Report On

Optimizing Commercial Supply Chain Management in Bangladesh: In Depth Analysis of RUNNER MOTORS LIMITED

By

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ID: 17204043

An internship report submitted to the BRAC Business School
fulfilment of the requirements for the degree of
Bachelor of Business Administration

B BRAC Business School

BRAC University

February 2024

Declaration

It is hereby declared that

1. The internship report submitted is my/our own 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/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Nafis Ansar Chowdhury

ID-17204043

Supervisor's Full Name & Signature:

MD Hasan Maksud Chowdhury

Assistant Professor, BRAC Business School

BRAC University

Letter of Transmittal

MD. Hasan Maksud Chowdhury
Assistant Professor BRAC Business School,
BRAC University, KHA 224, Progati Sarani, Merul Badda, Dhaka 1212

Subject: Submission of the Internship Report on “Commercial Supply Chain Management in Bangladesh: In Depth Analysis of RUNNER MOTORS LIMITED.”

Dear Sir,

This is to let you know that I accomplished the internship report that was required in order for me to be graduated from BRAC University's BBA program, Analyzing the Commercial Motor Vehicles in Bangladesh by Runner Motors LTD. I consider myself fortunate to be able to have an expert and productive team of specialists operating for company. I've had an opportunity to collaborate with them in a variety of departments to gain an understanding of their workflow.

I made every effort to cover all of the information I have learnt from RUNNER MOTORS LIMITED. Lastly, I would like to ensure that I will always be available for any inquiries and to provide an explanation if desired. I value your kind cooperation in advance. I had an enjoyable experience working on the report, and I sincerely hope you are willing to overlook all of the mistakes I have made.

Sincerely Yours,

Nafis Ansar Chowdhury

ID- 17204043

BRAC Business School

BRAC University

Date: February, 2024

Non-Disclosure Agreement

This agreement is made and entered into by and between Berger Paints Bangladesh Ltd and the undersigned student at BRAC University Mohammad Muhtashim Fuad, to eliminate the unlawful exposure of the organization's confidentiality.

Acknowledgement

First, I would like to express my gratitude to Hasan Maksud Chowdhury, my supervisor (Assistant Professor, BRAC Business School, BRAC University), for helping me with this final internship report and providing advice. I also appreciate his knowledge and support with the report. I intend to convey my gratitude to him for his exceptional support, which sincerely boosted my confidence in accomplishing my internship report.

I want to sincerely thank the whole Department of RUNNER MOTORS LTD. for helping me to successfully finish the report by giving me an extensive amount of information and sufficient data. I owe a debt of gratitude to my colleagues and especially my supervisor Md. Asif Iqbal, Senior Manager, Commercial Operations & VAT, for their invaluable help and direction in helping me to successfully complete my internship report.

I really appreciate all of RUNNER MOTORS's Supply Chain Management Department, especially for helping to prepare this difficult study with important information and statistics. Without them, I was unable to carry out this difficult task. They provided me with all of the guidance, cooperation, and counsel I needed to finish this difficult project.

Executive Summary

Since October 2004, RUNNER MOTORS LIMITED (RML) has been in business. RML was officially selected as the only distributor for the renowned EICHER brand (LCV and MCV) trucks and pickups in Bangladesh by EICHER MOTORS LTD., an Indian company. The company that manufactures Eicher trucks is called VOLVO-EICHER Commercial Vehicle (VECV), a joint venture between EICHER Motors (India) and the VOLVO Group (Sweden). After being formally put into operations on October 12, 2004, the corporation (RML) established a nationwide dealer network and comprehensive service support. Up to December 2015, RUNNER MOTORS LTD. sold over 15,000 Eicher vehicles and pickups in Bangladesh.

Since its founding, RUNNER MOTORS LTD. has established new financial standards in a number of areas, including commerce and foreign currency, while providing individualized service to its clients in a contemporary setting. Due to these initiatives, the organization has established a solid reputation.

The study evaluates RUNNER MOTORS LTD.'s Supply Chain Management practices using Commercial Management. RML, a reliable EICHER distributor, they have their own IT specialist team with advanced technical tools and SAP software for data analysis, ensuring accountability and efficient cash transactions. RML follows a Standard Operating Procedure for each department.

The supply management of RML and the Commercial management will be the main topics of this report. Four main units make up the supply management. the units responsible for the demand and supply plans, procurement, customer service, and distribution. The demand and supply plan unit focuses on maintaining customer satisfaction, identifying and addressing gaps in demand, developing trade and customer activity, and achieving consensus on demand planning. This unit works with valued dealers to achieve these goals.

The procurement section deals with choosing suppliers, buying raw materials, planning production, and carrying out production. The distribution channel and customer service are the main areas of attention for customer service and distribution. Distribution planning is based on the volume of production. One of the key factors taken into account while creating a new distribution and supply plan is the level of client satisfaction. RML effectively manages

all aspect of its business; as a result, it is at the forefront of Bangladesh's motors industry and looks forward to more successes and innovations.

Keywords: RML, EICHER, SOP, Supply Chain Management, Commercial Management, Procurement.

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CHAPTER 1

Overview of Internship

Chapter 1: Overview of Internship

1.1 Student Information

Name: Nafis Ansar Chowdhury

ID: 17204043

Program: Bachelor of Business Administration

Major/Specialization: Operations and Supply Chain Management

Major/Secondary Specialization: Computer Information Management (CIM)

1.2 Internship Information

1.2.1 Period, Name, Department, Address

Period: 1st November, 2023 till 31st January, 2023

Company Name: RUNNER MOTORS Limited.

Department/Function: Supply Chain Management

Address: RUNNER GROUP, 138/1, Tejgaon Industrial Area, Dhaka-1208, Bangladesh

1.2.2 Line Manager

Name of Supervisor: Md. Asif Iqbal

Designation: Senior Manager Commercial Operations & VAT.

1.2.3 Job Description

RUNNER MOTORS LTD.'s supply chain management deals with asset management, sourcing, modeling, demand planning and forecasting, and warehouse operations. Chain stores, installers, warehouses, transportation, and suppliers are all involved in life cycle management. Furthermore, RML is currently concentrating on a Lean Six Sigma project. To put it another way, the focus is currently on efficiency through the reduction of waste and errors, which translates to maximizing the use of environmentally friendly technology and minimizing delays to speed up quality and consistency through method improvement and variation reduction. Prioritizing the needs of the customer comes first in this process, along with comprehending the work being done, figuring out and resolving the root causes of issues, streamlining procedures by cutting out pointless steps, collaborating well with others in the team, and using data to drive change while remaining flexible. RML, however, offers some methods for handling these procedures. For instance, they attempt to assess every step of the process, from receiving an order to ensuring customer satisfaction.

1.3 Internship Outcome

1.3.1 Contribution of Student

During my internship at RUNNER MOTORS LTD, I was responsible for adhering to the "Lean Six Sigma" and “Commercial Supply Chain Management” project in order to improve RUNNER MOTORS LTD's working process. First and foremost, one of the project's goals was to deliver the vehicles and their spare parts on time and clearing documents for opening LC in bank. I also contributed to this goal by making sure everything was done correctly and organizing the data on time. Furthermore, one of the issues at RUNNER MOTORS LTD. Dhaka central sales was the order placement system. Thus, by recommending an end-to-end mobile application, their issue was also significantly resolved. And last, one of my duties was to shorten the lead time.

1.3.2 Benefits to the Student

Being able to collaborate with a team of experts in a formal environment was the best part of my internship. As an added bonus, I've gained a lot of knowledge about the aspects of the everyday tasks essential to maintain effective operations as well as the business environment. Because of the priceless experiences I had there, working at RUNNER MOTORS LTD. not only helped me become a more organized and ambitious person, but it also enhanced my ability to make choices. For instance, I've become improved at managing pressure as a consequence of the ongoing pressure to begin the "Lean Six Sigma" project on time frame. Moreover, my interpersonal abilities have improved. All of these benefits come in addition to the fact that I made new connections and maintained interaction with individuals all over the world. In summary, all of the knowledge I have gained is applicable to my line of work in the apparel industry. I have also made new friends, learned how to deal with tough situations, and felt more independent overall. I believe that participating in this internship will help me strengthen my professional profile in order to pursue future employment opportunities.

1.3.3 Limitations

- The main issue with the study is a lack of data because the majority of the information was obtained from a departmental official who occasionally wasn't available.

- The majority of the information used in the report comes from secondary sources, which company. Because of their marketing strategies, they were hesitant to provide too much insight. The majority of the figures presented here are approximations, which might somewhat depart form the truth.

- One other shortcoming of the study was its time constraints.

- If numerous items are delivered to dealer points, there may be a problem because there won't be sufficient space for them to retain them.

1.3.4 Recommendations

- In order to protect workers' mental health, the company ought to think about the office timing than previously.

- RML ought to appoint qualified personnel to handle their troublesome departments in order to reduce errors.

- They ought to be using technology more often.
- They should pay to their Intern.

CHAPTER 2

Organization Overview

CHAPTER 2: Organizational Overview

2. Introduction

RUNNER GROUP almost invested approximately BDT. 250 Cr. on RUNNER MOTORS LTD till now. RUNNER MOTORS occupied 20% market share in terms of light-weight & medium-weight commercial vehicles. Their (RML) net worth is more than BDT. 400 Cr. current market value. RUNNER MOTORS LTD. are the official distributer of EICHER commercial vehicles and Runner Freedom trucks and pickup which is manufactured here slightly. They do have some competitor in the local market in Bangladesh are NITOL MOTORS (TATA), IFAD AUTOS (ASHOK LEYLAND), UTTARA MOTORS (ISUZU & SML), ACI MOTORS (FOTON) & ENERGYPAC POWER GENERATIONS LTD (JAC). Commercial vehicles industry in Bangladesh divided in three categorize-

- ✓ Light-weight Commercial Vehicles (LCV)
- ✓ Medium-weight Commercial Vehicles (MCV)
- ✓ Heave-weight Commercial Vehicles (HCV)

Light-weight commercial vehicles (LCV) occupied the 35% of overall in the market and 15% is followed by medium-weight commercial vehicles (MCV) in the market of Bangladesh. RML mainly focuses on light-weight & medium-weight commercial vehicles more than heavy-weight commercial vehicles past years. Due to down fall of economic conditions in Bangladesh recent years customers would like to invest in small things. Since 2004, it is the new beginning for RUNNER MOTORS LTD, the company has gone a long way. RML has been also increased their operations in Bangladesh by establishing themselves as an exclusive distributor of EICHER MOTORS which is manufacture ECIHER brand light-weight commercial vehicles (LCV) & medium-weight commercial vehicles (MCV) in India. On 12th October, 2004, RUNNER MOTORS LTD. expend their dealer network and create well organized service supports whole over the country. In 2004–05, RML won the Best Performance Award in First Year of Operation from Eicher for the period of April through March. next to this, Runner Motors Limited won awards from VE Commercial Vehicles, India for Highest Vehicle Sales Overseas Market (International Market) on LCV & MCV for the years 2005–6, 2006–7, 2007–8, 2008–9, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019 and 2020.

2.1 History of RUNNER MOTORS

One important participant in Bangladesh's commercial vehicles market is RUNNER MOTORS LTD. The firm was founded in 2004 and began by distributing trucks and pickups under the EICHER brand in association with VE Commercial Vehicles, an Indian commercial manufacturer.

When Runner Motors first started out, its main goal was making spare parts and distributing to lightweight commercial vehicles. The business progressively expanded both its local production and manufacturing capacities as they developed. This change gave them the opportunity to produce commercial vehicles that were both reasonably priced and dependable while being especially tailored to the Bangladeshi market.

Runner Motors placed a strong emphasis on building commercial vehicles that satisfied the demands of the general public for mobility, particularly with regard to price, durability, and fuel economy. They were able to make headway in the market thanks to this tactic.

Runner Motors diversified their product line throughout time, releasing a number of models aimed at several market niches. They integrated new features and technology into their commercial vehicles with an emphasis on innovation and improvement.

The company's expansion and success in Bangladesh's motorcycle sector may be attributed in large part to its dedication to quality and grasp of the demands of the local market.

When I last checked in, Runner Motors was still a well-known brand in Bangladesh's motors industry, consistently coming out with new models and innovations to satisfy the changing needs of the country's customers.

2.2 RUNNER MOTORS in BANGLADESH

A well-known producer and distributor of EICHER MOTORS in Bangladesh is RUNNER MOTORS LTD. here in Bhaluka, Mymensingh, they manufacture a limited line of lightweight commercial vehicles and spare parts to serve different market niches. RML. gained fame for providing reasonably priced and dependable commercial vehicles that are gaining traction with Bangladeshi customers.

Commercial vehicles from the firm include the EICHER PRO 3015, EICHER PRO 1114XP, EICHER PRO 1095XP, EICHER PRO 1055, EICHER PRO 1080T, and more types. These commercial vehicles are made to meet a variety of purposes, including daily commuting and performance-oriented driving.

RML. is a major contributor of EICHER MOTORS to the nation's commercial vehicle sector, emphasizing the provision of high-quality goods and services to its clientele. They are well-established in Bangladesh and have been growing throughout the years in both their clientele and range of products.

2.3 A Major Milestone of RUNNER MOTORS

- First concentrating on pickups, the RML subsequently expanded to include mid-size and van commercial vehicles in its first line of commercial vehicles. Every new product introduction signified an important development in their market reach and growth.

- Runner Motors has been known for its commitment to innovation and integration of cutting-edge technology into their commercial vehicles. Research and development milestones including the introduction of new engine technology, increases in fuel efficiency and safety measures have played a pivotal role in the field's progress.

- Runner Motors gained traction in foreign markets by increasing its market presence outside of its own nation. Its national prominence was aided by this growth, which includes the establishment of production facilities, distribution networks, and dealerships in other locations.

- Runner Motors has been recognized and honored for its contributions to the commercial vehicles industry throughout its history. Honors for engineering, design, sustainability, and business practices have brought attention to the company's dedication to quality. Securing considerable investments, profitable expansion into new markets, and meeting sales objectives are just a few examples of the important financial milestones that have contributed to the company's success.

- With an emphasis on issues including community development, environmental sustainability, and road safety campaigns, Runner Motors has been involved in CSR initiatives. These programs have improved society well-being while also raising the company's perceived worth.

- In addition to making commercial vehicles, Runner Motors expanded the range of products it offered by going into allied markets or industries, such producing replacement components, supplying after-sale support, and investigating cutting-edge automotive innovations like electric and hybrid commercial vehicles.

2.4 RUNNER GROUP Business Principles

Runner Motos has an extremely understandable and clear vision. Their core value is to use innovation to bring about change, and they have strict guidelines for acting ethically. They always aim to provide customers more value services.

2.4.1 Vision

"We will establish RUNNER as a trusted brand through satisfying customers' need offering desired products & services at an affordable price."

2.4.2 Mission

- Our Mission is to establish our brand image by meeting customer requirement through environment friendly technology and taking care of return on investment of stakeholders.
- We will materialize our vision with effective and efficient human resource using lean manufacturing process with high productivity.
- We will exceed customer perceived value to make this world a better living.

2.4.3 Core Values

R = Respect customers' feelings.

U = Unite together as a team and celebrate success.

N = No wastage is permissible.

N = Never being complacent.

E = Enjoy responsibility.

R = Recognize social and environmental awareness

2.4.4 Tagline of RUNNER GROUP

The tagline for RUNNER GROUP is ***"Live Your Dream, Lead Your Life"*** which is used in every sector of business include RUNNER MOTORS, RUNNER COMMERCIAL VEHICLES, RUNNER PROPERTIES.

