

Report On

SK Logistics: Salary, Time and Work Pressure Problems, an in-depth
analysis into the work culture of the organization

By
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An internship report submitted to BRAC Business School in partial fulfillment of the
requirements for the degree of Bachelor of Business Administration

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

1. The internship report submitted is my original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Intisar Ahmed
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Supervisor's Full Name & Signature:

Dr. Syed Mahbubur Rahman
Associate Professor,
BRAC Business School
BRAC University

Letter of Transmittal

Dr. Syed Mahbubur Rahman
Associate Professor,
BRAC Business School
BRAC University
Merul Badda, Dhaka-1212
Subject: **Submission of Internship Report**

Dear Sir,

I am very delighted to present my internship report based on “Salary, Time and Work Pressure Problems acknowledged for SK Logistics.

This report expresses what I have learned at SK Logistics, respectively on salary, time and work pressure problems. I hope this report shall meet your expectations.

I express my gratitude to you and the faculties for allowing me to participate in the Internship program.

Sincerely yours,

Intisar Ahmed
19204032
Date: July, 2025
BRAC Business School
BRAC University

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between SK-Logistics company and the undersigned student at Brac University Intisar Ahmed
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Acknowledgement

I am very grateful for the opportunity to work as an SK-Logistics and to be guided under the tutelage of the Marketing Department. I am very grateful to my supervisor Dr. Syed Mahbubur Rahman, who is currently Associate Professor of BRAC Business School for guiding me to write this report. I would also like to express my gratitude to my line manager, Ishrak Sarwar, Legal Director and Company Secretary, along with my teammates from the department, for their invaluable support in providing the necessary documents and data to complete my research.

Executive Summary

This internship report describes the problems of salary, time and work pressure problems respectively about SK Logistics. This study shows significant qualitative research representing many aspects of company culture, profitability, sales and marketing to enhance the sustainable growth in the long-run.

This report would be fruitful for the internship students who would like to join the organization respectively. However, such concerns of the Swot analysis model, sales-margin & investment figures are taken into account respectively to cope up with the Porters Model of Five Forces.

Industry experts must be benefitted from this research paper to gain an insightful understanding to delve into the future of Car and Hardware accessories in Bangladesh. I was lucky enough to gain this opportunity and understanding to learn about the company culture and real-life environment at SK Logistics. In addition, further recommendations are dropped at the last part of the research paper to enhance the readers' understanding

Table of Contents

Report On.....	i
SK Logistics: Salary, Time and Work Pressure Problems, an in-depth analysis into the work culture of the organization.....	i
Declaration.....	ii
Letter of Transmittal.....	iii
Non-Disclosure Agreement.....	iv
Acknowledgement.....	v
Executive Summary.....	vi
Table of Contents.....	ii
List of Acronyms.....	iv
CHAPTER 1 : (Overview of the Internship).....	1
1.1 Student Information.....	1
1.2 Internship Information.....	1
1.2.1 Period, Company Name, Department/Division, Address.....	1
1.2.2 Company Supervisor’s Information.....	1
1.2.3 Job Scope – Job Description/Duties/Responsibilities.....	1
1.3 Internship Outcomes.....	2
1.3.1 Student’s contribution to the company.....	2
1.3.2 Benefits to the student.....	3
1.3.3 Problems/Difficulties (faced during the internship period).....	4
1.3.4 Recommendations (to the company on future internships).....	5
Chapter 2- Organization Part.....	6
2.1 Introduction.....	6

2.2 Objective.....	6
2.2.1 Scope of Study.....	6
2.2.2 Methodology.....	6
2.2.3 Significance of Study.....	6
2.2.4 Limitations.....	7
2.2.5 Overview of the Company.....	7
2.3 Management Practices.....	8
2.3.1 Marketing Practices.....	11
2.3.2 Marketing strategy.....	11
2.3.3 Target customers, targeting and positioning strategy.....	12
2.3.4 Marketing channels.....	13
2.3.5 Product/New product development and competitive practices.....	14
2.4 Branding activities.....	15
2.4.1 Advertising and promotion strategies.....	15
2.4.2 Financial Performance and Accounting Practices.....	17
2.4.3 Operations Management and Information System Practices.....	19
2.5 Industry and Competitive Analysis.....	20
2.5.1 Threat of Substitutes.....	20
2.5.2 Threat of New Entrants.....	20
2.5.3 Rivalry among existing competitors.....	21
2.5.4 Bargaining Power of Buyers.....	21
2.5.5 Bargaining Power of Suppliers.....	22
2.6 SWOT Analysis for SK Logistics.....	22
2.6.1 Strengths.....	22

2.6.2 Weaknesses.....	22
2.6.3 Opportunities.....	22
2.6.4 Threats.....	23
2.7 Summary and Conclusions.....	23
2.7.1 Recommendations/Implications.....	23
3.2 Objective(s).....	27
3.4 Methodology.....	28
• 3.4.1 Research Design.....	28
• 3.4.2 Sample.....	28
• 3.4.3 Technique.....	29
• 3.4.4 Analysis.....	29
• 3.4.5 Results and Discussion.....	30

List of Acronyms

NSU North South University

IUB Independent University of Bangladesh

American International University of Bangladesh

AIUB

B.B.

A Bachelor of Business Administration

N.I.

D National Identity Card

CV Curriculum Vitae

CHAPTER 1 : (Overview of the Internship)

1.1 Student Information

- **Name:** Intisar Ahmed
- **ID:** 19204032
- **Program:** Bachelor of Business Administration
- **Major:** Human Resource Management

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

- **Period:** 3 months
- **Company Name:** SK Logistics
- **Department:** Human Resource Management
- **Address:** Avenue-1, Road-4, Mirpur DOHS, Dhaka-1216, Bangladesh

1.2.2 Company Supervisor's Information

- **Name:** Ishrak Sarwar
- **Position:** Head of Business Operations

1.2.3 Job Scope – Job Description/Duties/Responsibilities

There are lots of job offers available for joining at Sk Logistics, there are so many opportunities and options that I cannot stop saying by explaining because the reason is from the well reputed Universities of the country like Brac University, Canadian International University, North-South University, (IUB) Independent

University of Bangladesh these universities are always selected for taking employees like for example every semester after four months my company Sk

