Report On

Overview of Inventory Management for Reckitt Benckiser (Bangladesh) PLC

By
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18104189

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

BRAC Business School
BRAC University

February, 2023

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:

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Seher Sarawatt Amin
18104189

Supervisor's Full Name & Signature:

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Mr.Mahmudul Haq

Associate Professor

BRAC Business School,
BRAC University

Co-Supervisor's Full Name & Signature:

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MD. Shamim Ahmed

Senior Lecturer, Deputy Register

BRAC Business School

Letter of Transmittal

Mr.Mahmudul Haq
Associate Professor
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on the Overview of Inventory Management for Reckitt Benckiser (Bangladesh) PLC .

Dear Sir,

The allocated internship report, which satisfies the requirements for earning the Bachelor of Business Administration degree from BRAC Business School, BRAC University, makes me incredibly happy to give it to you.

I made a conscious effort to think back on my coursework and internship when I was writing the report. I feel very fortunate to have you as my supervisor since you supported me, gave me space, and gave me the information and direction I needed to accomplish the report.
I have tried to include the relevant data and offered ideas in order to finish the report in the most meaningful, condensed, and exhaustive manner feasible. I'm confident that the report will live up to expectations.

Sincerely,

____

Seher Sarawatt Amin
18104189
BRAC Business School
BRAC University
Date: 2023.

Non-Disclosure Agreement

This agreement is made between Reckitt Benckiser (Bangladesh) PLC and the designated student Seher Sarawatt Amin at BRAC University.

Student’s Full Name & Signature:

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Seher Sarawatt Amin
18104189

Supervisor’s Full Name & Signature:

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Mohammed Zia Uddin
Director, Supply Chain
Reckitt Benckiser (Bangladesh) PLC

Acknowledgement

I want to start by thanking Reckitt Benckiser Bangladesh PLC's management for giving me the chance to do an internship there.

A good working environment was fostered by the generosity and patience of everyone who worked with me at Reckitt Benckiser Bangladesh PLC, and I want to express my gratitude for that.

I genuinely appreciate the help of these individuals and I do so with much joy and gratitude.

The Director, Mohammed Zia Uddin, deserves my gratitude for the tools provided and for his insightful criticism throughout my internship.

In order to get and complete an internship with the aforementioned company, I would like to thank Mr. Mahmudul Haq, Md. Shamim Ahmed, and OCSAR for their aid and guidance.

I want to express my heartfelt appreciation to my friends and the department staff that helped me complete this internship successfully.

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Executive Summary

As a concept, supply chain management includes a large number of individuals engaged in a wide range of activities. The combination of all of these enables businesses to continue operating efficiently. A slight change in one spot might have a significant impact on the entire process. It's an intriguing idea for different companies to collaborate within the supply chain. Companies with various needs come together through this method to achieve shared goals. Collaborations may or may not be appropriate in certain circumstances. This study aims to determine its impact on organizational performance and profitability. In the last few decades, there has been a significant shift in the concepts underlying supply chain operations. The past three years in this industry have been, to put it mildly, eye opening. The world was badly crippled by the shocks the coronavirus pandemic brought about, and entire supply chain networks were brought to its knees as a result. That is why it is essential that we set aside time to research the effects that supply chain collaborations have on organizational performances, the best ways to do it, and how to redesign the global supply chain so that we can resist shocks in the future.

Chapter 1: Overview of Internship

Student Information

Name: Seher Sarawatt Amin
ID: 18104189
Program: BBA
Major: Finance
Minor: Human Resource

Internship Information:

Period: 3 Months.
Company Name: Reckitt Benckiser Bangladesh PLC.
Department: Supply Services.
Address: The Glass House, Level - 9 & 10, Plot - 2, Block- SE (B), +8802222290770, 71 and 72, 38 Gulshan Avenue, Dhaka 1212.

Internship Company Supervisor's Information:

Name: Mohammed Zia Uddin
Position: Director, Supply Chain, Sri Lanka and Bangladesh Cluster

Job Responsibilities:

My main place of employment at Reckitt Benckiser is in the Supply Services Division. I had the opportunity to observe how a multinational company's supply chain operates firsthand while working as an intern. Through a vast supplier network, I got great experience placing big orders for raw materials. Meetings for material resource planning were attended by me. I keep thorough records of the creation and expiration dates of various materials utilized in the Chittagong warehousing plant. I also witnessed how banks opened letters of credit.
I will now provide a thorough explanation of each of these tasks.

MRP Meetings :

Increasing corporate productivity is the goal of the computer-based inventory management method known as material resource planning (MRP). The following three decisions are typically made in these meetings:

1. What types of raw materials are required?
2. How much of it is required?
3. When will we require these?

This technology analyzes raw data, such as bills of lading and the shelf life of stored goods, to provide managers with crucial information about their requirements for manpower and supplies.

MRP Process:

Identifying the criteria that must be met in order to satisfy the client's requests is the first stage in the Material Requirements Planning (MRP) process. Using a bill of materials, which is an extensive description of the raw materials, sub-assemblies, and components required to build a finished product, MRP then divides demand into particular raw materials and components.

MRP performs a demand-inventory comparison in this stage, allocating resources where they are most required. The manufacturing process has to be estimated in terms of time and labor, and a deadline must be established.

Checking for any possible problems is the last phase in the MRP process. If there are any delays, MRP may alert management right away and even provide a backup strategy to guarantee project deadlines are reached.

Letters of Credit :

Letters of credit are utilized to decrease the risk involved in international trade dealings between parties who may not have a prior relationship. A letter of credit is established through an agreement between a recipient, a financial institution, and the bank's client. The recipient can be confident that payment will be received once the stipulations outlined in the letter of credit have been fulfilled, which is usually issued by the importer's bank. With this understanding, the process of establishing a letter of credit with a bank is clear.

Purchase Orders :

Documents called purchase orders are delivered to prospective vendors. The items to be purchased, their quality and quantity, as well as the terms of payment, are all highlighted in these agreements. As a member of the supply services team, I created a few of these documents and sent emails with attachments to possible vendors.

Landed Costs :

A product's "landed cost" is the total of all shipping costs. Additionally, it covers fees and taxes related to overseas shipping. Reckitt Benckiser produces two different kinds of landing expenses. Before submitting buy orders, they create two estimates of landing costs, and then they create another one once the order has been placed. I helped make a number of these and have seen how they are made.

C&F Bills :

Cost and freight is referred to as C&F. Bangladesh's Reckitt Benckiser PLC. has two C&F

agents nationwide. They give me bills on a regular basis, and I've processed them and kept thorough files for them.

VAT & Insurance Invoices :

In addition, I prepared insurance and VAT invoices for large imports of raw materials from foreign vendors. Basically, my job requires me to gather and assemble these records so that the VAT officers can use them for tax and auditing purposes.

Internship Outcome:

This place had a high learning curve. I wasn't able to handle the daily demands of a huge international firm as a recent graduate with only theoretical knowledge of supply chain ideas. As a result, the first few days were quite difficult to handle.

But fortunately, the line managers and supervisors I dealt with were really kind, understanding, and helpful. As a result, I was able to go around with ease and within a few weeks, I began to understand how things worked here.

To add to these, within a month or so, my abilities significantly increased, and the early difficulties I faced vanished. My ability to deal with MS Word, Excel, and other programs in the Microsoft office suite has improved significantly, as have my interpersonal and other communication abilities. I've gotten better at prioritizing my time and dealing with stress.

Benefits of the student:

To be completely honest, it was an excellent learning opportunity. It has been humbling to have the chance to observe firsthand how a large corporation's supply chain operates. This experience will undoubtedly be helpful to me in my future pursuits, no matter where I choose to work in the following months and years. I had the opportunity to experience working in a corporate environment at the offices, which are situated in the center of Dhaka's business sector.

I also gained experience communicating, working in teams, and achieving deadlines. I also got to witness the difficulties of working in a setting where choices made on one end would affect millions of customers. Numerous decisions made in the supply chain on one end may have ripple effects on agents and businesses hundreds of miles away. As a result, the properly thought-out agendas in the meetings that were held enabled me to view enterprises through a sharper lens. I am incredibly grateful for it because it is something I could not have learned from books alone while following our set curriculum.

Problems/Difficulties (faced during the internship period):

In this amazing journey of Reckitt as an intern, I have faced one difficulty. They do not have any proper structure of work for an intern. The whole team followed their regular system of work and I had to adjust into that. Which created difficulties for me in terms of understanding the process.

Recommendations (to the company on future internship):

In the future, it will be a professional thing if they can provide a proper timeline of work for the intern. This will keep the system organized and more efficient. The intern can get benefitted by knowing the upcoming process from before as they will get the chance to prepare themselves.

Chapter 2

Introduction:

The world is always evolving. Reckitt finds solace in the knowledge that there are some things they can always count on to help them care for themselves and the ones they love in the best manner possible. They are driven by their religion. About 40,000 members of their multicultural, international family are dedicated to making the world a better and healthier place for everyone.. The most well-known and trustworthy hygiene, health, and nutrition brand, a company with a mission.