2.5 Organizational Structure

Chairman Hafizur Rahman Khan and Vice Chairman Md. Mozammel Hossian both of them leads Runner Group. Under Vice Chairman's supervision there are RUNNER COMMERCIAL VEHICLES LTD. (RAL), RUNNER MOTORS LTD. (RML), RUNNER LUBE & ENERGY LTD. (REL) & and the last but not least the Corporation Body and under Chairman's supervision there are RUNNER PROPERTIES LTD. (RPL), RUNNER TRADING LTD. (RTL) and also, he monitors all the cell of project. RUNNER GROUP have five General Managers (GM) and one Senior General Manager. Managing Director and six directors on the board and others key management team member are successfully organizing the whole organization with the help and support to run it.

2.5.1 Organization Body Structure

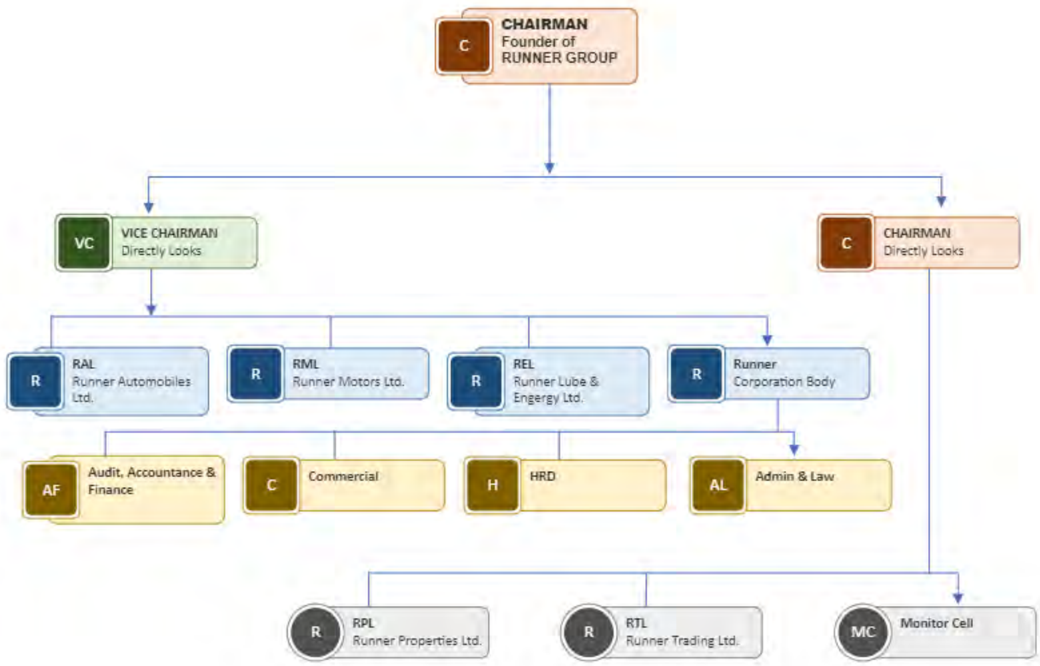


Figure 1: Organization Body Structure

2.6 Quality Policy of RUNNER MOTORS LTD. (RML)

The mission of RML is to attain outstanding business excellence by comprehending, accepting, fulfilling, and going above and above for clients. In order to consistently deliver high-quality goods and services and satisfy clients, RML complies with international quality management standards.

2.7 Commercial Vehicles Description & Classifications of RUNNER MOTORS LTD. (RML)

For the purpose of distributing and selling Eicher commercial vehicles, Runner Motors and Eicher Motors have a strategic collaboration. Commercial vehicles manufactured by Eicher Motors are well-known for their dependability, efficiency, and performance, particularly trucks and buses. RML commercial vehicle categories for which Eicher Motors is well-known are as follows:

- **Truck:** Trucks: Eicher trucks are made for a variety of uses, such as moving commodities and goods across uneven ground and long distances. These trucks are available in various tonnages, providing efficiency and adaptability to meet various business requirements.
- **Pickup:** The ruggedness, efficiency, and versatility of Eicher pickups make them ideal for a wide range of commercial applications involving the transportation of freight. Designed with small to medium-sized enterprises in mind, these vehicles are very efficient in last-mile deliveries, rural logistics, and urban operations. They offer dependability and affordability across a range of sectors and fleet management scenarios.

- **Buses:** Eicher buses meet the needs of travelers requiring both intra- and intercity transportation. They are a popular option for school buses, public transit, and private operators because of their well-known safety features, pleasant interiors, and powerful engines.

- **Specialty Vehicles:** In addition, Eicher Motors produces specialty vehicles for use in the mining, construction, defense, and other industries. These vehicles are designed to fulfill the requirements of particular jobs and operating settings.

Together with Eicher, Runner Motors provides dependable, fuel-efficient commercial vehicles that are popular with fleets and companies. In targeted areas, this partnership probably includes marketing, distribution, and after-sale services. Check out their website or get in touch with sales for the most recent information on what Eicher has to offer via Runner Motors.

2.8 Operations of Commercial Supply Chain Management at RUNNER MOTORS LTD.

By integrating cutting-edge technologies like the Internet of Things (IoT), cloud computing, analytics, artificial intelligence (AI), and machine learning into their production processes, Industry 4.0 is revolutionizing how companies create, enhance, and distribute their goods. An essential part of this transition are smart factories, which collect and analyze data using robots, sensors, and software to help in decision-making. Even more value may be obtained from previously disparate data when manufacturing process data is integrated with data from business systems like ERP, supply chain, and customer service. Industrial operations depend on a transparent and efficient supply chain, which can only be achieved with a well-planned logistics 4.0 strategy connecting manufacturing processes with it. This could impact how producers deliver completed items and get raw resources. Manufacturing organizations, for instance, may better plan deliveries and reroute or postpone them if required to save time and money by providing suppliers with access to some production data. Another way businesses are leveraging these technologies to enhance their operations is through predictive shipping, which involves analyzing data like weather, transportation partners, and store data to identify the best time to deliver finished products to satisfy customer demand.

Blockchain is rapidly emerging as a key technological advancement that makes supply chain transparency possible. Nevertheless, RML encountered some challenges while putting logistics 4.0 into practice. These include:

- ✓ IoT Adoption Successfully
- ✓ Outdated Software/Low Visibility
- ✓ Integration of Client IT
- ✓ Setting Up KPIs
- ✓ Growing Internationalization

2.8.1 Order Taking Process of RUNNER MOTORS LTD. (RML)

RML's order taking procedure for commercial vehicles at Dhaka Central Sales operates in a with the assistance of the customer service division. Initially, the customer support department receives orders by email or phone from the dealers. Several steps of typical commercial vehicles and order-taking process are:

1. **Customer Inquiries:** Consumers can reach out to Runner Motors directly or via dealerships, the business website, or other methods to ask questions about their commercial vehicles.

2. **Information Gathering:** Salespeople and customer care agents obtain particular information from customers on their needs, such as the type of vehicle, features, number, customization choices, and preferred method of delivery.

3. **Preparation of Quotation:** Based on the information obtained, a formal quotation is created that includes the vehicle's characteristics, the price, and any extra terms or conditions.

4. **Quotation Presentation:** The consumer receives the quotation in person, by email, or via an online platform for evaluation and acceptance.

5. **Order Placement:** An official purchase order outlining the parameters of the agreement and starting the order procedure is created following client acceptance.

6. **Confirmation of Order:** Runner Motors confirms that it has received the purchase order, verified the information, and started producing the commercial vehicles that were ordered.

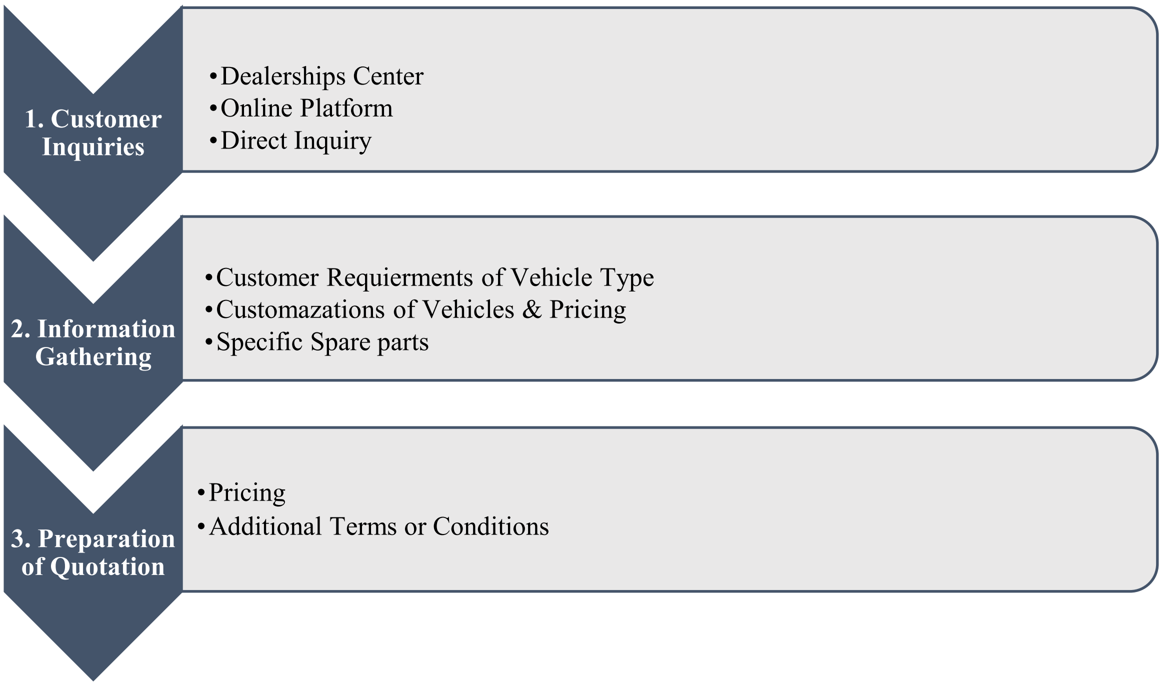
7. **Production:** The production team uses the order specifications, production capacity, and available resources to design and schedule the commercial vehicles manufacturing process.

8. **Supply Chain Management Coordination:** To meet manufacturing needs, procurement of components and raw materials is started, requiring coordination with several vendors to guarantee on-time delivery of parts.

9. **Production & Assemble:** Runner Motors' order requirements and quality standards are followed throughout the production and assembly of vehicles.

10. **Quality Checks:** To guarantee compliance with standards and client specifications, thorough quality checks and inspections are carried out at various stages of production.

Order Taking Process of Commercial Vehicles (RML)



4. Quotations Presentation

- Physical Presence
- Email
- Online

5. Order Placement

- Acceptance of the Quotations
- Official Purchase Order
- Argreed-upod terms & Order Process Initially

6. Confirmation of Order

- Reciept of Purchase Order
- Confirming the details
- Request to Process the vehicles

7. Production

- According to the specifications and availability of resources help to go for manufacture.

8. SCM Coordinations

- Procurement of raw materials
- Fulfill the requirements of the production
- Ensuring delivery of materials from the supplier

9. Production & Assemble

- According to the specifications and maintaing the standard quality the vehicles are manufacturing and assembling in plant.

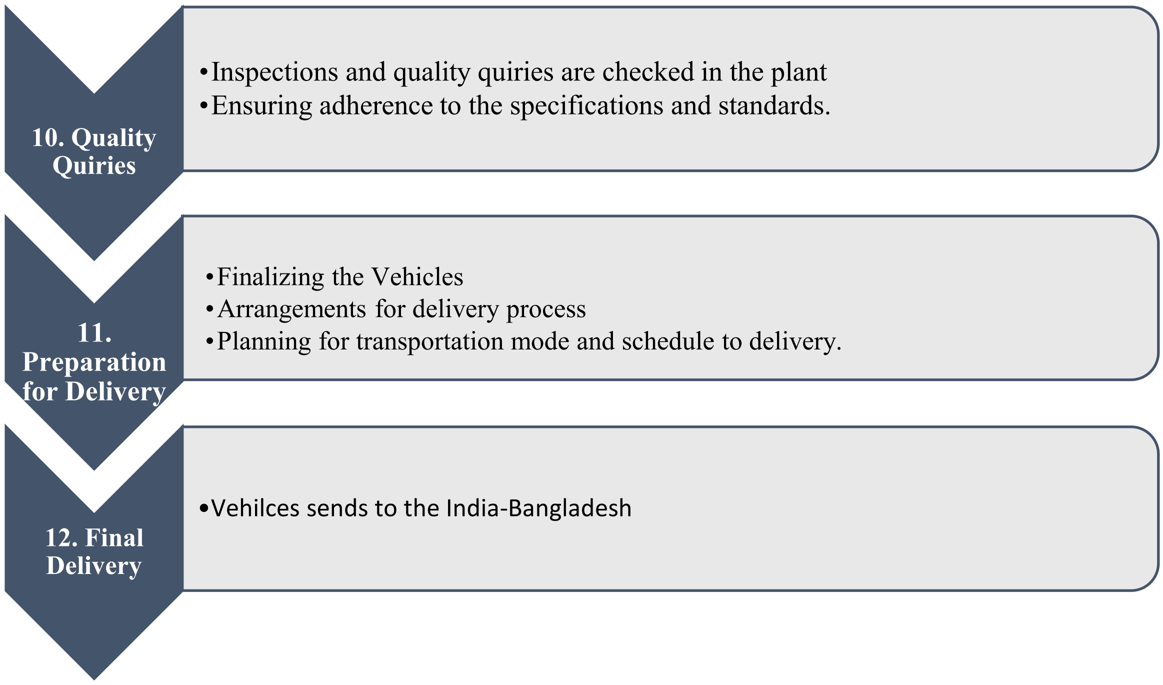


Figure 2: Order Taking Process of Commercial Vehicles (RML)

11. **Preparation for Delivery:** Delivery plans are established for delivery logistics, such as modes of transportation and timetables, as soon as the vehicles are decided upon.

12. **Final Delivery:** Completed commercial vehicles are delivered in a fast and efficient manner by being sent to the client's address or to authorized dealerships for customer pickup.

Also, three departments must work together in order for RML to be completed the order process: the sales department, the customer service department, and the accounts department.

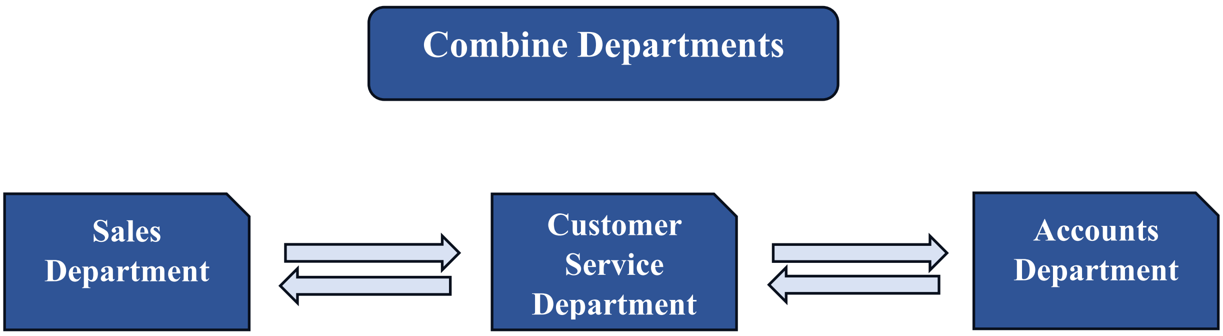


Figure 3: Combine Departments

When the sales staff receives the order. The customer service division then handles those. Finally, the customer support staff forwards bills/invoices after receiving confirmation from the accounts department.

