

Report On
Product Development Process of Asia Foils Ltd.

By

Nabid Muyammar

15304110

An internship Report submitted to the BRAC Business School in partial
Fulfillment of the requirement for the degree of Bachelor of Business Administration

BRAC Business School

BRAC University

April 2020

©2020. BRAC University

All right Reserved

Declaration:

It is hereby to declare that-

1. This internship report is my original work done by me while completing my degree at BRAC University.
2. This report does not contain any material that has been published before or written by another party with full citation and accurate referencing.
3. This report doesn't contain any material, which has been acknowledged or submitted for some other degree or confirmation at a university or other foundation.
4. I have acknowledged all the fundamental wellsprings of help.

Students full name and signature

Nabid Muyammar

ID : 15304110

Supervisor's full name and signature

Mohammad Atiqul Basher

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal :

Mohammad Atiqul Basher

Lecturer

BRAC Business School

BRAC University

Subject: Submission of internship report.

Dear Sir,

I am submitting my report with great pleasure as a student of BBA program at BRAC University. My internship has been fairly fascinating and enlightening. I tried my best to make this report as useful as possible. This report talks about The Asia Foils Limited.

I would also like to thank you for assisting me and I appreciate the opportunity that has been given by BRAC University and The Asia Foils Limited to work on this program.

Sincerely yours,

Nabid Muyammar

ID : 15304110

BRAC Business School

BRAC University, Dhaka

Acknowledgement

I would like to thank my internship academic supervisor Mohammad Atiqul Basher for his directions and guidelines that empowered me to effectively finish my internship report.

I would also like thank my boss Asif Newaz for allowing me the chance to complete my internship program under his watch in The Asia Foils Limited. I might likewise want to offer my genuine thanks to the entirety of the workers of 'Asia Foils Limited' who helped me with their advices and direction all through my intern period and in setting up the report.

Setting up this report was alluring and energizing at the simultaneously. I have gathered a proper amount of knowledge at my whole time of intership. I have truly taken in a great deal and gained important experience and information when I was gathering data for the report.

Executive Summary

Asia Foils Ltd. is one of the reputed printing and packaging company that offers different packaging materials for pharmaceuticals, food companies, agro vet. With head office based in Dhaka, Banglamotor their factory is situated at Gazipur, Dhaka. Their main products are PET, BOPP, MBOPP, MPET, MCPP. The principal activity of Asia Foils Ltd. is packaging and printing projects all over Bangladesh. The need for packaging isn't something new; it has always been there and still is. What has changed is the way of how things are packed and to be honest, it has evolved. This is an internship report which contains the working experience of different tasks in the marketing department of "Asia Foils Ltd". The main goal of the report is to acquire knowledge about how "Asia Foils Ltd" manages to fulfil their clients demand and what are the basic marketing strategies they used to follow. I will also analyze how a printing and packaging firm gives various services and meet their client's demand and how they convince their customers through their work.

Contents

Declaration:.....	2
Letter of Transmittal :	4
Acknowledgement	5
Executive Summary.....	6
Chapter 1.....	8
Introduction	8
1.1 About Asia Foils Ltd.....	8
1.2 What we offer:	9
1.3 Current buyers of Asia Foils Ltd. :	9
Chapter 2.....	11
Organizational hierarchy of Asia Foils Ltd.....	11
Chapter 3.....	12
Departments of Asia Foils Ltd and overview	12
3.1 Sales and Marketing Department:.....	13
3.2 Technical Department.....	13
3.3 Production Development Department	13
3.4 Compliance Department	14
3.5 IT Department	14
3.6 Sales Expansion	14
3.7 Vendor Collaboration	15
Chapter 4.....	15
Learning and Analysis.....	15
4.1 My Role as an employee	15
4.2 Different aspect of job performance	17
4.3 SWOT Analysis.....	17
4.4 Learnings	19
Chapter 5.....	20
Conclusion.....	21
5.1 Contribution	21
5.2 Observation and Recommendations	21
5.3 Conclusion.....	22

Chapter 1

Introduction

1.1 About Asia Foils Ltd.

Asia Foils Ltd. was established in Dhaka (1994).What started off as a very small company at Banglamotor, Dhaka has now become one of finest printing a packaging press in Bangladesh with over 150 employees. The main factory is situated at Gazipur, Dhaka. The main products are – Two Layer Packaging, Three Layer Packaging, LD , Pouch . The orders come from all over Bangladesh.



