Report On

Challenges to the Expansion of Distribution in Japan Business International

By

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An internship report submitted to the BRAC Business School in partial completion of the criteria for the degree Masters in Business Administration (MBA).

BRAC Business School
BRAC University
April 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:

Shanzida Rahman
ID: 21264063

Supervisor's Full Name & Signature:

Mr. Shamim Ehsanul Haque
Assistant Professor
BRAC University

Letter of Transmittal

Mr. Shamim Ehsanul Haque
Assistant Professor
Brac Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

I am glad to submit for your evaluation my MBA required reports on internship titled "Challenges to the Expansion of Distribution in Japan Business International", which I was appointed by your direction that was included of BUS 699. I am thankful for your guidance and instruction.

Your insightful suggestions, counsel, and assistance have made it easier for me to produce the report. I've completed the research completely and I have tried my best to cover the topic effectively, and wish that this report meets your expected standard. I will be available at any time convenient to you for clarification of any point of this report. I trust that the report will meet the desires.

I appreciate your thoughtful considerations. Working with you has always been a joy for me. I have faith that the report will fulfill expectations.

Yours Sincerely,

____

Shanzida Rahman
Student ID-21264063
BRAC University
1st April, 2024

Non-Disclosure Agreement

BRAC and the signatory student at BRAC University have agreed into this agreement. As I reflect back on my internship experience, I am aware that I was granted access to sensitive data, documents, and other information pertaining to the organization's numerous business processes. I want to make it clear that I will not include any information in my internship report that might compromise the company's ideals or reputation if it were to become public knowledge.

Acknowledgement

First and foremost, I would want to thank God for enabling me to finish my report successfully and for finish my report by the deadline. Also, I want to thank Mr. Shamim Ehsanul Haque, lecturer at the BRAC School of Management, who oversaw my case study because without his continuous support and guidance, I would not have been able to complete my report. In addition, he supported me and taught me many strategies, ideas, practices, and values during my case study report. My supervisor and co-supervisor provided me with a plethora of knowledge, which helped me to comprehend general investing methods. I also appreciate BRAC University for starting the internship as a mandatory course since it gives us a great chance to obtain practical job experience that is related to our academic interests.

This report has been prepared as an integral part of the course BUS699. I tried the best of my ability to complete all the requirements of this report that the BRAC University guidelines have asked for and incorporated what I had learned relating to case study and the chosen topic in a correct manner. I hope this report meets the standard of your expectation.

Executive Summary

Japan Business International is a Pioneer in the petroleum industry in Bangladesh, continuously developing the quality and integrity of its products since its establishment. The company has a joint venture with a top Japanese oil company and is an authorized distributor of TOYTOA Motor Oil, Japan. Japan Business International values honesty in relationships, an extensive range of products, consistently high quality of lubricants, accessible prices, social responsibility, and stability.

The paper presents an in-depth analysis of Japan Business International's organizational architecture, emphasizing and encouraging Diversity, Equity, and Inclusion while remaining integrated. The study explores the methods, regulations, and methods used by Japan Business International to promote an inclusive working environment and provide fair chances for all. The paper highlights the dedication to creating a welcoming culture using several methods for qualitative research, evaluations, and organizational assessment tools.

The internship report offers valuable insights into the challenges faced, the achievements made, and the current projects aimed at upholding diversity, equity, and inclusion (DEI) ideals. The findings provide a holistic perspective on New Dealer, Private organizations can act as role models in promoting and equality within their structures. This contributes to the wider discourse on organizational practices that foster DEI.

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Chapter 1: Internships Overview at Japan Business International

1.1 Information About Student

Name: Shanzida Rahman

Student ID: 21264063

Department: MBA

Major Subject: Marketing

This report is being presented as a partial requirement for the BUS 599 course, which is the internship course for BRAC University's Spring 2024 term. My major is Marketing. The report covers my internship at Japan Business International, which lasted from January 28th to March 25th, 2024.

1.2 Information Regarding the Internship

1.2.1 Organization Details

Name of the Company: Japan Business International

Address: Fare Diya, 11/8/E Free School Street, Panthapath, Dhaka.

Internship Tenure: 3 Months

1.2.2 Details about the Supervisor

Supervisor Name: MD. Raihan Ali

Designation: CEO

1.2.3 Scope of the Report

The scope of the report is confined to the Business Communication activities of Japan Business International. In my internship period, the scope of the work was not vast as I was assigned to work in the Business Communication activities of Japan Business International. I have tried to observe and understand the marketing and communication activities of Japan Business International.