Two issues that RML Dhaka central sales faces throughout the process are inadequate visibility and a lack of IT connectivity with the customer. For instance, just 5-6 people on the CSD team answer calls, while the majority of orders are placed by email. Thus, this explains why there is less interaction between the CSD and the clients. Furthermore, this situation leads to a situation where a large number of clients experience delays in making their purchases, which they subsequently attribute to the CSD. In actuality, though, the CSD is only able to handle so many calls at once. It occasionally leads to a reduced order rate on that specific day. Furthermore, no client IT integration is present. That being said, this is entirely dependent on RML. They are attempting to introduce an E2E app for clients so they can quickly make orders and follow the status of those orders via the app, in line with Industry 4.0 requirements and the implementation of logistics 4.0. About this condition, RML has already taken a few actions. This app will also show the tracking of the products. In addition, BONDSTEIN TECHNOLOGIES LTD. has been tasked with creating this app. The Supply Chain division of RML claims that this software will significantly boost their output.

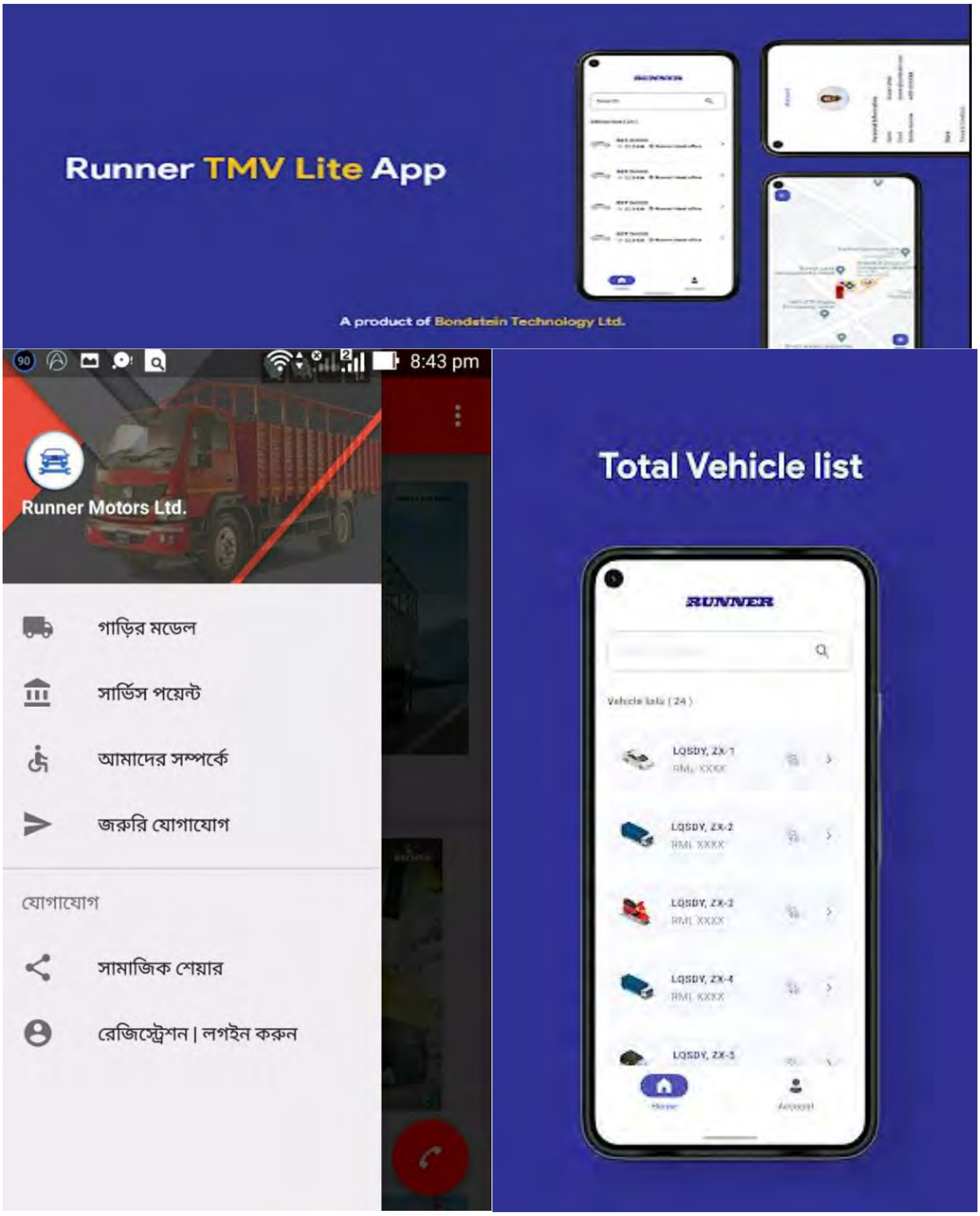


Figure 4: Mobile Application (RML)

At last, we can say in short, in order to meet the demands of its customers, Runner Motors Ltd. uses a methodical approach while receiving orders for commercial vehicles. Customer enquiries received via various means are the first step in the process. Sales agents ask interested parties for particular details and customization alternatives. Formal quotes are then created and given to clients for evaluation and approval. Following the customer's acceptance of the quotation, the production planning stage is started by creating an official purchase order. This entails arranging with suppliers for the components and raw materials that are required. Then, in accordance with the order specifications, the commercial vehicles are manufactured and assembled, subject to strict quality checks at different stages. In order to efficiently fulfill client requests, the finished commercial vehicles are then prepared for delivery logistics and sent to designated sites or dealerships. This guarantees a seamless and prompt delivery procedure.

2.8.2 Route Planning of RML

Planning the route for the transportation of EICHER commercial vehicles is a complicated task, particularly when taking exports outside into account. These commercial vehicles are made at the Gurgaon, Haryana, India, manufacturing facility. After being produced, these commercial vehicles are sent by train from Gurgaon, West Bengal, to Bongaon, West Bengal. The trip takes 28 to 48 hours and covers a distance of 1,576 km.

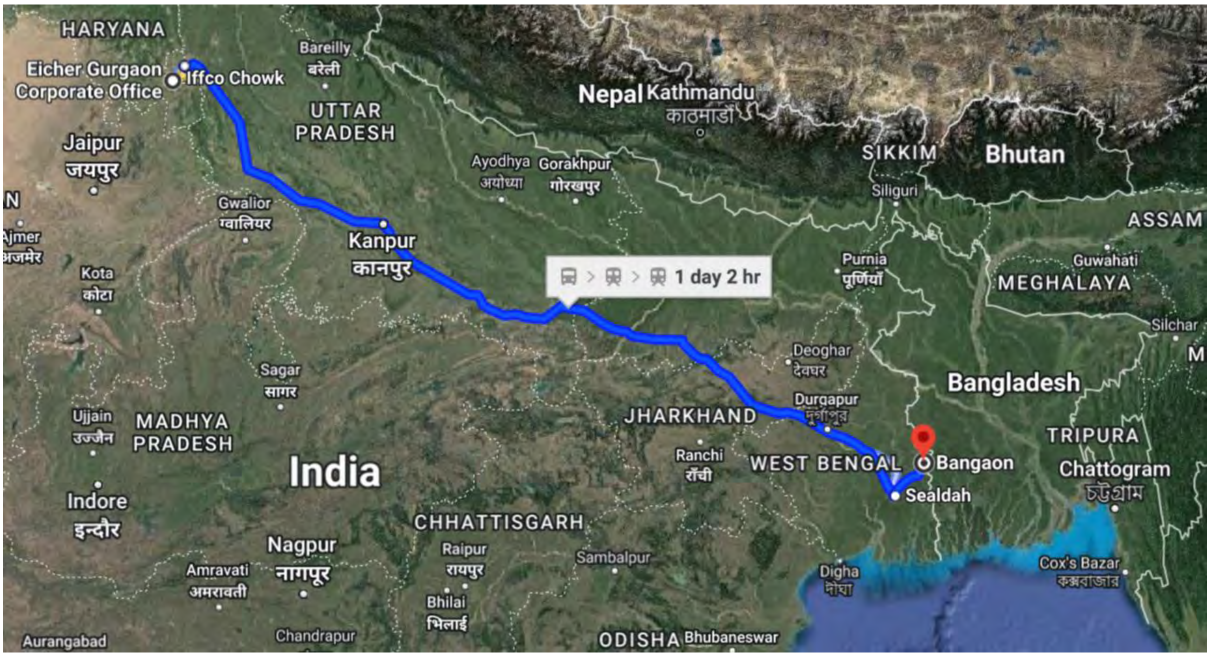


Figure 5: Route Planning Inside INDIA (Gurgaon – Bongaon)

The commercial vehicles are thoroughly inspected by the VE Commercial officials upon their arrival at Bongaon. The commercial vehicles go from Bongaon to the Petrapol-Benapole border, where land port officials do a thorough administrative process and inspections. Following clearance, the commercial vehicles are driven by RML officials to their go-down location close to the Benapole Border, where they are finally brought to the main depot located in Jessore, Bangladesh. Here, RML mechanics do light assembly and inspection on the commercial vehicles, acting as a distribution hub for Bangladesh's western-southern area.

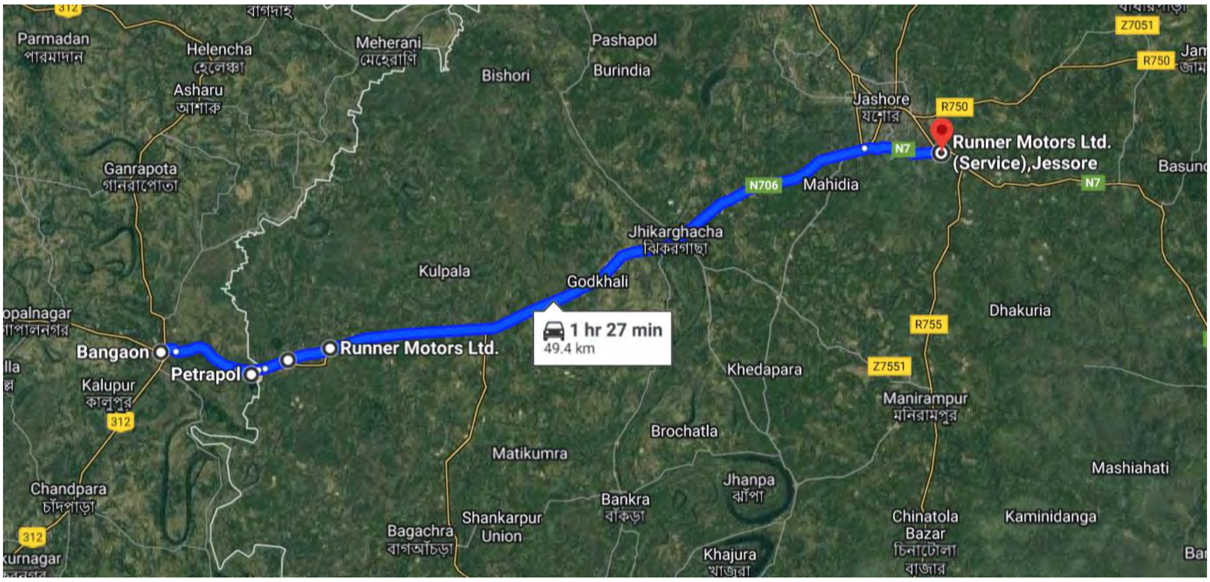


Figure 6: Route Planning of Bangaon to Jessore

The commercial vehicles are transported by skilled drivers from Jessore to Bhaluka, Mymensingh, the location of RML's major assembly factory. This factory completes all commercial vehicle assembly and durability testing. It acts as the main hub for the distribution of commercial vehicles and replacement parts across Bangladesh.

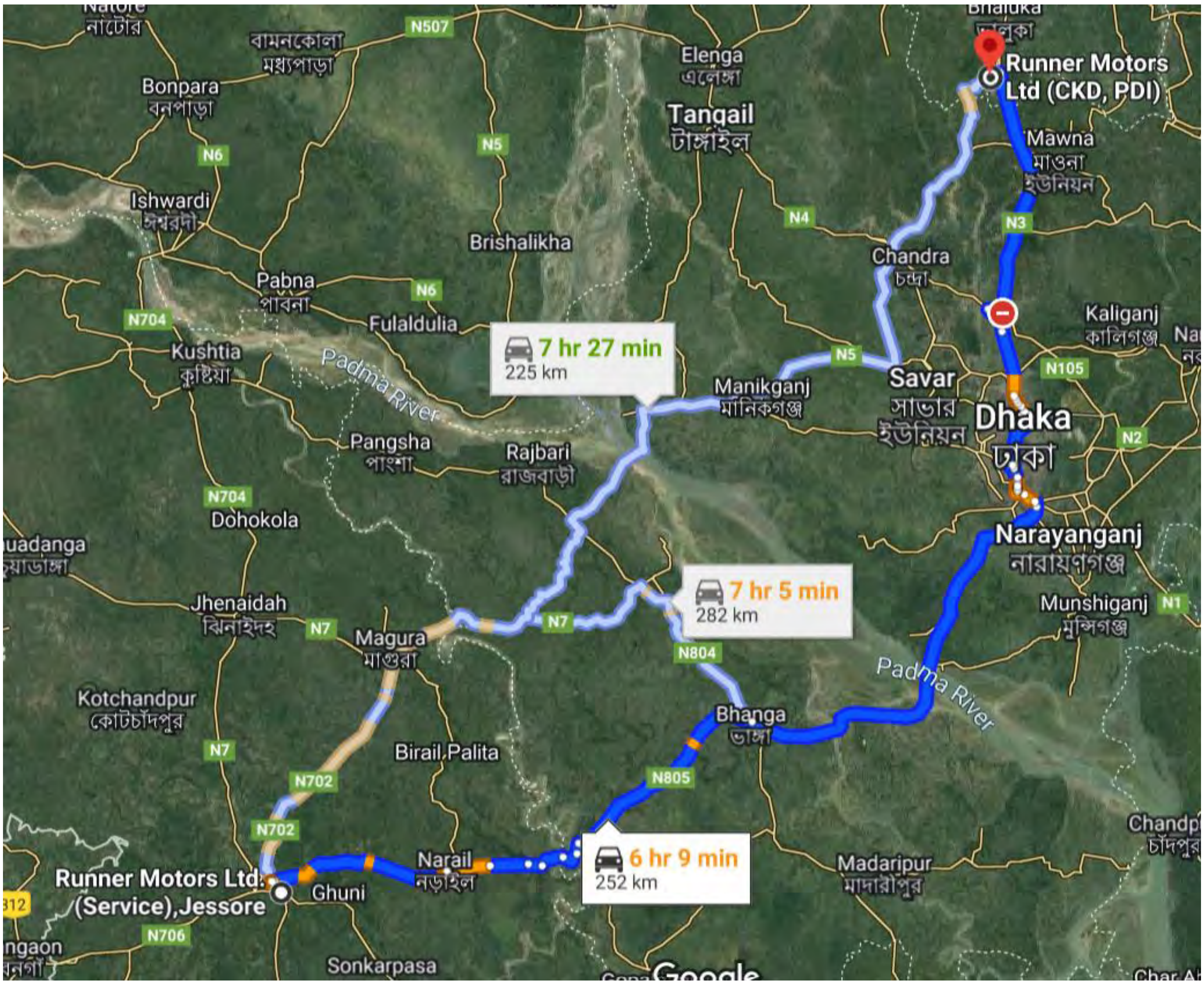


Figure 7: Route Planning of Jessore to Bhaluka (RML)

The process of ordering commercial vehicles requires a substantial lead time; from the dealership shop to handover, it takes around 45 to 60 days. Bangladesh's complicated paperwork system adds a long time to this process.