1.2 What we offer:

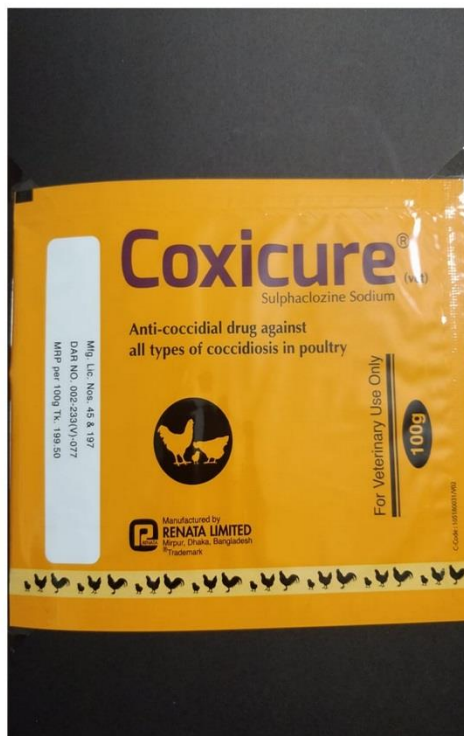
Two Layer Packaging :Asia Foils is among the main makers of two layer packaging sacks and parcels for a wide assortment of items in various shapes, sizes and plans for various enterprises in Bangladesh. We serve the market inventive adaptable bundling arrangements with each conceivable material including overlaid and printed multilayered substrates of film and foil for various enterprises which offer various advantages to customers.

Three Layer Packaging: (Pet + MPET + LD) As the market requirement indicates and with incredible seal properties the packaging is done. The products include – Chanachur, Seeds, Fertilizer, Biscuits , Wafer.

LD : LD is one of the most essential raw elements of packaging and Asia foils produce their own LD. (Shafiq, 2008)