Logistics always tries to look at , search for and find employees from these universities. There are many international people who live in Dhaka like in Uttara, Gulshan, Banani those types of foreign people are also given the chance to work for the company at SK Logistics that means the company SK LOGISTICS is always providing opportunities to international students as well, like for example from my own perspective I have observed that one of the top Pakistani bloggers works for our company. That means the company SK LOGISTICS always gives equal chances to every person living in any corner of the world. The duties or responsibilities or Description of the Job is such like that like for example many people who will be interviewed at SK Logistics , like for example the managers and its existing employees will try to see and find out if the man or the woman can give his or her time for the company, because the reason is, this is necessary to understand that for SK Logistics practice is necessary , also with practice comes time that means time is an important parameter in this case. Now the man becomes an employee and using his personal laptop he needs to update to the most updated version of software like Windows 11. Then afterwards in many apps like Google Meet the employee will be instructed by the supervisor of the company SK LOGISTICS about what to do and what not to do. For example, the employees will be given targets like sales, personal selling, boosting his advertisement to sell our products like car-parts and home-moisturizer like sprays and perfumes through many online selling platforms like Ray Shop, Jaatik, Shop Up.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

There are a lot of things that I myself have contributed to the company like for example devoting my time to the company like for example I personally myself have invested a lot of time by doing tasks that the operations manager of the company have ordered me like for example since my position is in Human Resource Management I had to do multiple works at a single time, so for me this job is enjoyable , time - consuming, also challenging since meeting the deadlines is always an important factor to take care of however, at the very starting weeks I was given training on how to use Microsoft Excel properly, then after some weeks went by I myself was trained on how to make excel sheets including name , location , phone number , contact details , email , remark for me , like all this I used to do to complete my Excel Sheets in a columnar format using the help of Google Maps and many other software's. Then afterwards I used to collect data like for example this week collecting 50 car accessories shops in Gulshan, then again, the next week collecting more 50 hardware shops in Mirpur. So, like this for the first few months this training went on, then after all that I was taught on how to create an online buying and selling platform using Canva and creating a Facebook page. In that Facebook page and website, I was taught about how to improve the contents, the features to promote marketing and branding for SK Logistics. My Operations Manager taught me how to create a landing page on Facebook where most of my clients shall try to click on that hyperlink and it will directly take them to my Website without any hassle. In these ways the customers can easily find the

practical images of the products like Axio Car Fog Light, Long Cable seal and also several other products on my website that I have created. I was instructed, trained by the company on how to provide relevant information like fees or charges of those who want to purchase our products far away from Dhaka City. The Company SK Logistics taught me how to provide phone numbers, address of the company like Facebook page, WhatsApp Number which also has a lot of information like the Company's original website so at the very first time I was given many codes and principles on how to make the website and the Facebook page of SK Logistics.

1.3.2 Benefits to the student

Yes, I myself along with me there are many students from many districts of Bangladesh that are working for the company at SK Logistics and in an altogether effect each and everyone gets benefit from the company. For example, many students from the last year used to lack one thing from the University before doing their internship that they do not have any practical experience of practically seeing and feeling through their eyes that actually how an organization works because many employees from large corporations will disagree with me on this point but I myself would like to say this is true to huge extent. The reason is whenever from today or in the past any student have tried to visit any respected factory or industry then at that time those students from Brac University, North-South University as well as (IUB) International University of Bangladesh have faced a lot of struggles, difficulties and barriers to know the information of the company and its offices because the reason is the corporate people and also the employees will always avoid to share their any information about their company because those employees of any company always maintain strict 100% confidentiality so that no one in the outside world can know about their secret like for example Coca-Cola factory they never on their own will share the ingredients of Coca-Cola, but this Internship program helps us the students so much because we the students have only heard about organizations from newspapers, magazines and textbooks but did not never had the chance to visit and know about the operations of a company. However,

through this Internship program the students can fulfill the desire to visit companies that they would like to work for and gain practical understanding, practical working environments of the company like the culture and how each and everything shall align with the day to day running environment of the business. So, I love my Program for the Internship opportunity because it helped me to gain proper understanding and great experience in running of the company like Sk Logistics, without this knowledge of Internship I could not have excel in proper knowledge on how to survive in a corporate environment like for example in a real-life situation environment of the Multinational firms.

1.3.3 Problems/Difficulties (faced during the internship period)

No, I myself did not face any problems or such difficulties during the internship period, but it took me a huge amount of time to find an internship in any company, since I am just a fresher only. Also in any company I applied they wanted experienced candidate of at least 5 years which was not possible for me so finding an internship was time-consuming but overall I love my Internship course because through this channel of BUS490 we the students can learn more about CV writing, Resume writing and also applying in a company by giving interviews, so all these are actually part of the knowledge-seeking like gathering experience from different companies so i believe these are not hardships but an opportunity to grow and maintain ourselves polished as a student of Brac University. So, all these are just smaller steps in the learning process which are vital.

1.3.4 Recommendations (to the company on future internships)

There are no such recommendations from me since it is just the starting point of my career. I myself am too minor and too small to give any kind of recommendation to any company but however I would like to advise about a few important key points to the future interns that work harder for your future. Like for example a farmer at the first time his land was empty. I would like to advise my junior candidates to learn from the example of a farmer. The farmer has an empty 5 Katha of land he knows that it is the early spring like February 2025 then in the Summer of May 2025 he can earn great profits and feed his family but the farmer feels he needs to work hard from today, then tomorrow the farmer can be successful. So, from those consequences the farmer worked hard and planted several fruits, vegetables on his open land. It took the farmer 4 months to grow the plants, the crops like every day from morning till the dropping of the sun like at sunrise the farmer had to take enough care, love, and provide various herbs and nutrients to his land. The farmer also had to give a sufficient amount of water to the land. Then finally after 4 months like in May 2025 the farmer had the opportunity to sit for the year till the next early spring of February 2026. But during this May 2025 till January 2026 the farmer was successful in selling the crops, fruits, vegetables and maintaining comfort for his family like feeding his family and then maintaining adequate income for the year. So, the moral of the story is that since the farmer learnt on time also because the farmer had respected his time and worked a lot harder through time, the farmer became successful in the future. So, this was a story I would like to share to inspire my junior members who would be pursuing internships for the upcoming months and years.

Chapter 2- Organization Part

2.1 Introduction

I have already discussed the organization part a lot earlier.