An excel sheet shows how commercial vehicle distribute from the deport station to the final destination and it includes the model number, weight of the vehicles, quantity and the dealer specifications. It helps to reduce operation cost of delivery process.

Code	Dealer/Vendor	Vehicle Model	Vehicle Weight (Kg)	Quantity	Area	Deport From
RM01101	Islam Motors	Pro 1055 LT	2600	1	Moulvibazar	Bhaluka, Mymensigh
		Pro1050	1490	2		
RM01104	Runner Motors	Pro 1055 LT	2600	5	Chattogram	Jessore
		Pro 1050	1490	5		
		Pro 1049 CT	2500	2		
		Pro 3015	11900	2		
		Pro 1114XP	10900	1		
		Pro 1095XP	10250	1		
		Pro1112XP	12976	2		
RM02103	S.N Motors	Pro 3015	11900	1	Feni	
		Pro 1095XP	10250	1		

Figure 8: Enroute to Dealer

The price of product delivery is predetermined. Nevertheless, deliverymen and drivers do not get special compensation. Everything is covered by a single payment. Delivery to dealer is required to put their bills when trips are completed. The route planner forwards the code to the selecting crew after allocating the routes and writing the vehicle number on the token slips. Nevertheless, because this process involves any old systems, RML has a great deal of difficulty implementing logistics. Furthermore, when the supply chain's primary goal was to be implemented, it encountered several difficulties. To put it another way, there is some potential for this approach to reduce costs. Thus, this procedure has to be more capable, and one way to do so is via optimizing networks.

2.8.3 Selection Team

The selection team gets to work as soon as the group completes the route planning. After receiving invoices, the picking team supervisors at each gate instruct their team to gather the items based on the specified amount. A picking team often has eight or nine gates. There are few steps involve in selection:

- The commercial vehicles are reported to the importer or their designated representative upon arrival at the designated port or terminal. Typically, this message contains information about the location, arrival time, and any special instructions.

- The importer needs to finish the customs clearance process before collection. This include submitting the relevant paperwork, paying any applicable tariffs or taxes, and passing through any inspections mandated by the customs laws of the nation of import.

- After the commercial vehicles are cleared through customs, plans are made to pick them up. If the importer has the resources to deliver the commercial vehicles directly, this may entail using internal logistics or employing a transport firm.

- To arrange the pickup time, communication with the port or terminal authority is necessary. A good time to pick up the commercial vehicles is decided upon based on availability and special arrangements.

- It is standard procedure to perform a comprehensive check of the commercial vehicles prior to loading or transportation to make sure they are in excellent condition and match the description given in the paperwork.

- The commercial vehicles are loaded into transport vehicles, such as trucks or trailers, using the proper equipment and handling techniques in order to go on to their destination.

- Make sure all required documents are in place before leaving, such as bills of lading, paperwork for customs clearance, and other documentation pertaining to the transfer.

- The commercial vehicles are driven to the specified location, which can be the intended buyer's home, a distribution center, or a storage facility.

- The commercial vehicles are either delivered to the customer or entered into inventory when they arrive at their destination. Updates are made to the inventory records with information such as vehicle models, identifying numbers, and any unique characteristics.

- Make that the imported commercial vehicles are in conformity with all applicable local rules and regulations, including those pertaining to registration, emissions, and safety.

2.8.4 Releasing Process

RML Dhaka central sales receives a large number of items each day. Similar to the selecting process is also the releasing procedure. There are, nonetheless, a few little variations.

- Make that all import documentation, such as bills of lading, commercial invoices, customs declarations, and any applicable licenses or certifications, are in order.

- Customs clearance is required for imported cars. This entails completing the proper documentation, paying any taxes or charges, and, if needed, submitting to inspections.

- It is customary to carry out quality inspections upon unloading to make sure the cars have arrived in the anticipated state. This might entail looking for transit-related damages.

23/11/2022		11:00		Unloading/ManHrs (Today)	0	Total Man/Hrs Passed	50

Gate No	Headcount	otal G.Wt Unloade	Total Delay (Min)	Total Delay (Min)	Unloading Kg/Min
1	5				
2	10				
3	8				
Total	23				

Description	Date & Time	Reporting Time
Unload Start Time	9 Nov'22 10:30	9:00
Current Time	9 Nov'22 11:30	
Predict Completion	9 Nov'22 13:00	

Description	Total G.Wt	Total Volume
Total G.Wt		
Complete		
Ongoing/Pending		

SL	Reporting SL No.	Date	Vehicle Number	Delivery Doc. Number	Splt	Gross Weight	VAT/Tax	Status	Releasing Gate No.	Report at Release Point Time	Release Start Time	Release End Time	Delay for Release	Time to Release	Delay reason
1															
2															
3															
4															
5															
6															
7															
8															
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Figure 9: Releasing Spreadsheet

Note: This excels file displays the number of workers required to release commercial vehicles, among other information. Initially, we can identify a commercial vehicle based on its report number, and it will display all of the information. Secondly, we can also observe the number of quantities that were released. Thirdly, we may get an idea by knowing the total release start and finish times. Lastly, we may also ascertain the causes of the process's delay.

- After unloading, the vehicles might be transported to a storage facility or directly to distribution centers for further processing or sale.

- The process of entering information about the imported cars into the inventory includes noting manufacturer, model, VIN (Vehicle Identification Number), and any unique characteristics.

- The commercial vehicles may be given to dealerships, wholesalers, or retailers for sale or further distribution, depending on the business plan.

- Make sure that all local laws and rules pertaining to imported cars are followed, including those pertaining to vehicle registration, emissions limits, and safety specifications.

2.9 Fleet Management of RML

Any company that engages in transportation needs to have a strong fleet management program, and RUNNER MOTORS LTD. would probably handle it similarly to other businesses in the commercial vehicles sector. RUNNER MOTORS LTD., which is in charge of managing commercial vehicles, probably uses strong fleet management procedures designed to meet the unique requirements of these cars. Here is a summary of what Runner Motors' fleet management for commercial cars may include:

- ✓ **Maintenance and Repairs of Commercial Vehicles:** Heavy use is a common occurrence for commercial vehicles. To guarantee that they stay in top shape for lengthy periods of time and to prevent malfunctions, regular maintenance regimens are essential. This entails following strict maintenance plans, doing inspections on time, and fixing problems right away.

- ✓ **Commercial Vehicle Tracking:** Runner Motors is able to track commercial vehicles in real-time by utilizing telematics and GPS devices. This guarantees on-time delivery and permits route optimization, which lowers fuel consumption and boosts total productivity.

- ✓ **Load Capacities and Safety:** It's essential to control commercial vehicles' load capacities for both efficiency and safety. Reducing wear and tear on the vehicles and adhering to regulatory compliance are achieved by ensuring that items are transported securely and without overloading the trucks.

- ✓ **Driver Training and Compliance:** To operate these bigger cars and different kinds of freight, commercial drivers must complete specialized training. Reducing accidents and maintaining operational effectiveness require strict adherence to safety laws, traffic laws, and appropriate handling practices.

- ✓ **Fuel Economy and Cost Control:** Since commercial vehicles use a lot of fuel, fuel economy is important. To properly manage expenses, Runner Motors would probably concentrate on route optimization, fuel-efficient driving techniques, and fuel usage monitoring.

- ✓ **Emergency Response and Backup Plans:** Commercial trucks frequently follow set timetables. To reduce delays in delivery or services, Runner Motors needs to have backup plans in case of malfunctions, mishaps, or other unforeseen circumstances.

- ✓ **Regulatory Compliance:** There are rules pertaining to weight restrictions, emissions requirements, driver hours, and other matters that are special to commercial vehicles. For Runner Motors to stay out of trouble and keep its operations intact, complete compliance is required.

- ✓ **Data Analysis and Optimization:** Runner Motors may pinpoint areas for improvement by analyzing data on operational parameters, driver behavior, and vehicle performance. They may save expenses, simplify processes, and optimize routes thanks to this data-driven strategy.

- ✓ **Customer service and satisfaction:** Managing a fleet of commercial vehicles involves more than just the cars; it also involves the services offered. Providing prompt deliveries, first-rate customer support, and dependability are essential to preserving good client relations.

In order to guarantee seamless operations and client satisfaction, RUNNER MOTORS LTD. probably prioritizes a complete strategy to managing its fleet of commercial vehicles, placing a strong emphasis on safety, compliance, cost-effectiveness, and dependability.

2.10 Inventory Management of RML

RUNNER MOTORS LTD. (RML) relies heavily on inventory management to keep their automobile company running well. For a firm that produces, distributes, and maintains automobiles and their parts, efficient inventory management is essential to preserving a competitive advantage, cutting expenses, satisfying client needs, and optimizing earnings.

An Overview of RML's Inventory Management

- **Inventory of Spare Parts and Components:** RML has a sizable stock of spare parts and components that constitute the necessary for the manufacture, maintenance, and repair of vehicles. As a result, they make or distribute a wide variety of products, including engines, gearboxes, brake components, electrical parts, body panels, and more, to suit the needs of different car models and kinds.

- **Integration with the Supply Chain:** RML's inventory control is intricately linked to their supply chain. In order to guarantee a steady and timely supply of merchandise, they cultivate close connections with suppliers. To manage inventory levels and avoid stockouts, this entails contract negotiations, the creation of clear communication routes, and supplier performance monitoring.

- **Inventory Tracking and Control:** RML tracks inventory movements, keeps an eye on stock levels, and maximizes inventory control using sophisticated inventory management software. This helps avoid shortages or overstocking by providing real-time visibility into inventory levels across several warehouses or storage locations.

- **Demand Planning and Forecasting:** RML uses advanced forecasting models to anticipate future demand for different parts and components. These models are based on historical data, industry trends, and sales predictions. By ensuring that the appropriate number of commodities are stored at the appropriate times to fulfill demand without having surplus inventory, these insights help with effective inventory planning.

- **Effective Storage & Warehousing:** RML's warehousing facilities are set up and designed to handle inventories as efficiently as possible. Simplified operations, simple retrieval, and shorter picking and packing times are all benefits of proper inventory arrangement, labeling, and classification.

- **Practices for Just-in-Time (JIT) Inventory:** RML probably uses Just-In-Time (JIT) techniques to reduce carrying costs and maximize inventory turnover, seeking to receive goods right before it's needed for production or repair. This strategy adheres to the principles of lean production and minimizes surplus inventory.

- **Quality Control and Assurance:** It's critical to guarantee inventory quality. RML has strict quality control procedures in place to ensure that parts and components fulfill their requirements. Items are subjected to quality assurance inspections both upon delivery and prior to being used in production or for repairs.

- **Lifecycle Management:** Inventory lifecycle management is actively handled by RML. They keep a careful eye on obsolescence risks, shelf life, and expiry dates (if any). There are measures in place to reduce write-offs and lower the risk of keeping outmoded goods.

- **Integration with Production and Maintenance:** At RML, the schedules for production and maintenance are closely related to inventory management. In order to prevent operations from being disrupted by low inventory, they coordinate inventory levels with production needs and planned maintenance.

- **Data Analysis and Optimization:** RML's inventory management method heavily relies on data analysis. They use inventory data analysis to spot patterns, predict demand precisely, optimize stocking levels, and make well-informed judgments that will increase productivity, save expenses, and successfully satisfy client expectations.

Obstacles and Solutions

- **Supply Chain interruptions:** RML must deal with difficulties arising from supply chain interruptions, including supplier problems and delays in component delivery. They have backup sources, use risk management techniques, and use predictive analytics to anticipate any interruptions in order to lessen this.

- **Inventory Optimization:** Maintaining a healthy balance between stock levels and shortages is a constant struggle. RML uses cutting-edge algorithms and approaches for inventory optimization to find the ideal balance and save carrying costs.

- **Obsolescence Management:** It's crucial to control the risk of obsolescence in inventories. To reduce the danger of obsolescence, RML periodically assesses the aging of its inventory and employs techniques including recycling, repurposing, and promotional sales.

- **Variability in Customer Demand:** Inventory planning is complicated by changes in customer demand. In order to adjust to shifting demand patterns, RML uses predictive analytics, flexible production and procurement techniques, and supply chain agility.

- **Technology and Innovation:** RML always strives to incorporate new technology developments into its inventory management systems and solutions. To improve inventory visibility, accuracy, and efficiency, they invest in automation, state-of-the-art software, and Internet of Things (IoT) enabled solutions.

Runner Motors Ltd. relies on inventory management, a complex procedure, to maintain their commercial vehicles industry. By means of rigorous planning, technological integration, effective supply chain management, and a concentration on data-driven decision-making, RML optimizes inventory levels, minimizes expenses, fulfills client requirements, and guarantees the smooth functioning of their automotive entity.

2.11 Forecasting of RML

Runner Motors Ltd. relies heavily on forecasting as part of their strategy since it helps them plan production, anticipate demand, maximize inventory, and make well-informed business decisions. Runner Motors, a firm that produces and distributes automobiles and their parts, uses forecasting to foresee changes in the market, consumer preferences, and industry trends. Here's a detailed examination of Runner Motors' forecasting procedures:

1. Forecasting demand:

- ✓ **Data Analysis:** In order to precisely predict future demand, Runner Motors thoroughly examines past sales data, taking into account variables including seasonal changes, prevailing economic circumstances, and prior patterns.

- ✓ **Market R&D and Trends:** In order to comprehend changing consumer tastes, technical breakthroughs, and the competitive landscape that affect their demand projections, they undertake market research, collect customer feedback, and keep an eye on industry trends.

- ✓ **Predictive analytics:** In order to more precisely estimate demand, Runner Motors uses sophisticated predictive analytics models that make use of statistical techniques and machine learning algorithms. These models allow for more accurate forecasts since they take a wide variety of variables into account.

2. Forecasting Production:

- ✓ **Demand Alignment:** Runner Motors synchronizes its production estimates with the demand that is expected. In order to optimize manufacturing schedules, they project production demands based on sales predictions, taking lead times, production capacity, and inventory levels into account.

- ✓ **Planning of Capacity:** Forecasting informs judgments on capacity planning. To effectively manage resources and achieve production goals, they evaluate the capacity of equipment, personnel availability, and production facilities in relation to anticipated demand.

3. Forecasting inventory:

- ✓ **Optimizing Stock Levels:** A key component of inventory management is forecasting. In order to maintain ideal inventory levels free from surplus stock or stockouts, Runner Motors predicts inventory needs based on demand predictions, lead times, and stock turnover rates.

- ✓ **JIT (just-in-time) inventory:** By using JIT inventory techniques and obtaining goods just in time for production or maintenance requirements, they reduce carrying costs. They do this by using forecasting.

4. Innovative and New Product Introductions:

- ✓ **Forecasting for Product Development:** Runner Motors employs forecasting to direct the launch of new products. Based on consumer preferences, industry trends, and market research, they project demand for new models or features.

- ✓ **Planning for Innovation:** R&D and innovation projects may be better planned with the help of forecasting. Their innovation plan is guided by their forecasts of future customer desires, technical developments, and market demands.

5. Optimization of the Supply Chain:

- ✓ **Supplier Cooperation:** Forecasting makes working with suppliers easier. By providing suppliers with demand projections, Runner Motors helps them to better coordinate production and delivery schedules, shorten lead times, and guarantee timely delivery.

