

Report on

“Navigating Compliance, Training and Development: A Holistic Review of HR at
ACI Logistics Limited (Shwapno)”

Submitted By

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An internship report submitted to the Brac Business School (BBS) in partial fulfillment
of the requirements for the degree of Bachelor of Business Administration (BBA)

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Navigating Compliance, Training and Development: A
Holistic Review of HR at ACI Logistics Limited
(Shwapno)

Letter of Transmittal

Date: 3 October, 2024

Riyashad Ahmed

Assistant Professor,

Brac Business School,

Brac University

Subject: Submission of Internship Report on “ Navigating Compliance, Training and Development: A Holistic Review of HR at ACI Logistics Limited (Shwapno) ”

Dear Sir,

It gives me tremendous joy to be able to submit this internship report to you which has been prepared as a partial requirement for the fulfillment of the BBA program in Brac University.

I worked on the training and development part in the HR Department at “ACI Logistics Limited (Shwapno)” to complete my internship, where I worked 84 days. I worked to learn how to organize and control the total process of training development and compliance.

Therefore, I want to thank you for your help and I will be pleased with you if you accept this report for submission.

Yours ever

Afroja Fariha

ID: 19304103

Department of Brac Business School (BBS)

Brac University

Declaration

I, Afroja Fariha, confirm that I have completed my internship and prepared this report titled "Navigating Compliance, Training, and Development: A Holistic Review of HR at ACI Logistics Limited (Shwapno)." In this report, I discuss the recruitment and selection process, along with a study of the Human Resource Information System (HRIS). I also cover the necessary documentation for using HRIS and its role in export-import trade. I submitted this report as part of the requirements to complete my undergraduate in HRM. I received guidance and knowledge from Dr. Riyashad Ahmed, assistant professor. The purpose of this report is solely to fulfill my graduation requirements and obtain my degree from my department. I have worked hard to create this report and ensure that it is original. I understand that plagiarism is wrong, and I confirm that no part of this report is copied from any published sources. This report will not be used for any other purpose.

Student's Full Name & Signature:

Supervisor's Full Name & Signature:

Riyashad Ahmed

Assistant Professor,

Brac Business School, Brac University

Non-Disclosure Agreement

This agreement is made and entered into by and between ACI Logistics Limited and the undersigned student at BRAC University

Acknowledgment

I would like to begin by thanking my Creator, God Almighty, for allowing me to serve at this time.

I am very grateful to my internship supervisor, Riyashad Ahmed, an Assistant Professor at BRAC University. His guidance helped me to achieve the objectives of this research.

Furthermore, I would like to thank the ACI Logistics Limited (Shwapno) team, especially Rumana Jahan (Senior Manager, Talent Acquisition Strategy and HR) and Ronald Lanny D Rozario (Human Resources Business Partner, Operations).

They took the time to share with me the important information needed to complete this report. Without their support, this research would have been much more difficult to complete.

Executive Summary

This report is about my six-month internship at ACI Logistics Limited (Shwapno) in the HR Department (Training and Compliance Team), which I finished from February 12, 2024, to August 12, 2024. An internship was mandatory for my Bachelor's degree in Human Resource Management from Brac Business School at Brac University. Shwapno's HR department, under the leadership of the Head of HR, is split into multiple crucial functions. In the field of Training and Development, I assisted with organizing and evaluating training sessions, gaining insight into successful employee advancement and improvement. I took part in audits and oversaw compliance records in the Compliance and Maintenance department, increasing my knowledge of regulatory requirements. This position required overseeing payroll and benefits to guarantee equitable compensation policies. In Performance Management and Appraisal, I was in charge of developing performance metrics and carrying out evaluations. Shwapno manages various departments including e-commerce, corporate procurement, distribution and marketing, all of which are essential for doing business. As part of its Corporate Social Responsibility (CSR), the company places great value on helping farmers directly and encouraging sustainable and environmentally friendly farming practices. The training prepared me for future career opportunities in the industry and gave me valuable experience in HR.

Keywords: Human Resource, Recruitment, Selection, Organizational development, SWOT, training and development, Compliance, Market analysis, Financial Growth.

List of Abbreviations

CSR – Corporate Social Responsibility

EMS - Environment Management System

HR – Human Resources

HRIS – Human Resources Information Systems

ID – Identification

ISO - International Standard for Standardization

IT – Information Technology

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Chapter 1: Overview of the Internship

During my three-month internship at ACI Logistics Limited (Shwapno), I was assigned to the Training and Compliance team under the Human Resources (HR) department. Participating in this internship gave me a great opportunity to gain knowledge and understanding of the important aspects of employee development and compliance for a leading marketing company. I am responsible for preparing training needs data, planning training programs, monitoring and supporting these programs, collecting training data, maintaining the training dashboard, preparing training sessions, writing compliance issues, compliance data retention, compliance dashboard maintenance and assistance. To issue notices and termination letters. I am creating this report to complete my MBA and I will make an overview of the experiences, knowledge and skills I have gained during my internship.

1.1. Student Information:

This report is written by Afroja Fariha, ID: 19304103, an undergraduate student at BRAC Business School, BRAC University, with a double major in Human Resource Management and Marketing. This semester, Summer 2024, I have aimed to finish my undergraduate degree from BRAC University with the successful completion of my internship.

1.2. Internship Information:

As a business school graduate, doing an internship is a significant part of the graduation program as it gives exposure to the corporate world to the students after four long years of academic journey. The result of this internship program reflects on a student's life in various aspects in terms of their understanding of the business world, corporate culture, and, most importantly, making networks with leading organizations in Bangladesh. It was my humble gratitude and pleasure to the almighty for granting me the opportunity to work at one of the biggest Organization in Bangladesh, ACI Logistics Limited, as their HR intern for the past 7 months. As a result, I have acquired valuable knowledge regarding the work I was involved in as well as about the organization overall. This internship report is highly based on the knowledge that I have gathered during my tenure as an intern at ACI Logistics Limited. Therefore, this report only focused on publicly available and non-confidential information to retain the integrity and confidentiality of the organization.

1.2.1. Internship period, department/division, address:

I started my internship at ACI Logistics Limited in the Human Resources Division for a seven month long tenure. The first day of my joining was on 12 February, 2024 and ended on 30th September, 2024. The corporate office of ACI Logistics Limited is at Novo Tower, Level-14, 270 Tejgaon Industrial Area, Dhaka, 1206, Bangladesh.

1.2.2. Internship Supervisor Information:

During my internship tenure, I was assigned under

- Rumana Jahan - Head of HR, Senior Manager, Talent Acquisition & HR strategy at ACI Logistics Limited.
- Mousumi Mou – Manager, Training & Compliance & HR strategy at ACI Logistics Limited.

It was my immense pleasure to work under both talented and hardworking people, as I got to learn about different aspects of a corporate job and learn to overcome my flaws.

1.2.3. Challenges faced during the internship:

An academic internship prepares students for the professional environment they may encounter in their permanent position. As an intern, I acquired many significant lessons from my supervisors, senior staff, and fellow interns that I will put into practice and cherish in my future activities. Nevertheless, there is always another side to the tale. Along with having an informative internship, I had a few obstacles during my time there. Few of the challenges that I have faced during my internship are:

- At ACI Logistics Limited, getting employees to not only finish their training but also use it in their jobs is tough. We have many different roles, so making training work for everyone is hard. Checking if people really improve takes time and effort. Trainings on rules or soft skills can seem boring or useless to some, so they don't stay interested. Plus, employees are busy with their regular work, so finding time for training is tricky. We also have to plan carefully with managers to ensure work goes smoothly while people attend training.
- Because we operate in multiple locations and do many different things, getting everyone to follow the same guidelines takes time. It requires regular training, good leadership, and effective communication. Handling rule violations can be challenging since it requires sensitive decisions and a lot of effort. Regular checks to ensure everything is in order require close attention and accurate documentation. It's also challenging to remind everyone to follow the guidelines, especially when they're busy with their everyday responsibilities.

1.3. Internship Outcomes

1.3.1. Background of the study:

If knowledge is not practically implied, it becomes worthless. From the medical field to business, academic knowledge is acquired to have the necessary information executed effectively. Thus, an undergraduate internship is nothing but the hands-on experience of the knowledge that has been gathered during the four long academic years and much more. This journey also serves the purpose of working in an organization to get exposure to the corporate world. Both academic knowledge and internship provide a student a 360-degree idea of the business world and what they can pursue in the future. As a student at BRAC University, it is part of my curriculum to complete an internship, mostly in the last semester. In the information provided in this report, I tried to incorporate all the crucial and authentic information without violating the confidentiality of the organization.