More people than ever understand the importance of hygiene. Cleanliness is the cornerstone of one's own excellent health. Reckitt is conscious of how important a role they are playing in this. They are committed to assisting everyone in protecting the environment to the fullest extent possible. Every day, millions of people depend on Reckitt's products. They work tirelessly and with originality to provide the best things possible. Then they improve them even more. They care for, heal, and protect. They differentiate in that way.

They believe that what really makes innovation valuable is its capacity to help both people and society as a whole. That has driven their study, creation, and cooperation for more than 200 years. They take great pleasure in their history and the environmentally friendly methods by which their company has grown to become the top supplier of nutrition, hygiene, and health goods worldwide.

Overview of the company:

A Short History

The firm gets its name from Isaac Reckitt, according to information provided on Reckitt's website. I shall outline Reckitt's historical development in the history section, including its introduction into Bangladesh.

Origins and Early Growth in the 19th and 20th Centuries

In their native English county of Lincolnshire, a man by the name of Isaac and his brother Thomas founded a grain mill company in 1819. Later, in 1840, they relocated to Hull, East Yorkshire, where they founded Reckitt & Sons with merely a staff of 25. Starch for washing was their initial offering. Their sons gradually expanded the company during the next decades of the 20th century. By 1912, Reckitt & Sons employed over 5,000 people and had grown significantly, building a plant in New Brunswick, New Jersey, the US, as well as a branch in Sydney, Australia.

FIGURE 1: RECKITT'S 1ST PRODUCT

Late 20th century to present

After deciding to unite, two well-known British firms became Reckitt & Colman in 1938, creating a single home goods company. As well as developing its own trademarks, which ranged from Zebra Grate Polish and Windolene to Harpic, Dettol, and Lemsip, additional brands were swiftly acquired via strategic purchase. Each brand has its unique prospects, innovative potential, and scientific expertise. In 1961, the business expanded to Bangladesh as Reckitt & Colman PLC. In 1997, the business went public.

Reckitt & Colman and Benckiser, a company founded in the Netherlands, combined in 1999. Subsequently, it adopted the name Reckitt Benckiser.

Modern era

The corporation launched many of the well-known brands we know today in the twenty-first century. These consist of Nurofen, Strepsils, Mucinex, Scholl, Mortein, Veja, Jontex, and Durex, among others. Along with 115 years of expertise in newborn and child nutrition, Mead Johnson Nutrition joined RB in 2017.

Reckitt Benckiser in Bangladesh:

Reckitt Benckiser has operations in 60 different nations, including Bangladesh. RB's administrative headquarters have been at Gulshan, Dhaka, since 2001. The current CEO of RB Bangladesh PLC is Mr. Visal Gupta. Although RB's administrative center was in Chittagong, Chittagong was also where following products that were advertised in Bangladesh were made before being sent to the modern-day area of Tongi. The popularity of RB products in Bangladesh is such that some of them control the whole market (Reckitt, 2022).

Vision, Mission, Purpose and Values:

Vision:

"World where people are healthier and live better," states Reckitt Benckiser's vision **(Reckitt, 2018).**

Mission:

“Reckitt Benckiser is passionate about delivering better solution to consumers”

They genuinely care about their customers and work hard to satisfy them by providing better solutions for their everyday lives. They put a lot of effort into product creation and continuous improvement, and they find wonderful fast fixes that make life easier for customers **(Reckitt, 2018).**

Purpose:

By offering individuals unique solutions for better lives and happier homes, Reckitt Benckiser hopes to make a difference in people's lives. They make sure that the products they sell are of a high caliber and include relevant medical data to back up their claims. According to them, "hygiene is the cornerstone of a healthy lifestyle." Since the house is the core of family life, RB's aim is to create a healthier, happier home **(Reckitt, 2018).**

Reckitt Benckiser Brands:

1. Home Care
2. Surface Care
3. Health & Personal Care
4. Dishwashing
5. Fabric Care

Home Care: For home care, the following three product categories are offered:

Major Brands are:

- Air Wick
- Mortein

Fabric Care: Their slogan for the products in their fabric care line is "Keep your garments looking like new." Thanks to this unique set of components, RB is the market leader in home care, and this specific type of care ensures a 28% net profit.

Major RB fabric brands are:

- Calgon
- Vanish
- Spray ‘n’ Wash
- Woolite

Surface Care: With 20% of all income coming from this classification, it is the most profitable in the entire globe.

The Surface Care brands include:

- Cillit bang
- Lysol
- Dettol
- Harpic

Health and Personal Care: These products for personal care and health account for 15% of RB's net profits.

The following list of popular personal and health care brands:

- Strepsils
- Veet
- Dettol

Dishwashing: Dishwashing goods account for 14% of Reckitt Benckiser's overall sales.

The things listed below are used in automatic dishwashing:

- Finish
- Calgonit

What Reckitt Benckiser Bangladesh Ltd. produces:

RB Bangladesh Ltd. has experienced rapid commercial expansion lately. Even if many of their well-known products are unavailable in our country, the ones that are have helped them gain a large following of committed clients.

Bangladesh used to sell or offers the following RB brands:

- Veet
- Dettol
- Mortein
- Vanish
- Trix
- Mr Brasso
- Durex
- Lizol
- Move
- Cherry
- Airwick
- Harpic

In RB Bangladesh, the top four brands are Dettol, Harpic, Lizol, and Veet.

Values:

- **Achievement**

Accomplishment characterizes RB as a whole; they don't only strive high; they seek to surpass their own expectations. They promote entrepreneurial zeal and solid judgment, transforming great ideas into outstanding execution (Reckitt, 2018).

- . **Entrepreneurship**

When asked to work as a single unit, they plan to advance and combine their quality **(Reckitt, 2018).**

- **Partnership**

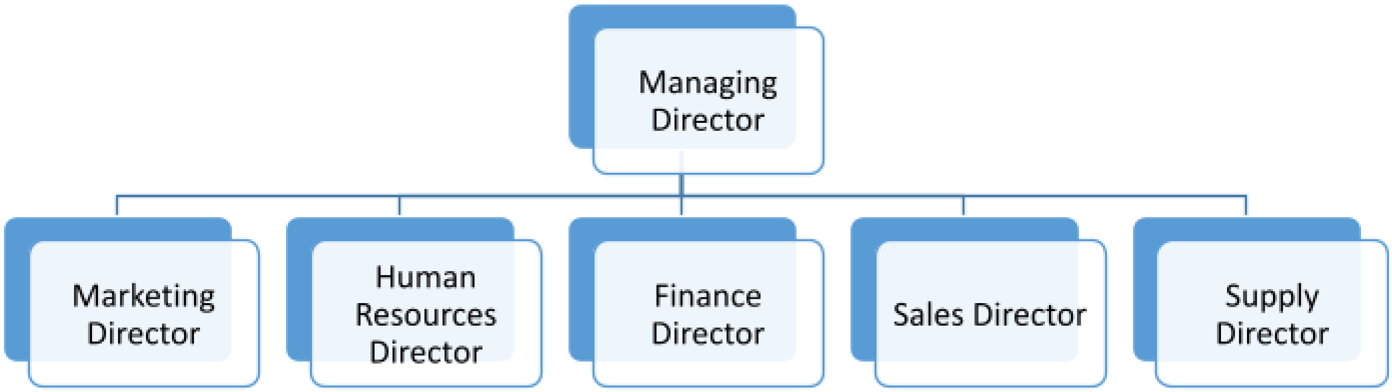
Rapid resolution of disputes to increase viability. They adhere to the 1+1=3 principle (Reckitt, 2018).

- **Ownership:**

They provide their employees the freedom to behave in a manner that they believe is acceptable within a system. People must be aware of what to do in the presence of impediments (Reckitt, 2018).

Management Practices:

A number of ManCom hierarchies are in existence at different organizational levels and departments under the supervision of RB Bangladesh's top management. The managing director, or MD, is the chief decision-maker and the organization's representative. The managing director is accountable to a number of directors and department heads who are in charge of making choices and assuring good results in their particular fields.



The need for sufficient interaction and engagement with the pertinent authorities and grassroots levels informs every decision the company makes. Although there is some support for the chain of command, all opinions are heard and taken into account when decisions are being made. This suggests that the practical contributions from every level of the workforce are considered before making any final decisions and are then put into practice.

Reckitt Bangladesh adheres to democratic leadership principles. In this scenario, the team is directed by the leaders, or alternately, the designated superiors, who also support and encourage the expression of ideas and opinions from their subordinates. I was encouraged to express my opinions at Reckitt even as an intern, which inspired and drove me to work more.

Marketing Practices:

Reckitt Benckiser (Bangladesh) Limited's marketing business is its focal point. In essence, this division is in charge of the company's brands' annual planning. The advertising office determines how the plans will be carried out after gaining clearance from the province and the international central station. They make decisions regarding the brands' operations, selling prices, level of investment in each brand, and other pertinent matters. The marketing division also manages the many phases of each product's life cycle and puts improvement strategies into action.

Various marketing activities Include:

- Keeping track of product and brand offers.
- Media management for advertising.
- Coordinating operations for wholesale, retail, and displays.
- Dealing with the influence of the market.
- Directing the promotion of sales, publicity, and advertising.
- Putting together project and process values.
- Using the New Product Improvement and Product Life Cycle to find the market offering
- Gathering data and estimating market demand.