- ✓ **Risk Mitigation**: Supply chain risks like material shortages and supplier interruptions are anticipated with the use of forecasting. Runner Motors reduces these risks by putting emergency measures into action based on projections.

6. Budgeting and Financial Planning:

- ✓ **Revenue Forecastin**g: Precise demand estimates support financial planning and budgeting by feeding into revenue estimates. These projections are used by Runner Motors to efficiently plan investments, assign resources, and set sales objectives.

- ✓ **Cost management:** Cost estimates are influenced by forecasting as well. Based on expected production quantities and market demands, they project production costs, procurement costs, and operating costs.

7. Ongoing Enhancement:

- ✓ **Feedback Loops**: Runner Motors compares its estimates to real sales and production data in order to continually assess the forecasts' correctness. They may enhance forecasting models, increase accuracy, and adjust to shifting market conditions thanks to this feedback loop.

- ✓ **Technology Integration:** To continuously improve forecasting accuracy and efficiency, they invest in state-of-the-art forecasting tools, machine learning algorithms, and data analytics technology.

Every facet of RUNNER MOTORS LTD.'s operations is impacted by forecasting, which is essential to the company. Runner Motors maximizes production, inventory, supply chain, and financial planning by utilizing historical data, market insights, predictive analytics, and continuous improvement initiatives. This helps the company stay competitive, satisfy consumer demands, and spur innovation in the automotive sector.

2.12 Develop Fleet Management of RML

RUNNER MOTORS LTD. will receive real-time insights and actionable information by merging many metrics and data points into a complete fleet management dashboard. The company's fleet operations are monitored and optimized through the use of this dashboard, which acts as a central center. This is a thorough blueprint for creating the develop plan:

Overview of the plan:

1. **Overview of Vehicle Status**:
   - A section listing all of the fleet's vehicles, broken down by kind (e.g., pickup, trucks, vans, tipper).

   - A graphic depiction (bar graph or pie chart) of each vehicle's current state (inactive, under maintenance, or operating).

2. **Metrics for Fuel Efficiency:**
   - A special section displaying the fleet's average fuel use.

   - Charts that compare and show trends in fuel economy across different vehicle models or makes.

   - Measuring fuel usage in real time and cost analysis.

3. **Service and Equipment:**
   - Metrics comparing performed against planned maintenance jobs.

   - Graphical depiction of the typical amount of time each car spends idle owing to maintenance.

   - Cost breakdown for maintenance and repairs, enabling examination by type of vehicle or category.

4. **Driver Efficiency:**
    - A part with visual evidence that shows driving behavior analytics (such as situations of speeding, hard braking, and idle time).
    - Metrics demonstrating training completion rates and adherence to safety requirements.
5. **Optimizing Routes:**
    - A special module that shows the efficiency benefits from routes that have been improved, along with statistics like time or mileage saved.
    - A comparison of the paths that cars actually travel and their intended itineraries.
6. **Effect on the Environment:**
    - Data on emissions in real time, broken down by car or fleet.
    - A graphic depicting the gradual decrease in carbon footprint that occurs when eco-friendly behaviors or commercial vehicle are used.
7. **Use of Vehicles:**
    - a visual depiction, such as a pie chart, showing the fleet-wide proportion of vehicle usage (idle time against active time).
    - Data from the past indicating high use days and hours.
8. **Analyzing Costs:**
    - Total cost of ownership for each car in the fleet or individual cars.
    - Comprehensive cost breakdown presented in an eye-catching manner, including gasoline, maintenance, repairs, and insurance.
    - Patterns in cost variations throughout time, enabling analysis and cost-cutting strategies.

9. **Warnings and Announcements:**
    - Notifications in real time about impending repair plans, problems with the car, or traffic infractions.

    - Notifications of impending fleet-related issues or wasteful driving practices.

10. **Tracking by Location:**
    - A map display that tracks the positions of vehicles in real time.

    - Available for study and optimization is historical route data.

Technical details

- **Integration of Data:** combining information into a single database from several sources, including as GPS units, maintenance records, fuel cards, and driver monitoring devices.

- **Tools for Visualization:** using technology and tools for data visualization (charts, graphs, maps) to display data in a way that is clear and practical.

- **Updates in real time:** putting in place mechanisms that enable data refreshes and real-time updates to guarantee the dashboard always shows the fleet's current condition.

- **Interface That's Easy to Use:** A customized view and filter system that makes the interface easy to use and gives fleet managers the ability to access particular data according to their needs.

- **Compatibility for Mobile:** Ensure fleet managers can keep an eye on operations when they're on the road by designing the dashboard to be accessed from mobile devices.

Procedure for Development

- **Acquisition of Requirements:** Involve stakeholders in order to collect the precise specifications and KPIs needed for efficient fleet management.

- **Phase of Design:** Work together with UX/UI specialists to develop an aesthetically pleasing and easy-to-use interface that takes data display and navigation into account.

- **Development of Dashboards and Data Integration:** Utilize appropriate technologies and frameworks to construct the plan and implement backend systems for data integration.

- **Validation and Testing:** To guarantee plan functioning, data veracity, and browser and device responsiveness, do thorough testing.

- **Implementation and Education:** Assist users in utilizing the plan's features and functions by rolling it out to them and offering the required training.

- **Constant Enhancement:** Get input from users and stakeholders to pinpoint areas that need work and put improvements in place to maximize plan performance.

For RUNNER MOTORS LTD., a thorough fleet management plan would be an effective tool that would allow for effective monitoring, decision-making, and optimization of their fleet operations.

2.13 Industry & Competitor Analysis

2.13.1 Analysis of Porter's Five Forces

Analysis of Porter's Five Forces evaluates the dynamics of competition in a given sector. Let's examine how Runner Motors Ltd. handles these dynamics at play in the commercial motor industry:

1. **Threats of New Competitor/Entrants (LOW to MEDIUM):** In the commercial vehicle industry, there is little chance of new competitors because establishing a new business comes with a number of challenges. Economies of Scale of its established presence, Runner Motors maintain economies of scale, which makes it challenging for new competitors to match its cost advantages and production efficiency. This creates a challenge. Brand Loyalty of EICHER its well-known brand, Runner Motors probably has a devoted following of customers, making it difficult for new competitors to quickly capture market share. Regulatory Obstacles is significant entrance barriers include high regulatory hurdles, strict safety regulations, and high financial requirements. This discourages possible arrivals.

   While current obstacles make it difficult for new companies to enter the market, they may pose a minor danger if they provide disruptive technology or novel business strategies.

2. **Suppliers' Bargain Power (LOW):** In the era of globalization, there are many suppliers available everywhere. A supplier simply cannot choose his own rates. Since supply chain management and procurement are frequently handled by different divisions, the company would probably look for alternatives. As a result, the supplier has minimal negotiation power. Diverse source bases possible that Runner Motors works with a number of suppliers, which increases their negotiating strength and lessens their reliance on any one source. Technological Advancements of Runner Motors has the power to specify specifications for technology, which may be useful when negotiating with suppliers. Raw material availability If suppliers have exclusive access to a certain resource, their influence may be minimal, contingent on the availability of crucial raw materials.

   Runner Motors has a diversified supplier base and control over technology needs, which helps to reduce its vulnerability to supplier negotiating strength.

3. **Buyer's Bargain Power (Medium):** There are several brands of commercial vehicles available in the market. Brands differ in the benefits they offer. The customer has the freedom to choose any brand from those available on the market that best meets their needs. Customers may simply switch brands if they believe that the one, they were using before was inadequate because there is no change charge. Pricing is governed by the same guidelines. If a brand is significantly less expensive while maintaining a high level of quality, customers are more likely to select the less expensive choice**.** Diverse customer base at Runner Motors serves a range of customer sectors, which may lessen each buyer's whole ability to negotiate. Brand Loyalty and differentiation customers that value quality and brand reputation may have less negotiating leverage if there is strong brand recognition and product differentiation. Price sensitivity for customers can readily compare prices, which puts pressure on Runner Motors to provide competitive pricing.

   In addition, Runner Motors is under some pressure because of its varied and price-conscious customer base, even if it enjoys brand loyalty and distinction.

4. **Threat of Alternative Product or Services (HIGH):** Traditional commercial vehicle sales are seriously threatened by others alternative brands, improvements in public transportation, and moves toward build quality and reliability or autonomous vehicles. Innovation and diversification to counter this danger, Runner Motors makes investments in R&D and innovation. It may also expand its product line to include vehicles that run on alternative fuels or adopt new mobility solutions.

   Runner Motors must constantly innovate and adapt because of the significant threat of alternatives brought about by the quickening pace of technical improvements and shifting consumer tastes.

5. **Competitive Rivalry Intensity (High):** Global rivals for Runner Motors must contend with ferocious rivalry from both local and international commercial vehicles manufacturer in a number of markets. Innovation and differentiation in order to set itself apart from the competition and maintain its competitive edge, Runner Motors must constantly innovate in its features, design, and technology. There is also fierce competition amongst companies for market share, which drives the development of aggressive marketing plans, pricing policies, and new product introductions.

Due to intense competition, Runner Motors must continually innovate, operate at a low cost, and use effective marketing to hold onto or strengthen its position.

Porter's Five Forces pose varying degrees of harm to Runner Motors. Due to barriers, the threat of new competitors is considerably reduced, but there are still major obstacles from competitors, risks from replacements, and modest buyer power. To counter these risks, the company's advantages in supplier relationships, innovation, and brand loyalty are crucial. Runner Motors must continue to innovate, adapt, and use strategic maneuvering to effectively manage these competitive dynamics.

2.13.2 SWOT Analysis of RML

STRENGHT

RUNNER MOTORS LTD. has a number of important advantages that support its competitiveness and success in the automotive sector.

- **Brand Recognition:** Consumers now see Runner Motors favorably and the company has a strong brand presence of EICHER motors commercial vehicles. The business has gained customers' confidence and loyalty by providing a wide selection of products, constant quality, and dependability. The brand's favorable reputation has a major role in both its market placement and consumer preference.

- **Quality and Product Portfolio:** The corporation serves a variety of market categories by providing a wide range of commercial vehicles, including trucks, pickup, and tripper. These goods are renowned for their excellence, robustness, and functionality. Runner Motors is always trying to improve the products it offers so that they can keep up with changing customer needs and technology developments.

- **Innovation in Technology:** Runner Motors welcomes technology innovations and incorporates them into their cars to improve fuel efficiency, safety features, and performance. Research and development expenditures help the business remain innovative, drawing in tech-savvy customers and preserving a competitive advantage in the marketplace.

- **Production Strategies and Cost Effectiveness:** By using cost-effective techniques and efficient production processes, Runner Motors is able to maintain competitive pricing without sacrificing the quality of its products. The business's profitability and competitiveness in the market are influenced by its capacity to control expenses while providing value to consumers.

- **Distribution Network and Market Share:** Within its target markets, Runner Motors has a sizable market share. Its extensive distribution network guarantees that items are widely accessible, reaching both rural and urban regions. The firm is more accessible to potential customers and has a stronger market presence thanks to its wide reach.

- **Stability of Finances:** The company's sales growth and profitability are consistently excellent, demonstrating its outstanding financial performance. Being in a secure financial position enables Runner Motors to make strategic investments in R&D and expansion, setting the company up for potential future growth.

- **Customer Assistance and Support:** Runner Motors places a high priority on customer happiness by offering outstanding warranty provisions, after-sale service, and prompt customer assistance. This dedication to providing excellent customer service promotes favorable word-of-mouth and brand loyalty, which support steady development in market share and sales.

- **Competent Personnel and Administration:** The organization is proud of its knowledgeable and experienced staff as well as its efficient management techniques. By fostering a culture of creativity, operational effectiveness, and flexibility, this synergy helps Runner Motors efficiently handle market obstacles.

- **Social Responsibility & Sustainability:** Runner Motors' involvement in sustainability projects is evidence of their dedication to social responsibility. These initiatives include fuel-efficient automobiles, corporate social responsibility initiatives, and environmentally friendly manufacturing techniques. These kinds of programs appeal to socially conscious customers and enhance the company's good reputation.

Because to its strong brand, wide range of products, technical innovation, cost effectiveness, wide market reach, financial stability, customer-centric philosophy, trained staff, and dedication to sustainability, RUNNER MOTORS LTD. stands out in the commercial vehicles business. Effectively utilizing these advantages can help it maintain success in the fiercely competitive automobile industry and strengthen its position in the market.

Weakness

Like every company, Runner Motors Ltd. may have several flaws that affect how well it performs and how competitively it stands in the market:

- **Restricted Market Reach:** Runner Motors may encounter obstacles while attempting to enter specific regional markets. This can be the result of insufficient distribution networks, regulatory obstacles, or difficulties customizing items to suit local tastes.

- **Reliance on Vendors:** If the organization depends too much on a few suppliers for essential parts or raw materials, it might be vulnerable. Production timelines and product quality may be impacted by problems or disruptions with certain suppliers.

- **Quality Control Difficulties:** Throughout the whole product line, there may occasionally be problems or failures in upholding consistent quality standards. Recalls and customer complaints about product quality have the potential to harm a brand's reputation and undermine consumer confidence.

- **Budgetary Restrictions:** Runner Motors may be vulnerable financially due to excessive debt levels or cash flow problems. These budgetary restrictions may make it more difficult for the business to grow, invest in R&D, or react quickly to changes in the market.

- **Limited Innovation in Product Lines:** The business may find it difficult to continuously roll out cutting-edge features or goods. A stall in new product development or a sluggish embrace of emerging technology might leave Runner Motors open to technological advances from other companies.

- **Pressure from Competition:** It might be difficult to compete with fierce rivalry from both well-established commercial vehicles distributers and up-and-coming firms. Market share and profitability may suffer if products aren't differentiated enough or if competitor strategies aren't handled well.

- **Supply Chain Weaknesses:** Runner Motors may be vulnerable to supply chain interruptions, particularly in relation to international sourcing or transportation. The seamless movement of components and materials may be impeded by transportation delays, natural catastrophes, or geopolitical challenges.

- **Issues with Regulation and Compliance:** Costly adjustments to goods or production methods may be necessary in response to changes in safety rules, emissions standards, or regulatory obligations. Failure to comply may have negative effects on the market and the law.

- **Disruption of Technology:** It might result in goods being outdated if the automobile industry does not immediately adjust to the rapid improvements in technology. The incapacity to stay up to date with technology advancements may have an effect on customer attraction and market competitiveness.

Runner Motors Ltd. has a lot going for it, but these flaws might get in the way of its expansion and competition. For the business to continue to succeed in the automotive sector, it will be essential to address these shortcomings through strategic planning, innovation, diversification, and operational enhancements.

<u>Opportunity</u>

To improve its market position and take advantage of possible development areas, Runner Motors Ltd. can take use of a number of possibilities in the automotive sector. These include:

- **Developing Markets:** For Runner Motors, entering developing markets offers a substantial potential. Expanding economies and rising disposable incomes present prospective consumers for the products of the corporation. Runner Motors may reach new markets by customizing its offers and learning about local tastes.

- **Technological Progress:** By keeping up its research and development spending, Runner Motors is able to adopt new technologies. Possibilities include improving fuel economy, creating electric vehicles, and adding smart technology to commercial vehicles. Maintaining a leading edge in innovation helps draw in tech-savvy customers and spur industry expansion.

- **The Act of Diversification:** Expanding the range of products beyond conventional Pickup and trucks could lead to new opportunities. Creating hybrid commercial vehicles, investigating alternative fuels, or branching out into new vehicle markets (such as electric bus, pickup, or micro-mobility solutions) might draw in diverse clientele and reduce the risks connected with sticking with a single product line.