1.3.2. Objective of the study:

These are the objectives of the report that are reflected throughout the report, the result and conclusions are based on:

1. Examine how the HR department uses it in practice and training ACI Logistics Limited (Shwapno)
- 2 Evaluation How to promote compliance documentation, monitoring and training programs staff development and separation of compliance
3. Use experiences work to provide recommendations for HR practices at ACI Logistics Limited (Shwapno), especially management and training.

1.3.3. Scope of the study:

In this paper, different aspects of ACI Logistics Limited Training & Development and Compliance procedure are highlighted. A number of the organization's functional sections are also covered, including departments like marketing, finance, management, and commercials. A general understanding of their hierarchy and how the company functions in this very competitive and expanding sector is also provided by this analytical research. Along with my duties as an HR intern, the material provided here also includes the projects and tasks I have been assigned. One can quickly obtain a broad understanding of ACI Logistics Limited operations, achievements, and expectations for the future by reading this report.

1.3.4. Methodology:

This section describes the methods used to create the performance report, with an emphasis on the process of exploratory data collection and analysis for qualitative analysis. This study combines primary and secondary data to provide a comprehensive understanding of HR practices, compliance management and training programs at ACI Logistics Limited (Shwapno).

Primary Data

The main information for this study was gathered through firsthand experience and activities carried out during a three-month training period at "ACI Logistics Limited (Shwapno)". The primary sources of data include:

Observation: This is achieved by monitoring and analyzing the day-to-day operations, HR activities, training and compliance management activities within the HR department. This includes documenting interactions between HR staff and employees to gain a deeper understanding of the company's culture, work environment and employee behavior.

Participation: The completion of this task involves taking part in various HR functions, such as coordinating training programs, overseeing platform platforms for policies and training initiatives, creating training modules, or contributing to the creation of formal letters, including

warning and termination notices. Participated in meetings, training and compliance audits, directly communicated HR processes and departmental matters.

Informal Discussion: To gather qualitative insights on HR strategy, compliance issues (such as privacy, auditing, and scheduling), and training effectiveness, the team collaborates with HR leaders, supervisors, or other informal stakeholders. This includes seeking feedback and guidance from the trainees to improve understanding and performance in the assigned tasks, where the analysis of individual accounts and first-hand experiences of the HR staff who understand the complexities of compliance management and provide training in a retail environment.

Secondary Data: Secondary data was collected from other sources to confirm and strengthen the primary data. ACI Logistics Limited (Shwapno) offers a comprehensive range of information on its background, objectives, principles, organizational structure, product lineup, positioning marketing and CSR programs by accessing its official website. A review of press releases, annual reports and other official publications available on the website provided accurate and detailed information.

Reviewing Literature: Analyzing academic articles, business reports, and case studies on HR procedures, compliance control, and training in the retail industry is a component of this assignment. The focus will be on the Bangladeshi situation and Shwapno's position in the market. By examining past research and theoretical models, we were able to grasp effective methods and assess how "Shwapno's" adherence and human resources guidelines measure up against industry norms.

Internal Documents: Internal documents are one of the many sources available to company employees. These resources may include performance reviews, compliance checklists, training manuals and HR policies. Reviewing and analyzing these internal documents is mandatory during training. Employee performance metrics, compliance and training engagement were all identified by analyzing internal dashboard data and records.

Data Analysis

The collected data is systematically analyzed to uncover important insights and make conclusions.

Qualitative Analysis: This report examines informal observations and interactions to understand patterns, concepts and understanding of HR strategies, compliance and training programs. A literature review and secondary data sources were used to provide background information and reinforce primary research data, focusing on key findings.

1.3.5. Limitation of the report:

As ACI Logistics Limited is one of the biggest and fastest growing organization in Bangladesh, protecting the privacy of their data is one of the organization's top priorities.

- a) As an intern for ACI Logistics Limited, it is difficult to conduct research while maintaining the organization's secrecy. A survey is required for a research report, as is well known, but in this case, it was not an ideal choice because it would entail private data.
- b) The majority of the information I have gathered comes from informal conversations and my own experience, so it is difficult to convert this qualitative data into quantitative form for use in statistical analysis tools.

1.3.6. Contribution to ACI Logistics Limited:

Without saying it, I consider myself very fortunate to be employed by ACI Logistics Limited as their Intern in the HR Department. Along with teaching me about numerous aspects of the HR Division, my work experience there also gave me insight into the corporate culture and practices. During my time there, I was given a variety of assignments and projects to work on, which allowed me to expand my knowledge in many ways. I've listed some of the main things I've completed below:

- a) **Co-ordinate meetings:** Interacting with individuals within the organization at different levels of hierarchy helped me in improving and improve my communication skills. This implied participating fully in meetings, having casual conversations with HR managers and team members, and lending help and support during training sessions. Effective communication was essential for understanding and addressing employee needs, clearly expressing important information, and fostering a collaborative work environment.
- b) **Audit and Compliance management:** I took part in the auditing process, which examined if labor laws were being followed and found infractions. One needs to be able to analyze complex data and have an excellent sense of detail in order to ensure that rules are followed. Having the opportunity to work with the maintenance and compliance teams has enhanced my analytical skills. I gained knowledge on how to assess the effectiveness of training initiatives by looking at performance metrics and remarks.
- c) **Training briefings:** Created training materials and gave clear briefing to the employees, helping them be better prepared and making session run more smoothly. Recorded all the scores and documentation in MS excel.
- d) **Commence of investigation:** If any problem recognised, I immediately reported it to my supervisor. Collected all the details and understand what is happening downstream around compliance issue. This prosecution includes interviewing all the necessary people related to the case, going over documentation for this particular case, and collecting any other information if apply. The inquiry will seek to provide a fuller, more complete picture of what actually happened and if any company policies or laws were violated.

- e) **Issuing Punishment:** After analyzing the inquiry results and assessing the gravity of the matter we the Hr team came to a conclusion. Penalties for the offence may differ, perhaps from spoken safety measures and extra training to extreme steps for example suspension or maybe firing depending upon how serious the transgression was. The goal is to address the problem in as fair and consistent a manner as possible when disciplining for violations of team capitalization policies.
- f) **Updating to Dashboard:** In the end, I recorded both the action taken and the occurrence that took place in the compliance dashboard. I routinely monitored and evaluated compliance issues across all subsidiaries. I made sure that they are appropriately addressed in compliance with legal and business requirements. Because it maintains an accurate record of all operations related to compliance, a dashboard is an essential tool for reporting and transparency.
- g) **Other responsibilities:** Along with the major responsibilities, I have also done some of the other tasks to make the work smoother for other senior employees of the division. For instance: I was assigned to take information from the outlets about their maintenance, informing the managers about the recruitment interviews.

Chapter 2: Overview of the Organization

2.1 About ACI Logistics Limited:

“ACI Ltd.” is a prominent conglomerate in Bangladesh. The corporation primarily operates in three distinct business segments: Pharmaceuticals, Consumer Brands, and Agribusiness. If we focus on broader view the businesses include Pharmaceuticals, Salt, Skincare & Antiseptics, Kitchen Care, Fabric Care, Surface Care, Herbal Care, Lavatory Care, International Brands, Adult Hygiene, Female Hygiene, Baby Hygiene, Men’s Grooming, Electronics, Electrical, Edible Oils, Infrastructure Development Machinery, CC & PH, Foods, Flour, Seed, Rice, Paints, Mobile, Automobiles, Animal Health, Feed & Inte., Poultry, Retail Chain (Shwapno), Flexible Packaging, Consumer, Plastics, Information Technology, Air Care, Juice, Biscuits & Backer Items, Pest Control, Agri Machinery, Seafood, Fertilizer, Chemicals Trading, Media & Communication, Antiseptics Bar & Handwash, Shipping, and Chartering & Riverine Technologies. The organisations under the group include “ACI Formulations Ltd.”, “ACI Logistics Limited”, “ACI Pure Flour Limited”, “ACI Foods Limited”, “ACI Salt Limited”, “ACI Motors Limited”, “Creative Communication Ltd.”, “Premiaflex Plastics Ltd.”, “ACI Agrolinks Ltd.”, “ACI Edible Oils Ltd.”, “ACI HealthCare Ltd.”, “ACI Chemicals Ltd.”, “Infolytx Bangladesh Limited”, “ACI Biotech Limited”, and “ACI Marine & Riverine Technologies Ltd”. The joint ventures include “Pladis ACI Bangladesh Limited”, “ACI Godrej Agrovat Pvt. Ltd.”, and “ACI CO-RO Bangladesh Ltd.”. There is also a subsidiary company named “Stochastic Logic Ltd.”. The company operates as a public limited company in DSE and CSE as “ACI” where the company has 150,000,000 authorised shares and 76,205,626 issued and paid shares with a face value of each share of 10tk. “ACI” was founded in 1968 as a subsidiary of Imperial Chemical Industries (ICI). On 5 May 1992, the company’s name was changed to Advanced Chemical Industries Limited (ACI Limited). “ACI Limited”, a prominent company in Bangladesh with an international background, operates throughout the country through its four diverse core business segments. The “Health Care Division” is committed to enhancing the well-being of the people of Bangladesh by introducing new and dependable pharmaceutical goods (ACI Limited, n.d.).