2.2 Objective

The objective of SK Logistics is to sell and make higher profits.

2.2.1 Scope of Study

There is a lot to discuss from the company SK Logistics which I have discussed below in my paper.

2.2.2 Methodology

I have separately talked about Methodology below in a separate paragraph.

2.2.3 Significance of Study

I have written about this part in (1.3.2 Benefits to the student) already.

2.2.4 Limitations

I have already talked and discussed a lot in the Methodology part where the readers will find everything about the limitation of SK Logistics.

2.2.5 Overview of the Company

The company SK Logistics is always operating on an online platform like marketing, online website selling through Facebook and through online channels such as for example a courier service, also some examples of our product include like Indicator Lights of Car, Bolt Seal and many others. Our company can send the products to any district of Bangladesh which includes some fee or charges. However, gaining interest, focusing and survival in this sector of car parts, accessories and hardware is really tough, because this is a technological sector and enough challenges come ahead due to technological upgrades for the future. Like for example because of innovation new models of car parts accessories by companies like Toyota are invented then what happens is that the old accessories gets obsolete and we have to face serious problems with the obsolete inventories because the reason is if we as an organization stock products at a higher level and if those products are not sold, then SK Logistics have to pay the rent for inventories, which is expensive, so for a company like SK Logistics it is really tough to maintain the correct balance between the demand and supply. Therefore, SK Logistics is always aiming to sell their products and services where there will be a place to reach the customers at the correct desired location and the idea is to thrive in such a market where there will be adequate demand to meet the requirements. The company SK Logistics is always like an organization that brings customers fortune from all around Bangladesh. The hardware industry as well as the car parts accessories factories have increased to a saturated amount but then again, the business owners who were the first mover in these segments of hardware and car items had made a huge amount of net profit margin but now today in this era of the year 2025 there is very little scope for a bright future in this particular

aim of hardware industries and car parts accessories. Customers do complain that they are facing the problem of highly priced products and also not getting the correct product. This is the place where the company SK Logistics has been focusing on to fulfill the needs and wants of the customers belonging to the hardware and car parts accessories agenda.

2.3 Management Practices

At the organization of SK Logistics all the employees are always trying to maintain fairness at all levels so our organization at SK Logistics is always following the decision related to democratic leadership style the reason is the employees working at SK Logistics are a part of this company so we always want to share and also take part in the decision-making process. I myself always love a company that follows democratic leadership style because it adds power to the company , because according to me as far as I know , employees are the main engine of a business, so if the main engine is good everything will be better , however if the main engine is not working at the full pace then it might lead to a turmoil like for example the business owners and the internal shareholders decides to invest more capital into the company again and thus repeating this entire process again and again like Nokia and ultimately leading to a net loss. The reason is companies like Nokia always lagged behind because the company Nokia was always running the company on their own decisions like an autocratic leadership style which eventually put all external events to a downside and the company once and for all led to a Net loss. So, this is why I think from my perspective that the business leaders should always seek the truth and should try to study hard and know about the company like Nokia. This is an example of a time-tested method and I think mostly that why companies like SK Logistics should be continuing following the Democratic leadership style is because according to my experience and learning I can clearly say that through Democratic leadership style employees always stays motivated and in-return at the end of the year the organization like SK Logistics always can secure a huge number of sales. Like for example from good and well

known Universities of the country like for example North-South University, (IUB) International University of Bangladesh and also Brac University the company SK Logistics at every semesters is always throwing events , campaigns, seminars , advertisements through Facebook page and various other channels through faculties , teachers and websites then the Human Resource Manager at SK Logistics always tries to refine the quality of the candidates through c.g.p.a (cumulative grade point average) , experience, the eagerness of the students , the candidates have to be a lot dynamic and energetic in nature then afterwards out of thousands of students some of the very lucky students are taken interview using Google Meet. The organization SK Logistics always believes that through online workshops the company can save a lot of time and money for both the candidates and as well as for the company like for example if any chosen candidate lives in Shanti Nagar and is scheduled to attend an interview at 11AM in the morning then over all that if all the departments for example the Human Resources Manager, Marketing , Sales , Operations , Finance will be waiting eagerly at the head-office for the candidate , also at that present time if there is any political instability and also civil war within the Dhaka City like hartal , strikes , protests which is quite common which can cause the roads to be blocked causing huge traffic jam then it occurs in most scenarios in many companies that the desired candidate cannot reach the designated office on time because he or she lives a lot far away from the head office of SK Logistics and also this is a very common scenario in most of the organization. So, to reduce all these hassles our company SK Logistics always operates online which is far more cost saving and time efficient in nature. However, at the day of the interview in the Google Meet the candidates are always instructed like showing their face on their cameras, to provide the necessary documents like N.I.D (National Identity Card), Resumes, Cover Letters, CV (Curriculum Vitae) to ensure better trust and best bonding between the candidates and the company. The candidates are asked critical and tough questions based on Human Resources Management and Marketing however, those selected candidates who fails to provide the correct answer fails to join the company and I must say from my own personal experience that this interview was really tough not an easy one for the students studying in the part of B.B.A (Bachelor of Business Administration). Like for example the interns working in this company at SK Logistics are actually unpaid but if any employee like me is working for four months in this company, then there is a chance of being a permanent employee in

that organization of SK Logistics. For example now I myself I am a new fresher learning in this company because the operations manager always sends me an instrument and guideline how to work and create outstanding performances using Excel sheet , Canva websites and Facebook Page, but after joining in the company of SK Logistics till I will be experienced enough of at least four months then at that crucial point of time the organization SK Logistics and their Board of Directors will think and will perform a voting panel set for me and the employees. Then all the employees at SK Logistics will be voting from the departments like for example the Accounts department, Finance Head , Human Resources Department, Marketing manager then afterwards those votes given from each of the departments will ensure that whether I will be the fit person for example saying in other words also whether all those departments that I have mentioned above will actually like me to work for them in the company of SK Logistics. In these ways all the candidates in every year are analyzed and through the parallel voting the people working online are considered as permanent employees for the organization. However it is also true that there are some costs added as well like for example if any employee is working for a company like SK Logistics through online then afterwards if he or she is given promotions through voting methods as a permanent employee then at that point of time and onwards that particular employee will everyday have to work through offline methods from 9am in the morning till 5pm in the evening at the head-quarter of the organization at SK Logistics. So that particular employee will have to be punctual and disciplined enough to work according to all the rules, conditions, regular office hours at the office of SK Logistics and also the employee will definitely be getting paid as a permanent employee. In addition, there are some added benefits as well like for example throughout the Eid-ul-Fitr and Eid-ul-Azha the employee shall be receiving bonus as an added benefit.