1.3 Current buyers of Asia Foils Ltd. :

1. Reneta
2. Incepta
3. Opsonin
4. Japan Bangladesh Tobacco
5. Auto equipment Ltd.



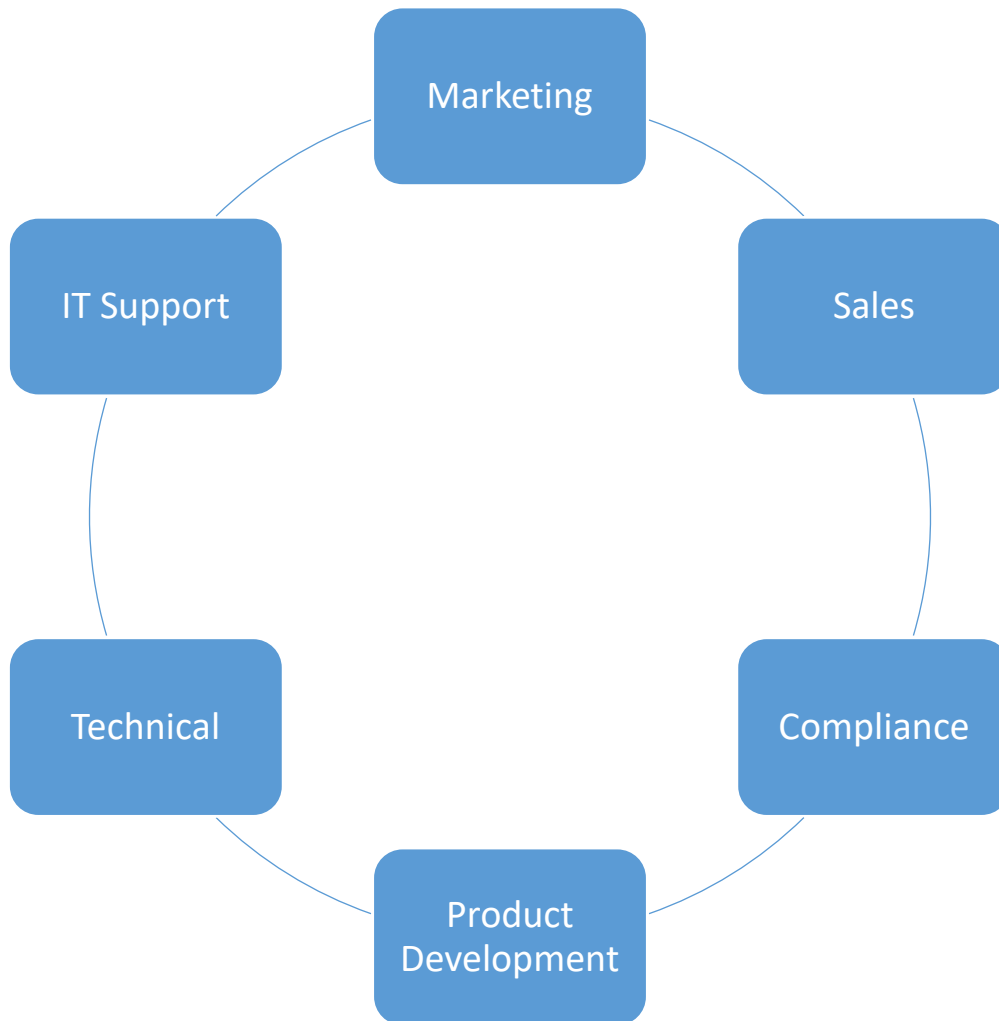
Chapter 2

Organizational hierarchy of Asia Foils Ltd



Chapter 3

Departments of Asia Foils Ltd and overview



3.1 Sales and Marketing Department:

Under sales and marketing department there are many divisions like which were supervised by their respective department heads.

Every division has their own set of buyers to deal with.

For example: At the time of my internship period, I was working with the marketing team. This team has been working with Reneta and Incepta pharmaceuticals for over 3 years now. Mostly these orders are received directly from the buyer as we are selected supplier. Our factory has been audited by the buyer and pharmaceutical's compliance team both. Chemo-C, DR Food products, Oralsaline-E, Coxicure vet are our other products which are assigned with other divisions. Since Buyer have confidence in Asia Foils quality and administration. Adage is working with this Buyer since quite a while effectively.

Basically at first a company needs to enlist their name in the bidding list of the buyers. Then if the papers are fine the supplier gets a chance to bid for the production project. The best offer for the buyer gets the project. After that factory inspection happens in which the buyer sends a team to see if everything is alright. Luckily I had the chance to see the inspection and bidding myself as we are working with a new company.

3.2 Technical Department

This is one of the most significant departments of each packaging firm or provider. It guarantees the packaging quality and estimation those necessities to send buyer for any kind of inspecting reason. Asia Foils also has a QC team. They work in manufacturing plants during the time of creation. They guarantee quality bundling and printing.

3.3 Production Development Department

Asia foils have a large product development team. The production development team is mainly accountable for the first of promo which is FOP and the sample which is going to be bought. They do the primary costing for the packaging. According to buyers necessity production

development gets guidance from Sales group to build up any kind of test with configuration, print if required. Besides PD is moreover capable to think of new plan test for buyer's choice.

3.4 Compliance Department

Work procedure of compliance unit is mainly guaranteeing factory's consistence gives that should be accounted for to 'Asia Foils' buyers. As the the days are passing by buyers are getting increasingly aware of consistence just as security problems of the production lines. Essentially the work procedure of the compliance team starts at getting demand of industrial facility from specific promoting division with pre-audit survey and technical pass review report. Audits are ordinarily booked in a joint effort with the production line the executives. Audit for the most part begins from opening meeting, at that point manufacturing plant site visit to check wellbeing and security gauges, representative meeting, production line documentation and installment framework audit, distinguish resistance issues and leading shutting gatherings to examine in general discoveries.

3.5 IT Department

The IT department of Asia Foils Ltd. play a fundamental job since a lot of work is controlled by technology. Without it group it become hard for every day work. The finance and accounts department is directly handled by the Managing Directors of the company.