Marketing Strategy:

The marketing mix is one of the components of RB Bangladesh's marketing plan. As a result, they emphasize the 4 P's. It makes it possible for companies to effectively sell their products to the target market.

Diagram of the 4Ps of RB Bangladesh

The five primary product categories that Reckitt Benckiser Bangladesh PLC focuses on are as follows:

1. Home Care: Harpic, Mr. Brasso, Air Wick.
2. Health & Personal Care: Veet, Dettol.
3. Surface Care: Lizol.
4. Dishwashing: Trix.
5. Fabric Care: Vanish.

Each of these manufacturers offers a variety of pack sizes. By combining the most recent scientific understanding with client needs, the firm develops appropriate products.The business intends to ultimately penetrate the pharmaceutical and food sectors. In order to provide unique solutions to some of the issues, Reckitt Benckiser has worked with a variety of partners. Reckitt Benckiser runs a global R&D laboratory for the creation of new goods. The products are compliant with the required regulatory bodies, and data from clinical and scientific studies supports their safety. They have developed innovative production and packaging methods as part of their mix product approach. The strategy also tries to benefit from products that are still in their infancy in order to give newcomers a pricing advantage. They also spend excessive amounts on different power brands. Reckitt Benckiser's goods are broadly accessible. They offer a huge range of varieties and sizes in their products.

Price:

For the product to work at its best, price must be carefully considered, which RB does on a regular basis. Value-based pricing is a component of Reckitt Benckiser's marketing mix, and it is kept at a level that is both optimal and popular with customers. Even though the costs are low, they are slightly higher than average because of the consumer's trust in the brand, which they associate with higher quality. The company has adopted a targeted product portfolio as a strategy.

Place:

The availability of RB's products is widespread across the country. The general store next to a superstore is where RB's goods are first sold. Today's households use at least one RB product in almost 80% of cases.

Promotion:

The business has embraced the distinctive marketing approach. Because the items are mostly in the FMCG market, all of the promotional channels are being used (print, billboards, and hoardings, digital). It has also introduced distinctive packaging that is recognizable by customers and consistent. Promotion has received high priority from Reckitt Benckiser.

RB is thought of as a brand that represents health and cleanliness. They therefore advertise the safety that their products provide.

For instance:

- Veet - salon like smoothness at home.
- Dettol - be 100% sure.

Target Customer, targeting and positioning:

It is essential to target the right audience and do it in the most efficient manner possible for a brand to be successful. Reckitt Benckiser has thus far done a terrific job of concentrating on the right clients, but as more individuals in urban and semi-urban areas earn more money and have more disposable cash, status symbols are starting to matter more and more when deciding what to buy. The three main target audiences for Reckitt Benckiser are urban households, hospitals, and clinics.

Positioning is done after segmentation and the determination of target markets. The brand must then position its goods in a manner that benefits both the goods and the intended market. POD and POP positioning techniques are used. Using the POD (Point of Difference) technique, a product in an existing category is created that is unique from other options provided by rivals. A product that is created using the POP (Point of Parity) method is very similar to what the industry leaders are offering to the general public. Reckitt Benckiser, one of the biggest FMCG businesses in Bangladesh, employs the POD technique to continuously manufacture distinctive products of outstanding quality at competitive prices. The marketing campaign by RB to position itself as a "Consumer-Centric Innovative" company is ongoing.

To ensure the successful application of their marketing strategy in contemporary trade, RB Bangladesh abides by a few standards. Some of them are listed below:

Visibility:

Visibility has been suggested to be the foundation of contemporary commerce operations. Increased visibility results in higher overall income. It is impossible to foresee a larger sale without enough exposure. Reckitt does, however, provide a variety of possibilities to provide excellent visibility in their locations.

Sales representatives are more mindful of the products' visibility and accessibility as per business policy. They occasionally have to handle unanticipated issues with their competitors. due to the limited space in stores for the goods from different companies.

Reckitt also emphasizes two types of visibility that are common in today's trading market:

- Gondola
- Category Shelf.

Gondola:

This leasing area has a six foot maximum ceiling height and a maximum width of two feet. Five to six shelves are normally present in each gondola. The business must make a monthly payment in accordance with the terms and conditions of the outlet. Negotiable price ranges can start at 15,000 BDT and go as high as any amount. The cost of the rent may vary depending on the grocery chain. To position the Gondola properly, there is also tremendous competition among all sellers. Given that it is a very popular technique for product display. Reckitt always opts to enter their Gondola from the front of the outlet. so that it may be seen plainly from the doorway.

As a result, it makes it easier for customers to quickly receive the items they had anticipated. A gondola symbolizes a business's varied offerings. The company periodically marked its Products to advertise a specific product shape. Reckitt Benckiser continually works to provide customers with the most up-to-date information on the product by using a variety of shelf talkers.

Category Shelf:

A public area will be used to display the products. Hence, it is an unpaid site. All vendors at the outlets are given access to these services without any additional fees. There are numerous shelf divisions for different categories, such as those for groceries, infant food, home goods (Harpic, Dettol, Brasso, Trix, etc.), and toiletries (Dettol soap, Veet cream, etc.). Reckitt aims to keep all of its products on the third shelf in every category. They pay special attention to the corner side of the shelf so that shoppers can tell their products apart from those of rivals. Reckitt must deal with a few issues at the outlet while operating in the category shelf-

- Inappropriate location for product display
- Limited capacity
- Not all products can be displayed sequentially.
- Product dumping
- Unavailability of product

Sales Practices:

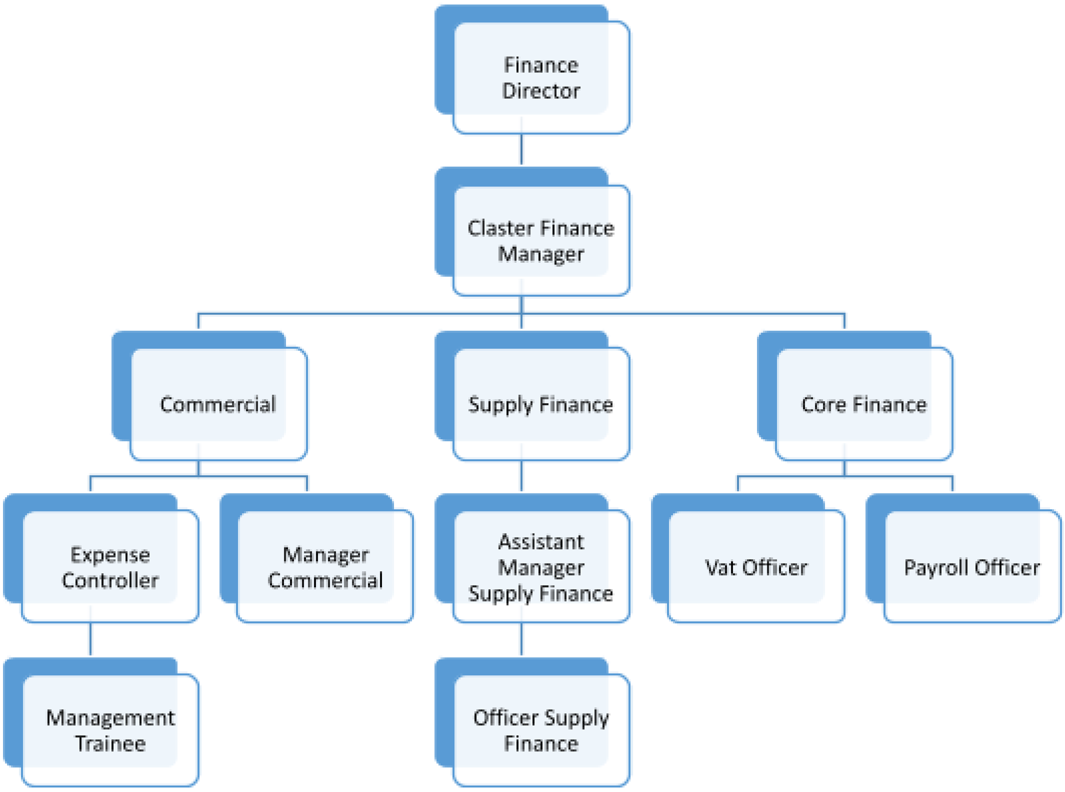
The following are the business division's top three essential elements:

1. Making everything accessible and visible in the retail mall.
2. The construction, upkeep, and growth of the system of merchants.
3. In-Mall Sales Growth.