2.3.1 Marketing Practices

The marketing strategy of the organization at SK Logistics is such like that the company needs huge amount of concentration, focus, time to understand that like for example there are some parts we need to focus on that is

2.3.2 Marketing strategy

To discuss the marketing strategy there are some marketing conditions, terms and acknowledgement that needs to be understood, so I have divided them part by part below. However since SK Logistics is like a wholesaler in this type of segment I will describe about the further below because see we all need to understand one thing that in A Level Business Studies subject or in around Bangladesh people of those who are really eager to do B.B.A (Bachelor of Business Administration) will need to understand a lot from me here, because I myself do not want that in the future students suffer here in the context that I am trying to explain like for example there are many people who studies in commerce , takes and achieves commerce education in Bangladesh like in Accounting, Economics and Business Studies. We need to understand that the Business Studies subject is the main pillar behind this department or school of B.B.A (Bachelor of Business Administration). Look at many organizations like for example Amazon are they in a way unrelated, the answer is no. So tell me that how can an organization function within the modern Human Resource Management System without conducting monthly meeting with all the departments, like what I am trying to clear is that it does not matter that whether it is a small sole-proprietorship business or a large joint venture like Akij Group because these types of businesses are always in terms of the dependent variable or independent variables will be dependent on every

department of the company. So, the students in Bangladesh studying in many of the schools or colleges from class 6 to class 11 will study commerce as a whole subset of one another, as a result it is true that in Commerce or Business Studies, Accounting, Economics, General Mathematics everything is correlated and dependent on one another so therefore the term refers to linkage or interlinked with one another. So, that is the reason why the subject of Business Studies is always like a sea of knowledge. In addition, my teachers in my college years of A level used to say that this subject of Business Studies is really vast and expansive. So in terms of marketing I have discussed about them in the below writings and what i am trying to show and prove here is that always in life remember that in the field or roots of Business Studies a subject was produced which is known as Marketing and also remember that in marketing I cannot separate any part that I have discussed below and every time the chapters of the marketing subject will always be interlinked and connected with one another. So, I have talked about Marketing in several parts below.

2.3.3 Target customers, targeting and positioning strategy

In terms of targeting and positioning there are no boundaries set by the company at SK Logistics because these products of car and hardware are really important but it is also important to understand that as a reputable organization, we are not selling any items that appear to be somewhat illegal in nature. We need time to understand the whole concept of targeting for a giant company like SK Logistics. Like for example what I am trying to say is that remember that once upon a time Appy Fizz appeared in the market it is an Apple Juice drink, it is almost the same kind of Coca-Cola but not similar to Coca-Cola. The Appy Fizz is just like an Apple Juice which had some mixtures like for example people who faced the problems of stomach problems like gastric and joint pain then only people could consume them, the product gained huge popularity in Singapore but the Appy Fizz sales after continuing in Bangladesh for about five years declined. It is also important for us to know that on the label of the Appy Fizz products there it was largely written in bold text that you should not buy this product if you are not an adult like below 18

years old. However, there are many cigarettes like Star, Benson & Hedges that are being sold openly in the market without any restriction so that is the difference between product analysis in terms of targeting, but the products that SK Logistics is selling are one hundred percent legal and have no barriers or restrictions selling in the market. So, like as I was trying to say in terms of the demographic and also according to the neuroscience part of marketing like for example according to the psychology of the Bangladeshi consumers there are no pressures exerting our sales limit to a particular age, race, gender, income or population to around sixty-four districts of the country of Bangladesh. However, it is true that SK Logistics cannot sell their products outside of the country like in India because the company SK Logistics is always unable to sell to further nations because that is outside of our capacity and so we as the employees of SK Logistics are hindered to do so. I can say as our target customers and positioning can be like the Bangladeshi customers of those who are really very passionate to learn about new technology related to the cars , Car - Racers , Investment in huge Multinational firms like Square Group Bangladesh , Opsonin Pharma Bangladesh who needs heavy hardware items or components , car mechanics in car garages, the Car House owner like in various other platforms showcasing demanding cars and car parts around Dhaka City like Avik Anwar.

2.3.4 Marketing channels

The SK Logistics is selling their products through online channels like for example an employee like me is everyday trying to create new websites from any sources like Canva like for example through Facebook I am inviting customers like throwing out coupons, discounts through WhatsApp to the shops and customers' existing in many areas like Savar Hemayetpur, Chittagong, Mohammadpur and in several other areas around the country. That means if any customer clicks on the WhatsApp link that I have sent through to every customer then it will directly take them to my SK Logistics website and also to the ensured Facebook page that I have created especially for my car accessories and also hardware parts. Also, there

are many other platforms where other students working in an internship in SK Logistics will always ensure a paid version of the platforms like for example many employees are using Jaatik, Rest shop, Ray shop and Shop Up but these websites are paid so it helps us to increase sales within some days. Those internship students are also using Facebook Boost, however boosting through Facebook pages and portfolios is the fastest method for any online business existing till today in the year of 2025 to improve customer reach and gain huge popular sales on Facebook. But then again with every benefit there is always some loss present like for boosting through the Facebook pages and the websites the internship students have to pay monthly to the Facebook groups in dollar amounts which is more expensive.

2.3.5 Product/New product development and competitive practices

The company SK Logistics is always selling the car and hardware products but not the manufacturing items like for example we the employees working in SK Logistics will always aim to target different products every week that means in every week we try to offer different accessories to every customer in every changing week of the month. Like for example at this week of July 5 at the year of 2025 I am offering customers Bolt Seals for industrial hardware to sell through niche industries of Savar through high discounts, T10 white LED indicator for cars , then again in this way in the next week I shall offer from my website and Facebook pages like T20 HB LED indicator Amber color Limited Edition for cars, T20 normal LED indicator for cars and then again the next week selling Number Plate Frames for Axio , Premio , Allion and limited edition of TRD , Long Cable Seal for hardware stores and heavy manufacturing like Walton Bangladesh Limited.

