BAT Bangladesh or BATB) aligning the corporate identity with other operating companies in the British American Tobacco Group.

BAT Bangladesh is a part of BAT plc, world's leading tobacco group, with brands sold in 200 markets around the world. We make high quality tobacco products for the diverse preferences of consumers, spanning the business 'from crop to consumer', and we are committed to embedding the principles of corporate social responsibility through our responsible business operation.

2.2 Shareholders

BATB is the first companies to be listed on the Dhaka and Chittagong Stock Exchanges and currently rank 3rd in terms of market capitalization. British American Tobacco Group holds 72.91% of the shares. Among which 7.05% is owned by Investment Corporation of Bangladesh, Shadharan Bima Corporation, Bangladesh Development Bank Limited and the Government of the People's Republic of Bangladesh while a further 20.04 % is owned by other shareholders.

2.3 Contributions

The company continue to contribute approximately two-thirds of the revenue derived from the cigarette industry. In 2016 calendar year, BAT Bangladesh contributed over BDT 13,631 crore as taxes to the National Exchequer, which makes BATB the highest taxpayers to the Government. The Company will continue to support Government proposals that establish a sustainable level of tax contribution to the National Exchequer while ensuring sustainability for the industry.

Beliefs

At BAT Bangladesh strive to be a responsible Company wherever they operate – it can be their shareholders, employees, business partners or any other relevant internal and external stakeholder. To BATB, responsibility is a way of life and that is why it is believed success and responsibility go together.

People

Employing around 1,500 people directly and approximately 50,000 people indirectly as farmers, distributors and local suppliers. BAT Bangladesh is one of the most preferred employers in the country. It is the people who bring their differences every day that make BAT Bangladesh a great place to work.

Mission:

Delivering our commitments to society, while championing informed consumer choice.

Vision:

World's best at satisfying consumer moments in tobacco and beyond.

3. Brands of British American Tobacco Bangladesh:



Figure 1 Brands of BATB

BATB offer adult consumers a range of products to choose from, including: Benson & Hedges, John Player Gold Leaf, Pall Mall, Capstan, Star, Derby, Pilot and Hollywood. There are different segments like premium, aspirational premium and low. The higher brand of cigarette in the market is in premium segment.

Benson & Hedges Since its launch in 1997, Benson & Hedges has dominated the Premium segment and set the standards in a very competitive market. And in 2012, the house of Benson & Hedges launched a new and unique variant - Benson & Hedges Switch. Keeping innovation at its

core, Benson & Hedges Switch became the first ever capsule cigarette to be launched in Bangladesh.

John Player Gold Leaf, Pall Mall and Capstan John Player Gold Leaf, Pall Mall and Capstan are positioned in the Aspirational Premium segment. Launched in 1980, John Player Gold Leaf is one of the highest selling brands of the company, enjoying large market share in the Aspirational Premium segment.

Star and Star Next are positioned in the Value for Money(VFM)segment. Star was launched in 1964 and Star Next was launched in 2012. The brand has absolute leadership in the segment with a robust performance.

Pilot, Hollywood and Derby BATB has three brands in Low Segment – Derby, Pilot & Hollywood. Derby was launched in 2013 and is the biggest brand among the three, offering taste differentiation to the consumers through its two variants.

On the other hand, Pilot offers true and authentic smoke to the consumers. Pilot was launched in 2009 and at present it is the fastest growing brand in the industry. The third brand is Hollywood which was launched in 2011.

4. Corporate Divisions/Department:

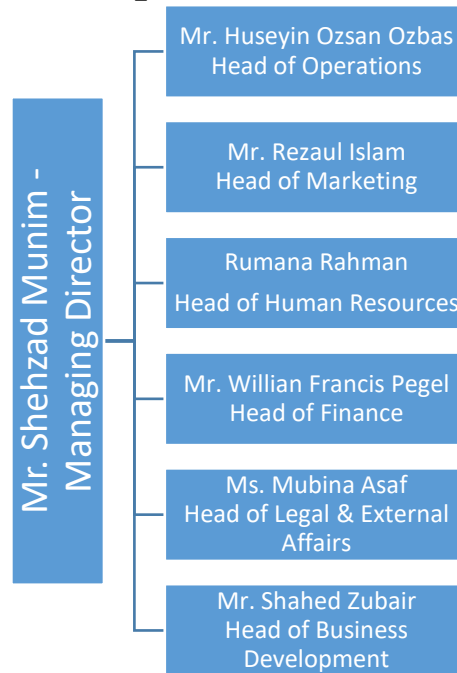


Figure 2 Corporate Division/Department

Overall activities of tile company arc governed by the "Board of Directors" and Executive. The "Board of Directors" is composed of members headed by a chairman. Chief Executive of British American Tobacco Bangladesh is called the "Managing Director" who is normally appointed by "BAT Holdings". Managing Director of the company is the chairman of the executive Committee. This committee includes the head of all the functional departments. The decision making, infrastructure is participatory to a very high extent. All the plans and decisions that are made are communicated from the top level of the organization and the decisions are made after discussing the issue with the related authority and the grass root level. Every possible input from every relevant level of workforce is taken before getting into any decision.