Financial Performance & Accounting Practices:

RB Bangladesh Ltd.'s finance division is organized into three functional elements:

1. Corporate affairs
2. Management account & costing.
3. Finance and accounting

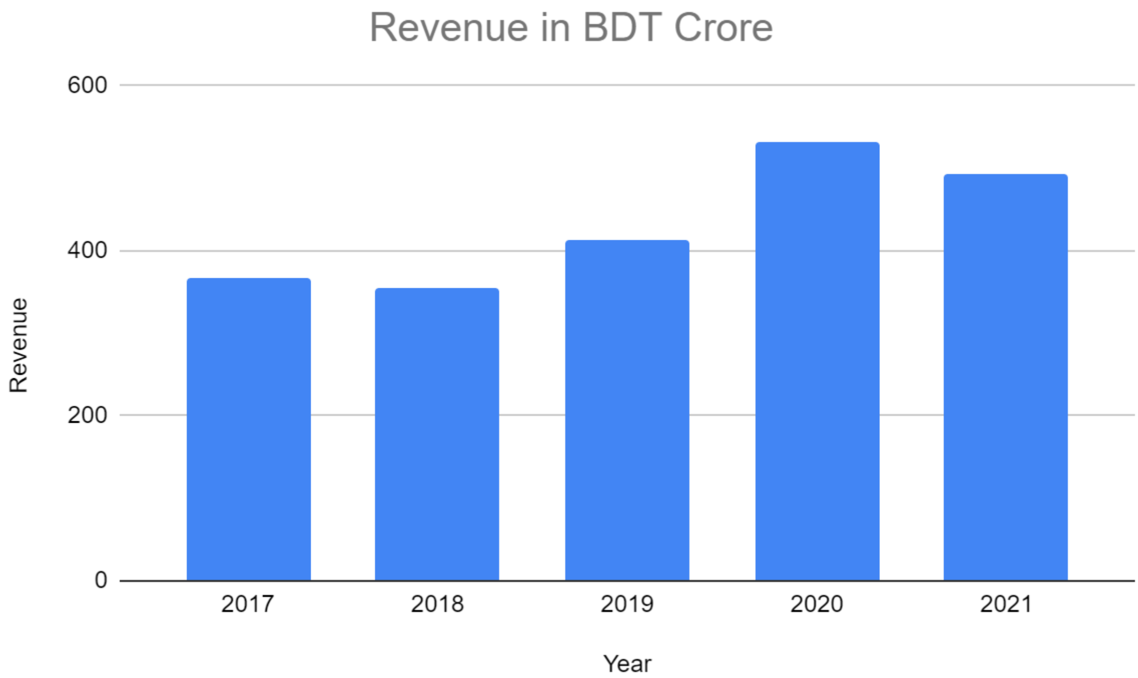


Structure of the Finance Department

According to the potential premise, each helpful part's employees are qualified to take up the responsibilities of other useful parts. The money and record division is in charge of the key responsibilities of the fund office, such as daily accounting, updating daily records and final account arrangements, investigating unusual developments, evaluating plans, managing treasury difficulties, and so forth. MIS capabilities and VAT administration are also managed here. Everything pertaining to the offer, including managing investors, liaising with the Stock Exchange and SEC, summoning the annual general meeting, etc., falls within the purview of the corporate affairs departments. Item costing as a whole is under the full control of the administrative bookkeeping and costing department. (Bonny, 2022).

A snapshot of RB's finances for 2021.

The COVID-19 epidemic has posed numerous challenges for most industries, but it has also increased demand for health and hygiene products. As a result, companies like Reckitt saw their revenues increase enormously during the pandemic. When things returned to normal after the epidemic, the business experienced a minor downstream effect. With a turnover of BDT 4,942 Million, RB Bangladesh saw a 7.3% decline in revenue from the previous year in FY21. The post-COVID situation has largely been the cause of this collapse (Reckitt Benckiser Bangladesh PLC, 2021). Owing to substantial price increases for some essential raw materials and freight on the international market, RB Bangladesh will see its gross profit margin drop from 56.55% in FY20 to 54.58% in FY21. For the fiscal year that ended on December 31, 2021, the company's earnings after taxes climbed to BDT 808,122,000 from BDT 738,888,000 the previous year. The company's cash and cash equivalents (including bank fixed deposit investments) at the end of 2021 were BDT 1,554 million, down BDT 217 million from BDT 1,771 million in 2020.



RB Bangladesh announced earnings per share (EPS) of BDT 171.03 for FY21, a significant increase from the previous year (BDT 156.38). The average quarterly EPS for FY21 was 42.76%. The company's Net Asset Value (NAV) per share was BDT 200.65 for the fiscal year that ended on December 31, 2021, and its net operating cash flow per share (NOCFPS) was BDT 134.90. The firm also has P/E and Debt Equity ratios of 33.50 and 2.23, respectively.

BDBL reported a 1650% cash dividend for the fiscal year 2021. (BDT 165.00 per share). This is the largest dividend declaration made by BDBL or any other individual company listed on the country's stock market to date, according to market insiders. Previously, the company distributed cash dividends of 790% in 2017, 700% in 2018, 1250% in 2019, and 1400% in 2020 (Reckitt Benckiser (Bangladesh) PLC, 2021).

Horizontal Analysis:

For financial position-

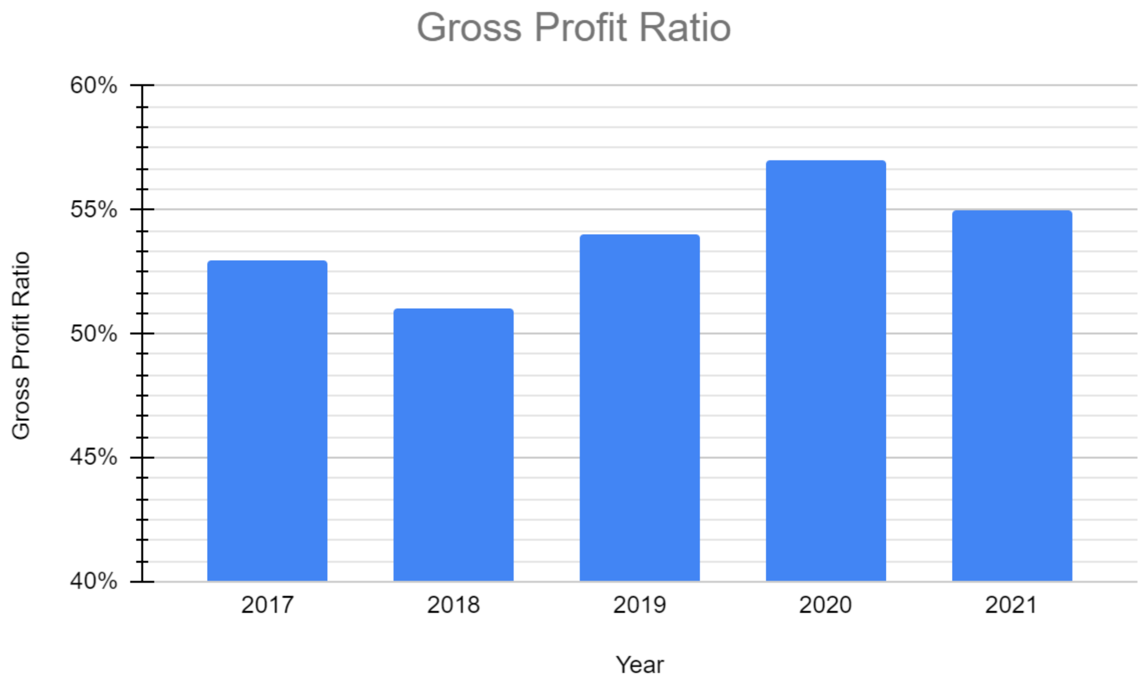
	2017	2018	2019	2020	2021
Assets					
Property, plant and equipment	100.00%	123.76%	152.45%	164.05%	170.96%
Right-of-use assets (ROU)	N/A	100.00%	-40.64%	173.43%	139.91%
Deferred tax assets	100.00%	85.79%	71.31%	162.43%	61.48%
Non-current assets	**100.00%**	**121.85%**	**148.37%**	**214.32%**	**209.63%**

Inventories	100.00%	109.61%	164.21%	226.27%	212.88%
Trade and other receivables	100.00%	65.06%	33.66%	19.55%	52.90%
Advances, deposits and prepayments	100.00%	71.96%	39.93%	81.17%	68.78%
Cash and cash equivalents	100.00%	132.97%	187.77%	250.46%	228.06%
Current assets	**100.00%**	**116.68%**	**157.09%**	**209.98%**	**196.36%**
Total assets	**100.00%**	**117.86%**	**155.09%**	**210.975**	**199.40%**
Equity					
Share capital	100.00%	100.00%	100.00%	100.00%	100.00%
Retained earnings	100.00%	131.96%	244.37%	296.52%	351.24%
Total equity	**100.00%**	**126.99%**	**221.91%**	**265.95%**	**312.15%**
Liabilities					
Employee benefits	100.00%	108.54%	157.57%	195.12%	80.18%
Lease liabilities	-	-	100.00%	1171.90%	1205.06%
Non-current liabilities	**100.00%**	**108.54%**	**172.08%**	**365.15%**	**255.03%**
Trade and other payables	100.00%	113.99%	129.64%	176.03%	159.58%
Employee Benefits	100.00%	102.72%	253.01%	859.56%	758.47%
Lease liabilities	-	-	100.00%	112.26%	62.17%
Current tax liabilities	100.00%	146.52%	201.82%	246.26%	209.96%
Unclaimed dividend	100.00%	73.71%	9.58%	94.11%	32.40%
Current liabilities	**100.00%**	**116.16%**	**136.08%**	**184.59%**	**165.25%**
Total liabilities	**100.00%**	**115.61%**	**138.65%**	**197.44%**	**171.64%**
Total equity and liabilities		**117.86%**	**155.09%**	**210.97%**	**199.40%**