1.3 Outcomes of the Internship

1.3.1 Students Contribution to the JBI

At Japan Business International, my internship involved a range of responsibilities, including close collaboration with the sales team, distributors, and dealers. I connected with new dealers to share updates from the sales team and effectively communicated the advantages of partnering with the company. This experience proved to be highly rewarding, providing me with valuable insights into business operations and reinforcing the importance of effective communication. I also deepened my understanding of industry best practices. Supporting the team’s objectives was fulfilling, and the company’s collaborative environment greatly contributed to my professional growth and development over the past three months.

1.3.2 Student Benefits at JBI

During my internship time at Japan Business International, I was assigned a wide range of tasks and duties that permitted me to build up a variety of abilities and expertise. My primary focus was on communicating with dealers, distributors, and the sales team. I shared updates from the sales team and met with new dealers to explain the benefits of working with Japan Business International.

These experiences were extremely beneficial to me, both professionally and personally. I received a genuine sense of how the business world operates and how vital communication is to keeping things operating smoothly. Plus, I learned a lot about industry best practices and enjoyed being able to help our team achieve its goals.

I enjoyed working on sales reports and attending meetings with different stakeholders. It was fascinating to see how everything was put together behind the scenes. Following reporting guidelines, particularly with dealer interactions, helped me better understand the company's structure and its focus on quality and consistency in all areas.

1.3.3 Challenges faces during internship at JBI

Throughout my internship, I faced several challenges that required me to adapt and be persistent. As I didn't have any prior work experience, it took me a while to understand how things worked. Moreover, the company was using specialized software, which required a certain level of expertise to operate. However, as an intern, I had not received any training on how to use it, which made it even more challenging for me.

1.4 Conclusions

In conclusion, internships are crucial for business students to complete because they allow them to apply their theoretical knowledge to real-world situations and obtain real-world experience. I had the privileged chance to finish my internship at Japan Business International's marketing division.

1.5 Recommendation

After working at Japan Business International for fourteen weeks, I've discovered something really motivating about the organization. On the other hand, based on my observations over the past three months, I would want to bring up anything that could cause them to reconsider.

Some recommendations, in my opinion, are as follows:

The lubricant sector encompasses the industry involved in the production, distribution, and application of lubricants.

- Lubricants are substances specifically formulated to reduce friction and wear between moving surfaces, facilitating smoother operation and extending the lifespan of machinery and equipment.

- This sector plays a crucial role in various industries, including automotive, manufacturing, aviation, and energy, by providing essential products that enhance efficiency, reduce heat, and prevent damage in mechanical systems.

- The lubricant sector is continually evolving, with a focus on developing advanced formulations to meet the diverse and demanding needs of modern machinery and applications.

Chapter 2: Background of the organization

2.1 Introduction

A lubricant company is an enterprise specializing in the production and distribution of lubricating substances designed to reduce friction between moving surfaces in machinery and equipment. These companies play a vital role in various industries by providing oils, greases, and other lubricants that enhance the efficiency, performance, and longevity of mechanical components. Their products contribute to smoother operations, reduced wear and tear, and improved overall reliability of machinery, ultimately supporting the seamless functioning of diverse industrial processes and applications.

List of Lubricants companies in Bangladesh:

- British Lubricant Limited
- Min Oils Ltd
- Global lubricants Ltd
- Pepco Lubricants

“Japan Business International” is a private Lubricants company. With a legacy dating back 6 years, this company stands as a pioneer in the lubricant industry, synonymous with precision, performance, and reliability. Japan Business International invests heavily in research and development, constantly pushing the boundaries of lubrication technology. From heavy-duty industrial lubricants to high-performance automotive oils, their comprehensive product portfolio caters to a diverse range of applications. This company works for two branded products named: 1) Japan no 1 and 2) Toyota. This company's dedicated team of experts is always ready to provide guidance and solutions tailored to your specific requirements.

2.2 Overview of the Japan Business International

2.2.1 The Details about JBI

Japan Business International is one of the leading petroleum base companies in Bangladesh formally inaugurated its operation in the beginning of 2015. This company is comprised of a group of eminent industrialists, notable philanthropists, widely experienced personnel and prominent people. They have dream to set up a world class institution as a center of quality product. Their dedication, timeless efforts and hard work paved the way establishment of this company. Now JBI is working with some top world class brand like JAPAN NO 01 OIL, TOYOTA MOTOR OIL etc.