2.4 Branding activities

See the heading below and read it f) Advertising and promotion strategies because this part explains more broadly that how an employee of SK Logistics is always focusing to invest on further branding. Our objective is to understand about the customer like for example doing beautification of the websites , Facebook pages however, I myself have experienced and have realized that I would like to give suggestion to the future intern people who would be reading my report as well that if any online business like SK Logistics is trying to evolve , expand using online platform and online sales , then my suggestion will be to use Facebook pages or Facebook portfolios, however, paying in dollars to Facebook companies and many websites turns out to be tough.

2.4.1 Advertising and promotion strategies

Our concern for SK Logistics is like for example doing beautification of the websites like Carrd which is a simple website which I use personally to make my car accessories parts and also the hardware parts to look more attractive in nature like for example in Carrd I can do anything like coloring the fonts , making the images of the products more larger to make it easily more understandable to customers, I can drag and drop any items like for example entering textboxes , like there can be addition of more photos , more coloring about the background-layouts , to make more page , to create and paste hyperlinks , which means that the website I am using Carrd is a lot more favorite to me than any other websites available on the internet. By the way, I myself have also designed and created many Facebook pages to sell through online platforms and also to provide customer information

like phone numbers, Facebook page links, WhatsApp links, I was also instructed to create hyperlinks that would directly take the customers to the main website as I had discussed above. In the Facebook page of my SK Logistics company, I always create many posts, use many attractive colors on the posts to attract customers, surprise new customers. In addition, I can modify many areas by adding new pages to my website , I can also add diagrams for graphs , pictograms and many things so, both the Facebook pages and websites are quite helpful for me to create an effective selling method because like for example what would happen if companies like SK Logistics including the employees like me would have to use very costly methods like Television Advertisement or like upbringing many celebrities like Rafsan the chotobhai, Team Rakib Hossain , the most famous Bangladeshi youtuber like Mehedi Hasan , then it would be very hard for me to provide enough leveraging profits to the business SK Logistics.

2.4.2 Financial Performance and Accounting Practices

Income Statement (Per year period)		
Period	Investment	Revenue / Sales
May 2023 - December 2024	₹4,100,000.00	₹2,200,000.00
Jan 2024 - June 2024	₹12,500,000.00	₹7,300,000.00
July 2024 - Dec 2024	₹3,500,000.00	₹2,300,000.00
Jan 2025 - June 2025	₹1,500,000.00	₹3,200,000.00

It is really hard for me to claim from the company at SK Logistics to manage enough records and to main several other accounting principles , important financial measures and also getting data throughout the process because doing all this was really tough since I myself had to do all three courses then again taking information from the root-base of the finance department of the business at SK Logistics was really time-consuming and expensive because the reason is as I had already mentioned that in such corporations the employees are always being trained in such a way that they avoid to provide any relevant information to a student doing internship. In addition, there are many sensitive and careful-confidential pure math's that are done and are always being kept invisible from the eyes of the external shareholders because the reason is it does not matter whether SK Logistics is an online business or not there are many direct and indirect competitors of SK Logistics of those through online and offline channels are always trying to gain popularity and get ahead in the marketing by beating our company. Also, those competitors of SK Logistics are always doing practices to make sales at a really high volume so there are risks and my information that I

have shared above is the most sensitive information for SK Logistics because it shows the probability of further accounting and financial methods of the company cycle through a cycle of years. Nevertheless, through in-depth research the competitors and hackers around the world can misuse this information to find out joint-cracks-pains (weaknesses of the respected organization at SK Logistics) and push themselves ahead of SK Logistics so for this entire reason I myself could not find further analyses and further ratios related stuff to analyze and interpret further based on the SK-Logistics company's behavior in terms of the DU-PONT analysis. I tried to talk and take surveys using Google Meet and Google Forms from the company at SK Logistics and I found out that I could have completed one aspect of heavy research and I can say that it is true and will indeed help my internship report to be more fruitful. In addition, anyone doing a major in accounting and also a minor in finance from AIUB (American International University of Bangladesh) will truly benefit from the writing that I am going to discuss below. Like for example we all can see from the image above that sales from May 2023 till December 2024 was 2200000 Taka but then suddenly this amount of 2200000 Taka increased to like 7300000 Taka and this is likely because according to my practical observation from the accounting learning and the methodology I have found out that yes it is true that according to the operations department of SK Logistics that yes it is proportional according to the data that yes it is true that if inputs increase then outputs increase , also if inputs decrease outputs shall bound to decrease if all others equations and factors remains constant related to Investment factors. But, then again it is really very important to note that according to many behaviors it is really controversial to say that if inputs and outputs do not change like for example finally the assumptions of inputs or outputs will remain the same. Yes, this is true and this part is really debatable by many financial experts around the world. This is really very argumentative because both inputs and outputs are independent and can increase or decrease based on their own due to several other factors of calculation based on accounting and financial ratios. Look carefully that in May 2023 the investment was 4100000 Taka but then suddenly the value suddenly increased to further 12500000 Taka. However, the revenue at SK Logistics at the July 2024 up to December 2024 was 2300000 Taka but then again increased to a value of 3200000 Taka at the time of January 2025 and then again ending at June 2025. However the investment period from July 2024 till December 2024 was only 3500000 Taka but then again decreased to 1500000 Taka surprisingly which was

mysterious. I was curious enough to know what could be the clue and what could be the logic behind these mysterious ups and downs within the values of sales and investment margin. However, it took me a lot of energetic days to find out what was actually going on. Moreover, I was really doing harder research and facing many hardships in conducting the research, because I myself is a student and I do not have much amount of cash to invest on but then after two months of research from July to June I found out that what happened was that due to the many uneven reasons around the country of Bangladesh there were many upheavals in the sales as well as the potential side-effects within the investment periods because of quota-tension from political pressures causing many shareholders and garments merchants to lose confidence to invest further again on an expansionary basis at a company like SK Logistics. So, all of these are the factors that were truly fascinating to research on and now we know what caused the turmoil in any business-like SK Logistics.

2.4.3 Operations Management and Information System Practices

On the basis of this topic I cannot explain much because I was really unable to collect information based on the operations management and information system practices because SK Logistics did not feel comfortable to share this type of sensitive information with me. Nevertheless, it depends from organization to organization that which type of software encryption methods are used to store and share data on any software basis but, as far as I came to know from my circles of people working in the office that they are not sure but they all can assume that in the basic formation or any other relevant information about the company SK

Logistics it is likely that they might be using Gmail and Google Drive account to further derive many relevant factors.