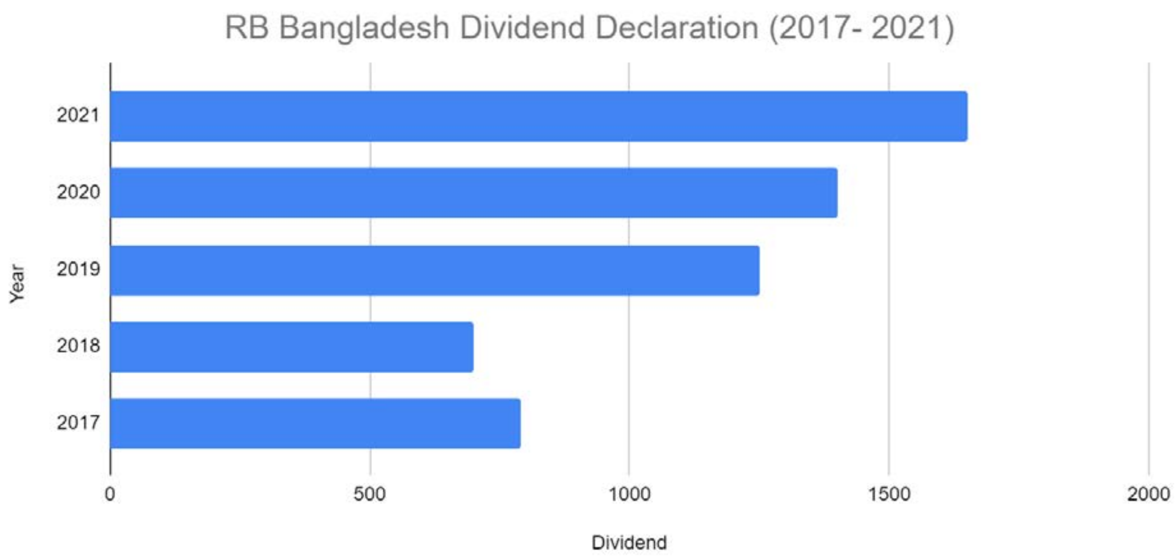
Horizontal Analysis:

For profit, loss & other comprehensive income-

	2017	2018	2019	2020	2021
Revenue	100.00%	97.06%	112.44%	145.35%	134.67%
Cost of sales	100.00%	102.39%	109.54%	135.17%	130.92%
Gross Profit	**100.00%**	**92.40%**	**114.99%**	**154.29%**	**137.97%**
Other income	-	100.00%	25.51%	14.61%	64.68%
Operating expenses	100.00%	91.75%	98.19%	138.64%	110.82%
Impairment (loss)/gain reversal on trade receivables	-	100.00%	78.82%	16.10%	-6.78%
Operating Profit	**100.00%**	**94.82%**	**157.15%**	**193.42%**	**206.12%**
Finance income	100.00%	205.39%	445.19%	581.43%	139.01%
Finance costs	-	-	100.00%	511.62%	515.60%
Profit before contribution to WPPF	**100.00%**	**96.84%**	**162.04%**	**198.57%**	**202.93%**
Contribution to WPPF	100.00%	96.84%	162.04%	198.57%	202.93%
Profit before tax	**100.00%**	**96.84%**	**162.04%**	**198.57%**	**202.93%**
Income tax expenses	100.00%	119.82%	160.88%	209.49%	181.32%
Profit for the year	**100.00%**	**87.08%**	**162.54%**	**193.93%**	**212.11%**
Other comprehensive income					
Remeasurement of defined benefit liability	100.00%	132.41%	4.60%	296.78%	124.43%
Related tax	-	100.00%	3.48%	224.14%	84.58%
Other comprehensive income/(loss) for the year, net of tax	**100.00%**	**99.31%**	**3.45%**	**222.59%**	**96.44%**
Total comprehensive income of the year	**100.00%**	**86.87%**	**165.31%**	**193.44%**	**214.12%**
EPS	100.00%	87.09%	162.54%	193.95%	212.12%

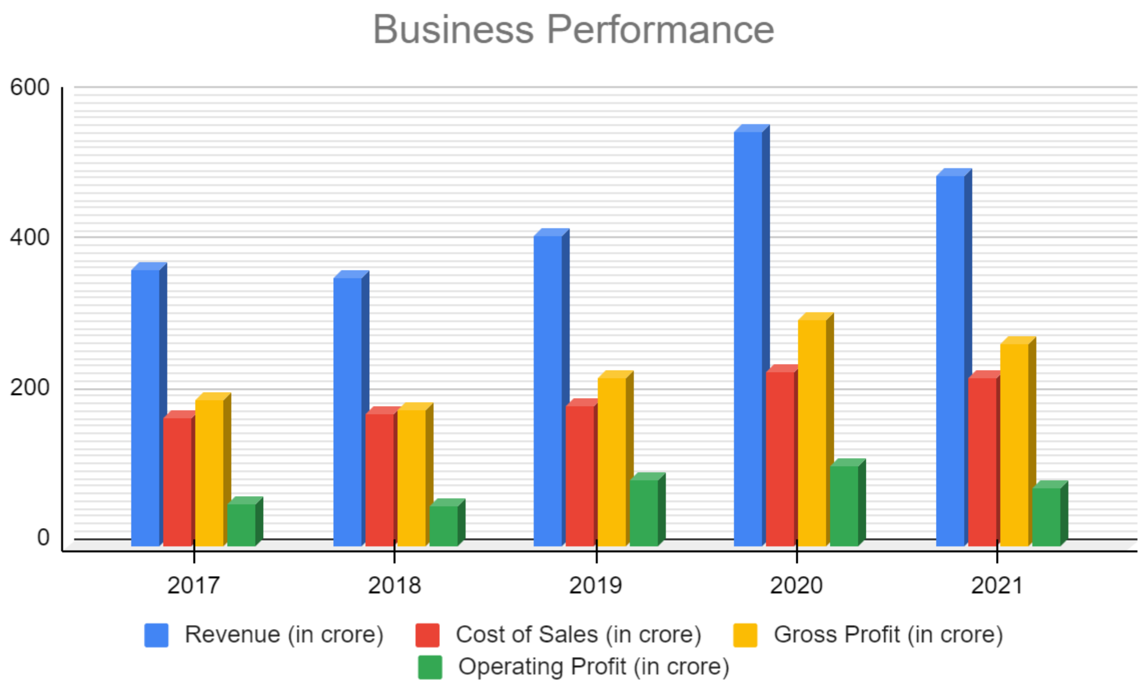


Since RB Bangladesh is in the hygiene sector, they saw a rise in their gross profit ratio during the pandemic year 2020, which subsequently fell in 2021. So, it is only prudent to conclude that RB Bangladesh is doing well and that their profitability is rising given that the gross profit ratio has risen since 2019.



As opposed to Tk. 140 per share, or Tk. 661.50 million, RB suggests a final cash dividend of

Tk. 165/= (1650%) per share, or Tk. 779.625 million, for the year 2021. This sum will be totally removed from the company's 2021 earnings.



RB's sales turnover in 2021 was Tk. 494 crore, down 7% from the year before. Sales unexpectedly increased after the epidemic hit in 2020, but they marginally decreased in 2021. The gross profit ratio was 54.57% this time, down from the 56.54% of the prior year. Yet, by drastically reducing marketing expenses, the company was able to boost the operating profit margin by 656 bps in comparison to the previous year. As a result, the EPS grew from Tk. 156.38 in 2020 to Tk. 171.03 in 2021.

Accounting Performance:

Inventory Turnover in days-

	2017	2018	2019	2020	2021
Opening Inventory (tk)	295,729,610	130,441,911	301,129,697	451,118,392	621,618,191

Closing Inventory (tk)	130,441,911	301,129,697	451,118,392	621,618,191	584,823,587
Average Inventory (tk)	213,085,761	215,785,804	376,124,045	536,368,292	603,220,889
Cost of sales (tk)	1,714,693,581	1,755,638,024	1,878,203,439	2,317,707,737	2,244,863,313
Average Inventory (tk)	213,085,761	215,785,804	376,124,045	536,368,292	603,220,889
Inventory Turnover Ratio	8	8	5	4	4
Days in a year	365	365	365	365	365
Turnover days	45	45	73	84	98

Accounts Payable Turnover in Days-

	2017	2018	2019	2020	2021
Opening Payable (trade & other) (tk)	1,022,878,694	1,043,948883	1,190,014,485	1,353,377,352	1,837,611,035
Closing Payable (tk)	1,043,948,883	1,190,014,485	1,353,377,352	1,837,611,035	1,665,931,472