Figure 1: "ACI Limited" Logo (ACI Limited, n.d.)



Figure 2: ACI Logistics Limited (ACI Limited, n.d.)

The "Consumer Brands Division" improves the everyday lives of consumers with a diverse range of products such as toiletries, home care items, hygiene products, electrical appliances, electronics, mobile devices, salt, flour, foods, rice, tea, edible oil, paints, and international business ventures. The top company in Bangladesh is the "Agribusinesses Division," focusing on integrating sectors like agriculture, livestock, fisheries, farm mechanization, infrastructure development services, motorcycle, marine, riverine technology, and avionics. The biggest retail chain in Bangladesh is the "Retail Chain Division" which operates primarily through its

"Shwapno" stores. Recently, it grew by opening 136 new stores nationwide. Daily, more than 65,000 individuals are served by the chain. ACI along with its affiliated companies donated a total of Taka 16,732 million to the National Exchequer during the fiscal year 2022-2023. This support came in the shape of corporate tax, customs duty, and value-added tax (Shwapno, n.d.).



Figure 3: “ACI Logistics Limited (Shwapno)” Logo (Shwapno, n.d.)

"ACI Logistics Limited (Shwapno)", a brand under "ACI", is the most popular superstore chain in Bangladesh. Shwapno, as the biggest retail chain in the nation, influences the daily lives of over 35,000 households. In 2008, ACI Logistics introduced the "Fresh and Near" mega shop network as part of its goal to achieve the "Seed to Shelf" vision. This program was created to offer a better marketplace for our nation's farmers to market their goods. "Shwapno" initially concentrated on the sale of fresh food products and essential household items, but it has since broadened its selection to encompass a diverse range of items including clothing, home décor, electronics, and beyond. This includes various grocery brands, along with our own clothing line named "Shwapno Life". At present, the company has over 450 retail and express stores across Bangladesh covering 62 districts and has a workforce of more than 7,000 people.

The company functions in various outlet scenarios totaling 1,208,868 square feet, from small convenience stores to large megamalls, with spaces varying from 200 to 15,000 square feet. "Shwapno's" original goal was to completely change the way the general population in the

country meets their daily needs by bringing modern retail to those who used to rely on dangerous traditional methods of shopping and wet markets. Shwapno not only ensures the quality of its products but also actively promotes healthy living through various campaigns on nutrition and food safety. "ACILL" has created a network of suppliers with farmers across the country to ensure the supply of only the freshest fruits, vegetables, fish, and poultry. Currently, more than 20% of the fresh produce at "Shwapno" comes directly from farmers. In 2016, the organization achieved an important goal by joining Global G.A.P., the leading private sector group focused on advocating for safe and sustainable agriculture worldwide. With its membership in Global G.A.P., Shwapno not only improves product quality but also supports producers nationwide, according to Sujoya (2023). At first, "Shwapno" focused on customers who were price-conscious. Yet over time, the company has seen steady expansion in both its conventional retail and alternative distribution avenues, enabling it to now serve a diverse customer base in multiple market segments. The Shwapno brand has experienced major transformations throughout its journey and is now shifting its focus from offering value to promoting ambition. The company is widely known and trusted as the top retail brand in the country due to its consistent exceptional service and highly successful advertising campaigns. For four years in a row (2016, 2017, 2018 & 2019), Shwapno has remained the leading brand in the superstore category, according to Kantar Millward Brown and Bangladesh Brand Forum, solidifying its dominance in the retail industry. Shwapno was praised in 2021 for its exceptional accomplishments in the categories of Most Sustainable Retail Initiative and Best Acquisition Strategy, as acknowledged by the Bangladesh Brand Forum. In 2019, Shwapno achieved 8th place in the country's overall brand category. Furthermore, it has been acknowledged as a "Superbrand" by "Superbrands Bangladesh" for two back-to-back years, 2019 and 2020. Shwapno was awarded the prestigious Asia's Marketing Company of the Year for 2020 by the "Asia Marketing Federation" at the "6th AMF Asia Marketing Excellence Award". The company's presence spans the entire country with over 900,000 registered customers, 7000 employees, and multiple suppliers and producers. The company is on track to emerge as one of the leading businesses in Bangladesh in the coming years by expanding its retail activities, improving standards, and venturing into new areas like E-commerce.

2.1.1 Vision, Mission, and Values

Vision

Shwapno's goal is to become the top store where people can enjoy their time, work, and shop.

Mission

"Shwapno" mission is to win the hearts and minds of our customers by continuously developing, creating and fulfilling our promise "every day, a better life".

Values

“Shwapno” follows a set of values based on the value tree. The elements of the value tree are presented below:

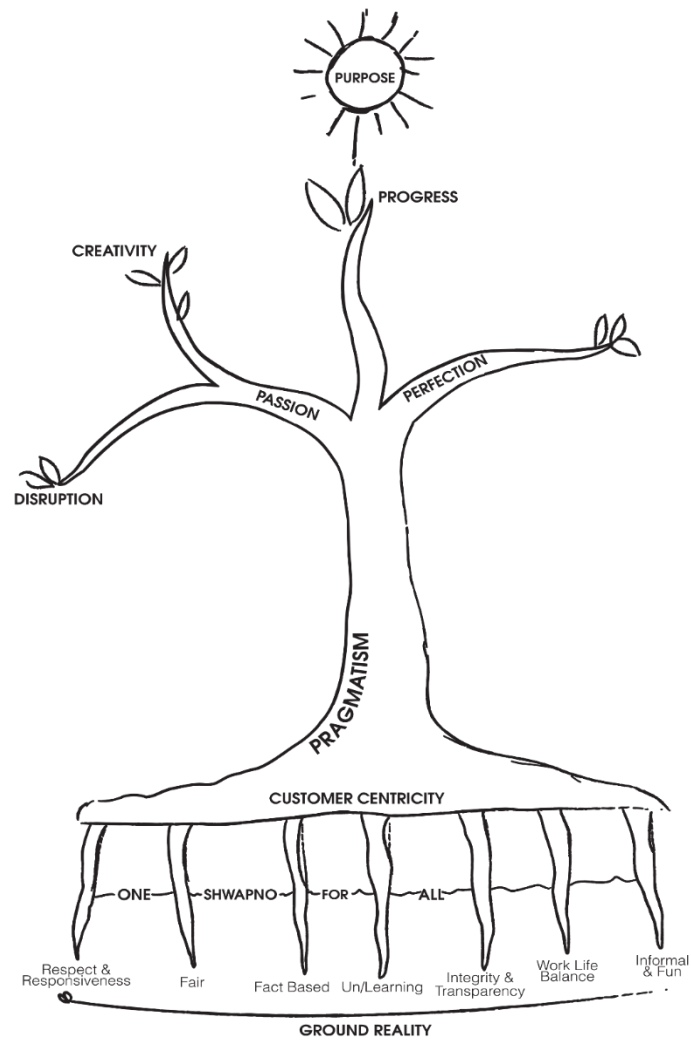


Figure 4: Values Of “ACI Logistics Limited”

2.1.2. Objectives of ACI Logistics Limited:

The goal of ACI Logistics Limited is to make shopping in Bangladesh more convenient and up to date. They use smart technology to improve operations and assist customers, and they concentrate on providing high-quality products at reasonable costs. They are also concerned with gaining people's trust and protecting the environment.

2.2. Achievements of ACI Logistics Limited:

ACI Logistics Limited, which runs its retail network under the Shwapno name, has accomplished a number of notable accomplishments.

- **GLOBALG.A.P Certification:** Shwapno is acknowledged for being the first retailer in South Asia to follow the GLOBALG.A.P. guidelines, which promote good agricultural practices. It became Southeast Asia's first member in 2022 after reaching this milestone in 2017.
- **Expansion and Outreach:** By 2023, Shwapno had expanded to run about 300 locations in 58 districts in Bangladesh. It has big intentions to reach 3,000 locations by 2028.
- **Partnerships for Convenience:** In order to meet consumer demands during the pandemic, Shwapno partnered with Foodpanda to introduce on-demand grocery delivery services in Bangladesh in 2020.

