



**INTERNSHIP REPORT ON**

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**Training & development: Linking up theoretical knowledge with practical experience in ACI Logistics Limited (SHWAPNO)**

**Under Supervision of:**

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Lecturar

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**Date of Submission: August 02, 2018**





**Training & development: Linking up theoretical knowledge with practical experience in ACI Logistics Limited (SHWAPNO)**

## **Letter of Transmittal**

August 02, 2018

Ms. Subhat Ehsan

Lecturar

BRAC Business School

BRAC University

**Subject: Prayer for submitting the internship report.**

Dear Madam

I am submitting this report named “**Training & development: Linking up theoretical knowledg with practical experience in ACI Logistics Limited (SHWAPNO)**” prepared from internship experience at the organization under the Bachelor of Business Administration Program of BRAC Business School, BRAC University. I have completed my internship program (BUS-400) in the human resource department of Shwapno, Aci logistics Limited for 3 months.

This report was written by following the advice of Ms. Subhat Ehsan. This report will not be reproduced for any purpose in future. I hope that this report will fulfill the suggestion that was provided by you to me.

Sincerely,

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MD. Tanvir Ahmed Prince

ID-13104167

BRAC Business School

BRAC University



## Letter of Endorsement

The course relevant Report entitled “**Training & development: Linking up theoretical knowledge with practical experience in ACI Logistics Limited (SHWAPNO)**” has been submitted by fulfilling the requirements for the individual assessment of course, **(BUS-400)** by, MD. Tanvir Ahmed Prince; ID # 13104167, Intern, ACI Logistics Limited (SHWAPNO). The report has been accepted and may be evaluated.

(Any opinions, suggestions made in this report are entirely that of the auth of the report. The University does not condone nor reject any of these opinions or suggestions)

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Ms. Subhat Ehsan

Course instructor



## Acknowledgement

I, am the students of BRAC Business School, was arranged to work in the internship program "**Training & development: linking up theoretical knowledge with practical experience in ACI Logistics Limited (SHWAPNO)**" as part of my entry level position in the human resource Department of Shwapno. The purpose of this program is to link up direct experience of that I was earning by serving ACI Logistics Limited. In being able to gather practical knowledge and use it, I am greatly satisfied that I have been able to complete my internship program successfully. In this context, I was helped, instructed and suggested by my senior colleagues who were trying to help me in that organization.

But firstly, I express my gratefulness to my respected faculty Ms. Subhat Ehsan for his overall co-operation, guidance, advice and support to discharge of my responsibilities.

I am also thankful to by Intern supervisor Dewan Rabita Arefin (Organizational change manger, Shwapno) and colleague Md Istiaq Alam (Senior Executive, HR) for their co-operation, guidance, generous support providing me with necessary information, without which my efforts would not have been so easy.



## Executive Summary

During my practical experience I gained practical knowledge on how the human resource division of ACI Logistics Limited (SHWAPNO) operates and coordinates its training activities to ensure smooth service of the organization at all levels by ensuring right numbers of people are available at the right time to do the right job for the outlet customers. Not only that I have also earned insight into the working culture of the organization and observed how ACI Logistics Limited handles its salespersons with value and empowerment to ensure they are motivated to give their best to the organization and to the customers.

The report starts with an organization profile of ACI Logistics Limited (SHWAPNO) giving its various criteria information like background, mission and vision, its products and services of the organization.

**The next section** is about the the project, job responsibility in ACI Logistics Limited (SHWAPNO). The project encompasses introduction to the topic and what I learned in ACI Logistics Limited (SHWAPNO) linking up with my academic course related information.

Every chapter contains detailed discussion of the training and development followed by Organization Practices at ACI Logistics Limited (SHWAPNO) which basically expresses how things are done in the HR Department mainly training development.

I tried to learn the organizational practice by joining ACI Logistics Limited (SHWAPNO) with the help of BRAC University, my respective faculty ms. Subhat Ehsan & company supervisor Dewan Rabita Arefin.



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## Chapter-1

### Profile of Organization

#### (1.1) Organization overview:

‘কষ্টের টাকায় শ্রেষ্ঠ’ is operated by ACI Logistics Limited (SHWAPNO).