2.5 Industry and Competitive Analysis

Porter's five forces can include like

2.5.1 Threat of Substitutes

Threat of Substitutes like for example there can be substitute of our products like for example car accessories and hardware items , like for example the common products are easily available in any Car Parts Shop and Hardware Shops of Dhaka like for example there can be Shops like Abir Brothers , Islam Motors selling car parts and hardware items in many electrical shops of Dhaka like for example in Paltan beside the Haque's Bay car showroom there is a Scout Market Showroom for selling decoration parts , car horns in Dhaka so yes we can say them as a direct competitor of SK Logistics.

2.5.2 Threat of New Entrants

The car parts and hardware items selling in Dhaka like for example this business is already saturated from 10 years back in Dhaka City because in Dhaka already there are hundreds of showrooms in Paltan , everywhere in the road we see is car showroom, also in Mirpur area beside the metro-rail new car showrooms have grown up at Ashulia, near the Sonargaon Janpath like the Grand Zamzam Tower

there in bulk area we can find lots of electrical items trying to sell hardware items similar to SK Logistics so yes this is a big threat.

2.5.3 Rivalry among existing competitors

Yes, it is true that the rivalry among existing competitors is really high because the reason is as I have already mentioned above car accessories parts and the hardware items are already actually very saturated, like for example there are already one hundred car showrooms and car garages who are trying to sell the same car accessories at the same price, which means the competition is really very tough. There are many electrical shops selling electrical items in many small lanes of Dhaka Cities, but now what is happening is that SK Logistics and the electrical shops are selling the same products at the same price so yes, it is a burden and a popular threat for SK Logistics.

2.5.4 Bargaining Power of Buyers

The Bargaining Power of Buyers is low because SK Logistics is the wholesaler of these car accessories and hardware items , then again the SK Logistics company sets a fixed price for all the car parts and hardware accessories of Bangladesh which means that all the electrical items like for example the Bolt Seal , Long Cable Seal , Axio car parts will be sold at a fixed price so that means the bargaining power of buyers in this context is really low. So yes, then again SK Logistics can be said to have high power in terms of Bargaining Power of Buyers.

2.5.5 Bargaining Power of Suppliers

The company SK Logistics is the main and biggest supplier of Bangladesh so as a supplier we have the power to decide, to maintain what price to set for each product so here in terms of the supplies the SK Logistics stands at a winning situation because the Bargaining Power of Suppliers is really high.

2.6 SWOT Analysis for SK Logistics

2.6.1 Strengths

In terms of strength the company SK Logistics is always selling and is always actively using the online platforms, so using the websites and Facebook platforms through online channels saves a lot of time, money and energy for all the employees.

2.6.2 Weaknesses

At this point of time, I personally myself am writing down that I can say that there are no weaknesses for a company like SK Logistics in my eyes.

2.6.3 Opportunities

In terms of opportunities the company SK Logistics can operate by doing joint ventures. Like for example there are many private companies in Bangladesh of those who are trying to seek more challenges and also ready to invest with any energetic company like for example Bashundhara, Grameenphone.

2.6.4 Threats

Yes, in terms of threats I can say and write that for a company like SK Logistics there are a lot of threats like for example already the car parts and hardware accessories market in Bangladesh is already saturated so this means that there are already more living competitors trying to eat up the sales of SK Logistics.

2.7 Summary and Conclusions

About the competitors I have already discussed above, so the same words I am not going to repeat here again.

2.7.1 Recommendations/Implications

One threat is really practical in nature because the employees of SK Logistics are always working online so there is already a lot of low percentage of chance to see the employees, monitor everyone's action in every hours, so there might be a case that there will be some employees who might not be disciplined and sincere enough to complete their tasks on time so all of this might turn up to be a huge threat for a company like SK Logistics because each and every employees are adults and have completed their educational backgrounds from B.B.A (Bachelor of Business Administration) like for example from the top universities of the country, so that means that there is no scope for them to be lazy and delay all of their works and create somewhat of a procrastination type of something , which will definitely create a bad image for the company SK Logistics and as well as for the employees

like for example missing their deadlines on due times. At the very start of this assignment, I had already discussed how important the TIME factor will be for a company like for example especially for an employee trying to provide their sufficient works on the Excel Sheets within the required week. It is true that if employees are watching the SWOT analysis of SK Logistics then they will definitely be noticing that the threat part is the most significant among all the other factors so according to me I would like to suggest that among all the factors of the SWOT analysis through hook or by crook the company SK Logistics should be gathering a meeting among all the departments to ensure further analysis on this threat part like for example the SK Logistics company should be investing a great deal of time and money to check onwards for future financial performances in terms of the cash flow statements like for example the cash outflow (the rate at which the cash is flowing out of a multinational firm or any small to a large organization or a corporation) , like for example what to do , what not to do , the concerned limitations of SK Logistics and ultimately finding a solution to correct the previous mistakes. So, these types of actions should be taken by the Board meeting to ensure the stability of success for SK Logistics.

CHAPTER 3: Project Part

3.1 Introduction

The company SK Logistics always wanted to be a top seller in Bangladesh in terms of the car and hardware products in Bangladesh. There are many of the products and items available that are constantly being sold in the market like for example air freshener, room moisturizer, Axio fog lights, Premio number plates, and drilling machines. The customers do complain that they are not getting the authentic product since the market is filled with duplicate products. This is the place where the company SK Logistics focuses on the target market to achieve authentic products and this is how the company SK Logistics is helping its clients through online marketing and improving their profitability levels.

3.1.1 Literature Review

An employee is one of the most valuable resources existing for a firm like SK Logistics. SK Logistics must be providing proper value to the employees to maintain their Polishness. Internship students are joining SK Logistics but they are continuing their job in the form of an unpaid internship opportunity. So, lack of salary might mean increased level of job dissatisfaction within the organization. Internship students have to complete their courses, classes, research works and then again working from 9am till 7pm at SK Logistics. Moreover, the workload in the company of SK Logistics is really high, so the students face lack of time and cannot provide their level best performance to survive at SK Logistics. Like for example there are many companies worldwide of those who are facing the same problems like for example in terms of salary problem we can see about Samsung (Hu, J., & Hsu, Y. 2007) and also from the effects of time and work pressure we

can gain an in-depth understanding from global brands like Foxconn Apple (Ngai, P., & Koo, A. 2015).