2.3. Management and Operational Practices:

"Shwapno" uses modern technologies installed to ensure that its huge marketing network works effectively. This retail chain operates a mammoth network consisting of more than 450 stores in 62 districts of Bangladesh. Business entities range from small shops to departmental stores, with the total area of retailing being over 1,208,868 square meters. It has also developed a network for the delivery system, which allows the business to be efficient and also ensures timely deliveries at each point of sale. This involves tracking inventory, stock, and shipment to avert potential shortages and overstocks. Products are bought directly from farmers and producers, especially in the fresh produce area. Fair sales support local agriculture and ensure quality and freshness. Shopno has put into place a strong quality control system, ensuring it keeps a check on standards continuously for each product that it sells. This includes regular audits and compliance checks for quality and safety of food. To monitor the quantity of products, demand forecasting, and managing replenishment processes, the company uses an inventory management system. This would make the stocking of products easier and reduce wastage. Newly developed technologies and Management Information Systems (MIS) help the company in enhancing the process of making proper decisions while satisfying the customers and optimizing operations. The company arranges its marketing in the form of multiple store layouts and strategic locations. Each shopping centre or store is specially designed to make the customer happy with pleasant shopping. A fantastic shopping experience is provided by the committed staff who are specialists in providing first-class customer service. The company is also engaged in taking feedback from its customers and applying it in order to uplift and improve. Shopno is increasingly going online and moving beyond the physical store. Customers can purchase items online and opt for either in-store delivery or home delivery. Marketing strategies and campaigns have always been there to attract and retain customers. To name a few, these include sales discounts, loyalty programs, and invite-only events. Shwapno is committed to sustainability. It has, therefore, applied environmental practices that include avoidance of the use of plastics, proper waste disposal, and promotion of sustainable resources. A true urge and passion to bring about change in the lives of several people stand at the root of any vision Shwapno has undertaken. Shwapno is trying to change the ways of fulfilling the everyday demands of the consumer population in the country. They expose buyers who previously relied on wet markets and other old risky trading methods to

new trades. Besides ensuring that products are of good quality, Shopno has helped in the promotion of sustainable living. The company has launched a number of initiatives aimed at improving food and nutrition safety. ACILL, in cooperation with farmers, has designed a national system of ensuring that fresh meat, seafood, vegetables, and produce are harvested as quickly as possible. Currently, Shupano receives approximately 20 % of all farmer's fresh product. The company enjoyed phenomenal success in 2016 when it was enrolled in Global G.A.P., a private sector association that promotes safe and sustainable agriculture around the world. Through the participation in Global G.A.P., it would be possible to uplift the quality of the product and improve livelihoods of the farmers across the country.

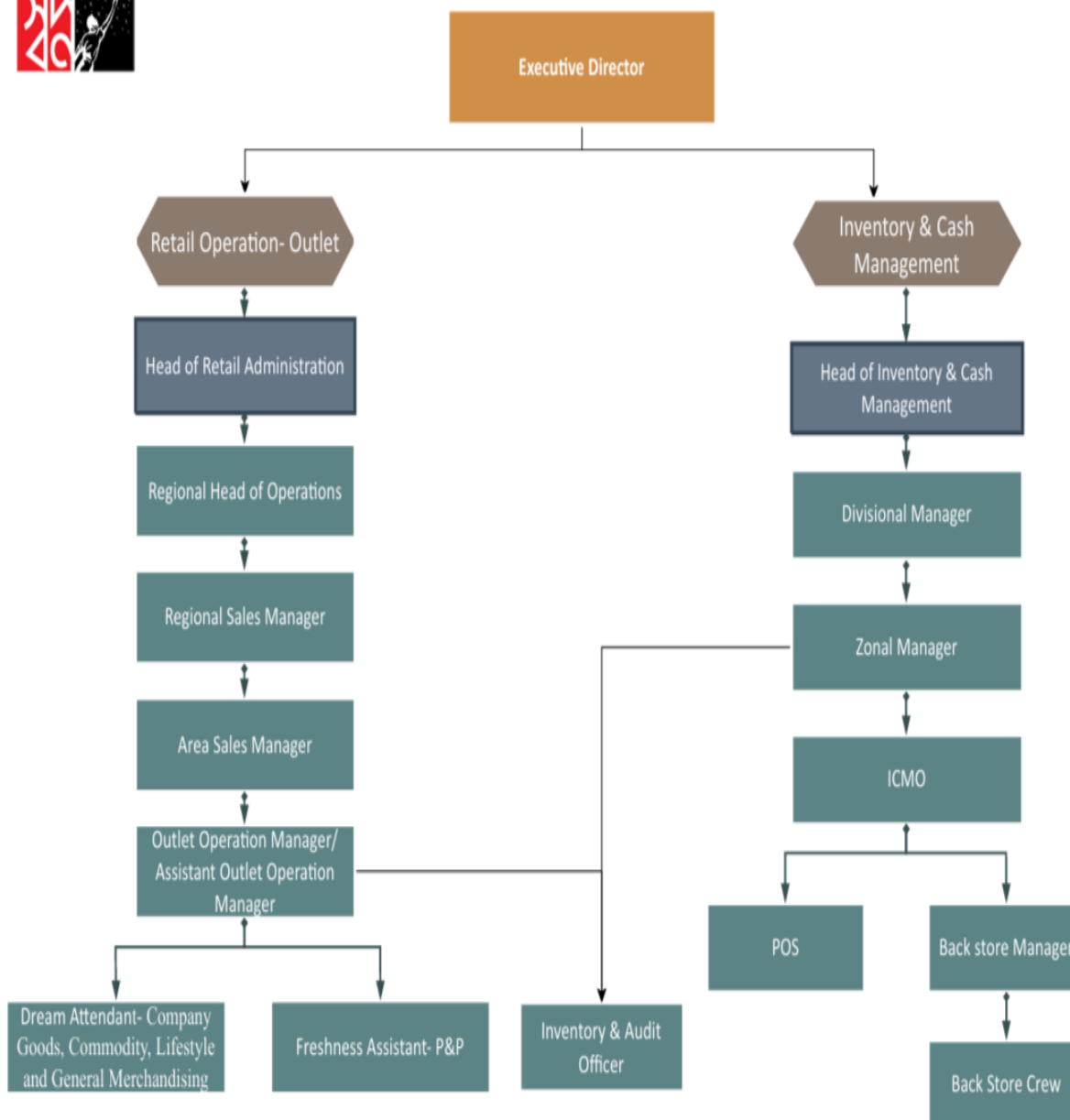


Figure 5: Shwapno Organogram

2.4 Corporate Division/Department, Number of Employees, and Outlets

"ACI Logistics Limited (Shwapno)" has several divisions and corporate offices in order to facilitate the operation of the market. These are the departments or divisions of the company.

Outlet Operations: Each Shwapno store is managed by an Outbound Operations department, which always ensures that the shopping experience of the customers is pleasant and smooth. This segment, with more than 450 stores, is the main source of revenue through customer referrals.

Distribution: The distribution department ensures a dependable supply chain by effectively delivering items to all "Shwapno" outlets. This functions as an entire office independently located in a different site in Tejgaon, Dhaka.

Corporate Sales: This is the department in charge of overseeing sales to corporate clients. The main goal is to offer bulk purchasing solutions that enhance business-to-business (B2B) relationships and boost revenue.

Non-Retail Sales: It involves controlling sales through avenues apart from standard retail, like B2B and wholesale. This method contributes to broadening and varying the methods of purchasing (Mahadi, 2021).

Category of Commodities: This category focuses on managing and distributing shared goods to ensure essential items are available in stores. This designs and formulates strategies for effective product development.

Commodity Category: By overseeing the distribution of everyday goods, this category guarantees the availability of essential commodities in retail establishments. This describes objectives and strategies for ensuring the adequate development of products.

Category of Goods from External Companies: This department boosts the visibility of products by promoting packaged goods at "Shwapno" stores and oversees their management to increase sales. This brings up the challenge of enhancing product development in order to increase sales.

Category for non-lifestyle items: Responsible for a wide range of basic products, this category includes essential household items and other goods unrelated to personal style. This brings up the question of thorough planning and acquiring resources to enhance operations.

Category dedicated to lifestyle: Including items like clothing and home decor, to widen the variety of lifestyle products offered.

Proteins & Perishables Division: This oversees perishable items, including protein-rich foods that are easily susceptible to spoiling, with an emphasis on preserving top-notch quality and freshness. This consists of seafood, poultry, produce, and various other items.

Merchandising: It involves carefully choosing products and strategically arranging them in stores to enhance the consumer experience and boost sales.

Supply Chain: The supply chain is responsible for managing the movement of resources and products, as well as controlling inventory levels, to ensure timely delivery and maintain a steady flow of goods.

Marketing: The marketing department is responsible for creating and executing strategies to enhance customer involvement and increase sales for the "Shwapno" brand.

Communication: This position is responsible for overseeing the exchange of information within and outside the organization to enable the efficient communication of corporate messages (Parvez, 2023).

E-Commerce: This sector manages the online retail activities of "Shwapno", ensuring a smooth digital shopping experience to expand the company's customer reach.