Beginning off with new day by day family unit needs, Shwapno outlets presently supplies everything from clothing, home stylistic theme, hardware and significantly more. This incorporates various basic supply private mark marks and also the in-house mold name Shwapno Life. Today, Shwapno works 56 outlets crosswise over Dhaka, Chittagong, Sylhet and Comilla, with an aggregate retail space of 310,000 square feet and a workforce of more than 2,500. Shwapno works various outlet positions from little accommodation stores to substantial megamall (running from 1,500 to 27,000 square feet), giving the perfect involvement to clients in every area. The organization has been fruitful in achieving its situation as market pioneer (with 45% piece of the overall industry) not just on account of the outstanding quality, esteem, comfort and administration it offers clients, but since Shwapno has been effective in building up a genuinely world class retail engineering and shopping background without precedent for the nation.

#### Market Presence

Shwapno was at first centered around the price based client base, yet following quite a while of enduring development of its **traditional retail** and different channels, the organization currently serves a various market covering **numerous sections**. The Shwapno mark itself has developed over this voyage, and today is moving its concentration from incentive to supporting yearning. By conveying incredible administration and through honor winning correspondence battles, Shwapno has turned into the most perceived and confided in retail name in the nation, an accomplishment that was reflected with the granting of the Best Retail Brand grant by Bangladesh Brand Forum in 2016.

With 600,000 enrolled clients, 2500 partners, and a large number of providers and cultivators, Shwapno has an expansive impression the nation over. While proceeding to extend its essential retail tasks, raising benchmarks and clients' desires, and in addition investigating new boondocks, for example, E-trade, the organization is well set to wind up one of Bangladesh's biggest organizations in the coming years, definitely.



**(1.2)The slogan & logo of SHWAPNO**



‘কষ্টের টাকায় শ্রেষ্ঠ

**(1.3): The vision & mission statement of SHWAPNO**

**‘Our Vision is to be the Best Retailer where people love to work, shop and invest.’**

**Our mission is to win the hearts and minds of our customers through continuous innovation, creation and delivery of our promise, “Everyday, a better life”**



**(1.4): Products and services of SHWAPNO**

**Products**

Shwapno's item portfolio comprises of more than **25000 stock keeping units (SKU)**. Presently these items are isolated into four business divisions: Grocery, Company Goods, Non-sustenance dissimilarity (NFD) and Restaurant. NFD was acquainted with raise the gross benefit of the plan of action thus far it has accomplished sublime outcomes. Every one of the items offered by Shwapno are partitioned in to 24 ace classifications as displayed in **Table 1**

<b>Business Divisions</b>	<b>Master Categories</b>	<b>Sales Contribution (%)</b>
Grocery	Nutrition	22.6
	Primary agricultural product	16.4
	Perishables	5.5
Company Products	Raedy food	12.8
	Self caring product	9.4
	Dairy food items	5.8
	Beverage and taobacco	5.6
	Kitchen additives	3.3
	Home care	3.2
	Baby caring item	1.8
	Baby Care	1.5
	Stationeries	0.1
	Home Made	< 0.05
	Medicine	< 0.05
NFD	Life Style	6.4
	Electronics & Appliances	1.8
	Home Accessories	1.6
	Gift & Toys	0.9
	Home gadgets	0.5
	Accent & Decors	0.2
	Infotainment	0.2
	Furniture	0.2
	Vehicles	Currently not in operation
Restaurant	Restaurant	0.3



**(1.5): Achievements**

# Shwapno's Achievements



**No. 1 Retail Brand,**  
– by Bangladesh Brand Forum, 2016 & 2017.



**Creative team awarded Gold in Big Fish,**  
– by Commward, 2017

## **Chapter- 2**

### **Introduction**

#### **(2.1) Rationale (point of interest)**

For effective and efficient retail, optimizing and developing the processes in every step is very important. By running effective HRM one can do pretty good business but is still missing crucial link in retail. No matter how lean and well-run the supply chain operations are the success of both employees and organization.

I have done double major HRM and SCM. I thought that a good company where better HRM practices are run by company there I can learn and achieve something.