5. Operation Details

BATB has very organized departmentalization within the organization. There are six departments that perform all the different activities regarding the whole business process of BATB. The main six Departments of BATB are described below. However, under these six departments there are many small departments which can also said as wings.

Operation (production, leaf, supply chain and Logistics, Engineering and other services)

Marketing

Human Resource

Finance

Legal

Business Development

Operations:

Supply Chain: To operate a business smoothly, operation activities of that business should be done in an integrated and appropriate way. In BATB, operation is a major activity. It includes leaf growing, storing of them, checking of their quality, quality control; send them for manufacturing, packaging, warehousing, distributing, procurement etc. Making up quick decisions based on the arisen situation is another activity of Supply Chain at BATB.

Leaf: The Leaf Department is very strong and efficient at BATB. They are responsible for all the activities related to leaf growing, communicating with farmers, controlling of the leaf quality, purchasing, processing, packing, shipping and storing of the leafs etc. People who are working with Leaf department have to be very responsible. They have to ensure the continuous supply of tobacco leafs and the quality of it. It is very important job, because the taste of the cigarettes depends on the quality of the tobacco leaf. However, some of the major activates done by Leaf department are: 1. purchasing 2. processing 3. Packing 4. shipping 5. Storing Leaf tobacco

Primary Manufacturing Department (PMD). In PMD the leaf is being prepared for the production activities. Secondary Manufacturing Department (SMD). After PMD, the products

come into the SMD. Here activities like wrapping tobacco with materials, manufacturing etc. are done.

Supply Chain Management: in the previous part it is mentioned that BATB do a business which starts from leaf growing ends with the distribution activities. It means they do their business from the producer to their end customers. But this is a very complex job, which involves several works.

Checking and controlling the quality of the tobacco and its packaging is another task of operations. As it is operation so factory is involved here. BATB has the nicest environment for its working environment, they ensure the quality of work life, at the same time they are very much careful about their employees. They provide the environment where employees can work safely. That is why several times they have received the Zero Accident Award. Under supply chain management, the following activities can be seen. They are Supply Chain, Product, Procurement, Security, Logistics and EHS (Environment, Health and Safety)

Engineering sites and services department (ESSD):

This department has three wings. They are utilities, facilities and Project. The main function is dispensing most of the production support services under their supervision. Operations of these sites, maintenance activity, performance analysis and follow-up up-gradation are administered on a periodic basis. Support services such as all the Civil service, plumbing service, Electric service, Carpentry service, Electric Power supply, Air-conditioning, steam supply, water and air treatment, humidity Control and project works which are all associated with the key production chain are this department's major concerns. Besides maximization of the overall efficiency of these sites through thriving endeavors, constructional establishment projects along with their corresponding facilities to be provided are one of their fundamental responsibilities.

Human Resources department of BATB has responsibility for energizing, developing, retaining and attracting truly talented people all around the country. The department also believes in maintaining harmonious relationship between the management and workers all the times. The department ensures that managerial development contributes to organizational development.

Finance Department: The Core Finance and Management Accounts activities includes monitoring and controlling all the Accounting and Financing activities of the company such as product costing, invoice pricing, taxation etc. Audit Manager manages all the internal and external auditing of the company.

Marketing Department: To increase the sales, brand image and create a value for the brand is every important for any organization. This is a center focal point for every organization as the business means to sell the services or experiences. In BATB, the marketing team is very efficient and energetic, the verification we can get from their excellent selling records and their highly appreciated values towards the customers. BATB's marketing department mainly conducts two activities called Brand marketing and Trade marketing which includes several other works. Besides this, promotion or advertising activities is very important for any manufacturing organization.

Legal: Legal department mainly considers the Legal and Secretarial function of BATB. It helps BATB to know that what the right procedures to run their business are. As BATB is doing a debatable business, so they have to conduct their business in a very proper and legal way and BATB is very careful about this. Legal department handles how to solve the problems, how to follow and adjust with the state's laws, the shares and stakeholders, auditing, AGM etc.

Corporate & Regulatory Affairs: Corporate & Regulatory Affairs (CORA) is one of the important departments at BATB. As BATB deals with the controversy product, so in conducting the business they have to be very careful. And this makes them to become a successful organization. However, through the corporate social responsibility they carry out their responsibilities towards their stakeholders and the society.

6. Analysis on BATB:

Working hour: BATB starts at 9.30am and ends at 6.30pm for the management employees. But based on the work load people sometime stays more than that. So basically there is no strict rule for this. Factory is open 24x7, here the workers works on shifting based duty.