Private Label Branding: This department oversees the creation and control of "Shwapno's" exclusive products in order to enhance the brand's presence in the market.

Quality Assurance & Audit: This refers to the process of regularly conducting audits to ensure that products meet high standards and maintain quality.

Management of Inventory: This division is in charge of overseeing the upkeep of optimal inventory levels to guarantee product availability while reducing the risks associated with excess or insufficient inventory.

Procurement of non-inventory items: This department is the responsibility of this department and is crucial for retail facilities to operate efficiently.

Corporate Relations & Employee Wellbeing: This unit is responsible for managing corporate relations and executing employee welfare initiatives to enhance employee satisfaction and efficiency.

Maintenance: This is vital for maintaining store locations and facilities, ultimately contributing to a positive retail atmosphere.

Development of projects: This section's role is to supervise the execution of new projects and the expansion of stores to encourage company growth and facilitate innovation.

Health and Hygiene: This department is responsible for maintaining a clean and safe shopping environment in all stores.

Food and Non-Food Inventory Control: It supervises the supplies of food and non-food products in stores to ensure a variety of items are in stock.

MD's Office: The MD's Office is in charge of supervising top-level management and creating strategic plans to support the overall business leadership.

MIS: An acronym for Management Information Systems, which manage and enhance data-driven decision-making in operational support.

Legal: The responsibility of this department is to supervise legal activities and guarantee adherence to laws in order to effectively manage legal risks and concerns.

RMIA: This represents Risk Management and Internal Audit. The goal is to identify and minimize financial and operational risks.

Finance (Support Office): The Finance team at the main office manages financial tasks like budgeting, planning, and reporting to uphold financial stability and maintain precise financial records.

Department of Administration: This division is in charge of overseeing administrative tasks to offer organizational backing and uphold effective daily functions.

Bill verification: It monitors billing processes to ensure accuracy of transactions and uphold detailed financial records.

Human Resources (HR): This oversees various tasks such as employee recruitment, training, and ensuring compliance with employment laws and regulations.

2.5 Market share & Product Line

Market Share

The company holds a majority share of 51% and wields significant influence in the trading sector. Some of the reasons for its top position include its superior quality, value, accessibility, and customer service. Another element is the effective establishment of extremely sophisticated marketing infrastructure and an unmatched shopping experience in the nation. At the core of Shwapno Vision lies a dedication to enhancing the livelihoods of numerous individuals.

Product Lines

"Shwapno" provides a comprehensive retail service offering a diverse selection of products. The "Shwapno" product range can be classified into 5 primary categories.

Protein and Perishable: Items such as fruits, vegetables, meat, poultry, fish, and dairy products are considered perishable goods. "Shwapno" obtains goods straight from farmers and producers to maintain high quality standards, ensuring freshness and nutritional value.

Products for business use: This includes a variety of consumer goods produced by companies, like hygiene products, kitchen supplies, household cleaners, and personal care items. This section is specifically for promoting and supporting high-quality brands exclusive to "Shwapno" stores.

Commodity: Basic household necessities like rice, flour, lentils, sugar, cooking oils, and other essential food items. These essential items are necessary for daily requirements and are stored in bulk to guarantee continuous accessibility.

General trading: An extensive variety of items such as electronics, household appliances, home goods, and other non-edible products. With the goal of meeting a diverse range of customer needs, this category strives to provide an extensive array of products.

Way of living: Items associated with one's way of living, such as household fabrics, garments, footwear, and add-ons. The section provides cost-effective and fashionable choices designed to suit the fashion and lifestyle preferences of customers.

2.6. Financial Performance

In recent years, ACI Logistics Limited, which runs the retail chain Shwapno, has seen significant financial changes. The company suffered financial losses since its founding in 2008, but in the April–June quarter of 2020–21, it turned a big corner and made operational profits. Supported by increased operational efficiencies, lower expenses, and higher margins, this trend persisted throughout 2021–2022. Additionally, Shwapno's turnover increased significantly, rising 18.7% from Tk 1,156 crore to Tk 1,375 crore in the fiscal year that ended in June 2022.

Even though ACI Logistics still recorded a Tk 142 crore loss for 2020–21, this was a 9.56% improvement from the previous year because to lower financing costs. Shwapno is now the industry leader with a 49% market share in its segment because to its efforts, which include growing its franchise network, express stores, and e-commerce platform. Its customer base and sales volume have increased as a result of these initiatives.

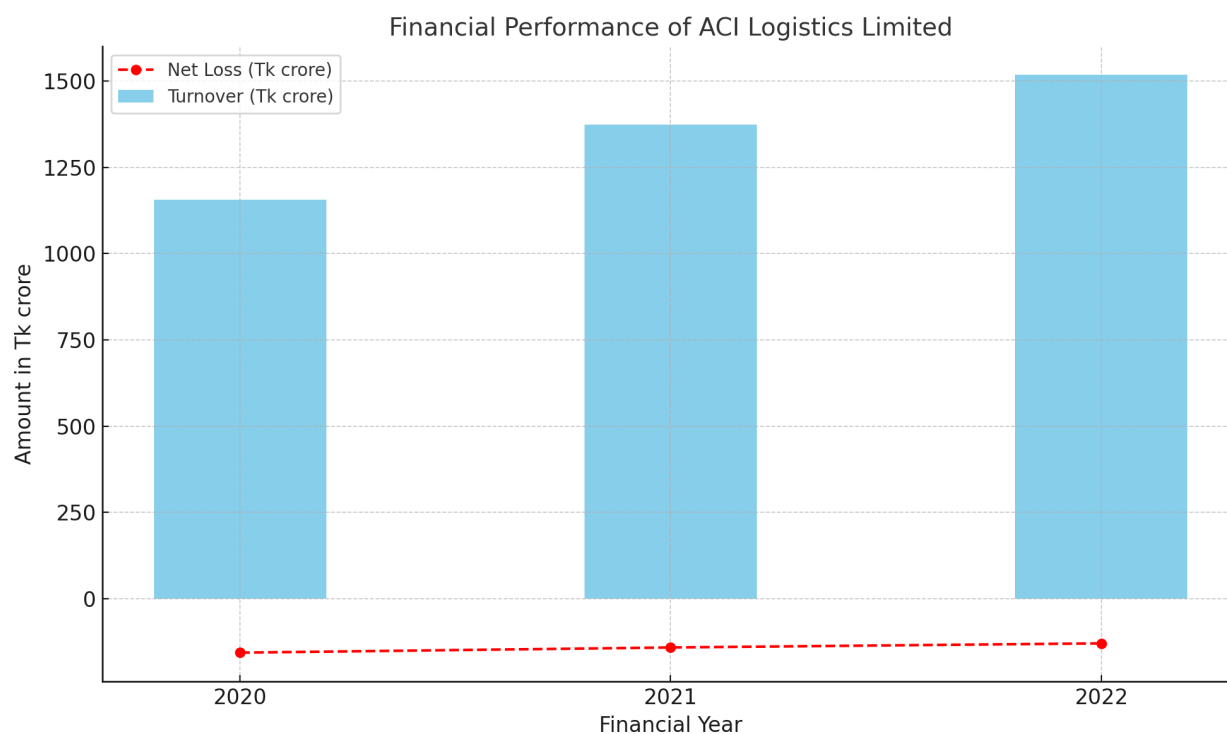


Figure 6: Financial Performance of ACI Logistics Limited

2.7. Industry and Competitive Analysis:

2.7.1. Porter's Five Forces:

Shwapno is working in the retail sector in Bangladesh. This industry is a highly competitive market with low barriers to entry, making it easy for companies to enter and operate. This can be analysed better through Porter's Five Forces as below:

Forces	Threats	Opportunities
Threats to New Entrants	Low to Moderate	Beneficial for the existing companies
Bargaining Power Of Suppliers	High	Not beneficial for existing companies
Bargaining power of buyers	Moderate	Beneficial for the existing companies
Threat of Substitute	Moderate	Beneficial for the existing companies
Industry Rivalry	High	Not beneficial for both existing and new entrants

Table 1 : Porter's Five Forces

Porter's five factors mainly talk about business competition. Meanwhile, some of these influence consumers based on cultural divisions (G. Peter, 2024). This competition may result in high-value marketing contests, pricing conflicts and marginal improvements. It helps competitors to produce good quality food, make better services and stable market share.