#### **(2.2) Background of SHWAPNO**

##### **Retail Industry of Bangladesh**

Retail trade is one of the conventional business practise of Bangladesh. Its extension is keeping pace with populace development and changes in utilization designs, which are reliable with the development of the economy. This extension has not been basically sorted out, on the grounds that, as of not long ago, retailing had never been seen as an industry, yet rather as an individual or privately-owned company element with an extremely restricted extent of composed development. Practically no market data is accessible on the retail segment, however optional sources demonstrate that the extent of the sustenance retail segment in Bangladesh could be US\$12-14 billion, and the quantity of retail basic need shops could associate with 1 million. Retail is one of the greatest wellsprings of business (12 percent), and it contributed 13 percent (discount and retail exchanging) to Bangladesh's GDP.

Organized retail is blasting and making enormous open door for ventures. Retailers however offer different organizations items work out their own particular advertising procedures settling their own objective market towards giving consumer loyalty independently. Retail locations regardless of product offering and relative costs rise in all shape and sizes, for example, Specialty stores, Department stores, Supermarkets, Superstore, Convenience stores, Discount stores and off-price stores.

In Bangladesh, the ranchers are paid ineffectively for similar harvests that are sold at to a great degree high costs in the towns and urban communities. A major edge is taken away by the go betweens and cartels who include little esteem. Understanding this esteem chain hole ACI started two new organizations to be specific ACI Agribusiness and ACI Logistics, which by expelling the mediators guaranteed sensible costs for the two agriculturists and customers. ACI coordinations propelled Shwapno in 2008 a chain store which offered the retail involvement with aggressive evaluating.



## **Brief history of SHWAPNO**

The idea driving SHWAPNO is very old. Dr Dowla trusted that individuals in Bangladesh were enthusiastically longing for a one stop arrangement put furnishing them with sensibly estimated and quality items. He needed to champion the necessities and desires of the developing working class of Bangladesh. To make his fantasy a reality, Dr Dowla gained the administrations of experienced showcasing master Mr. Asif once he was in showcasing division.

It is true that upper administration at SHWAPNO felt that Mr Asif Iqbal was the correct man to make their fantasy a reality. With regards to the high desire of the best administration, Mr Asif Iqbal thought of a strategy for success to quickly open 70 SHWAPNO marked outlets the nation over. In 2008, SHWAPNO retail mark was formally propelled. Shockingly, things went downhill from that point onwards. The underlying arrangement to dispatch 70 outlets was enormously eager and ACI did not have the information and the aptitude in the field to help such an undertaking.

Administration at SHWAPNO returned to the planning phase. What came about because of the serious meeting to generate new ideas was that half of the retail outlets were shut and worldwide specialists were enlisted from India to present SAP endeavor asset arranging programming companywide. The venture asset arranging programming was an extraordinary change over the past independent framework. With this product, the organization could streamline forms over the whole office. Stock data, deals exchange arrange, creditor liabilities, diary sections, deals data, buy arrange, products got note and so forth were presently all took care of from this single programming. Each office in the organization from HR to Finance had up and coming data on the organization readily available. SAP totally changed the tasks of the organization.

Mr Nasir had a stellar career at Bata, Unilever and Otobi. He was widely renowned as a guru of retail and marketing. Mr Nasir, a graduate of Institute of Business Administration, Dhaka University was responsible for turning Otobi from a relatively unknown small enterprise to a juggernaut in the furniture industry with revenues of 550 crore and operations in at least a dozen countries. His accomplishments look even more impressive when considering that he was made CEO of the company in only his mid- thirties. He carved a reputation for himself enviable to people twice his age. He immediately set upon changing the fortunes of the company. Half of the staff at the firm was given the “pink slip”. Operations were streamlined, lines of authority were strengthened and new proactive individuals were hired. SHWAPNO realigned its strategy with its vision and mission. As a result of his effort and the hard work of the staff at SHWAPNO, SHWAPNO became the largest retail store in the country with over 35% market share within a short period of time.