- **Alliances and Strategic Partnerships:** Access to new markets, distribution methods, and technologies can be gained by forming partnerships or strategic alliances with suppliers, technology companies, or other commercial businesses. Co-branding, collaborative ventures, and cooperative R&D projects may all help Runner Motors gain a competitive edge.

- **Shifting Consumer Preferences:** Convenience, environmental friendliness, and sustainability are becoming more and more important to consumers. By introducing eco-friendly automobiles, using sustainable materials, or giving individualized and linked driving experiences, Runner Motors may profit from this trend.

- **Market Growth and International Presence:** Investigating potential for foreign growth into new areas or nations where there is a need for reasonably priced and dependable transportation. Runner Motors may increase its market reach by taking advantage of international trade agreements and building robust worldwide distribution networks.

- **Policies and Incentives from the Government:** Runner Motors may find it easier to launch and sell electric commercial vehicles if governments implement regulations that encourage their use or provide financial rewards for environmentally friendly transportation. Utilizing tax breaks or other financial aid can increase sales and customer interest.

- **Transition to Mobility Services:** Opportunities for Runner Motors to investigate joint ventures in shared mobility solutions, including sharing or rental services, are presented by the growth of Mobility-As-A-Service (MAAS). Revenue streams can be diversified by developing goods specifically for these services.

Runner Motors can take advantage of these opportunities to drive growth and preserve its competitive edge in the automotive industry by strategically aligning with emerging markets, embracing technological advancements, diversifying products, forming strategic alliances, adapting to changing consumer preferences, expanding globally, utilizing government incentives, and embracing new mobility trends.

Threats

Runner Motors Ltd. may be subject to a number of dangers that might affect its operations and standing in the market.

- **Severe Rivalry:** The commercial vehicle sector is fiercely competitive, with both long-standing multinational firms and recent arrivals always fighting for market dominance. Price pressure, dwindling profit margins, and the requirement for large expenditures to maintain competitiveness can all result from intense competition.

- **Financial Variations:** Runner Motors is vulnerable to shifts in consumer buying patterns, currency fluctuations, and economic downturns. Uncertainty in the economy might reduce consumer spending power, which can impact the demand for commercial vehicles and result in lower sales.

- **Modifications to Regulations:** Regular modifications to trade laws, safety requirements, or emissions rules may have a big effect on how Runner Motors does business. Profitability and competitiveness in the market may be impacted if expensive changes to products or production processes are needed to comply with changing rules.

- **Disruptions to the Supply Chain:** The business depends on a convoluted international supply network. Natural catastrophes, geopolitical unrest, or problems with the transportation system can cause disruptions that cause production delays, component shortages, higher expenses, and eventually impact the company's capacity to satisfy market demand.

- **Fast-moving Technological Change:** Runner Motors' goods can become antiquated if they don't immediately keep up with the rapid improvements in technology, such linked automobile technologies, autonomous driving, and electric vehicles. Loss of market share and a decline in customer interest might result from this.

- **Trends and Preferences of Consumers:** Runner Motors' typical product offers may be impacted by changes in consumer preferences toward sustainability, mobility services, or alternate forms of transportation. Reduced sales and diminished market relevance may arise from an inability to predict and adjust to evolving trends.

- **National Geographical Aspects:** Runner Motors' countrywide expansion tactics may be impacted by political instability, trade disputes, or geopolitical conflicts in important regions, which can interfere with corporate operations, restrict market access, and create uncertainty in trade relations.

- **Environmental Issues:** Stricter environmental laws and heightened environmental consciousness may require major adjustments to product offers and production methods. A lack of compliance with sustainability strategies may lead to a tarnished brand and diminished consumer confidence.

- **Threats to Cybersecurity:** The use of cutting-edge technology in cars raises questions about cybersecurity risks. consumer trust and brand reputation may be negatively impacted if consumer data is compromised due to data breaches or system flaws.

Proactive measures including competitive tactics, strong risk management, flexible technology adaption, diverse supply chain management, regulatory adherence, sustainable practices, and ongoing innovation are needed to counter these risks. Runner Motors can better manage difficulties and maintain its growth in the commercial vehicles business by reducing these hazards.

2.14 Summary and Conclusion of RML

RUNNER MOTORS LTD is one of the major participants in the Bangladeshi commercial vehicle market is Bangladesh. In addition, they are constantly improving their working conditions and capacities for their own benefit. They also hold a market share of more than 20% for commercial vehicles industry. Additionally, they are increasing their footprint throughout Bangladesh. They must, however, also keep an eye on their rivals.

Given that their main rival has a larger market in India, they may face threats in the future.

2.15 Recommendations

The following suggestions are meant to help Runner Motors Ltd. improve its standing and overcome obstacles in the automotive sector:

Technological Innovation and Progress

- ✓ **R&D and Finance:** Provide funds for ongoing research and development to bring in cutting-edge features, commercial vehicles that run on alternate fuels, and astute technological integration.
- ✓ **Embrace Hybrid Vehicles:** To meet the increasing demand for environmentally friendly transportation, concentrate on creating and promoting hybrid vehicles.
- ✓ **Adopt Cutting-Edge Safety Features:** Utilize state-of-the-art safety systems to draw in safety-conscious customers and improve vehicle safety.

Market Expansion and Diversification

- ✓ **Explore Emerging Markets:** To increase market share, target new other countries by customizing products to local tastes and making investments in distribution networks.
- ✓ **Product diversification:** To meet the demands of a wide range of customers, broaden your product lines to include hybrid models, micro-mobility options, or other cutting-edge vehicle kinds.
- ✓ **Worldwide Growth Plan:** Develop solid international relationships and take use of trade agreements to strategically increase your worldwide presence.

Bolster Operations and The Supply Chain Management

- ✓ **Supply Chain Resilience:** Increase the resilience of your supply chain by utilizing technology for real-time tracking and management, diversifying your suppliers, and putting risk mitigation methods into practice.
- ✓ **Operational Efficiency:** To save expenses and boost overall performance, streamline manufacturing procedures, cut waste, and maximize operational efficiency.

Corporate Social Responsibility and Sustainability

- ✓ **Environmental Initiatives:** Encourage the use of fuel-efficient cars, lessen the production's carbon impact, and use environmentally friendly products to emphasize sustainability.
- ✓ **Corporate Social Responsibility (CSR):** Take part in activities and programs that improve communities and show a dedication to social responsibility.

Adjusting to Shifts in Regulations

- ✓ **Keep Up with:** Vigilantly observe and promptly adjust to shifting legislation and compliance standards, proactively altering goods and procedures to fulfill changing demands.
- ✓ **Government Cooperation:** Maintain open lines of contact with regulatory agencies to be informed of impending changes and to take an active role in talks about industry standards.

Management and Development of Talent

- ✓ **Invest in Training for Workforce:** Develop a culture of innovation, offer training programs, and keep talent by providing possibilities for career advancement and attractive pay packages.
- ✓ **Leadership:** Strong leadership that promotes a culture of flexibility, agility, and forward-thinking tactics is essential for effective leadership.

RUNNER MOTORS LTD. may strengthen its competitive advantage, adjust in the market to changes, and establish itself as a forward-thinking, customer-focused leader in the commercial vehicle sector by putting this advice into practice.

CHAPTER 3

Optimizing Commercial Supply Chain Management in Bangladesh: In Depth Analysis of RUNNER MOTORS LTD.

Chapter 3: Project Part

3.1 Optimizing Commercial Supply Chain Management in Bangladesh: In Depth Analysis of RUNNER MOTORS LTD.

3.1.1 Background Information

Improving commercial supply chain management in Bangladesh is an important undertaking in the ever-changing environment of its developing industrial sector, as demonstrated by the activities and tactics of RUNNER MOTORS LTD. The economic progress of Bangladesh, the growth trajectory of the commercial vehicle sector, and the strategic positioning of Runner Motors highlight the need of examining the complexities and difficulties that arise in supply chain management in this particular setting.

A massive change in Bangladesh's economic structure has occurred, characterized by strong industry and rising consumption. Particularly the commercial vehicle industry has grown at an impressive rate in tandem with the nation's economic expansion. During this time, Runner Motors became a domestic success story, first taking the market by storm with EICHER lineup then branching out into buses and hybrid commercial vehicles. Its focus on quality, affordability, and flexibility to the peculiarities of the local market helped it rise to a significant position in the Bangladeshi commercial vehicle industry.

RUNNER MOTORS LTD.'s operations depend heavily on supply chain optimization to sustain market competitiveness and satisfy expanding customer needs. Runner Motors' supply chain ecology covers various operations, including procurement, production, distribution, and post-sales services. All of these procedures are essential for maintaining efficient operations.

The process begins with the procurement and sourcing stage, in which Runner Motors carefully interacts with a network of domestic and foreign suppliers. The procurement procedure gives a high priority on timely delivery of aspects and materials needed, the effectiveness of costs, and quality assurance—all of which are necessary for the smooth assembly of vehicles. The base of Runner Motors' ability to sustain production while reducing the risk of supply chain disruptions is its strategic sourcing procedures.

Runner Motors eventually plans its processes for manufacturing with a focus on adaptability and mobility. The organization frequently enhances the company's manufacturing procedures so as to boost efficiency, reduce waste, and maintain exacting quality requirements. The willingness of Runner Motors to quickly adjust to changes in the market and in the preferences of its customers is ensured by its operational agility.

The operational strength of Runner Motors is further strengthened by a well-organized network of logistics and distribution locations. Well-placed warehouses and dealership networks enable the effective and extensive distribution of vehicles throughout Bangladesh. Runner Motors prioritizes accessibility and availability in order to expand its market position and base of customers.

Runner Motors places a high value on relationships with customers and afterwards services in addition to the sale of vehicles. Its dedication covers extensive warranty terms, easily accessible replacement parts, and fast customer service, assuring a complete and fulfilling possession experience for customers.

Runner Motors must contend with obstacles posed by Bangladesh's economic climate, such as restricted infrastructure, extensive regulations, and unstable markets. The business uses a strategic strategy, integrating technology and forming productive collaborations, to overcome these obstacles. Runner Motors' supply chain incorporates technological integration into several aspects, including software solutions for data analytics, logistics tracking, and inventory control. Such advances in technology facilitate well-informed decision-making and improve operational effectiveness.

Moreover, Runner Motors' supply chain resilience is strengthened by partnerships with both domestic and foreign companies. Developing relationships with dependable vendors, shipping companies, and IT companies enhances operational performance and promotes an innovative culture inside the company.

As it looks to the future, Runner Motors keeps improving its plans, anticipating the incorporation of cutting-edge technology, market growth, and ongoing process improvement. The aforementioned activities serve as a testament to Runner Motors' dedication to maintaining its market leadership, accommodating changing customer tastes, and establishing a successful future for the commercial vehicle sector in Bangladesh.

In addition, Runner Motors Ltd. is proof of the complex interactions between supply chain optimization and the Bangladeshi automotive commercial vehicle sector. Its tactics, difficulties, and operational projects provide a guide for negotiating the difficulties and grasping the chances that come with overseeing commercial supply chains in this dynamic economic environment.

3. 2 Objective of the Report

Broad Objective

The key objective of the report is about the optimizing commercial supply chain management of RUNNER MOTORS LTD. by analyzing the vendor management, contract management, logistics & warehousing, inventory management and last but not least control management.

Specific Objective

- ✓ To build up a good relationship with the customers end while placing the order by managing quick-moving service.
- ✓ To reduce cost of shipping with forecasting by managing fleet management for collection to handover the product.
- ✓ To ensure customer and supplier satisfaction after achieving fleet management by every different situation.
- ✓ To reduce the risk of loss.
- ✓ To increase KPI with suggestions.

3.2.1 Scope of the Study

RUNNER MOTORS LTD. has played a key role in the nation's economic prosperity. This report provides a thorough analysis of RUNNER MOTORS LTD's most complex and reliable supply chain management system in relation, along with suggestions for improvement to help the business maintain its position as a leader of light-weight vehicle segments in the very competitive commercial vehicle market in Bangladesh.

3.2.2 Limitations

- ❖ Because of some confidential issues it's hard to get data for report.
- ❖ Prohibited to take a picture of any documents.
- ❖ Restriction of writing detail information regarding the project work of RML.

3.3 Literature Review of RML

One of the main topics of discussion in academic circles is the optimization of commercial supply chain management in Bangladesh, as demonstrated by the activities of RUNNER MOTORS LTD. Within the framework of Bangladesh's commercial automotive sector, this thorough literature evaluation includes a detailed examination of RUNNER MOTORS LTD's strategic positioning, supply chain complexities, market dynamics, obstacles and include all commercial management (Vendor, Inventory, Logistics & Warehousing, Contract) and future possibilities.

RUNNER MOTORS LTD. is a prominent participant in the commercial automotive industry of Bangladesh, has attracted scholarly interest because of its diverse supply chain optimization strategy. Scholarly investigations conducted by a number of researchers have carefully examined various aspects of Runner Motors' supply chain management, providing insight into the company's tactics, difficulties, and contributions to the changing automotive landscape of the nation.

The market positioning tactics of Runner Motors Ltd. highlight the company's outstanding growth pattern and unique market share in Bangladesh. These evaluations highlight Runner Motors' dedication to price, quality, and customization to local market quirks as key factors in the company's commercial success.

It goes into the details of the supply chain and clarifies the complexity of RUNNER MOTORS LTD. supply chain procedures. The present academic investigation highlights the critical elements of production agility, strategic sourcing procedures, and the effectiveness of the company's distribution network in guaranteeing operational efficiency and increased customer satisfaction.

Analyses show that Runner Motors' creative and complementary capabilities have piqued the interest of academics. The integration of modern technologies in manufacturing, logistics, and customer service are all discussed in these analyses. They emphasize how these developments strengthen Runner Motors' advantage and effectiveness in the marketplace.

Studies additionally conducted a critical analysis of Runner Motors Ltd.'s resilience procedures and the issues it confronts. Analysis by explores the company's experiences with market swings, regulatory complexity, and infrastructure restrictions. Further studies, clarifies how Runner Motors manages risk, strengthens its supply chain, and adjusts to changing market situations.

Moreover, RUNNER MOTORS LTD.'s commitment to the environment and future objectives have been the subject of studies. These questions demonstrate the company's progressive a mindset, which includes goals for market development, technology improvements, and sustainability initiatives with a focus on lowering environmental effect.

When taken as a whole, this large volume of studies provides a thorough and sophisticated knowledge of RUNNER MOTORS LTD.'s place in Bangladesh's commercial automotive industry. The company's technological innovations, resilience strategies, supply chain optimization efforts, and forward-thinking approach are all highlighted, highlighting Runner Motors' significant impact and contributions to the evolution of commercial supply chain management in Bangladesh's automotive industry.

3.4 Methodology

Data for the study were gathered in a number of methods.

Primary Data: The main methods used to collect primary data were in-person interviews with my supervisor, further, employees and stuff RUNNER MOTORS LTD information, retailers, and its dealers.

Secondary Data: Older research publications, internship reports, many reports on RUNNER MOTORS LTD, books to learn about different terminologies, and official corporate websites were the sources of secondary data sets. This is the Standard Operating Procedure (SOP) book for RUNNER MOTORS Limited.

3.5 Commercial Supply Chain Management: A Depth Analysis of RML

3.5.1 Vendor Management

A key component of Runner Motors Ltd.'s commercial supply chain management is vendor management, which also affects the company's overall competitiveness in the Bangladeshi automotive market as well as productivity and the standard of its products. The multiple tactics that make up Runner Motors' approach to vendor management are intended to ensure dependability, build solid partnerships, and streamline procurement procedures.