2.2.2 Vision of Japan Business International

"Be a dominant lubricant company with a significant national and international presence, integrated into lubricant".

2.2.3 Mission of Japan Business International

To achieve international standards in all aspects of lubricants and greases with a focus on customer delight through the value of its products and services and responsible environmental performance.

- To maximize the creation of wealth, value, and satisfaction for all distributors
- To obtain leadership in developing, and adopting state-of-the-art technology for competitive advantage.
- To cultivate high business ethics, quality, and environmental management standards.
- We aim to work closely with our customers.

2.2.4 Organizational Culture at Japan Business International

Japan Business International was established in 2018 as a private lubricant company dealing with dealers, wholesalers as well as retailers. This company continues operations through creating distribution. Japan Business International works with dealers, distributors, and retailers to establish distribution networks for high-quality lubricants that serve a variety of industries, including automotive, and textile. Japan Business International is an authorized distributor of TOYOTA Motor Oil in Japan, which improves its authority in the lubricant business. Their unique solutions, such as employing water as a functional ingredient, present previously unheard-of possibilities for industrial application.

2.2.5 Products and Services at Japan Business International

Brands	Product Category
• Toyota • Japan No 01 Oil • Rulexx • Runell • Nissan	• Gasoline Engine Oil (Octane, Petrol, CNG &LPG Powered Vehicle) • Gear Oil • Compressor Oil • Diesel Engine Oil • Motor Cycle Oil • Hydraulic Oil • BRAKE OIL