## **About SHWAPNO**

Items in SHWAPNO are isolated into three ace classes; Vegetable, Fruits, Meat and Grains, Company Goods and Non Food difference. The organization has a huge number of stock keeping units in their portfolio. To comprehend these SKUs, each article has its own particular special number and portrayal. Also, each ace classification is additionally subdivided into classification, subcategory and type class. These subdivisions awesome guide the basic leadership of administration and help them to understand a great many different SKUs.

In the wake of arranging the items as per outlet request, the conveyance focuses convey the requested items to all SHWAPNO outlets. Finally, every outlet creates and conveys a Goods Received note to the applicable circulation focus recognizing the receipt of products.

SHWAPNO has a valuable business prospect, but it needs to overcome many obstacles to fortify its place in the industry. It has entered too many unrelated markets without proper expertise and preparation, it struggles with high employee turnover, its management information system is in shambles, it is operating at a loss due to increasingly compounding interest payments to banks for the funds acquired during its initial expansion phase, it operates without standardized business process, its employees often lack job descriptions, it suffers from system and real time stock mismatch, it has started many new product categories that are lacking in product depth and product line, and lastly it suffers from poor image in the market even though the present quality of service offered by the company is way above industry standards. SHWAPNO can truly become a world class organization if it overcomes all these hurdles in the near future. However, in terms of revenue, ACI Logistics SHWAPNO currently holds third position behind ACI pharmaceuticals and ACI consumer brands.

## **(2.3) Objectives**

### **Broad Objectives**

- To understand how human resource management process training and development affect the service of the Shwapno.

### **Specific Objectives**

- To Analyse how each steps of the training Mangement process increase the service.
- To identify the challenges at training management of 'Shwapno'



## **Chapter-3**

### **Main Part (Activities undertaken)**

#### **General Summary**

Toward the finish of BBA program students must need to achieve the course called entry level position (intern) that is significant to academic purpose. The fundamental goal of internship is to connecting up pragmatic experience of expert occupation with respect to the student's major or minor specific zone. While completing this entry level position period students need to work for any association. It resembles fulltime work. While working with association interneers are given the chance to get the hang of something about a specific division (HRM) and in addition make a commitment to the organization by performing required errands. Frequently interneers are paid for the time they work, in a few occurrences, they are most certainly not. I did complete my internship in an association "ACI Logistics Limited". I began my temporary position on sixth may, 2018 and on completed the entry level position period on sixth August, 2018. It was fulltime temporary job. I needed to work from 8:00 am to 7pm. The workplace was arranged in Novo Tower, Tejgaon, and Dhaka. As an interneer I worked in the Human Resorce Department.

**(3.1)About the job:** I started working at ACI Logistics Limited Head office as a part of my internship program. I was selected after getting qualified in a viva and then had to sit for an interview with the senior managers of ACI Logistics Limited. The duration of my Internship program was 3 months, started from 6th May to 6th August, 2018. The topic that I have selected for my report is "Training and Development Process of ACI Logistics Limited".

#### **(3.2) Job responsibilities**

**Main responsibility to the job:** During the internship program I worked under a supervisor of SME Banking Division. Every day I was assigned various tasks by the supervisor and regularly I had to follow my scheduled work and also other activities if there was any. This was the main job responsibilities of my internship program:

#### **Arranging the trainings:**

I joined ACI Logistics Limited as an intern and as a very junior colleague of the training and development team. We help our new recruited salespersons of our outlets where they will have to communicate with the consumers about different types of products. So, we arrange training program daily and give induction to the employees. we believe that customers are the main focus point as we are opareting the outlets.

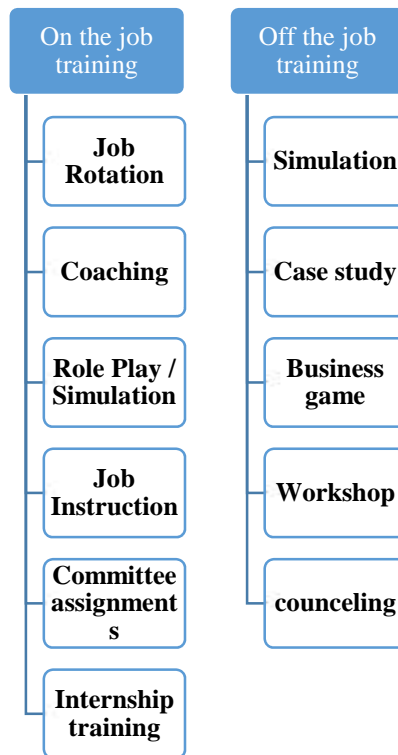
We creat scenarios, drama, product slides ,case study for the sales person so that he /she can go through and handle any kind of situation.