Probationary period:

The probationary time in BATB is six months. Employee performance level is monitored in this stage. If the performance of the employee is satisfactory then he/she will be permanent employee

but if the performance is not up to the mark, then the person will not get the chances to be the permanent employee.

Cafeteria Service:

Cafeteria service is another financed advantage for the employees. There are assortments of menu that are being served in the cafeteria. The food and kitchen is highly maintained and hygienic. The cafeteria is now being operated by Kashundi Restaurant under the supervision of BATB.

Security:

BATB is at a highly secured bonded area as it is a tobacco company. No one is allowed to enter into the office carrying any illegal cigarettes. Even legal cigarettes need a security tags to take it on the office and no one can take cigarettes without the security tags.

Dress code:

Dress code is semi-formal for the BATB employees but no one is allowed to enter into the BATB premises without shoes no sandals is allowed. To enter into the factory every employee / workers must wear safety shoes, ear-plugs, apron; without this no one is allowed to enter into the factory.

7. CSR Activities:

The CSR initiatives are aligned with the Government and stakeholder's requirements, its business relevance, and focus on contributing to Government's agenda on Sustainable Development Goals (SDGs). In 2016, the CSR Committee highlighted the following matters. These are Afforestation programme, Safe Drinking Water project and Solar Home Systems. These programmes drive the corporate reputation based on the sustainable agriculture and environment theme.

7.1 Afforestation Programme: British American Tobacco Bangladesh initiated its afforestation programme in 1980 when the forest department of the Government of Bangladesh called on the private sector to support its endeavor to conserve the forests. So far, BAT Bangladesh has contributed around 91.5 million saplings to the country's afforestation initiative in the last 36

years including 4 million saplings alone in the year 2016. The Saplings consist of fruit, timber and medicine yielding species. In 2016, as a Company they have participated in 20 local level tree fairs by the invitation of local administrations and won first prizes in all of the locations. This is the highest number of awards in a year that BAT Bangladesh received from local level administration in recent times.

7.2 Water Filtration Project: Recognizing the necessity of water and sanitation, specifically in the context of the Sustainable Development Goals (SDG), BAT Bangladesh has stepped forward with a safe drinking water project for its community people. So far, 65 water filtration plants have been installed ensuring pure drinking water for approximately 170,000 people every day. As a result of operating this particular CSR program, BAT Bangladesh won the ‘Asia Responsible Entrepreneurship Awards’ in Asia Pacific for best CSR project in the year 2015.

7.3 Solar Home System Project: BAT Bangladesh is providing Solar Home Systems to the hill tracts’ communities those were previously deprived of electricity all their lives. The solar home system initiative of BAT Bangladesh installed 198 units of solar home systems in 2016 totalling to 1,864 units in sixteen remote villages of Bandarban and Khagrachari districts, providing about 11,000 rural people their first access to electricity at home. Engaging with local and national level stakeholders, highlighting the fact that BAT Bangladesh supports many other national and local agendas like agricultural advancement, people development, and economic infrastructural progress which impact positively on Nation Building.

The Afforestation Programme contributed to revenue growth, job opportunities and business investment opportunities of the concerned stakeholders while balancing environment and improving ecological balance. The Solar Home System Project provided 100% electricity supply in areas where people had no access to electricity before. This also resulted in better facilities for education and increased standard of living for people living in the areas. Waterborne diseases have reduced significantly since installation of water filtration plants. People have access to safe drinking water and have more knowledge about their health and keeping the water sources clean.

8. Key responsibilities during internship:

British American Tobacco Bangladesh gives a greatest opportunity to the interns to develop their work experience related to studies. In BATB, internship is under a program named Xcellerete.

The primary goal of the internship is to provide an ‘on the job’ exposure to the student and an opportunity for transformation of theoretical conceptions in real life situation. The students are in different departments as well as development projects.

8.1 Duties and Responsibilities:

I was assigned in the core team of Marketing department which is Business Development Team under the supervision of Trade Operation Officer – Asif Kabir. During this four months long internship period I had work in different versatile job. I was assigned in a project, named Project Marvel. It is a project and contract between British American Tobacco Bangladesh and Eastern Bank Ltd. For this project I had to attain several meetings.

My responsibilities of internship period are stated below:

- **Visit to different departments:** At first, I needed to know about all the products and services which is being provided to every department in BATB so I went primary manufacturing department (PMD), Secondary manufacturing department (SMD), Warehouse department, procurement department, marketing department, HR department, Service & training department.
- **Visit to Market Access Ltd.:** Market Access Ltd. is a vendor of BATB which basically follow up the market specially B2B sales. So from there I got a brief idea about BATB brands and how BATB distribution operation is done.
- **Visit to Distribution House:** During my internship period I got a chance to attached with distribution house namely Jamal & Co. which is under Dhanmondi territory. From there I got the hands-on experience of how a distribution house run and how BATB products reach from the factories to the retailers.
- **Visit to Dhanmondi market:** It was a great experience to visit in Dhanmondi Market where I got the practical experience of BATB sales. I talked with every person of different roles which is related to sales such as: TSA, SR, SS, BR. By talking with the persons with different role I got to know about their daily activities and their job responsibilities.