- **Strategic Partnership and Vendor Selection:** Runner Motors thoughtfully selects its vendor partners by using strict standards that prioritize affordability, quality, and dependability. Vendors that share the company's dedication to providing premium items at competitive prices are given preference. By forming long-term alliances with particular suppliers, Runner Motors is able to foster cooperation and mutual trust that benefits both sides of the equation.

- **Assurance of Quality and Assessment of Performance:** Ensuring the quality of materials and components supplied by suppliers is of the highest significance to the organization. In order to evaluate vendors' compliance with quality requirements, Runner Motors conducts frequent audits and performance assessments in addition to implementing strict quality control procedures. These assessments facilitate ongoing development and offer perceptions into aspects of the supply chain that need attention or change.

- **Collaboration and Supplier Development:** By working together with suppliers, Runner Motors promotes an innovative and constant development culture. The business aggressively promotes vendor development initiatives, including advice, materials, and instruction to improve vendors' capacities. By working together, vendors are better able to match Runner Motors' changing needs and industry norms, which promotes a win-win partnership.

- **Risk Mitigation and Diversification:** Recognizing the inherent risks associated with vendor dependence, Runner Motors adopts strategies to mitigate supply chain risks. The company avoids over-reliance on a single vendor by diversifying its supplier base. This approach ensures a level of resilience against disruptions, enabling Runner Motors to navigate challenges such as supplier shortages or unforeseen changes in market conditions.

- **A willingness and Communication:** A key component of Runner Motors' vendor management approach is having open and transparent channels of communication. The organization cultivates a relationship based on mutual understanding and trust with its vendors by keeping open lines of communication. To guarantee a seamless supply chain operation, effective communication helps to align expectations, swiftly handle possible problems, and promote collaborative problem-solving.

- **Innovation and Constant Improvement:** Runner Motors invites suppliers to participate in supply chain innovation and process enhancement. The business appreciates the advice and insights provided by suppliers, and it makes use of their knowledge to spur creativity, improve productivity, and look for ways to save costs. Throughout the supply chain, this cooperative approach promotes a culture of ongoing improvement.

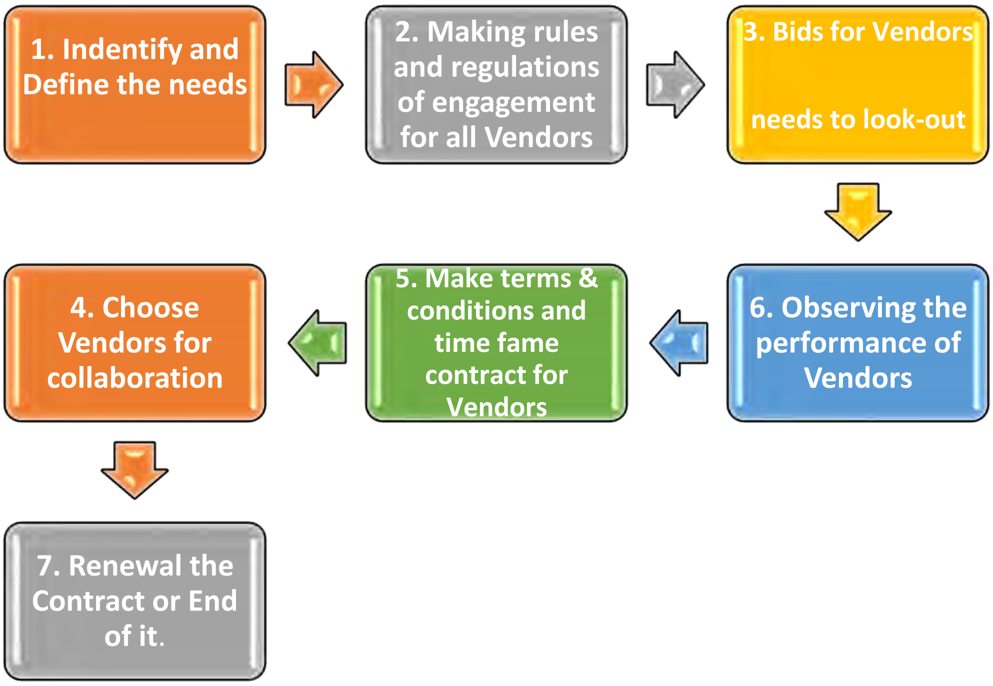

Figure 10: Vendor Management Workflow

- There are three pillars of Vendor Management:
  1. Procurement Management
  2. Contract Management
  3. Third-Party Risk Management

In summary, the vendor management procedures used by Runner Motors Ltd. demonstrate the company's dedication to maintaining a reliable and effective supply chain. Through deliberate selection and cultivation of vendor relationships, a focus on quality assurance, a collaborative approach, risk mitigation, open and honest communication, and an encouragement of innovation, Runner Motors fortifies its supply chain resilience and sustains a competitive advantage within Bangladesh's commercial automotive sector. The vendor management tactics employed by the organization are indicative of a comprehensive strategy designed to maximize the performance and expansion of the commercial supply chain management.

3.5.2 Contract Management

Positive conversations or bids from a possible vendor or business partner start the process of requesting a formal contract. Consider the rationale for the contract and if both parties can carry out its provisions during this pre-award stage.

Ensure that top management is in favor of the request, the collaboration, or the agreement at this point. By taking this action, you can avoid encountering obstacles later on in the project or having it abandoned because it didn't fit the management's plan and objectives.

The following is a list of things you should finish in the initial

1st Phase of Contract Management: Composing

- Recognize the history of the commercial connection and the contract.
- Specify the objectives of the intended undertaking, agreement, or transaction.
- Define and establish expectations.
- Recognize, clarify, and list the terminology to reduce danger.
- Outline the steps that each party must take to ensure that the agreement is fulfilled.

- List the important records and people that will help the contract. (Usually, an automated method makes this data available through an online library that may be searched.)

The project's objectives, details on the actions that support the contract, and the important dates are the inputs at this point. The first documentation that preserves the data and creates an early audit trail is the output.

2nd Phase of Contract Management: Create/Lead To

Be specific about the project's objectives and conduct research before creating the first draft of the contract. To make sure to have the context required to create the contract, it might need to acquire papers throughout the quote process or the early stages of the sales cycle. Negotiations frequently result in changes to contracts, thus both sides must be adaptable with the draft. Best practices for the draft are as follows:

- All relevant papers, including clauses, terms, and conditions, that are required to complete the contract should be included in the draft.
- The draft should be based on the information provided in the contract request.
- Clear and precise language should be used in the document to prevent confusion or misunderstandings.

This step will go more quickly if you use templates that contain legal's authorized wording. It can also prevent bottlenecks that sometimes happen when legal needs to become involved in every contract draft. A database of authorized templates, clauses, and other legal documents is searchable and available in many automated contract management systems.

3rd Phase of Contract Management: Come to Terms About

To guarantee that all sides have the greatest possible agreement, negotiations should start with transparency and trust. Playbooks, which deconstruct the provisions of the contract, backup positions, clauses, issue lists, and questions that both sides must respond to during talks, are frequently used by negotiators. The steps in the negotiating stage are as follows:

- Distribute the document to internal stakeholders to make sure all queries and concerns have been addressed.

- Distribute the document to the primary contacts of the vendor or partner to get their input and to identify potential conversation topics.
- Examine comments on the draft, contrasting drafts to find differences that need to be worked out.
- Discuss the terms and circumstances and come to an agreement that works for both of party.
- Keep track of proposed changes until both sides agree on the terms and conditions in full.
- Record any modifications to the agreement. (Using software monitoring features can help shorten the time it takes to examine these changes.)
- Complete the modifications, often by drafting a term sheet or letter of understanding (LOU) to ensure that all parties are in agreement before signing the final contract.
- List the signature information and the individuals who can formally approve and sign the final contract.

Once it through, it'll have a completed contract or agreement that is prepared for official approval.

4th Phase of Contract Management: Approval

Final approvals can be granted to the contract if all parties have concurred upon its terms and conditions. The contract may need to involve legal department, important executives and other internal management, external stakeholders, and the client, depending on its size and breadth. The contract paper serves as the input, while the final contract approval serves as the output.

When requesting management permission, it can run into another obstacle. Make sure it has rules and processes to validate the approval process and has determined who needs to examine the contract in order to eliminate any potential roadblocks.

It continues to oversee the procedure in order to complete the contract and conclude the deal. To keep the process going, it can make use of parallel approvals, which are obtained by several departments at the same time, or serial approvals, which are signoffs that take place in a sequential workflow. An automated system that routes the contract and generates notifications can also be used. It may better prepare for the transaction's close during this meticulous stage of the process by using approval tasks and checklists. Maintain documentation of all pre-closing, meeting, approval, and memo procedures. It will also benefit later on from this material for audit trails and compliance.

5th Phase of Contract Management: Execution

Each participant must sign the authorized contract in order to complete the agreement. Once those signatures are obtained, the deal is finalized. By now, all parties ought to be aware of how the agreement will operate. E-signatures can make the process of getting signatures easier, particularly when working with people on other continents or in various time zones. Subsequently, provide signed copies of the agreement to each party and keep them in file cabinets, an internet server, or a document library (where anyone may manage and search them).

6th Phase of Contract Management: Reproduce

Each contract serves as a repository of information that it can utilize to expand the company, in addition to being the single source of truth for all parties engaged in the project. To make the data easier to find, manage, and retrieve, compile all of the signed contracts and related closing papers into a single system. By arranging your papers in this manner, it can profit from the following:

- It's simple to use for complicated scenarios, contract visibility, quality assurance, and record keeping.
- It tags them with pertinent keywords to facilitate document retrieval and search results.
- It organizes them for robotic or machine-readable data discovery, such as optical character recognition (OCR), which turns JPGs or PDFs into text documents that can be searched using artificial intelligence (AI) or machine learning.
- It safely keeps them to ward against loss or online intrusion.

7th Phase of Contract Management: Observation

All parties are required to abide by the terms and conditions of the agreement after they have all signed it. Contract breaches can lead to liabilities or contract termination if performance standards, payments, or reporting are not met. If they break the rules, they risk serious consequences and maybe harm to the organization's reputation.

It must make sure that the objectives and provisions of the contract are followed throughout its life cycle (sometimes referred to as obligation management or commitment management) and keep an eye out for any indications of noncompliance, such as problems with quality. Making sure that all important documents are being stored, accessed, and updated securely using a records management system is one approach to monitor and enforce compliance.

8th Phase of Contract Management: Audit & Documentation Analysis

Documentation analyses and audits notify of any concerns and compliance issues as well as assist in tracking the status of a contract. The scope of any report or audit should be clearly stated in the contract, but it might be difficult to keep an eye on this if the document is tucked away in a desk drawer or filing cabinet. It may be simpler to keep track of what needs to be tracked and when to supply the information if it has digital files and cloud storage in a searchable database or contract repository.

Once it has been determined how to locate the information in the fastest and most efficient manner, you might want to think about using a checklist for an audit or report that includes the following information:

- Fund, bill, payment and invoice
- Project expenditures and spending
- Project milestones and deliverables
- Quality assurance
- Customer support
- Systems and all records are used for trailing audit

It can implement plans to remove, lessen, or transfer any possible risk when reports and audits identify flaws or circumstances that jeopardize the contract.

9th Phase of Contract Management: Examine & Make Change

Examine the progress using the data in reports to see if the contract needs to be modified. Establish a schedule and deadline for reviewing the contract's performance. Throughout the course of a contract, revisions, modifications, and amendments are typical. This is a rundown of common modifications:

- Cost
- Work Scope
- Output
- Schedule
- Items skipped over

A contract manager manages the relationship between the parties, finds these areas, and records the specifics of the adjustments that both parties approve using their expertise in document management and change management. It's possible that certain issues will never be resolved with a contract modification. In some circumstances, ending the contract could be the wisest course of action due to subpar vendor performance or other problems.

10th Phase of Contract Management: Renewal

It has the option to think about continuing the business partnership and renewing the contract at the conclusion of the agreement. To examine the options, such as letting the contract lapse and ending the partnership, renewing the agreement, or renegotiating and creating a new contract, make sure it established alerts before the contract ends. The performance reports are a reliable source for determining the best prospects for company and revenue, both of which feed into the sales cycle.

11th Phase of Contract Management: Growth

Contractual information may contribute to the expansion of the company. It is possible to reduce risk outcomes, enhance sales and renewal performance, and optimize your contract portfolio by having greater visibility into the terms and performance of your contracts. A framework for transitioning from a tactical business operation to a strategic strategy that improves the organization's objectives and income is provided by the contract management maturity model (CMMM).

These are the CMMM's five phases. You will find additional chances for commercial expansion and strategic alignment between the contracts and the company's long-term objectives as the organization transitions from an ad hoc to an optimal strategy.

1. **Ad Hoc:** In this stage, organizations have certain defined procedures, but they are not followed across the entire business. Managers in these firms are not held responsible for adhering to contract management policies and procedures, and there is no formal documentation system in place.

2. **Basic:** Although these firms follow standard operating procedures, they are only necessary for complex, important, or highly valuable partnerships. On certain contracts, they are not utilized.

3. **Organized:** At this level, companies have formalized, company-wide contract management procedures including standards. Management can customize specific agreements instead of beginning from fresh with every new contract by using a library of common contracts. Senior management also provides direction and advice.

4. **Combined or Merged:** At this point, systems engineering and finance management, among other company operations, are completely linked with the contract management process. End-user customers are part of the contract team, and metrics are used by management to assess certain aspects of the contract management process and make choices concerning contracts.

5. **Optimized:** Organizations at the highest maturity level assess the value, quality, and velocity of the contract management process using information about performance. Additionally, these companies approach the process with a continual improvement mindset, incorporating best practices and lessons gained into both new as well as renewal contracts.

3.5.3 Logistics & Warehouse Management of RML

A key element of Runner Motors Ltd.'s commercial supply chain strategy in the Bangladesh's automotive commercial vehicles sector is logistics and warehouse management. Efficient operations, intelligent distribution, and thorough inventory control characterize the company's approach to logistics and warehousing, enabling continuous flow across the supply chain.

- **Sustainable Logistics Management:** Runner Motors builds a high priority on effective logistics processes to optimize the flow of raw materials, parts, and completed goods across its supply chain. The business makes use of an efficient logistics network to optimize shipping routes, modes of shipment, and scheduling in order to guarantee prompt and economical delivery.

- **Network of Strategic Planning Distribution:** With a well-planned distribution network, Runner Motors can effectively serve a wide range of markets throughout Bangladesh. The organization places distribution centers and warehouses in strategic locations to ensure that they are close to important markets and to cut down on delivery times and transportation expenses.

- **Inventory management and control:** One of the main components of Runner Motors' supply chain strategy is meticulous inventory control. To estimate demand, maximize inventory turnover, and keep an eye on stock levels, the organization uses cutting-edge inventory tracking systems and technology. This saves extra inventory and related expenses while guaranteeing sufficient supply availability.

- **The storage capacity Procedures:** For straightforward operations, Runner Motors prioritizes effective storage techniques. Its storage facilities are well-planned and arranged to provide quick access to inventory while making the most use of available space. The organization reduces handling times and boosts order fulfillment efficiency by adhering to a methodical strategy to choosing and rotating inventory.

- **Collaboration of Technology:** One of the main components of Runner Motors' strategy is the implementation of technology into its warehousing and logistics operations. The organization uses innovative inventory control software and warehouse management systems (WMS) to automate procedures, track inventory in real time, and improve overall operational efficiency.