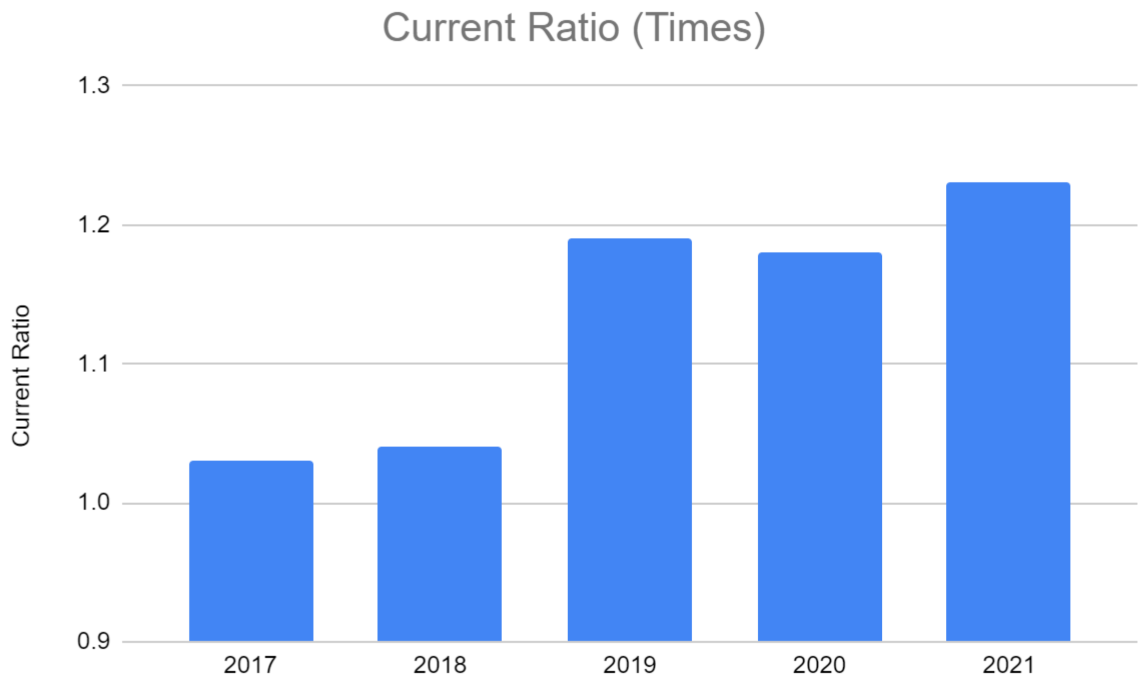
Average Payable (tk)	1,033,413,789	1,116,981,684	1,271,695,919	1,595,494,194	1,751,771,254
Purchase (tk)	632,761,748	1,148,608,963	1,360,149,211	1,755,306,464	1,551,950,434
Average Payable (tk)	1,033,413,789	1,116,981,684	1,271,695,919	1,595,494,194	1,751,771,254
Accounts Payable turnover ratio	0.61	1.03	1.07	1.10	0.89
Days in a year	365	365	365	365	365
Accounts Payable Turnover in Days	596	355	341	332	412

Accounts Receivable Turnover in Days-

	2017	2018	2019	2020	2021
Opening receivable (tk)	16,411,459	130,441,911	84,863,618	43,905,926	25,500,945
Closing receivable (tk)	130,441,911	84,663,618	43,905,926	25,500,945	69,006,591
Average receivable (tk)	73,426,685	107,652,765	64,384,772	34,703,436	47,253,768

Revenue (tk)	3,669,620,066	3,893,024,596	4,126,150,222	533,883,576	4,942,046,045
Average receivable (tk)	73,426,685	107,652,765	64,384,772	34,703,436	47,253,768
Accounts receivable turnover ratio	50	36	64	15	105
Days in a year	365	365	365	365	365
Accounts Receivable turnover in days	7	10	6	24	3

While their turnover of receivables in days decreased, their turnover of payables increased. Their inventory turnover rate increased as a result of the working capital advantage they enjoyed. They have a rather high liquid position, as seen by the fact that their current ratio has increased from the previous year. They want to be in this position in case of an emergency.



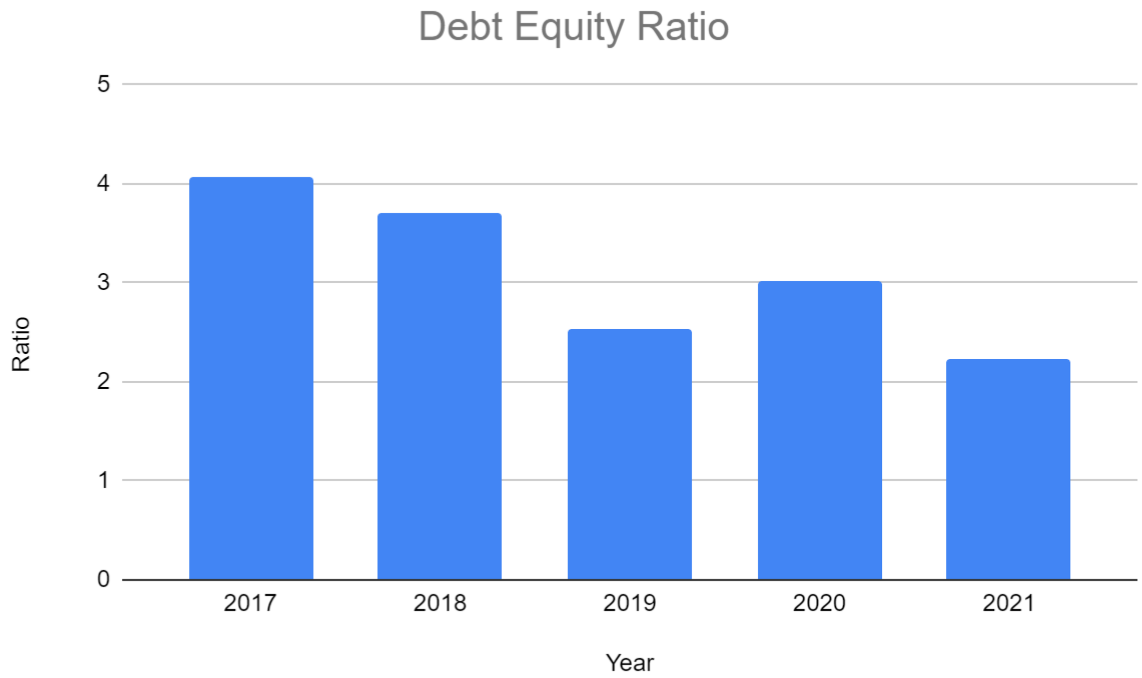
(Amount in tk crore)

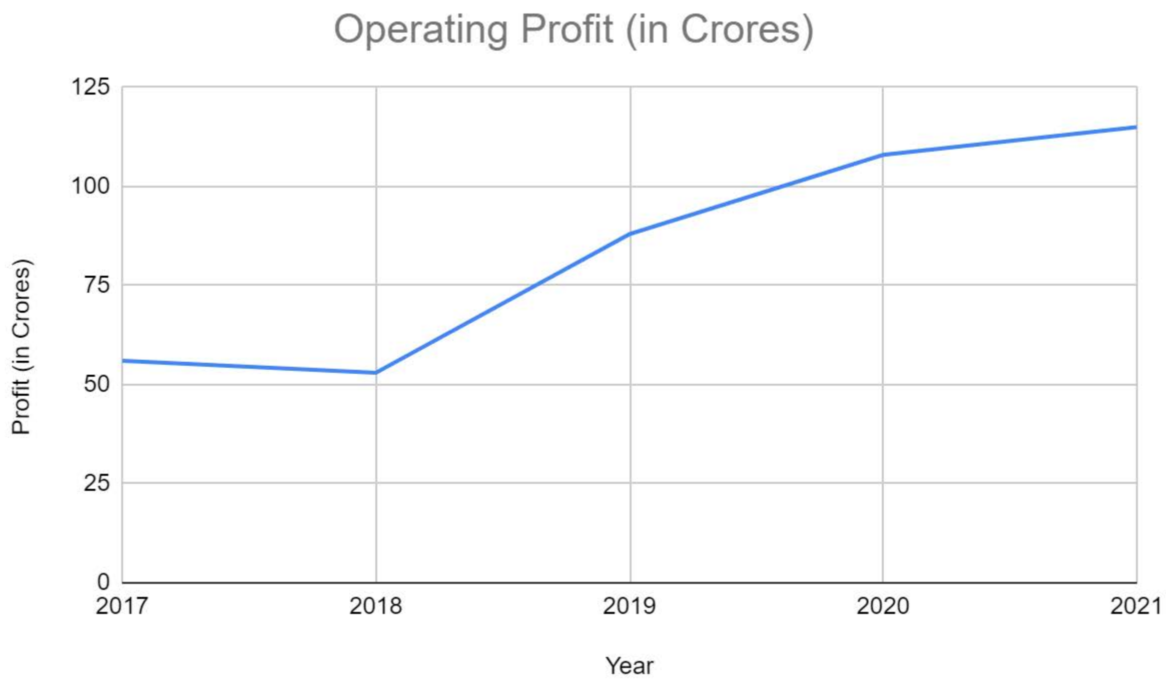
	2017	2018	2019	2020	2021
Current Asset	118.59	138.36	186.28	249.01	232.85
Current Liabilities	(114.61)	(133.13)	(155.97)	(211.57)	(189.40)
Working Capital	3.97	5.23	30.31	37.44	43.45

(Amount in tk crore)

	2017	2018	2019	2020	2021
Operating Cash flow	61.07	75.83	104.26	168.36	94.14
Capex Sped	(20.28)	(15.77)	(14.09)	(36.95)	(11.44)
FCF	40.79	60.06	90.17	131.41	82.70

For each share, RB's total net asset value is the highest in Reckitt Bangladesh's history. The fact that it climbed by 17% from the previous year to Tk. 200.65 shows that the company has a solid financial base. The debt-to-equity ratio decreased from 3.02x to 2.23x as a result of the company implementing planned assets for specific employee benefits this year and shifting a portion of the obligation to the planned asset. Trade payables, employee benefits, leasing commitments, unpaid income taxes, and unclaimed dividends are a few of Reckitt's obligations. Reckitt does not have any foreign debt on its balance sheet.