- **Potential for New Entrants:** The number of new entrants is moderate because it takes a large initial investment to expand a retail chain in Bangladesh. With 490 locations, Shwapno is regarded as Bangladesh's largest retailer. Its vast network and supplier connections provide significant barriers to entry for newcomers.
- **Power of Buyers:** The primary reason for Bangladeshi buyers' moderate purchasing power is their constant concern for product prices. With a vast array of product lines (foods, groceries, clothes, gadgets, etc.) and different demands, "Shwapno" is a household name. They provide the most advantageous prices and offers that are both profitable and competitive. They provide membership cards and guarantee that customers have a pleasant shopping experience.
- **Suppliers Power:** “ Shwapno” suppliers power are moderate to high. It has a certain amount of influence due to its brand value, company size, and stability. Also, It's mother company is “ACI limited” they have lots of food, grocery products. Even, the other Fast Moving Consumers Goods (FMCG) are willing to do deals with “Shwapno”
- **Competitive Rivals:** High competitive rivals, An industry's market competitions are enhance based on the number of rivals. Such as for the “Shwapno” the main rivalry are the Agora, Uni-mart, Mina Bazar, Lavender Super Stores, Khulshi Mart etc. (Rumana Z, 2023). “Shwapno” focuses on how to improve products based on innovation, and gives

top-notch client support through offers and different products. They utilize the analysis and data collecting for better consumer understanding.

- **Threat of Substitutes:** Threat of Substitutes is also moderate to high. The local market and local retail shops. Even, some online shopping and grocery shops such as Chal-dal. If people need some daily use products, they might choose the nearest shop for purchase. However, “Shwapno” started their online shopping website and gives free delivery

We can easily address that “ Shwapno” has a moderately strong position in the market with the brand value, massive network and various product lines. Through the innovation on strategies and unique ideas of market competition, they can be the top-level retail brand in future.

2.7.2 Swot Analysis



Figure 7: SWOT Analysis

Strengths

Every organization has their own strength based on the market. “Shwapno” is well known for its major market and its huge network with 495 outlets including express and retail in 65 districts. Shwapno’s vast availability allows them to grow with a wide range of goods such as food items, clothes, electronics, and perishable food items etc that create various clients of business. They

always provide top-notch products to consumers. Moreover, “Shwapno” always makes promises to their customers and tries to keep it for their loyal customers.(ACI Limited, n.d.). Also, It has a strong supply chain that ensures an effective and successful strategy to provide the food to the store, distribute products and maintain the inventories.

Weaknesses

Although “Shwapno” maintains its highest position in the sector, has some weaknesses that can hamper its further growth. One of the main reasons is the strong competition. We know that this is a retail industry and keeping a competitive price for the product is the challenge. It can create profit as well as loss. Moreover, it depends on the outside suppliers who give the fresh products such as meat, fish, fruits, and vegetables can increases the risk of supply chain distribution and quality of the products. Nowadays, the E-commerce business is one of the sector where customers are getting interested. However, “Shwapno” may not be able to grow its digital space due to its weak platform in online.

Opportunities

“ Shwapno” has the huge chance to grab various opportunities to strengthen its presence in the market. The rising E-commerce sector is a good opportunity to enhance its company share and sales. Consumers are now making habits of online shopping. If “Shwapno App ” can develop its structure than it could be a good opportunity to capture the market. Even, “Shwapno” can develop its strategic partnership with the local manufacturer so that they get the various numbers of product line. It can also provide eco-friendly product that gives sustainable market.

Threats

Despite being the market leader, “Shwapno” faces a lot of difficulties and threats. There are some external threats that can affect the business of retail. The new online business such as Panda Mart, Chaldal etc. can enter the market which is a major threat to the “Shwapno”. It may harm the market lead on financial growth, a high risk of consumer retention, company can face operation cost and management costs, supply chain pauses, etc. Moreover, the changes in technology can create a possible threat to the brick and mortar retails like “ Shwapno” These future steps should be adopted to change customer buying behavior.

2.8 Finding and Analysing Peer Group/ Main Competitors

Based on the analysis of the peer group and main competitors here is a table presented below:

Metrics	Shwapno	Meena Bazar	Agora
Market Presence	Over 450 retail and express locations, widely dispersed throughout 62 districts of Bangladesh (ACI Limited, n.d.).	Well-established chain slowly growing, mostly in cities, with several locations.	notable presence in important cities but fewer outlets than Shwapno.
Product Range	provides a wide selection of goods, such as gadgets, clothing, food, and household items.	carries an vast mix of items, goods, such as household goods, fresh produce, and groceries.	offers a wide variety of goods that are comparable to Meena Bazar and Shwapno.
Pricing Strategy	Pricing strategy which is competitive and targets a wide range of consumer segments.	Prices may vary but are generally competitive with other superstores.	Prices tend to be slightly higher compared to Shwapno and Meena Bazar.
Customer Base	Offers services to a wide range of clients, including consumers in the middle and upper classes and those on a tight budget.	Draws a dynamic customer base of urban middle-class and wealthy individuals.	Attracts middle-class to upper-class buyers who value flexibility and high-quality goods.
Brand Recognition	well-known brand with a great reputation	developed a devoted consumer base for the	renowned for being a top retail brand that prioritizes

	of faithfulness and consistency.	brand, especially in cities.	client satisfaction and quality.
Online Presence	provides online ordering and delivery services via its mobile app and website.	comparatively little online visibility to rivals.	Web presence is modest with room to grow.
Customer Experience	prioritizes cleanliness and client service while concentrating on offering a smooth and pleasurable shopping experience.	Well-known for its excellent services and friendly atmosphere for customers.	aims to provide a pleasant, structured shopping experience.
Market Share	holds a substantial 51% market share as Bangladesh's biggest retail chain.	notably holds a 29% market share, especially in cities.	is in strong competition with Shwapno and Meena Bazar, holding a noteworthy 9% market share.

Table 2: Industry Peer Comparison

Chapter 3

Internship report on Training & Development & Compliance Process of ACI Logistics Limited

3.1. Introduction to the study:

This report is based on the internship that I have done at ACI Logistics limited in the Human Resource Division where I have learned many things including the Training & development and compliance process of the company. As part of their education, BBA students must complete an internship at the end of the degree. The main purpose is to provide students with real-world work experience in their major or minor topics. During the internship, students work for a company in a capacity similar to a full-time position. They get the opportunity to learn about a particular field, such as human resources, and contribute to the firm by completing specified responsibilities. During the internship program, I was assigned to a supervisor in ACI Logistics Limited. Every day, the supervisor assigned me numerous responsibilities, and I had to routinely follow my scheduled job as well as other activities if there were any.

The success of ACI Logistics Limited is because of its robust marketing strategies, utilizing their resources and capabilities, management of logistics, communication channels, product and technological innovation which happened because of the brilliant minds and hardworking personnel working behind it. Therefore, it is only possible because of a structured training & development and compliance process that ACI Logistics Limited HRM department follows wholeheartedly.

3.1.2. The training process:

At ACI Logistics Limited, the training process is being done in a few stages. We assist newly hired salespersons in communicating with customers about various products at our shops. As a result, we organize training programs on a daily basis and provide staff orientation. As we operate outlets, we prioritize customer satisfaction.

We prepare salespeople with scenarios, dramas, product slides, and case studies to help them face any situation.

Types of training:

There are two types of Training:



Figure 8 : Types Of Training

- **Training Module Development:** We gave trainee documents where they keep record of their scores and read them for better understanding.
- **Training Plan:** Trainers on employees and on contract give new hires with quick instructing in basic rules. The regularity when refreshers are required differs. Trainers carry out lessons based on their needs and the supervisor's suggestions.
- **Evolution:** Following training, the manager monitors employee behavior for changes. If the targeted employee's performance does not improve following training, the supervisor should consider giving them another chance. If the amount is not increased, the manager will terminate the employees. After getting supervisor input, instructors set up additional training sessions.

3.1.3 Literature Review

Training and development, along with compliance, are essential components of ACI Logistics Limited's strategy for achieving operational excellence and customer happiness. The organization invests in ongoing training to increase personnel capabilities, connecting them with modern technological tools to reduce errors and improve service quality. This approach not only meets client requests, but it also trains employees for dynamic industry difficulties. Compliance activities are equally thorough, with a focus on regulatory compliance, particularly in food safety, through methods such as cold chain management and contamination prevention. The combination of technology in all domains provides openness and efficacy, which contributes to the company's goal of upholding ethical procedures and operational standards. This dual emphasis generates a synergistic framework that encourages creativity, responsibility, and a dedication to quality throughout the firm (Future Startup, 2024; Nasir, 2024; ACI Logistics, 2024)

3.1.3 Process of Compliance:

1. Communication with the Complainant throughout the Processing of the Complaint :

When a complaint is made, the HR team communicates with both the victim and the accused to gather all relevant information over the phone. The team conducts in-person discussions to fully understand the concern.

2. Confirmation of Receiving: As soon as every complaint is received by the HR, a confirmation mail is sent to the person who is complaining.

3. Intermediate Replies: There can be no conclusion without completing inquiries. However, a processing response is provided at the intermediate stage of the investigation to keep individuals informed about the state of the procedure.