2.3 Management Practices at JBI

2.3.1 Organogram at JBI

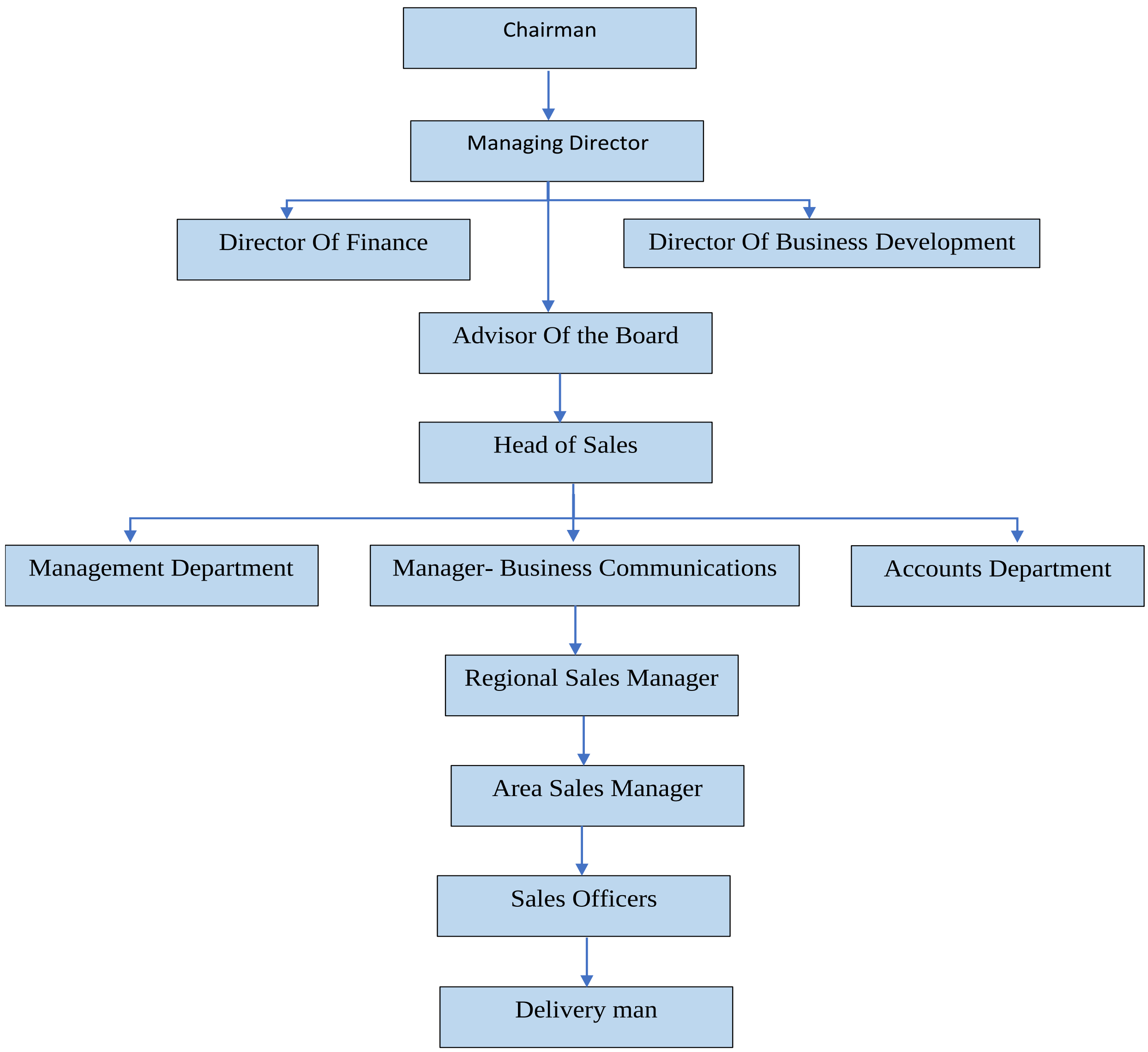

Figure 1: Organogram of JBI

2.3.2 Total Staff of Japan Business International

Name	Title
Md Boslus Rahman	Chairman
Eunus Al Mamun	Managing Director
Md Saiful Islam	Director Of Finance
Mohon Sheikh	Director Of Business Development
Advocate G.M Rais Uddin	Advisor Of the Board
Md. Moshiur Rahman	Head of Sales
Rashedul Islam Babu	Area Sales Manager

Figure 2: Total Staff of JBI

2.4 Marketing Practices at Japan Business International

JBI adopts numerous marketing tactics:

1. **Package Offers:** The company provides a range of package deals, including tours to Singapore and Thailand. Dealers who purchase products valued at BDT 500,000/- are eligible for comprehensive family package offers.

2. **Graphical Content:** Engaging photos, charts, graphs, and motion graphics are utilized to effectively communicate objectives and highlight key points.

3. **Email Initiatives:** Send focused and customized emails to their audience, informing them about current operations, success stories, and upcoming activities.

4. **Collaborations:** Collaborating with a private company such as TK Group, Bashundhara, Hospitals to expand their reach and their image.

5. **Events and Initiatives:** Organizing dealer and retailer tours to encourage and motivate increased product purchases. Effective marketing allows JBI to establish a strong network of supporters, collect money, and expand its impact.

Chapter 3: Challenges to Expansion of Distribution in JBI

3.1 Introduction

Expanding the distribution network comes with a range of challenges, especially dealing with competition from other businesses. Providing credit to vendors also requires caution; while it's important to support their growth, it's equally necessary to protect the company's finances Part of this involves helping dealers increase their sales and profitability. After delivering products, timely payment collection is essential, which means having reliable systems in place to track payments and assist dealers if issues arise. Managing these challenges, such as competition, credit, sales support, and payment tracking requires effective solutions to grow successfully alongside the dealers.

3.1.1 Literature Review

Developing a distribution network is a complicated process with many moving parts that need to be carefully considered. Competitors' efforts are one of the biggest obstacles to a distribution network expansion. According to Zhang and Huang's (2021) study, competition can have a major effect on a company's capacity to extend its distribution network, as competitors may try to lower prices or offer more appealing terms to dealers. To solve this difficulty, businesses must create a distinct competitive advantage, such as greater products, services, or support, to attract and keep dealers. Another significant problem in growing a distribution network is the question of credit. According to Sarkar and Sarkar (2020), offering credit to dealers might be a risky proposition due to the chance of default. To reduce this risk, businesses must thoroughly evaluate the ability to repay potential dealers and implement clear credit policies and procedures. This may include requiring security, creating credit limitations, and implementing a strict credit approval process.

Providing dealers with sales support is another requirement for growing a distribution network, in addition to competition and funding. According to a study by Wang and Lee (2021), dealers frequently need assistance with product marketing and sales, especially if they are unfamiliar with the market or the product category. To overcome this difficulty, businesses must give dealers all the skills and resources they need to succeed, such as product training, marketing materials, and sales support.

Finally, growing a distribution network needs efficient payment administration. As indicated in a study by Chung and Lee (2020), late payments from dealers can cause cash flow issues for businesses, especially if they offer credit. To address this issue, businesses must develop clear payment policies and procedures, such as defining payment terms, mandating upfront payments, and regularly monitoring payments. Moreover, companies must invest in dependable technologies to monitor payments and support dealers in the event of an issue.