3.6 Sales Expansion

A Sale needs to make an arrangement and develop a strategy to enable the association to sell an extent of things that passes on arrangements and advantage targets. A sale will work personally with a buyer to ensure the thing that is bought will engage them to achieve his objective. It's

frequently clarified as getting the right sales, in the advantageous spot, at the perfect time, morally justified sums at the right expense. The goal of the Sales supervisory group is to get the right harmony between the desires for the Buyer and the goals of the organization's financial target.

3.7 Vendor Collaboration

Asia Foils has been working with parcel of merchants (production lines) which are situated in Gazipur, Dhaka, Chittagong, Rangpur and Mymensingh. Essentially a vendor choice is done through a few procedures. Each seller is required to meet consistence just as wellbeing and security issue. In the vendor determination process most importantly the individual sellers/industrial facilities needs to propose buyer to be chosen. In the event that "Buyer" group expect that plant can meet consistence issue alongside limit run then they approaches Asia Foils local consistence group for review. In the wake of getting offer from industrial facility consistence group visits seller for evaluating, on the off chance that this review pass, at that point just the processing plant can get request from Asia Foils. Be that as it may, in the event that it falls flat, at that time an approach is made to guarantee the correct action plan by the compliance unit.

Chapter 4

Learning and Analysis

4.1 My Role as an employee

In my organization, I needed to work on a few things which include an immediate interaction with merchandisers, buyers and different units in Asia Foils. Being a representative from this association I needed to take care of different issues and understand them for improving my work.

Essentially we fill in as a group in the Promoting office and each group comprises in numerous individuals as indicated by account need. We as a whole adhere to our director guidance. My major responsibilities are given underneath:

- Whenever my buyer sends a sample I have to develop it with my team and show it to the boss.
- I had to do market research on which companies were available for enlisting our name for the bidding of tender.
- Helped my boss with the necessary paper works needed for the project.
- I had to go the factory visit with our buyers from Reneta and Incepta Pharmaceuticals.
- If vendor asked for query I had to solve it.
- Numerous buyer face this circumstance for having not legitimate information and are not able to consistently participate but I make sure they do not for keeping great business connection.
- Face to face meetings

4.2 Different aspect of job performance

Directly working with a totally new group in another territory was a significant test for me. Then doing face to face meetings and looking after the paper works was another test too. Some other hard undertakings were speaking with buyers and keeping up persistent PR with them. The main factory was in Gazipur and I had to go there on a visit at least twice a week for inspection which was very new to me.

4.3 SWOT Analysis

“SWOT analysis entails a distillation of the findings of an internal and external audit that draws attention, from a strategic perspective, to the critical organizational strengths and weaknesses and the opportunities and threats facing the organization”. **(Kotler and Armstrong, 2011)**

Strength -1.Availability of LD because of their own production 2. Superior Service quality

Weakness- 1.Brand mindfulness 2.The diminished level of adaptability when near full production.

Opportunities- 1.The assistance from the government 2. Widely available local manpower

Threats- 1.A huge number of competitors in the market

4.4 Learnings

Packaging and printing is such an industry where an individual can learn a lot of things that are directly related and involved with trading both nationally and internationally. I should concede my supervisor and manager who had given me the chance which had allowed me to learn about the procedure of marketing and sales intently. Their help has increased my insight into this "Million Dollar Business". Besides as an employee I have experienced kind of circumstance which improved my insight. As an intern of Business Administration I accomplished a lot of specialized and down to earth information that is above my scholarly knowledge.

The experience of my internship period at Asia Foils has taught a lot of things from which I can without much of a stretch convey the ideas of bundling materials and the business. And to explain all these I would like to share a few learnings described below

Knowledge about Packaging materials and types: The basic knowledge that a marketing or sales person in a packaging industry needs to learn about is PET, MPET, MCCP and LD. These are the raw materials mainly used for packaging in Asia Foils Ltd. During my time at Asia Foils I came to know about the variety of two layer and three layers of packaging.

Communication with Buyers and Vendors: To build up a strong business relationship, sound correspondence is extremely basic these days as the packaging and print industry has gotten excessively serious. I normally speak with them so my center information on packaging materials and embellishments expanded a lot. Apart from this I got expansive data in answering mail with required information to sum things up a time period. My workforce aptitudes has created a positive viewpoint during my activity at Asia Foils. Speaking with official workers through gathering exercises make an incentive to my profile and expanded my skills as well.