- **Visit to APPSIS Solutions:** APPSIS Solutions is a software agency who basically works on BATB automation platform – PRISM. From there I got a brief idea about how PRISM works and who are the people behind this automation platform and the task of different peoples.
- **Meetings with Vendors:** My daily jobs also included attending meeting with different vendors and to make a list of products and services they are providing to BATB and also I had written meeting minutes for my line manager so that no single valuable point got miss out.
- **Checking Mirror Board Files:** Mirror board file is basically a report which is generated by PRISM server in every day. I had to check all the Microsoft Excel files of five different regions of BATB which contains the all the sales related data. For this I got know some uses of formulas and formats of Microsoft. Excel. It has improved my proficiency in Microsoft Excel.
- **Forming Databases:** Every day I collected information, structured that information in excel sheet and reported to my line manager to show my progress. He is kind enough to provide me regular feedback.
- **Working with Modern Trade Team:**Modern trade is a part of distribution where I had visited few outlets and take photos of the new units. I also take part in the head office execution of B&H last campaign.
- **Working with LOS team:**It is a business trip for the marketing people named Marketing Line of Sight. I have actively work with LOS team to sort out all the passports and air tickets.
- My job responsibilities also included volunteering Battle of Minds 2017.

Battle of Minds 2017:British American Tobacco Bangladesh has been hosting its talent search platform Battle of Minds (BoM) successfully for 12 years in a row. This year’s tagline for BoM “What are you made of?” was developed to bring out the creative differences that BAT has been prioritizing over the years while recruiting fresh graduates.Due to being a controversial company BATB cannot promote their product. So BATB is using BOM as a promotional activity. Even, they never use their logo in any public and social movement. That’s why they go for employment branding and Battle of minds is an ingenuity to endorse the brand without doing any

trade marketing. BATB is one of the largest multinational Companies of the country and it is a dream workplace for most of the business graduates. So, by using the employment attractiveness, the organization launches Battle of Minds every year.

BOM is basically managed by the HR department but it is impossible to complete this big competition if other departments of BATB doesn't support. So being an intern of operations department, I got the opportunity to work for BOM. The third round of this competition is called 'Boot Camp'. It takes place in BATB premises. On this round, 175 participants were called for the whole day to have their assessments. So, me along with other nine interns were assigned with different responsibilities. I was assigned with a team of 18 participants. I gave lead to than team for the entire day.

9. Project Part:

"System automation facilitating New Product Initiation (NPI)"

- Journey towards modern trade & agile TM&D.

9.1 System automation:

We are living in an age of science. It is the era of information and technology we are passing through. We cannot pass a single day without our pc, laptop, smartphone and internet. These are things that became a part of our life because science has made our life easier. System automation is a technique or method of operating or controlling by highly automatic means by reducing human intervention on the other hand, it is a mechanical device run by electronically which functions automatically doesn't require continuous input from the operator. In Bangladesh, British American Tobacco Bangladesh is the first company which takes the first initiative to make their vast distribution from manual operation to fully system automated. Before BATB no multinational company take this challenge in Bangladesh. It was a great challenge for BATB to transfer their vast distribution channel operation from manual to system automated. This agile, great system automation is called PRISM. PRISM is the amazing system automation platform of BATB.

9.2 How system automation facilitates in pre-launch of a product –

It is being seen that usually any company wants to launch any product they usually do lots of promotional activities which is visible on the mass media such as: Television commercial, newspaper ad, poster, banner etc. But in case of BATB its different. Because according Bangladesh law no tobacco company can promote publicly on the mass media. So, it's a challenge for BATB to launch a new product without any mass promotion. System automation as in PRISM helps in pre-andpost-launch of a product.

- **Pre-launch Audio Visual:**

In research, it is found that human being can remember an audio visual rather than word of mouth (WOM). In percentage it is around 13% people can remember word of mouth and in case of audio visual it is around 30%. So we can easily have said that an audio visual is much more effective than word of mouth. Through PRISM every sales representative can show the AV to the retailers which is basically a teaser in order to grab

attention and create a hype that something new is coming on the market. It is generally a short clip which gives an essence of a new product.

- **Launch audio visual:**

This is another audio visual which shows the teaser of the new product. Recently BATB launches their Star Shine Pack. So just before launching the product into the market, sales representative gives a message that – ‘Today is bright, tomorrow is brighter’ which is tag line of Star Shine Pack through PRISM pda devices. And also, the video contains a covered hidden cigarette pack which actually can grab once attention. When retailers seen the AV they got an idea that something new is coming on Star cigarette.