Extending a distribution network needs careful consideration of several essential variables, including competitiveness, credit, sales support, and payment administration. Companies must design a clear competitive advantage, establish clear credit rules and procedures, offer dealers with the essential tools and resources for success, and establish effective payment management methods. Companies can grow with their dealers and their distribution network by solving these issues.

3.1.2 Statement of Problem

During my internship, I worked on addressing several key challenges involved in expanding the distribution network. These included managing intense competition from other companies, carefully balancing the need to provide credit to dealers with the responsibility of protecting the company's finances, offering targeted sales support to help dealers boost their success, and ensuring efficient payment handling. My experience highlighted the importance of developing strategies to maintain a competitive edge, establishing thorough credit assessment procedures to minimize risk, and providing comprehensive support to dealers in their marketing and sales efforts. I also learned the value of reliable payment monitoring systems to ensure timely payments and provide dealers with the necessary support when issues arise.

3.1.3 Aims of the Research

The primary goal of this research is to study and suggest effective ways for growing the distribution network of Japan Business International, a private lubricant firm with a 6-year history, in the face of competitive market obstacles and financial concerns. The study will specifically concentrate on the following targets:

1. **Acknowledging the Competition:** Gaining an in-depth understanding of competitors in the lubricant market, including identifying their key strengths and weaknesses, is essential. This knowledge will support the development of effective strategies to expand market share.
2. **Controlling Credit Risks:** It's essential to find the right balance between supporting dealers and vendors in their businesses while safeguarding company finances when extending credit. The aim is to develop a solid strategy that minimizes risk and fosters long-term partnerships.

3. **Increasing Sales Support:** The success of dealers is vital to overall business success. This section of the research will explore ways to enhance support for dealers in increasing sales and profits. The emphasis will be on effective and practical methods for delivering this assistance.

4. **Securing On-Time Payments:** After delivering items, timely payments from dealers are essential. This section will examine technologies and processes that can help track payments, identify potential issues, and resolve them quickly.

5. **Identifying the Most Effective Strategies for Growth:** The study will offer concrete recommendations for expanding distribution network while addressing competitiveness, credit risks, customer service, and payment processing.

6. **Flexibility:** Recognize and accommodate diverse work styles and preferences, promoting flexibility to support work-life balance for all employees.

3.2 The Report's Purpose

3.2.1 Sources of Data Collection

The type of research design conduct in this study is "Descriptive Research". A descriptive research design summarizes and organizes data for easy understanding. The goal of descriptive statistics is to offer an overview of samples. Descriptive statistics do not follow probability theory.

3.2.2 Research Tool

Generally, two kinds of data are required for completing a research project: both primary and secondary information.

Primary Sources:

- Surveys,
- Interviews from employees,
- Practical desk work

Secondary data:

- Policies and procedures
- Sales through Retailer
- previous documents record, and
- Sales through Wholesalers / Sub-dealers

3.3 Findings & Analysis

3.3.1 Analysis of the Topic

Research is conducted by using some demographic information of employees at JBI.

Description		Frequency	Percentage%
Age	28-37	13	26
	38-47	22	44
	48-57	15	30
Gender	Male	35	70
	Female	15	30
Experience	1-2 Years	15	31
	3-up to 7 Years	22	43
	More than 7 Years	13	26

Table 3: Demographic Information of Employees

According to the findings of the research, twenty-six percent of the 50 respondents were those between the ages of twenty-eight and thirty-seven, forty-four percent between the ages of thirty-eight and forty-seven, twenty-eight percent, and just thirty percent between the ages of forty-eight and fifty-seven. The survey also suggested that thirty percent of those who participated were female employees and seventy percent were male. Furthermore, thirty percent of the survey respondents had one to two years working experience, forty-three percent had three to seven years, and just twenty-six percent had more than seven years of professional experience.

3.3.2 Protective Principles of Japan Business International

JBI believes that certain principles are essential to its practices for ensuring the safety and well-being of all involved parties. These principles include the following:

- JBI is responsible for quality assurance. The focus is on providing clients with the best lubricants available.
- JBI are responsible for protecting those who are at risk of abuse in their communities.
- Every action taken is centered on customers. Their needs are carefully listened to, and tailored solutions are provided.
- At Japan Business International, safety is a top priority. All products and procedures are designed to comply with applicable safety regulations and standards.
- The business is built on integrity and honesty. Fairness and transparency guide all interactions, ensuring respect for customers, partners, and staff.

3.3.3 Employment Policy Maintain by Japan Business International

Japan Business International employment regulations usually include the following significant elements:

Recruitment and Hiring:

- Procedures for screening applicants, conducting interviews, and selecting candidates.
- Criteria for assessing qualifications, experience, and fit with the organization's culture and values.