- **Order Management and Customer Support:** Effective warehouse and logistics procedures greatly boost Runner Motors' capacity to fulfill orders. Efficient order processing, exact selection, and on-time shipping are made possible by the optimized procedures, which improve customer loyalty and satisfaction.

- **Sustainability in logistics and environmental responsibility:** Runner Motors demonstrates a dedication to sustainability in its transportation and logistics operations. In keeping with its environmental responsibility goals, the company investigates green logistics techniques, such as maximizing transit routes to reduce carbon emissions and using eco-friendly packaging materials.

- **Constant Enhancement and Flexibility:** Runner Motors cultivates an environment of ongoing enhancement in its transportation and storage functions. In order to adjust to shifting consumer tastes and market conditions, the organization continuously assesses and improves its logistics methods, embracing innovations and industry best practices.

The methods Runner Motors Ltd. uses for managing its storage and logistics demonstrate its commitment to maintaining a reliable and effective supply chain. With the help of effective logistics operations, strategic distribution, careful inventory management, technological integration, customer-focused order fulfillment, sustainability initiatives, and a dedication to ongoing improvement, Runner Motors fortifies the resilience of its supply chain and keeps a competitive edge in Bangladesh's fast-paced automotive market. All of these procedures let Runner Motors efficiently satisfy market needs while maintaining operational excellence and client pleasure.

3.5.4 Inventory Management of RML

In Bangladesh's automotive commercial vehicle business, inventory management is a vital part of Runner Motors Ltd.'s commercial supply chain management. It is responsible for maintaining cost control, operational effectiveness, and customer satisfaction. The company's inventory management strategy includes careful planning, resource optimization, and use to minimize excess inventory and maintain appropriate stock levels.

- **Supply Forecasting and Scheduling:** Runner Motors plans inventory levels based on advanced forecasting for demand methods, which help them predict market demands. To effectively estimate demand, the organization examines sales projections, industry trends, and historical data. By taking a proactive stance, Runner Motors may optimize inventory levels and lower the chance of stockouts or overstock circumstances.

- **Just-in-Time (JIT) System of Inventory:** The organization uses a just-in-time inventory strategy with the goal of reducing the expense of keeping inventory on hand while maintaining timely supply of raw materials and component parts for manufacturing. In order to minimize excess inventory and related carrying costs, Runner Motors precisely sources resources when needed by aligning its inventory levels with production schedules.

- **ABC Analysis and Division of Inventory:** Runner Motors uses an ABC analysis to categorize inventory according to its importance and value. The organization may prioritize inventory management efforts by concentrating resources on high-value products that are essential for both manufacturing and sales, thanks to this segmentation. It enables a focused approach to inventory control, insuring effective resource distribution.

- **The turnover and Optimizing of Inventory:** The organization prioritizes increasing efficiency by optimizing turnover of stocks. Runner Motors works to increase turnover by reducing the amount of time merchandise is kept in stock. The organization lowers carrying costs, lowers the chance of out-of-date items, and makes the best use of its resources by using effective inventory management techniques.

- **Automating processes and combining technology:** Runner Motors uses modern equipment and inventory management software to increase reliability and speed up procedures. The organization tracks inventory movements in real-time by using barcode identification and inventory management systems, which helps with precise record-keeping, lowers mistakes, and speeds up decision-making
.

- **Lean Inventory Techniques and Supplier Partnership:** Runner Motors works closely with its suppliers to apply lean inventory management techniques. The organization cultivates alliances that guarantee a steady supply of commodities while permitting flexible lead times and reduced order quantities. Because to this partnership, Runner Motors is able to keep inventory levels low without sacrificing production timelines.

- **Security Stock and Reduction of Liability:** Understanding the need of availability, Runner Motors keeps adequate safety stocks for essential parts or supplies. By providing a safety net, manufacturing and order fulfillment may continue even in the face of unforeseen disruptions, supplier delays, or demand variations.

- **Ongoing Development and Flexibility:** Runner Motors approaches inventory management with an ongoing improvement mentality. In order to improve overall efficiency and responsiveness, the organization continuously evaluates and improves its inventory management techniques, looking for ways to optimize operations, embracing technology improvements, and adjusting to changing market conditions.

The inventory management procedures used by Runner Motors Ltd. are a prime example of a planned and proactive strategy meant to maximize supply chain productivity and maintain excellence in operations. Runner Motors maintains a compact and adaptable inventory system through careful scheduling, forecasting demand, JIT concepts, inventory categorization, incorporating technology, supplier involvement, risk reduction, and a dedication to ongoing improvement. This makes it possible for the business to successfully satisfy consumer requests, keep expenses to a minimum, and maintain excellent standards of customer care in Bangladesh's fiercely competitive automotive commercial vehicle sector.

3.5.4.1 Cost of Inventory

i. Acquisition cost is required for acquiring one or more units of a product. It is the unit cost of order quality time. We refer to it as the purchasing value or cost of the goods.

ii. Landed cost is the sum of the good or service's cost and overhead expenses associated with utilizing, transporting goods, and maintenance. the total of all direct expenses.

iii. A measure of inventory's dollar worth for each unit of time. It is a variable expense that rises in proportion to inventory quantities towards storage cost.

iv. Rental, operation expenses, revenue taxes, material handling charges, equipment leasing payments, power bills, and maintenance are all allocated toward storage costs.

v. Expenses for the physical handling of products, audits, setting up costs, and administrative effort associated with preparing, releasing, evaluation, and receiving contracts are in ordering cost.

Commercial Vehicle (MCV & Tripper) Inventory and Cost Analysis

Stock in Hand	400
Pipeline (LC)	20
Ordered (LC to be issued)	200
	620
Inventory Cost to Landed	$10,872,844
	BDT 1,555,433,280
Esti. Inven. Holding Cost	$754,165
Esti.Mainenance Cost	$125,570
	$879,735

Note: LC Dollar, $1 = BDT 120

Segment	QTY	Landed Cost	Holding + Maintenance
Pickup + MCV	300	$6,300,000	$750,173
Tripper	100	$1,050,000	$247,000
Holding & Maintance Cost/Unit: MCV			$2,500.57
			BDT 300,069.2
Holding & Maintance Cost/Unit: Tripper			$2,470
			BDT 296,400

Figure 11: Inventory Cost Analysis of Commercial Vehicle (MCV & Tripper)

Chapter 4: Recommendations & Conclusion

4.1 Recommendations

These thorough suggestions should be taken into consideration when writing an internship report about Runner Motors Ltd.'s commercial supply chain management in order to provide readers with an in-depth understanding of the company's operations and tactics such as:

- Seeking understanding about the supply chain ecosystem of Runner Motors Ltd.

Give an in-depth review of the supply chain ecology of Runner Motors first. Provide a thorough justification of the company's vendor connections, production procedures, distribution system, inventory control methods, and sourcing strategies. This fundamental comprehension lays the groundwork for an in-depth examination.

- Emphasizing Major Success Elements

Determine and clarify the critical success elements that Runner Motors' efficient supply chain management depends on. Prioritize the important factors which contribute to the company's supply chain effectiveness, such as quality control procedures, effective logistical operations, technology integrations, lean inventory practices, and cooperative relations with suppliers.

- Considering Issues and Strategies in the Supply Chain

Analyze the difficulties that Runner Motors has to deal with in operating its supply chain. Discussion about problems with inventory control, unstable markets, dealing with vendors, inefficient logistics, and administrative difficulties. Then, suggest perceptive recommendations and resolutions to these problems, showcasing the depth of the knowledge of the intricacies of actual supply chains and putting forth workable solutions.

- Particular instances from the Real-Life Environment and Case Research

Include research papers or practical instances that highlight particular situations in which Runner Motors faced supply chain difficulties or came up with creative solutions. Study these cases in detail, providing important context for understanding how strategic choices affect and are impacted by the supply chain structure of the business.

- ❖ Including New Technology

Emphasize how technology helps Runner Motors optimize their supply chain. Talk about how the company's use of logistics tracking systems, inventory management software, and other technology innovations has improved decision-making, increased operational efficiency, and given it a competitive edge.

- ❖ Suggestions for Ongoing Development

Create useful recommendations that Runner Motors may implement to boost supply chain management significantly. ensure recommendations for new technology, vendor collaboration tactics, process enhancements, sustainability programs, or any other creative ways that might boost the company's supply chain responsiveness and resilience.

- ❖ Prospects for Future Growth and Industry viewpoints

Provide insights and future abstract ideas on the changing automobile market landscape as you wrap up the study. Discuss about new developments in the sector, possible snags, and how Runner Motors' supply chain plan is affected. Provide recommendations for the future that are in line with expected changes in the industry.

4.2 Conclusion

The research and review of Runner Motors Ltd.'s commercial supply chain management, in conclusion, point to a vibrant and complex ecosystem that is essential to the business's success in Bangladesh's automotive sector. It is clear from a thorough investigation and an intense internship that Runner Motors has established itself as a leader in the industry by placing a strong emphasis on innovation, efficiency, and quality across its supply chain activities.

The internship focused on the company's dedication to operational excellence by exposing the complex procedures involved in inventory management, production, distribution, and sourcing. The most significant lessons learned from this event were the value of strategic vendor alliances, lean inventory management techniques, cutting-edge technology integration, and a customer-focused mindset—all of which support Runner Motors' competitive advantage. The internship highlighted the company's dedication to operational excellence by exposing the complex procedures involved in inventory management, production, distribution, and sourcing. Important lessons learned from this event were the value of strategic vendor alliances, lean inventory management techniques, cutting-edge technology integration, and a customer-focused mindset—all of which support Runner Motors' competitive advantage.

In addition, the internship report recognized and discussed issues with the supply chain structure and provided practical recommendations to strengthen Runner Motors' flexibility and resilience. In order to navigate market swings, complicated regulations, and changing customer needs, the research stressed the value of ongoing improvement, technology improvements, and proactive measures.

In the end, this internship gave me an in-depth understanding of the subtleties and complexity present in commercial supply chain management. It demonstrated Runner Motors Ltd.'s dedication to efficiency, creativity, and strategic decision-making, setting up the business for long-term success and expansion in Bangladesh's dynamic automotive sector.

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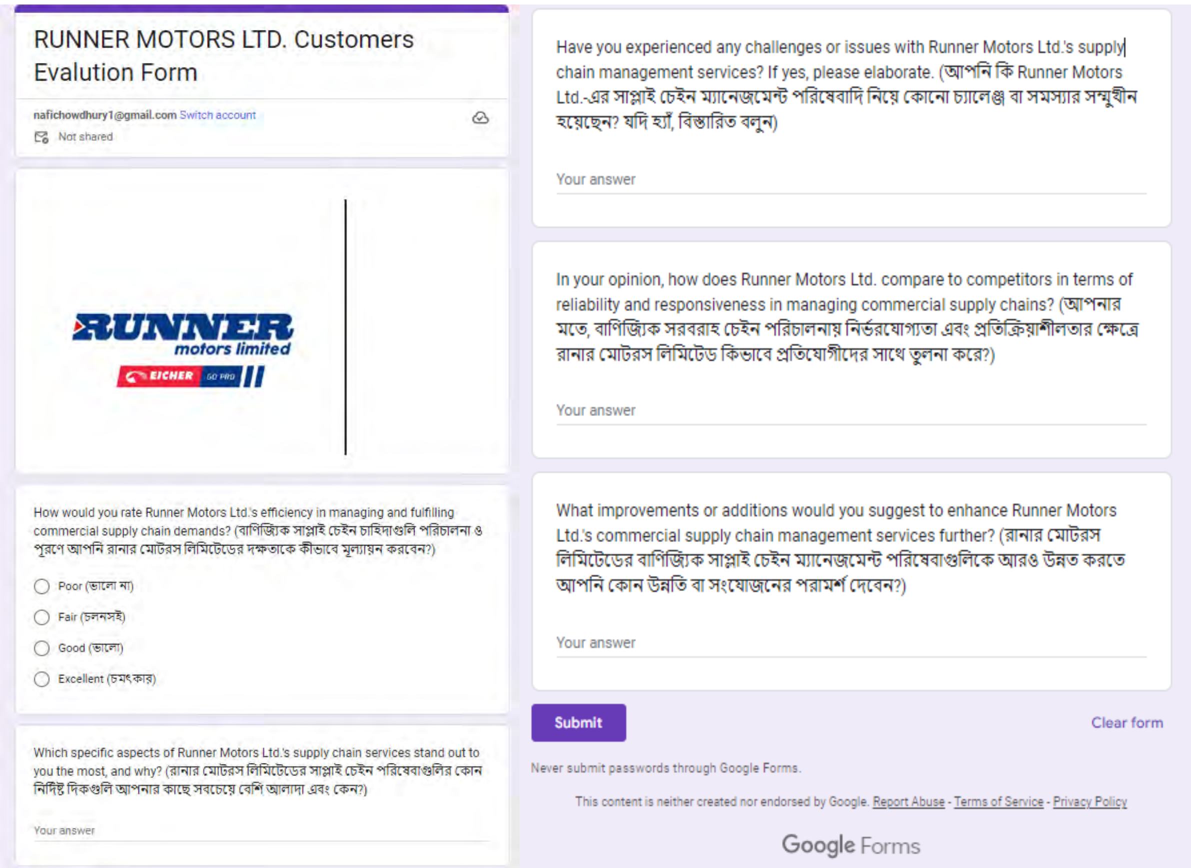
Appendix



RUNNER MOTORS LTD. Customers Evalution Form

nafichowdhury1@gmail.com Switch account

Not shared

How would you rate Runner Motors Ltd.'s efficiency in managing and fulfilling commercial supply chain demands? (বাণিজ্যিক সাপ্লাই চেইন চাহিদাগুলি পরিচালনা ও পূরণে আপনি রানার মোটরস লিমিটেডের দক্ষতাকে কীভাবে মূল্যায়ন করবেন?)

- Poor (ভালো না)
- Fair (চলনসই)
- Good (ভালো)
- Excellent (চমৎকার)

Which specific aspects of Runner Motors Ltd.'s supply chain services stand out to you the most, and why? (রানার মোটরস লিমিটেডের সাপ্লাই চেইন পরিষেবাগুলির কোন নির্দিষ্ট দিকগুলি আপনার কাছে সবচেয়ে বেশি আলাদা এবং কেন?)

Your answer

Have you experienced any challenges or issues with Runner Motors Ltd.'s supply chain management services? If yes, please elaborate. (আপনি কি Runner Motors Ltd.-এর সাপ্লাই চেইন ম্যানেজমেন্ট পরিষেবাদি নিয়ে কোনো চ্যালেঞ্জ বা সমস্যার সম্মুখীন হয়েছেন? যদি হ্যাঁ, বিস্তারিত বলুন)

Your answer

In your opinion, how does Runner Motors Ltd. compare to competitors in terms of reliability and responsiveness in managing commercial supply chains? (আপনার মতে, বাণিজ্যিক সরবরাহ চেইন পরিচালনায় নির্ভরযোগ্যতা এবং প্রতিক্রিয়াশীলতার ক্ষেত্রে রানার মোটরস লিমিটেড কিভাবে প্রতিযোগীদের সাথে তুলনা করে?)

Your answer

What improvements or additions would you suggest to enhance Runner Motors Ltd.'s commercial supply chain management services further? (রানার মোটরস লিমিটেডের বাণিজ্যিক সাপ্লাই চেইন ম্যানেজমেন্ট পরিষেবাগুলিকে আরও উন্নত করতে আপনি কোন উন্নতি বা সংযোজনের পরামর্শ দেবেন?)

Your answer

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