4. Final Review: Following the inquiry and audit, the case is evaluated again to identify any missed or over-looked details, while prioritizing other elements. The accused person and complainant received a final review after cross-checking all factors.

5. Follow-Up Inquiry: After all of the investigations, a decision is given for the crime or errors that occurred. HR conducts follow-up inquiries to identify any new or ongoing misbehavior by the accused employee. Accused persons are frequently observed by outlet managers and HR teams.

3.2 Complaints ratio of employees

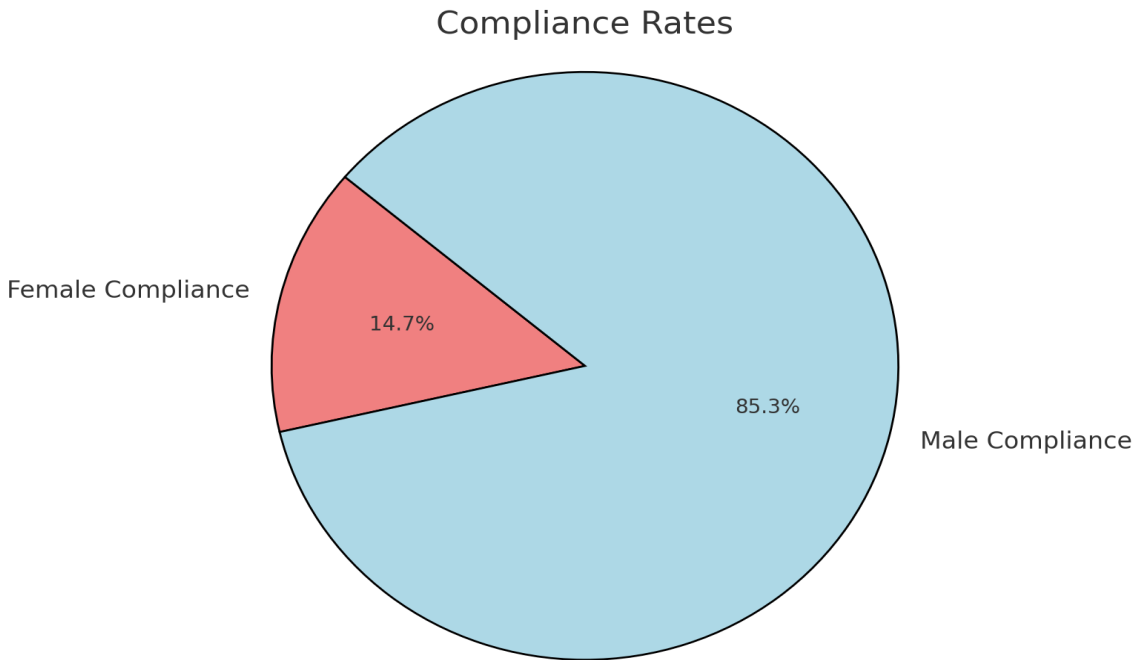


Figure 9: Employee Complaint Rate by gender

3.2.1 Documentation

"Complaints documentation" refers to the process of recording and tracking consumer complaints. This can include details regarding the problem and complaint, such as when and who made it. Complaint settlement and management may be documented. It enables firms to track and address customer complaints. Individual and centralized complaints are tracked. A follow-up report is provided, detailing all processing steps. Employees' documents are filed on a monthly basis. Each case has a unique inquiry code. Documentation allows the team to identify repeat offenders and faults. All documentation is completed both on paper and online.

3.2.2 Complainant and Complaint Categories

Complainants are the people who file complaints. ACI receives two categories of complaints.

1. Customer
2. Members of the organization (for example, outlet managers, coworkers, the disciplinary committee, etc.)

It differs between client complaints about services and organizational members' complaints about misconduct, wrongdoings and crimes.

3.2.3 Complaint Resolution Objectives

When a firm or its clients identify areas for improvement, they define goals. In business, it enhances a company's reliability and availability while dealing with client complaints. Ensure fulfillment for both the complainant and the company through consistent efforts. Next, we may identify patterns, address fundamental causes of complaints, and improve operations. Also, it may help organizations in prioritizing consumer concerns. Finally, it establishes a framework for conducting periodic inquiries into complaint handling.

3.2.4 List of complaints

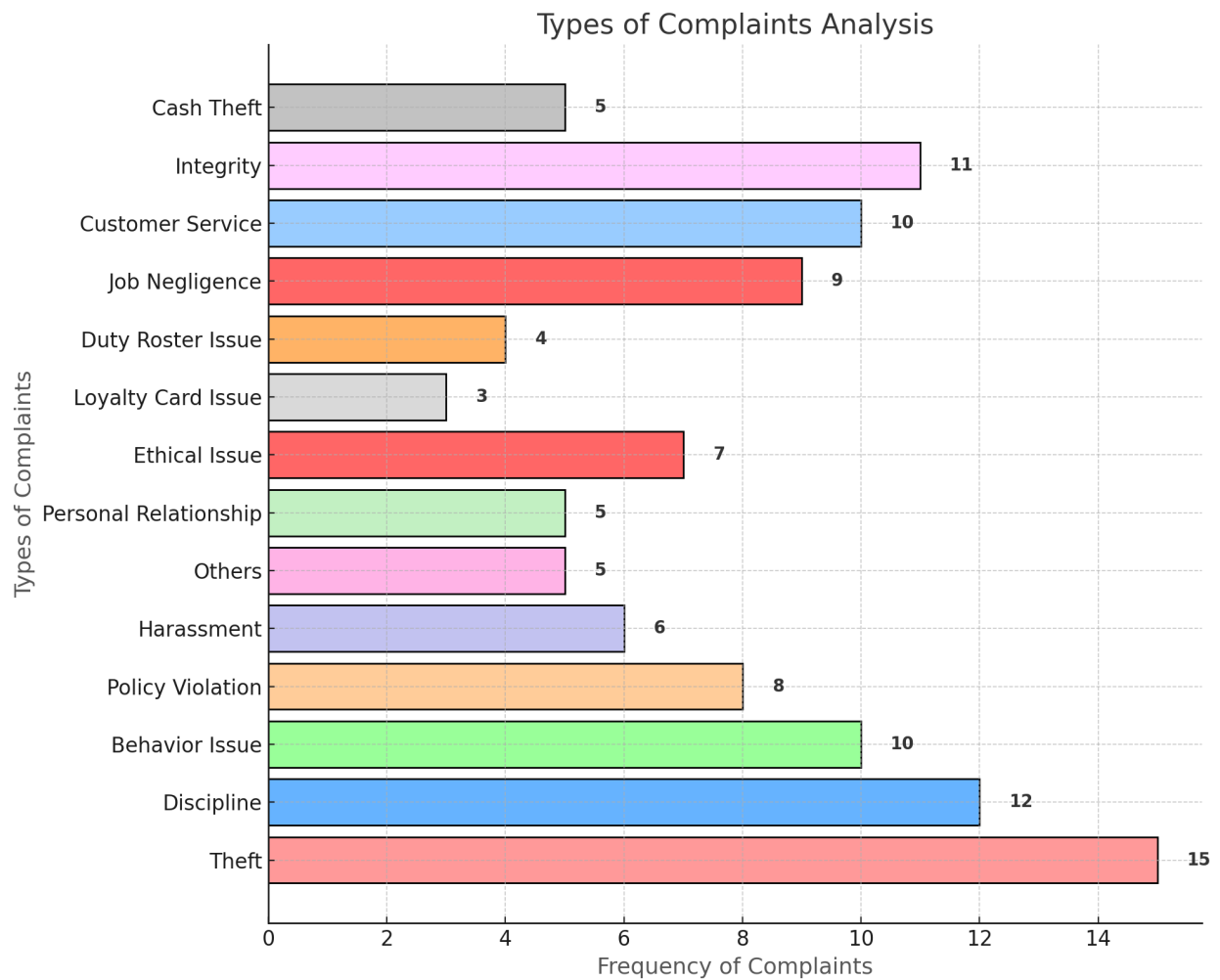


Figure 10: List of complaints

3.2.5. Investigation process

That is a general outline of a process that an HR business partner may use when dealing with complaints. When they get a complaint, they first seek to verify its accuracy. This could involve speaking with the person who filed the complaint to obtain more information and understand the details of the problem. Next, they would likely contact any people engaged in the situation to acquire information. Depending on the allegation, relevant documentation may be reviewed, including stock gaps, CCTV footage, and outcomes. After collecting the relevant facts, they would discuss the problem with team members and make a decision.