Employment Contracts:

- Duration of employment (e.g., permanent, fixed-term, or temporary contracts).
- Any probationary period and conditions for termination during this period.

Hours of work and holiday entitlements:

- Standard working hours, including any flexibility or arrangements for remote work.
- Policies for requesting and approving leave, including vacation, sick leave, parental leave, and other types of leave.
- Procedures for managing absenteeism, tardiness, and unauthorized absence.

Training and Development:

- A variety of training programs, workshops, and learning opportunities are offered to help staff enhance their skills and advance their careers.

Grievance and Dispute Resolution:

- The processes for resolving disputes, grievances, and disputes between employees, management, and third parties.
- The resources for submitting grievances, obtaining settlement or dispute resolution, and challenging decision-making.

3.3.4 Workplace Condition at Japan Business International

Japan Business International believes that a great workplace goes beyond just having desks and computers. It involves creating an environment where everyone feels valued, respected, and motivated to do their best. Examples of this include fair pay, opportunities for professional growth, a healthy work-life balance, and a spirit of teamwork.

Calendar Year

JBI follows the traditional calendar year, which begins on January 1st and ends on December 31st. This relates to the normal fiscal year and audit periods for several companies internationally. However, certain non-profit entities may use a different fiscal calendar, particularly if they are part of a global network or if the funding sources. In such instances, organizations may use a financial year that begins and finishes on different dates. Finally, a nongovernmental organization's calendar year will be determined by its unique organizational structure, funding requirements, and reporting duties.

Working Hours

The working hours can vary depending on their specific mission, activities, and location. Typically, from 9 AM to 5 PM, Monday through Friday. However, due to the nature of their work, which often involves responding to emergencies, achieving sales targets or Dealer meetings, employees may sometimes need to work outside of these hours. Additionally involved in fieldwork may have different schedules to accommodate different time zones or local circumstances. It ultimately depends on the specific organization and its operational needs.

Staff Attendance

Japan Business International usually manages staff attendance in a similar way that other organizations do. This frequently includes implementing attendance tracking systems or programs, maintaining of employees' work hours, and maintaining attendance guidelines established in the organization's handbook for workers or guidelines.

Overall, maintaining employee attendance at JBI is essential for maintaining productivity in operations, finishing project deadlines, and accomplishing company objectives, all while developing a positive work environment and respecting employees' personal and professional lives.

3.3.5 Evaluation of organizational experience related characteristics

Based on the author's experience as an employee, the seven characteristics have been evaluated in below:

- Encouragement at Work
- Interaction neutrality
- Emphasis on Quality
- Dedication to Employee Development

Encouragement at Work: Japan Business International encourages a supportive work environment, as evidenced by the way employees engage with one another and with management.

Interaction neutrality: The open-door policy was greatly welcomed since it eased the process of addressing queries or recommendations to managers.

Emphasis on Quality: The training sessions, and strict quality control systems all proved that dedication.

Dedication to Employee Development: I was able to attend training sessions and workshops, and I received help from experienced mentors. This dedication to improvement enabled me to obtain vital skills and confidence.

3.4 Conclusions

My internship at Japan Business International was an incredible learning experience that provided me with a wealth of knowledge about the lubricant industry. I learned how a company could be successful while still treating its employees well. During my time there, I realized the significance of having a positive work environment to get things done and collaborate effectively with others. Organizational safeguarding measures attempt to promote a secure, equitable, respectful environment in which employees can report issues or occurrences, and the proper action is taken quickly and efficiently to address them. This makes sure that the organization operates its duty of care and its commitment to promoting the happiness and rights of everyone it serves and engages with.

3.5 Recommendations

1. **Staffing Procedures:** To create a more diverse employee, ensure different representation in hiring processes by taking race, ethnicity, gender, and background into consideration.

2. **Training and Awareness:** Provide common training courses to create awareness about diversity challenges and foster a supportive environment among employees and individuals.

3. **Management Commitment:** Set a standard for the organization through proving commitment to the highest levels of management.

4. **Participation in Communities:** Incorporate different points of view from the communities served into decision-making processes to better comprehend and address their particular requirements.

5. **Safe Reporting techniques:** Establish secure reporting methods for any kind of harassment or discrimination concerns, establishing a safe environment for individuals to share their experiences.

6. **Cultural competence Training:** Train employees on cultural awareness to boost their comprehension of and adaptability to varied cultural backgrounds.

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