3.1.2 Problem Statement

Employee satisfaction is one of the main levels of motivation in business. Without Employee satisfaction any company shall struggle in the future to maintain enough levels of profitability. Rising employee turnover might mean the employees are more interested in another multinational firm which means that the training and development costs might rise as well.

Problems of time, salary and work level pressure are concerns which might make the working environment more negative. Internship students facing problems related to time, salary and work level pressure gives the hint that many strategies must be implemented for all the departments to derive the desired level of profitability for the firm.

SK Logistics have been facing a lot of problems because in 2014 there was civil war then again in the year of 2024 during the political instability there was chaos, like for example quota protests disturbed the country and because of such geo-political factors the sales-margin of the company have fallen. Many shareholders before the year of 2024 were investing huge assets of monetary value into the company but then again, many garment owners and merchant-holders from different districts of Bangladesh lost their profitability because of the recent dollar crisis and political problems in Bangladesh. Those investors then had to draw out their money from the company and that was the very reason why the investment declined. In May 2023 the investment value was 4100000 then in June 2024 the value was 12500000 in December 2024 the investment value was 3500000 and then again in June 2025 the value reduced to 1500000.

3.2 Objective(s)

The main objectives of this research are as follows:

- 1) To investigate a brand spectrum of causal relationship between investment & profitability ratios of SK Logistics
- 2) To map out an expansive set of contextual factors about the Swot Analysis model.
- 3) To critically evaluate a diverse range of empirical evidence through the application of Porter's Five Forces Model with a focus on each individual force.
- 4) To conduct a comprehensive analysis of the strategic measures undertaken by SK Logistics to effectively enhance the sales margin.

3.3 Significance

This research paper helps the readers to understand to remove the major mistakes, they can understand clearly why the market is saturated, what to ensure and many strategies to reduce the cash outflow, in relation to many pitfalls and investment ratios. The internship students before applying for internship can read the research paper and understand what are the necessary precautions needed to provide the vital service to any company like SK Logistics. This Internship Report shall save a lot of time and money of those who have already planned to invest for the future into the car and hardware items of Bangladesh. This research paper gives understanding into the future aspects of marketing through the grounds of ethical business consideration in the car and hardware accessories.

3.4 Methodology

- **3.4.1 Research Design**

Data were qualitatively examined to uncover underlying patterns and relationships. The qualitative pathway was strategically constructed to yield credible and generalizable insights. In alignment with the study aims, a structured questionnaire approach was pursued. The Likert scale design was formulated to systematically interrogate the underlying hypothesis. The structured questionnaire adopted an interpretivist stance, emphasizing depth over breadth. A sequential Likert scale was employed to integrate both credibility and reliability of the data.

- **3.4.2 Sample**

The Operations Managers and the subordinates were deliberately chosen to reflect a clear representation of the target population. The convenience sampling method ensured proportional representation across key demographic variables. 5 employees were considered a critical factor in determining the final sample. Empirical data were amassed through a combination of convenience and purposeful sampling methods. The respondents reveal several key themes that warrant further discussion.

- **3.4.3 Technique**

The study asked well-organized questions on SK Logistics salary, time, and work pressure problems. Face to face interviews were conducted under standardized conditions to preserve consistency. Instrumentation was tailored to elicit nuanced responses aligned with the study objectives through Google Meet platform. In addition, through the Google Meet studies were conducted following a preliminary pilot study. The trustworthiness of the findings was enhanced through prolonged engagement and accurate consistency.

- **3.4.4 Analysis**

The following analysis employs a thematic approach to uncover underlying patterns, meanings and constructs that emerge from the rich qualitative data collected through face-to-face interviews. To provide a comprehensive understanding of the phenomenon under study, the convenience sampling method presented a detailed narrative analysis that highlights key themes and respondent voices. It is evident from the narratives that there exists a profound connection between salary, time and work pressure problems and the work-culture of the company of SK-Logistics. Respectively, meetings were conducted through the Google Meet platform to identify underlying themes and employee sentiments. Likert scale analysis ensured a more comprehensive understanding of the SK-Logistics company internal issues and helped in developing meaningful interpretations of the results (Meng, K., Lu, G., & Shen, M. 2018).

- **3.4.5 Results and Discussion**

The results show poor salary structure, no work-life balance and total mismanagement. The above writings clearly shows that the company SK-Logistics should be focusing on the issues like for example: salary, time, work-pressure and the company culture. The discussion shows that the Human Resources Department of SK-Logistics company should be correcting the factors of talent management hunt and equal employment opportunity. Ethical clearance was secured through the research design in adherence to institutional and international research standards (Sutton, R. I., & D'Aunno, T. (1989).

3.5 Findings and Analysis

3.5.1 Strategies and the effectiveness of Joint Venture

The company SK Logistics can reduce the offline tasks like, for example, oftentimes through the supply chain levels the products are manufactured in the factories, then the distributors try to use many vehicles to send products at the head-quarter of SK Logistics. If the firm SK Logistics can contact many courier services like DHL, FedEx, Carry Bee then the hassles will be reduced. This idea would help the entire organization to cut the work-loads and reduce the firm's indirect cost. For example, if no employees are engaged in the supply chain management process, then those employees can sacrifice their time in the running operations of the business. This strategy would save a lot of time and money for the company. SK Logistics could conduct a meeting with all the departments and should be using the contingency planning method to mitigate the risks during political instability and civil war. For example, during the times of the Covid-19 and post coronavirus period many investors lost confidence to invest more and had taken back their shares since at those times the company operated fully functional in an online manner. Therefore, such practices, like teaching the Board Members and panel association to investigate and teach the members of how to operate online during crisis shall help to reduce the investors loss during any pandemic. So, the company SK Logistics should be investing higher in building a patented software which should be helping as a key to aid the shareholders in times of crisis. The company SK Logistics can merge and use the strategies of strategic alliances through joint ventures with Toyota, BMW, Volkswagen and Tata Nano subsidiaries. This strategy shall help the company SK Logistics to reduce their investment costs, thus dividing the costs means reducing the Net Loss on the Statement of Comprehensive Income of the firm. These strategies might help to reduce the conflict on the increasing levels of direct cost within the organization (DeVoe, S. E., & Pfeffer, J. (2007).