Time duration of investigation

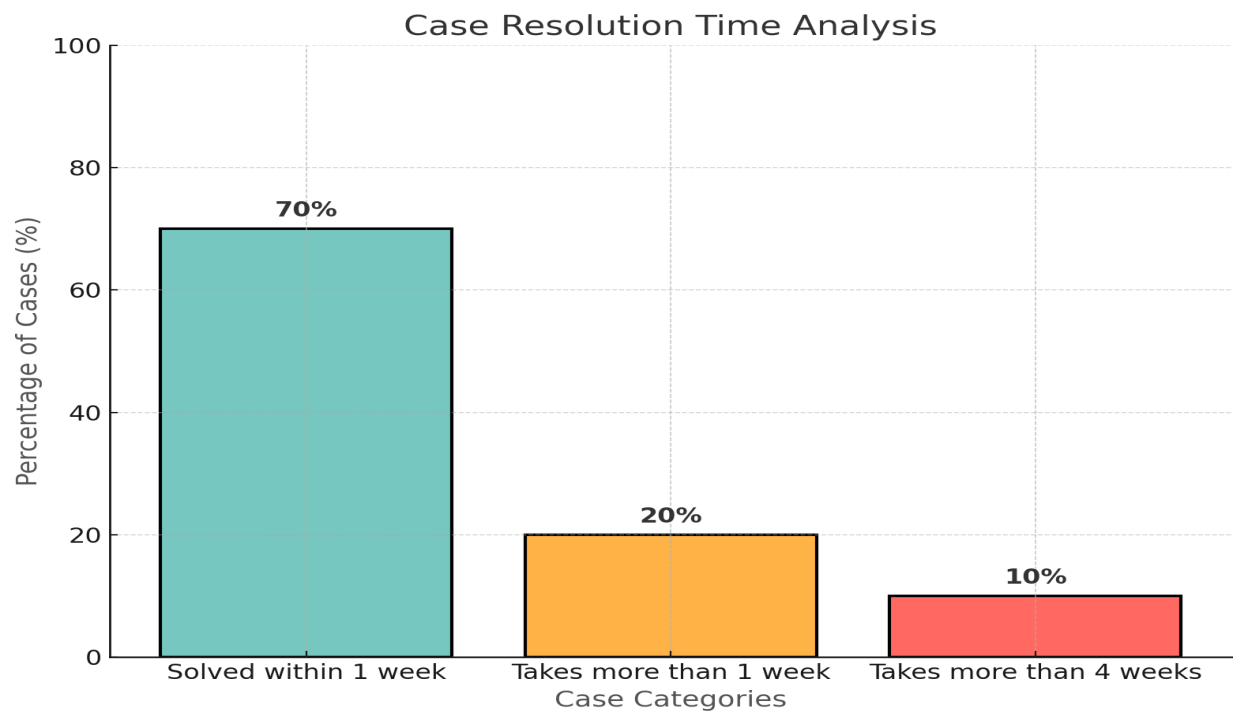


Figure 11: Tenure of Complaint Resolution Process

The graph indicates that the majority of cases are resolved within one week, and exceptional cases take more than 1 week to complete the whole process. Very critical cases take more than 4 weeks.

3.3. Observations

Training is a time-consuming, resource-intensive organizational activity. Investing in workers growth, succession planning, and internal promotions is essential. The company must determine whether its finances are being used appropriately. This needs a regular evaluation of training and development. Assessing the impact of training on learners' behavior and performance is a key component of training evaluation. Some firms are concerned about the return on investment due to higher training and development costs. As people become unwilling to invest in faith, there is a rising demand to justify training and development investments. Baldwin and Ford found that only about 10% of training and development expenses result in workplace transfer. Employees in the field should focus assessing training and development, as well as convincing management that training programs are helpful. According to the study and interviews, Shwapno prioritizes training on a daily basis. During my internship, I observed two primary HR functions. The first step was weekly training sessions for outlet managers and workers. While most training courses are online, some require in-person attendance for better understanding. As a result, each group of trainees is required to attend an in-person training session.

3.4 Recommendations

The following are some recommendations toward improvement in the area of HR that could help "Shwapno" continue to have appropriate operations and a decent market presence:

Improve Employee Engagement Programs

The company needs to implement regular feedback sessions, recognition programs, and team-building exercises as part of its employee engagement programs. Engaged employees will show more commitment towards the company and be productive.

Invest in Training and Development

The company should invest in a comprehensive training and development program for employees at all levels, such as technical skill training, leadership development courses, and online learning resources.

Diversity and Inclusion

Equal opportunity promotion will allow the organization to develop an equality & diversity culture by using procedures and policies. Provide support systems to disadvantaged minorities. Ensure that hiring and recruitment are diverse.

Improve Performance Management Processes

The performance management systems of the organization need to be revised in order to ensure responsive, equitable, fair, and aligned with organizational goals. This can start by offering feedback to staff members on a regular basis, clear objectives to define success and avenues for professional development.

Utilize Technology in HR

The organization needs to invest in solutions of HR IT to ensure the data is more accurate, the operations are easy, and the experience of employees improves. Consider developing an

integrated HRIS for maintaining personnel data, automation of procedures, and monitoring of critical KPIs. Visualization and development tools also need continuous improvement within the organization.

3.5 Conclusion

The famous retail brand, Shwapno, which is located in Bangladesh, is seeking long-term growth and success but, at the same time, faces opportunities and challenges. After great conciliation of business operations, market dynamics, and HR procedures, various key findings came into view. Shwapno is leading the retail industry with regards to innovation, customer satisfaction, and social responsibility. On the contrary, intense competition, personnel problems, and market fluctuation create the need for coercive strategies and preventative measures. In the future, "Shwapno" can capitalize on its market position, product proliferation, and brand equity to reach out for new retail opportunities. Business growth and performance along with organizational culture of Shwapno will be enriched giving priority to employee engagement, reserving substantial resources for training and development, and deploying HR technologies to the fullest extent possible. Again, product line diversification, strategic alliances, and enhancement of customers satisfaction would also allow Shwapno to stay on top in this industry. Journey of Shwapno have been punctuated by ingenuity, perseverance, and an uncompromising commitment to excellence. Shwapno can efficiently overcome challenges, grab opportunities, and achieve long-term. This translates to prosperity in Bangladesh's thriving retail through planning, continuous improvement, and customer-oriented service.

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Appendices

Appendix 1: Acceptance Letter



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ACILL-HR/ASG/02-2024 7 February, 2024

INTERNSHIP

Dear Ms. Sinthia,

Welcome to ACI Logistics Limited for Internship program. Your Internship program begins with effect from 12 February, 2024 for a period of six months till 12 August, 2024 under the following terms and conditions:

- You will be working in under the direct supervision of **Senior Manager, Talent Acquisition & HR Strategy (Acting Head of HR)** in the special project assigned by your supervisor. Apart from your project work you are also required to assist your Supervisor by doing the job assigned to you from time to time.
- Your work station will be located at Support Office.
- Your working hours will be Sunday to Thursday from 8:00 A.M. to 5:30 P.M.
- You will be given a monthly internship allowance of BDT. 7000.
- You will conduct yourself in a manner which is not detrimental to the Company's interest.
- On completion of the program you are required to submit a report on the project within the agreed time to Human Resource Department. At the end of your internship program the company will issue a completion certificate in your name.

If the above terms and conditions are acceptable to you then please return the duplicate copy of this Agreement duly signed.

Yours sincerely,



Rumana Jahan
Senior Manager, Talent Acquisition & HR Strategy
(Acting Head of HR)
ACI Logistics Limited

Appendix: 2

WEEKLY INTERNSHIP ACTIVITY REPORT

DATE	WORK HOUR	ACTIVITIES
Week 1 12/02/24-18/02/24	38	Observing and orienting with work process, visiting outlets to gain knowledge from operations, gathering training data, understanding the compliance issue, severity and actions, managing training and compliance dashboards, and organising the employee list.
Week 2 19/02/24-25/02/24	47.5	Orienting with organisational email, documenting training and compliance data, understanding the process of organising training, making training calendar, and understanding compliance management.
Week 3 26/02/24-03/03/24	47.5	Managing training schedules, training data and practising compliance documentation systems.
Week 4 04/03/24-10/03/24	39	Designing training feedback forms, managing the training modules and participating in investigations.
Week 5 11/03/24-17/03/24	38.5	Keeping the records of training and compliance documents.
Week 6 18/03/24-24/03/24	47.5	Gathering training data, managing training and compliance dashboard.
Week 7 25/03/24-31/03/24	44	Creating performance review form co-operating audit meetings.
Week 8 01/04/24-07/04/24	39	Reorganising the performance review form, organising training for new employees, informing trainers using group SMS for training.
Week 9 08/04/24-14/04/24	40	Eid Leave
Week 10 15/04/24-21/04/24	47	Documenting training details for ED sir's review meeting, and co-ordinating it.
Week 11 22/04/24-28/04/24	45.5	Supporting, scheduling and documenting for compliance management.