9.3 How system automation facilitates in post-launch of a product –

In marketing courses, I have learnt that in order to sale a product its very much necessary to place the right product in the right market. The time when BATB sales was done manually that time SR used to give a trade letter but that couldn’t grab full attention moreover retailers lost the trade letter in many cases. Some of the key points which facilitates in post-launch of a product are stated below:

- **Post Launch AV:**

This is the last audio visual that is shown to the retailers. For example: In case of launching Star Shine pack, from the video at first, they can see the packet of the STAR shine pack. So by this retailer get an idea about the new Star shine pack as a result consumer can also get first exposure of STAR Shine pack from the retailer. By this reinforcement of AV’s it helps to create a hype of the new product in the market.

- **Brand Representative (BR):**

After launching the new product as in STAR Shine pack, BATB contacts with their brand representatives (BR) to conduct a survey. Then BR conducts the survey on PRISM PDA devices to take the feedback from the consumer that how’s the new pack? Through this survey it is easy to get the consumers reaction about the new product.

- **Right product at right place:**

Success of a marketer depends on placing the right product at right place in a right time. For example: Benson & Hedges is the premium brand of BATB so it needs to be placed at premium cluster of urban area. PRISM can give the actual data of the premium outlets which helps to placing the right product at the right place. From the BATB they can easily set the selective outlets for Benson & Hedges where SR can make the sales call by this the new campaign became successful.

- **Volume Promotion:**

System automation – PRISM also facilitates BATB B2B platform. Sometime B2B platform run volume promotion. Through PRISM they can set the unique target for the unique outlets and can also set a reminder for the retailers. Suppose in Mamun Store, SR made sales of 200 sticks but in order full fill the targets he needs to sale 300 more by seeing the reminder info on the PRISM PDA devices SR can give reminder to the retailer that you have to take 300 sticks in between one weeks.

- **National Sales Data:**

Before PRISM it was really difficult and mainly time consuming to get an overall national sales data because the process was lengthy. SR used to give data to the Sales supervisor then sales supervisor gives that data to business manager after it transferred to the territory manager. So overall it was lengthy and time-consuming process to get an overview national daily sale. But after the introduce of PRISM, things get changed and life became much easier than before. Now just after the whole day sales when SR upload their synch file of their own PDA devices to the server within few clicks everyone can see the national sales data. It is now only possible for system automation.

- **Reports:**

PRISM helps to create versatile sales reports. BATB management can easily see the market overview of their products by generating data from PRISM server. It helps design a new campaign, helps to launch a new product. Some names of the reports that can be generated by PRISM:

Summary Sales Statement

Monthly Sales Reconciliation
Sales performance against last month
Sales Composition – B2B
Sales Composition – General Trade
Route wise strike rate
Route wise – Memo
SS Tracker for Individual SR
Trade promotion
Pack Redemption
Quality Control
Special Campaign reports.

Besides all these reports, management can also generate customized reports according to their own needs.

10. Limitations:

- Some limitation seen in between the SR in order to cope up with the system automation platform. It is specially seen on the remote area, because SR of the areas are not educated and smart enough but they are very much hard worker.
- SR have less knowledge in information and technology.
- In some areas internet connection is not strong enough so which creates a barrier for the system automation.

11. Methodology:

My main focus was to identify about how system automation facilitates in new product initiation. With this topic I have tried my best to do the survey. In tobacco company like BATB there are so many restrictions and confidentiality they maintain. As I was not a permanent employee so it is quite impossible for me to do a survey as a whole. But they are kind enough to allow me to do a short survey on the few retail outlets of Dhanmondi territory which actually give completion of my report.

There were two data collection and they are:

- Primary Data: All the information I collected from the questionnaires.
- Secondary Data: The secondary data I collected from distribution manuals, annual reports and webpages.

12. Findings and analysis:

My main motto of this survey was to find out the brand awareness of the new STAR Shine pack among the retailers. As BATB retail outlets are mostly tea stalls, grocery shops where retailers remain so busy with their own work so it is quite difficult to conduct a long survey moreover BATB will not give me the permission to do that. That is why I had to made a short survey questionnaire among 30 retail outlets of Dhanmondi territory.