While RB's revenue decreased by 7.35% this year, their operating profit increased by 6.5%, which resulted in a 9.37% increase in EPS to Tk. The practically constant gross profit ratio of 171.03 across the years demonstrates the soundness of the production system. Throughout the course of the year, operating profit increased to Tk 115 crore from Tk 108 crore. Reckitt will continue to make the necessary product investments to satisfy consumer demand. A continuous manufacturing flow in line with this will be a focus for the upcoming year.

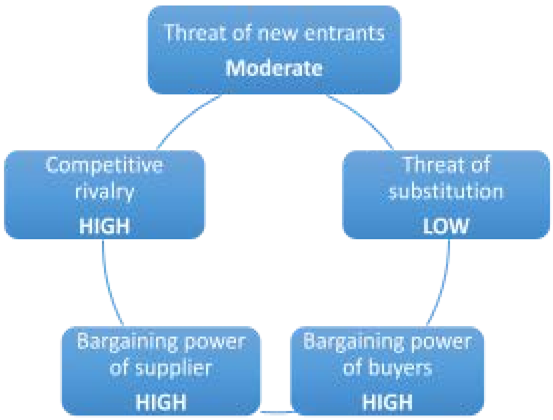
Operations Management and Information System Practices:

The operations management team is one of the major teams in charge of managing RB Bangladesh's day-to-day operations. To provide top-notch work, the team regularly works with different departments. The operations management group at RB is in charge of a variety of specific duties and obligations that serve as the foundation of the company. The operations of the information system are crucial to the everyday operations of RB.. Both RB Worldwide and RB Bangladesh utilize the same platform. This global application manages all correspondence, information, and documentation for each and every party associated with RB. The program has a difficult entrance method to prevent outsiders from obtaining Reckitt Benckiser's information for any form of nefarious activity. The only people who have access to the employee data are the IT workers, and it is kept fully secret. The firm is made more effective and moves toward becoming a more digital platform thanks to the technologies that RB utilizes. All sales recruits use the tool known as NEWS PAGE, which assists in managing storage of daily sales data, including stocking, billing, and operations of numerous distributors and outlets, all under the management of RB. To prevent phishing attempts, the RB IT team updates employee information frequently.

Industry and Competitive Analysis:

With its assortment of brands and SKUs, RB Bangladesh fights for market supremacy with various industry giants. ACI and Unilever, two of RB Bangladesh's main rivals, are now vying for dominance in the soap and antiseptic product categories of the brands the companies hold. Lux from Unilever continues to hold the top rank in the soap category in terms of market share, followed by Dettol. Harpic, MR Brasso, and Veet are market leaders that are also RB brands. Despite the fact that these companies don't have many high-quality competitors, new local brands are posing a threat to the industry with their cheaper costs and better-than-ever quality. Products from ACI and Square, such as Septex, Savlon, and Sepnil, are also successful in the area and can pose a concern to the company's expansion. The Lifebuoy brand from Unilever is also closing in on taking over the market's second position. There are no true competitors for companies like Veet, and Harpic has grown to the point where customers prefer it to any adjacent, less expensive brands.Lizol also improved its brand awareness, and consumers prefer it to any alternative that rivals provide.

Porter's 5 forces analysis:



Competitive Rivalry: An important increase in competitiveness and the Covid crisis were both experienced by the health and hygiene sector. The unanticipated higher demand led to an increase in competitiveness.

So, there is fierce competition in this sector.

Threat of New Entrants: During the pandemic, initial spikes in demand for health and hygiene products attracted many new companies to the market. Increased industrial saturation was the result. Reckitt persisted in providing good quality, which helped the company fight off rivals.

So, the threat of new competitors is minimal in this market.

Threat of Substitution: Items for wellness and personal hygiene have become necessary for modern living. Although a Health & Hygiene product may come in a number of patterns or shapes for the user's convenience, it is quite unlikely that it will become old and be replaced by an alternative.

Hence, there is little risk of substitution.

Bargaining Power of Buyer: Due to the increase in competition, consumers may locate alternatives easily. Because of this, consumers and purchasers have a lot of negotiating leverage.

Hence, the buyer has significant negotiating leverage.

Bargaining Power of Supplier: At the start of the Pandemic, the industry experienced a supply disruption. The rise in demand for products related to health and hygiene increased the need for raw materials. This increased the suppliers' bargaining leverage because of the high demand and scarcity of raw materials.

Hence, the supplier has significant negotiating power.

SWOT Analysis:

Summary and Conclusion:

An organization with operations in Bangladesh, Reckitt Benckiser, has only recently started to take off and is seeing tremendous expansion. It is projected that the current annual income will climb by twice as much as the data from the previous year. Nobody in the market contests the high quality and efficacy of the products RB Bangladesh offers. Although RB has more competitors now, his stature is growing daily. Both the management and the company grow. Sales in RB are now more dependent on efficiency than ever before and are more digitized than before. Furthermore, RB Bangladesh works constantly to ensure that the country receives the proper medical supplies, serving as a catalyst for the people's safety and optimism. Consistently, RB's programs aim to make Bangladesh a better, cleaner, and safer place. Sales are merely a byproduct of RB's efforts to promote its clients' active lifestyles.

Overall, because we have seen so much in a short amount of time, traveling with RB has been great thus far. Given how things are predicted to develop in the ensuing years, we might anticipate seeing RB at the peak of the leaderboard in both market share and brand acceptability. RB's hopes and goals are for it to continue doing a good job, to carry out the CSR efforts it has planned, and to help the general population in the event of any pandemic.

Recommendations:

During my three-month internship at RB, I have generated some business ideas based on my limited expertise. While I have thoroughly researched the feasibility of these recommendations, I have only presented those that can be realistically implemented in the short term.

- To meet the growing demand for the product, it is crucial to enhance the manufacturing capabilities of the factories and increase their production output. This requires taking measures to expand their capacity for manufacturing, which is vital for meeting the needs of customers and fulfilling orders in a timely and efficient manner.

- To avoid competitors from placing their products at retail stores, it is important to enhance the product distribution strategy in the market. A faster and more effective distribution system could be developed by RB Bangladesh to gain a competitive edge over rivals. This would help to ensure that the product reaches customers promptly and efficiently, thereby preventing competitors from getting an upper hand in the market.

- Investing more funds into advertising campaigns aimed at both consumers and businesses can assist RB in attracting a larger customer base for their specific product category. By allocating additional resources towards advertising, RB can effectively promote their products to the target market and enhance brand awareness among consumers and businesses. This can ultimately lead to increased sales and revenue, as well as a greater market share for the company.

- Reducing the price of certain products would be advantageous for RB, as their pricing is currently higher than that of their competitors. By offering more affordable prices, RB can appeal to price-sensitive customers and potentially increase their customer base. If feasible, the company could consider adjusting the pricing of their products to remain competitive in the market and attract more consumers.

Chapter 3

Introduction:

RB is one of the most well-known brands currently available to consumers, largely because of its health and hygiene products. Every day, they make almost 20 million product sales across more than 200 marketplaces. Around 20,000 of their employees, or well over half of their workforce, are involved in supplying them. When it comes to making sure that everyone who needs materials to keep one's family safe and clean gets them, the supply chain team's role is crucial. RB has now emerged as the company that customers turn to when they need the proper care to disinfect themselves. The market shares of several of RB's brands have increased significantly, and it seems that this is the most lucrative time ever for the Bangladesh stock market. The marketing department and sales team have been vital in order to boost sales and ensure that items are supplied across Bangladesh.. In addition, RB Bangladesh has launched a variety of initiatives to thank the public and work to eradicate any customs or habits that may be harmful to people's health. The supply chain team of RB maintains the quality of the raw materials and makes sure that customers get the best products on time.

Literature Review:

In order to maintain an optimum flow through the supply chain, effectively meet demand, and guarantee on-time, complete delivery, supply chain collaboration entails working with both internal departments and external partners. The need for certain items by customers actually starts the entire process, motivating all participants in a supply chain to cooperate through common visibility and protocols in order to identify and meet the wants of the customers.