Interaction with other departments: I was in the marketing department so I needed to collaborate regularly with different divisions inside the organization to get exhortation. Generally I expected to speak with factory. And then with the commercial units consistently. I also got to know different things of unrefined materials testing close by its importance.

Sample Development: Developing sample is also an important part of the deal. Meeting the buyers date following the basic way I was expected to give a course of action to the purchaser. By doing all these I turned out to be familiar with the hugeness of time plan and how to help in all strategy so that my buyer can never talk boisterously against my work.

The information I gathered during my internship in Asia Foils has increased my outer information separated from my scholar life. Other than the things I have written above, I additionally became more acquainted with different problems as following:

- ☐ Increase abilities in deals and client care by helping my unrivaled in finishing new item advancement and convey products.
- ☐ Identify stocking arrangement of buyers
- ☐ Assess legitimate business relations with sellers through take an interest during vendor visit.

Chapter 5

Conclusion

5.1 Contribution

As an intern of Business Administration I had a lot to offer to my work however I need more information on printing and packaging parts of this industry. I can still remember the day when I started my journey at Asia Foils as intern. The fundamental information that I picked up during my student life assisted me a lot in my correspondence process. Not many days after my going along with I got the opportunity to take in such a large number of new things from my associates. I had given my best effort with a goal of keeping things simple and well scheduled. So that it could be reasonably expected. Since the beginning I attempted to comprehend the essential information on raw materials that were utilized in packaging. I had the privilege given by my superior without hesitation for which I learnt about numerous things. Getting to visit Reneta and Incepta Pharmaceuticals office and factory gave me a lot of practical knowledge. I also had the chance to meet with one of our latest clients from PharmAsia.

5.2 Observation and Recommendations

To fulfill the buyers need and convey the correct things to become more significant and top organized issue to compete with rival providers like Azad, Bengal, Elite etc. Throughout my activity I got the opportunity to understand a few things that should be improved. As this activity is testing so the worker should be repaid what the person in question merits. Besides the zones ought to be improved are given underneath-

1. Training is one of most mandatory practices to build up an proficient work power. Asia foils have not orchestrated enough instructional course for deals to create proficient ability, moral practice, correspondence aptitude.
2. Enlistment could have been progressively specific and powerful here
3. They should concentrate more on making generally speaking brand esteem.
4. They ought to likewise make a total procedure for their own branding.

5.3 Conclusion

Taking everything to account I can say that this internship report is extremely fundamental for each understudy of business studies to get a thought regarding the packaging and printing business. By finishing this report I have a general idea of the printing and packaging sector. This is an immense segment but to be found completely.

I need to thank my supervisor Mr. Atiqul Basher for giving me an incredible chance of learning by giving me the topic. By setting up this report, I have assembled a ton of information about the packaging business and really this is a significant errand in packaging enterprises. I have attempted with my best effort to make this better with parts related records and I am very fulfilled. Asia foils is actually a decent encounter for me in light of the fact that each individual from there is so much accommodating and has given me the best possible strategies for useful learning. At long last I can say that by the information from this report which will help me in my expert life to take challenge in this industry.

Bibliography

Kotler and Armstrong. (2011). Retrieved from

<https://www.google.com/search?xsrf=ALeKk01o3bw6ayfS13mbqy6Ws0QrhkTOyA%3A1592665570761&ei=4iXuXr->

[TLobXz7sPnL6AOA&q=swot+analysis+definition+BY+AUTHORS&oeq=swot+analysis+definition+BY+AUTHORS&gs_lcp=CgZwc3ktYWIQAzICCAAYBggAEbYQHjoECAAQRzoECAAQQzoICCEQFhAdEB](https://www.google.com/search?q=swot+analysis+definition+BY+AUTHORS&oeq=swot+analysis+definition+BY+AUTHORS&gs_lcp=CgZwc3ktYWIQAzICCAAYBggAEbYQHjoECAAQRzoECAAQQzoICCEQFhAdEB)

Shafiq, M. W. (2008). *GMDU*. Retrieved from <https://www.gmdu.net/corp-354325.html>