- **Do you aware of the new STAR cigarette?**

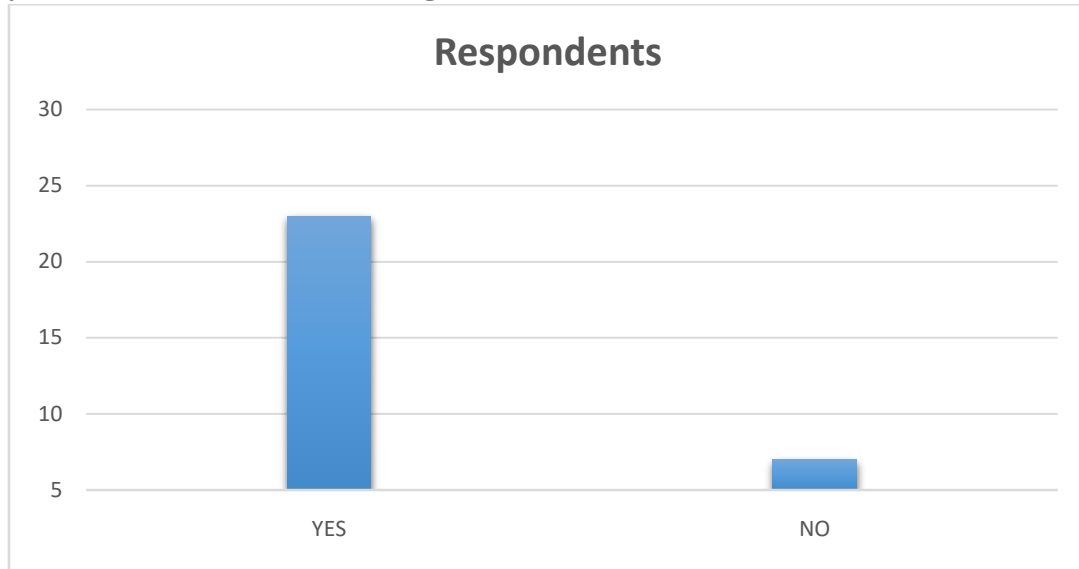


Figure 3 Survey Questionnaire

Here I got to know that among 30 outlets 23 outlets are aware of the new STAR cigarette.

- **What are the four features of STAR?**

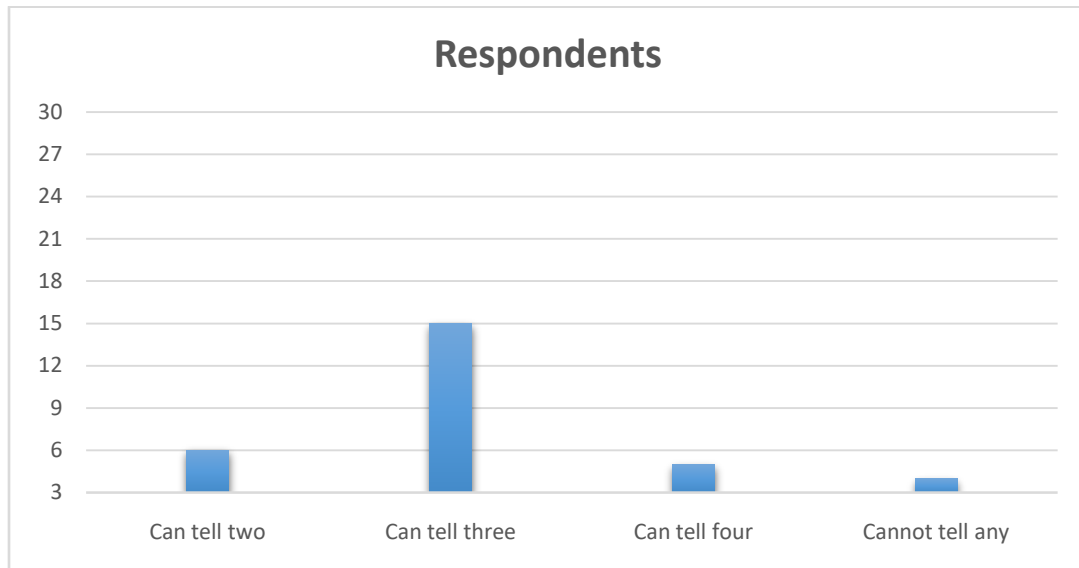


Figure 4 Survey Questionnaire

Here out of 30 retailers, 5 retailers can tell all the 4 features of STAR and 15 retailers can tell 3 features, 6 retailers can tell 2 features and rest 4 retailers cannot tell any of the features of STAR.