3.5.2 Risks & Vulnerabilities

There are many threats for a company like SK Logistics like for example the internship students are working online, however, it might be true that because they are working in remote areas of Bangladesh it is really hard to assume that all the employees will submit their works in a disciplined manner. For example, what will happen if employees are not working and sitting idle and not submitting their tasks on due dates and on the timely manner. SK Logistics is operating online, so ultimately the Head of the operations cannot be visibly present every day in front of all the employees and keep an eye on the work progress of the employees, which poses a major threat. In addition, investing in joint ventures means the company SK Logistics has to share their profits and resources like employees, factories, secret ideas and trade patents. Nevertheless, sharing profits might mean reduced confidence and ultimately losing the shareholders and the investors on a gradual basis (Akinwumi, O. A., Tunde, S. M., Adebuseyi, J. R., & Michael, A. O. 2021).

3.6 Recommendation

- SK Logistics should be targeting word of mouth marketing, using celebrity brand endorsement channels and focusing on youtubers like the well-known public figures (Ngai, P., & Koo, A. 2015).
- The market for car parts and hardware accessories is already saturated. In order to mitigate such problems, SK Logistics should be using exhaustive advertisements in television commercial advertisements, like for example the Samsung company (Hu, J., & Hsu, Y. 2007).
- SK Logistics must be utilizing the YouTube channels to enhance the effects and to improve the customer loyalty like expansion of loyal customer base in all the districts of Bangladesh (Ngai, P., & Koo, A. 2015).
- The SK Logistics company should be using expensive packaging and should be distributing leaflets, brochures throughout the country. This would enhance the brand recognition and would help to achieve a unique competitive advantage against its rival firms (Fama, Eugene F. "Time, salary, and incentive payoffs in labor contracts).
- SK Logistics should be using strategies like for example providing coupons, incentives to the friends and families of the customers, also providing discounts, buy one get one free promotional offer to improve the perception of the customers (Arrowsmith, J., & Sisson, K. 1999).
- Brand loyalty must be improved like for example SK Logistics should be investing on advertisement programs through billboards on the main roads of Dhaka City. In addition, using radio portals increases consumer awareness, as a result such strategies should be implemented which are bound to improve the sales margin and the profitability ratio of the firm (DeVoe, S. E., & Pfeffer, J. 2007).

3.7 References

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3.8 APPENDIX

3.8.1 SURVEY FORMS



Research Paper on SK Logistics

Please give your information related to each employee. Also all employees are listed by the number 1 to 5. Thankyou

* Indicates required question

Employee 1 select below that from 1 to 3 how much are ^{*} you satisfied in terms of salary?

- ☐ SELECTING OPTION 1 MEANS LOW
- ☐ SELECTING OPTION 2 MEANS MEDIUM
- ☐ SELECTING OPTION 3 MEANS THE MOST STRONGEST

**Employee 1 select below that from 1 to 3 how much are ^{*}
you satisfied in terms of time-management-pressure?**

- ☐ SELECTING OPTION 1 MEANS LOW
- ☐ SELECTING OPTION 2 MEANS MEDIUM
- ☐ SELECTING OPTION 3 MEANS THE MOST STRONGEST

**Employee 1 select below that from 1 to 3 how much are ^{*}
you satisfied in terms of work-pressure?**

- ☐ SELECTING OPTION 1 MEANS LOW
- ☐ SELECTING OPTION 2 MEANS MEDIUM
- ☐ SELECTING OPTION 3 MEANS THE MOST STRONGEST

Employee 1 select below that from 1 to 3 how much are ^{*} you satisfied in terms of salary?

- ☐ SELECTING OPTION 1 MEANS LOW
- ☐ SELECTING OPTION 2 MEANS MEDIUM
- ☐ SELECTING OPTION 3 MEANS THE MOST STRONGEST

Employee 1 select below that from 1 to 3 how much are ^{*} you satisfied in terms of time-management-pressure?

- ☐ SELECTING OPTION 1 MEANS LOW
- ☐ SELECTING OPTION 2 MEANS MEDIUM
- ☐ SELECTING OPTION 3 MEANS THE MOST STRONGEST

3.8.2 Income Statement & the Balance Sheet Reports



AURON VENTURES

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Ref# Auron Ventures/Sarwar Enterprise/30.6.25
Date: 30th June 2025

Income Statement Details TRAD no: TRAD/DNCC/020203/2023

With reference to your request for the income statement we have attached the details below:

Income Statement (Per year period)							
Period	Investment	Revenue / Sales	Cost of Goods Sold (COGS)	Gross Profit	Operating Expenses	Operating Profit	Interest Expense
May 2023 - December 2024	৳4,100,000.00	৳2,200,000.00	৳2,200,000.00	৳1,900,000.00	৳1,200,000.00	৳700,000.00	৳50,000.00
Jan 2024 - June 2024	৳12,500,000.00	৳7,300,000.00	৳3,200,000.00	৳4,100,000.00	৳2,200,000.00	৳1,900,000.00	৳60,000.00
July 2024 - Dec 2024	৳3,500,000.00	৳2,300,000.00	৳1,300,000.00	৳1,000,000.00	৳650,000.00	৳350,000.00	৳30,000.00
Jan 2025 - June 2025	৳1,500,000.00	৳3,200,000.00	৳1,700,000.00	৳1,500,000.00	৳850,000.00	৳650,000.00	৳35,000.00

Balance Sheet

Period	Current Assets	Fixed Assets	Total Assets	Current Liabilities	Long-Term Liabilities	Total Liabilities
May 2023 - December 2024	₹1,400,000.00	₹600,000.00	₹2,000,000.00	₹450,000.00	₹300,000.00	₹750,000.00
Jan 2024 - June 2024	₹1,800,000.00	₹800,000.00	₹2,600,000.00	₹500,000.00	₹300,000.00	₹800,000.00
July 2024 - Dec 2024	₹2,100,000.00	₹900,000.00	₹3,000,000.00	₹600,000.00	₹250,000.00	₹8,500,000.00
Jan 2025 - June 2025	₹2,300,000.00	₹1,000,000.00	₹3,300,000.00	₹650,000.00	₹200,000.00	₹8,500,000.00