According to an online portal, supply chain is essential in the FMCG sector to reduce business costs, improve product quality, build a strong consumer brand, smooth delivery and improve profit margins. Also it includes inventory management, warehouse management, customer analysis, product demand analysis and risk management. (Online Manipal, 2022)

The number of suppliers for RB has drastically changed in recent years. Surprisingly, RB's records revealed that these alterations don't occur in a vacuum. Thus, there is currently no proof that variations in the number of suppliers are the cause of a supply chain disruption. There are some common reasons for complication in supply chain management like diverse conflicting goals, dynamism in supply networks, complexity in supply networks and vulnerability of supply networks to disturbances. (Muhammad Tanha Ahmed, 2019)

Reckitt Benckiser has also faced a cyber attack in 2017 where via supply networks and interconnected Information systems, the hack spread like a virus. One of the top manufacturers of fast-moving consumer goods in the world, Reckitt Benckiser, was one of the companies targeted by the attack. Due to the failure of their enterprise planning systems, inability to process client orders, and failure of their planning systems, some of their factories had to close for days at a time. According to estimates, the attack cost the corporation GBP 100 million in sales income. Even though the company has examined its cyber security measures and had previously acknowledged the likelihood of such an assault, it nevertheless turned out to be vulnerable to this new supply chain danger. (Christopher, M. 2018)

Rise of supply chain technology can help to solve many issues. There will be new paths like supply chain optimization based on data, with real-time monitoring and cloud-based services. Also With the help of advanced robots, autonomous technology systems, and additive manufacturing, the Industrial Revolution 4.0 is transforming traditional supply chains and enabling end-to-end data visibility. (Maersk, 2022)

With the ongoing global COVID-19 coronavirus outbreaks as a backdrop, the Supply Chain Matters blog keeps highlighting for readers the areas where industry-specific product demand and supply chain management responses are clearly impacting customer and business performance results. Reckitt Benckiser Group's response to rising global demand for cleaning and sanitizing products. Late in October, Reckitt announced its highest quarterly sales gain in company history. The company's hygiene business unit was primarily responsible for the 13.3 percent year over year sales growth. Reckitt declined to provide a profit performance report. The CEO of the company told analysts that he now thinks that a resurgence in demand for hygiene goods will outlive this pandemic. (Supply Chain Matters, 2020)

To maintain a good supply chain the best practices are to prioritize worker readiness & Infrastructure First in Technology-Based Supply Chain Improvements, collaboration of planning, replenishment and forecasting also last the data security. (Priyanshu Dixit, 2019)

Objectives:

This paper's idea was principally driven by two objectives. Following are the two objectives:

- General Objective
- Specific Objective

General Objective:

- Analyzing the inventory management of RB in Bangladesh.

Specific Objective:

- To understand the inventory management of RB in Bangladesh

- To analyze the inventory management strategies of a finished product; Veet
- To analyze the inventory management strategies for a raw material; Methyl Salicylate

Significance:

In this fast moving world it's very important to fulfill customers' needs for customer retention. Inventory management of RB works on tracking their products from manufacture to final sales. They try to maintain the level of quality and customer satisfaction.

Purchasing of raw materials to merchandise the finished goods, it has to be an organized process to make the whole inventory management successful. The main goal of the inventory management is to sell their finished goods without any wastage. There are different types of inventory management systems. To have the knowledge of a proper inventory management system according to the needs of the company, is very essential. Reckitt Benckiser Bangladesh PLC has a focused supply chain team who purchases raw materials, makes sure their work progresses and gets the finished goods available for sales.

For good inventory management, it's important for procurement, logistics and supply chain to work together. They need to understand their constrained and unconstrained demand with their production capacity and workforce management to get the best profit out of their inventories. Getting a general understanding of these aspects will be aided by this report.

Methodology:

Qualitative information acquired from respondents and organizational data sources was used to develop the study. The information is laid out in a descriptive manner to make the subject simpler to understand and read through. Instead of using data in an especially vivid way, the report presents a descriptive understanding of the lessons learned. The information for the report was acquired utilizing both primary and secondary methods.

- **Primary:**

Interviews were conducted with Supply Director Mohammed Zia Uddin, who is also my supervisor, Manager Syed Tariq Ul Islam, and Assistant Manager Afia Zaheen. I largely learned about the supply chain process from them through useful queries and consultations about numerous topics and events relevant to the entire department. Then, information was exchanged and gathered about specifics pertaining to raw material and finished goods inventory management.

- **Secondary:**
  Internet sources, news portals, annual reports, journals, and financial and revenue statements of the company were used to obtain secondary data for the study.

Limitations of the Report:

My work as an intern for Reckitt Benckiser Bangladesh PLC has been incorporated into this report. I tried to write this report using all of my experience and the data. Nonetheless, I might want to point up a few flaws to this study:

- According to the business strategy, RB has a few private issues regarding supply that they are not authorized to talk about.
- A significant problem was time.

Findings & Analysis:

The process of ordering, storing, using, and selling a company's inventory is referred to as inventory management. This covers the storage and processing of such commodities as well as the management of raw materials, components, and completed goods. Depending on a company's demands, there are various forms of inventory management, each with advantages and disadvantages.

Inventory management system:

For a finished product like Veet, Reckitt Benckiser uses Materials Requirement Planning (MRP) as their inventory management system. Here this inventory management technique is dependent on sales prediction, which means that manufacturers must have accurate sales data to enable precise planning of inventory needs and to promptly convey those needs to material suppliers.

For a raw material like Methyl Salicylate, which is one of the key ingredients of Harpic, RB uses Just in time management as their inventory management system. By retaining only the inventory necessary to make and sell items, the strategy enables businesses to significantly cut waste and costs. This strategy lowers the price of storage, insurance, and liquidating or getting rid of surplus inventory.

Working Capital Approach:

Reckitt Benckiser Bangladesh PLC follows a hedging approach as their working capital approach for both finished goods and raw materials. They use short term funds to fund the temporary working capital. In the interview with the manager of supply chain, Tariq Ul Islam, explained that RB has enough cash flow to support their working capital management system.

Inventory waste management:

Veet is RB's one of the best selling products which they import. They don't make Veet in Bangladesh's factory because that's costly and technologies are not available here. They maintain less than 0.5% of wastage. Maintenance, repair and operations (MRO) is always strictly managed by the supply team to make sure that wastage can never happen.

For raw materials, as they follow JIT so there is almost no waste.

Inventory Speed:
Every 90 days they make shipments of raw materials and Veet.

Order Calculation Method:

For the Order Calculation Method, in terms of Methyl Salicylate, they use forecasting as the way to calculate the demand. S&OP is sales and operations planning which happens between manufactures and the sales department about the forecasting of the constrained and unconstrained demand of the final product.

For Veet, their approximate monthly sales is around 5,00,00,000. Their lead time is 90 days and their safety stock is 400000.

So, Reorder Point= (average daily sales×lead time)+safety stock

= (13,333×90)+400000

= 1600000 (approx)

They do MRP meetings to get these done.

Factors that affects order:

<u>Inflation:</u> For RB, the inflation did not affect their order size though ordinarily it does. But as Reckitt's product is health and hygiene based so this is kind of a necessity for consumers. So what they did is, as their cost increased because of the inflation so they increased the product price. That's how it was balanced.

Government Policies: Recently, the government has done certain rules about dollars which affected the order size. The supply team tried to make as many shipments possible within a short period of time. So their order size increased for that certain period of time.

Exchange Rate: As RB is a multinational company, they deal with exchange rate a lot which definitely increases and decreases their order size from time to time.

Outsourcing: RB outsources Veet because if they want to make veet here in the factory then it's pretty costly which decreases the profit margin.
CapEx investment, which is money invested to upgrade the fixed assets, will help me much if they want to make Veet in Bangladesh.

For raw material, they import from those suppliers who can maintain the RB supplier standard. RB is restricted with global guide quality issues so they need to follow the guidelines properly. In terms of local suppliers, maximum times it's hard to maintain that. So it's convenient for them to import from suppliers.

Recent Complications:
Inflation: During inflation, they had to increase the product price as cost was increased but they couldn't increase the product price much as it has to be parallel with the income rate of Bangladesh. So the product price was marginally increased, which reduced the profit margin.

LC issues: After the declaration of Bangladesh Bank, all banks refused to open LC which affected the supply team broadly as their whole business is based on the health and hygiene products which are made with qualityful raw materials. RB uses Sea, Air and road to do their shipments which is impossible without LC.

Recommendations:

As the 90% of the business of Reckitt Benckiser Bangladesh PLC is based on raw materials so as recommendations I have some points;

- They should open as many LCs as possible for the future.
- They can borrow dollars from European organizations which will be costly but they can keep the business running.

Summary & Conclusion:

In the coming decades, SCM decisions and analytics will have a significant impact on how we live our daily lives because the supply chain is always expanding. Every product we use, from the simplest things like ballpoint pens to sophisticated ones like cell phones and personal computers, has a special, strong, and flexible supply chain. Each of these components has employees who are available around-the-clock and may be dispersed throughout the globe. The consequences of decisions made on one end may spread negatively throughout the entire network.

Reckitt Benckiser Bangladesh PLC, as an organization, has given me the exceptional opportunity to observe how all of these things operate and take part in a little way in the process.

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