- **Can you tell me the new pack name of STAR?**

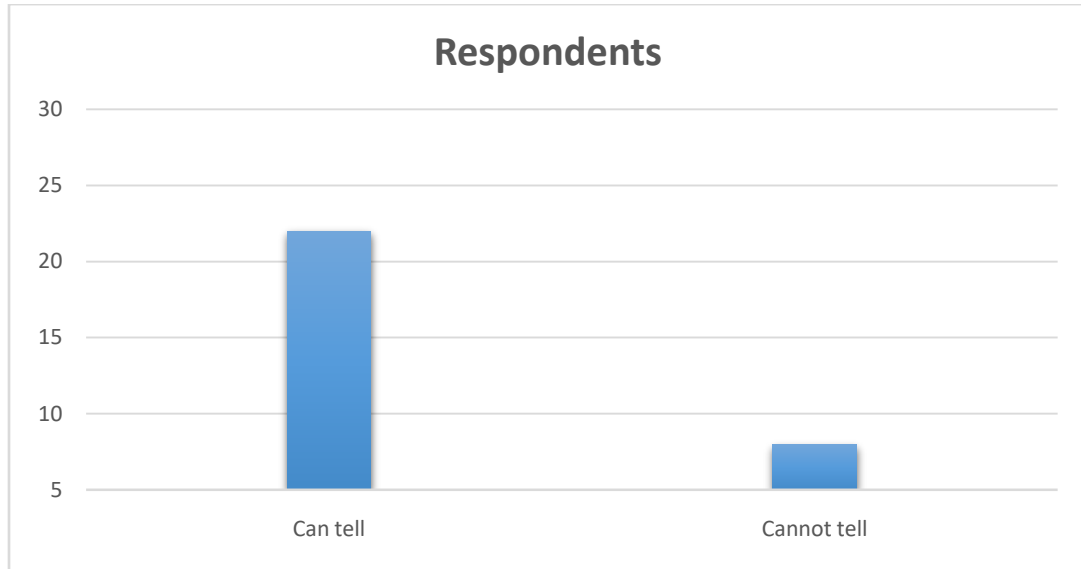


Figure 5 Survey Questionnaire

Majority of the portion can tell about the name of STAR Shine Pack. Out of 30 retailers, 22 can tell the new name.

- **Is it for a limited time or not?**

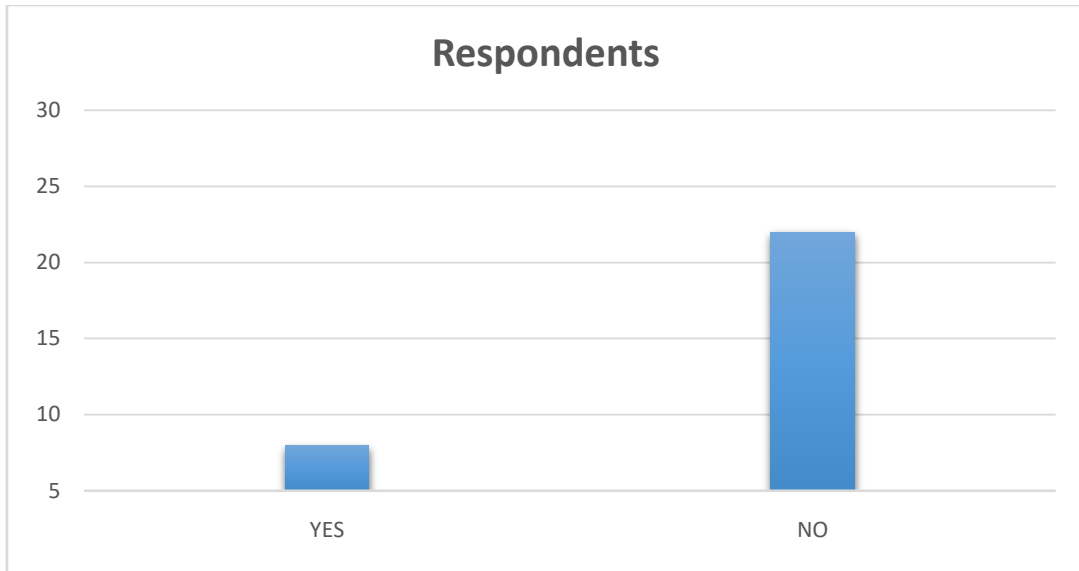


Figure 6 Survey Questionnaire

STAR Shine Pack is not a limited time pack. Here I can see 22 retailers said absolutely correct answer and 8 retailers give wrong answer.

- **Do you know the new slogan of STAR Shine Pack? What is it?**

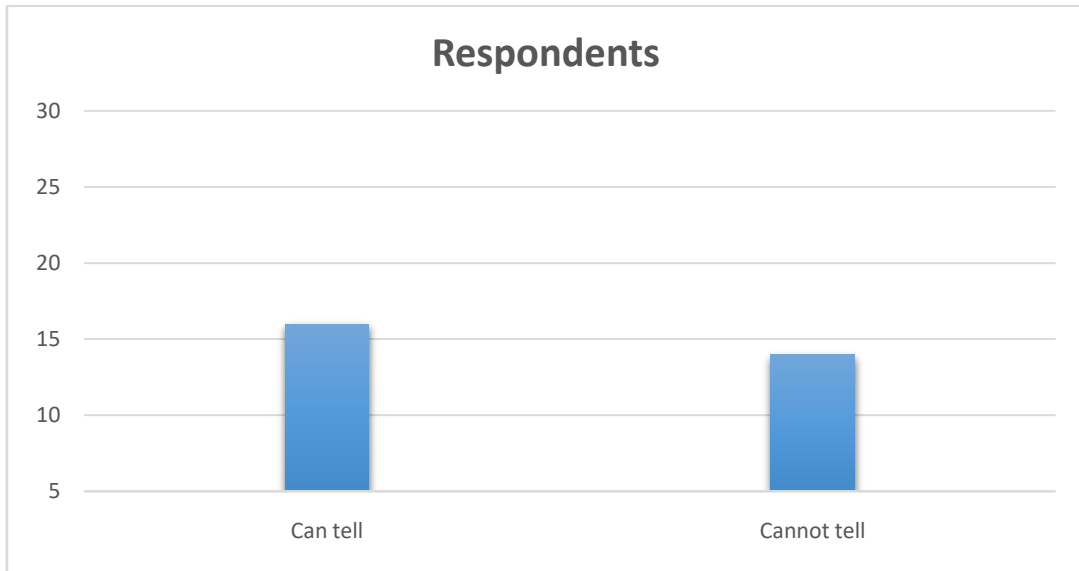


Figure 7 Survey Questionnaire

Here out of 30 retailers, 16 retailers can tell the slogan correctly which is – “Today is bright, tomorrow is brighter”

From the above the survey we can said that, PRISM is perfectly facilitating in new product initiation because it helps in creating awareness of the new product among the market. In tobacco industry it's a challenge to create awareness of a product because in Bangladesh, making advertisement of tobacco products is prohibited. But if we can create awareness of the new product among the retailers then the retailer can transfer our message to the consumer so which will ultimately help in getting better consumer.

13. Recommendation

There are no right or wrong solution to any problems. What matters is how well it is executed and how well the results differed in a positive way. BATB being one of the most leading MNCs in Bangladesh has very few negligible problems. The most important thing is service is a continuous improvement process. How much it is improved, there will still be a little bit of gap and there will always continuous try to close or reduce the gap. I have suggested some recommendation for more than better output.

- Multitasking makes it hard for the brain to focus. So the best way to get meaningful input and work product from your employees is to discourage them from multitasking. This will decrease stress as well. Employees can also have recommended to take a 15-minute break every few hours.
- Sales representatives should give a complete training of the system automation and should give hands on training on the PDA devices and Bluetooth printer.
- Since BATB deals with many vendors and their intellectual level needs to be increased. So for that, BATB should also train their vendors and clearly specify their expectations. Moreover, consumer's research process should be influenced by BATB management since the vendors are not taking their own initiatives. Depth interviews can be arranged between BATB team and the vendor's team to reduce the communication gap.
- Job description should be prepared for each and every intern by the departments they are assigned in. That makes an intern's life easier. It is also good for BATB, since they will not have waste a lot of time making the intern understand every detail. The intern can also do his/her homework after knowing the main responsibilities.
- Rational persuasion is exactly what it sounds like. BATB employees can present a logical, well-reasoned explanation of why they believe their idea represents the best option in a particular situation rather making threats or misusing position.
- As per the communication gap, my line manager, Mr. Asif Kabir is also concerned about it. He is closely working on it. As per my discussion with her, he wants to plan a routine meeting with the vendors as well as the customers. This meeting might be once in a month or at least once in a quarter. The purpose of this meeting is solely to share feedback and improve for better by correcting errors.

14. Conclusion:

British American Tobacco Bangladesh (BATB) is the number one tobacco company in tobacco industry of Bangladesh. As a leading company in tobacco industry they always try to maintain the highest quality of their products. BATB has an ambition to provide the best quality products to its numerous customers and brand users. Now, looking ahead in 2018 and beyond, BATB wishes to go ahead with the same zeal that it had started 100 years ago, to be the number one locally listed Company in turnover, in partnering with the national exchequer and in assisting the people to operate as a social responsible Company. Moreover, the Company's future initiatives will bring about a positive change across the nation with various initiatives directed towards poverty alleviation, gender equality, human development and well-being, partnership in green cultivation practices, prevention of arsenic contamination, forest preservation, and extending sustainable modern energy in off-grid areas.

This internship enabled me to realize my strengths and weaknesses. It helped to take my first move in the career path successfully and led me to a proper direction. During my internship, I have acquired several soft skills which can be of great value for progressing in corporate life. I had to communicate with a lot of people for different work purposes. At first, I tried to keep my communications strictly formal with everyone, but it did not aid me in achieving the work objectives very well. Then, I learned to change the approach of communication in accordance with the nature of the task in hand. I also emphasized on developing productive working relationships. This enabled me to establish a professional yet friendly mode of interaction with the superiors and get the help I needed to finish my assignments. I had to do a lot of tasks simultaneously on my own. Even though I struggled a lot in the first few weeks, I soon got used to multitasking and things got a lot easier. Therefore, I can conclude by stating that I have acquired the necessary skills required to adopt with an organization's culture.

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