**Types of training:**

**There are two types of Training:**



## **Chapter-4**

### **Constraints**

#### **(4.1) Observation in the organization**

- The employees are very friendly and helpful.
- The culture of shwapno is very good.
- The policies are maintained strictly.
- They take care of new fresh graduate (intern level position).
- The management takes every decision after collecting feedback, survey result from the market/ field.

#### **(4.2) Academic preparation**

I have completed all the general courses in BRAC University and took Human Resources management and supply chain management as major criteria and started serving ACI Logistics Limited under the supervision Dewan Rabita Arefin as an intern.

For submitting the internship report I worked under the supervision of MS.Subhat Ehsan.



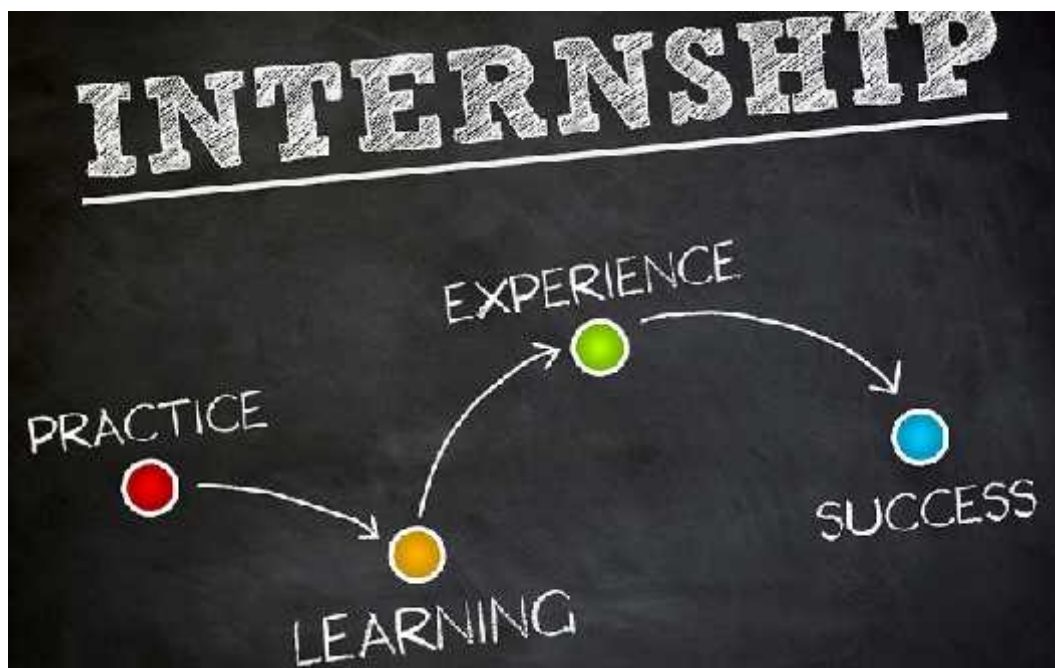
## Chapter-5

### The Other Side

#### (5.1) Lesson learned from internship program

Having the capacity to work for one of the main department of organization of our country is constantly better for subsequent stage in corporate world. In any case, that is just piece of the entire story. The workplace of ACI Logistics is a standout amongst other in the Outlet business as well as all finished Bangladesh. The workplace space is open and everybody can move around and speak with others unreservedly. Every one of the workers are particularly well disposed. The correspondence framework is especially open, for example, anybody can give proposal on the off chance that they discover anything incorrectly. For a case Outdoor marking group offer proposal to deals group in the event that they discover any think off-base.

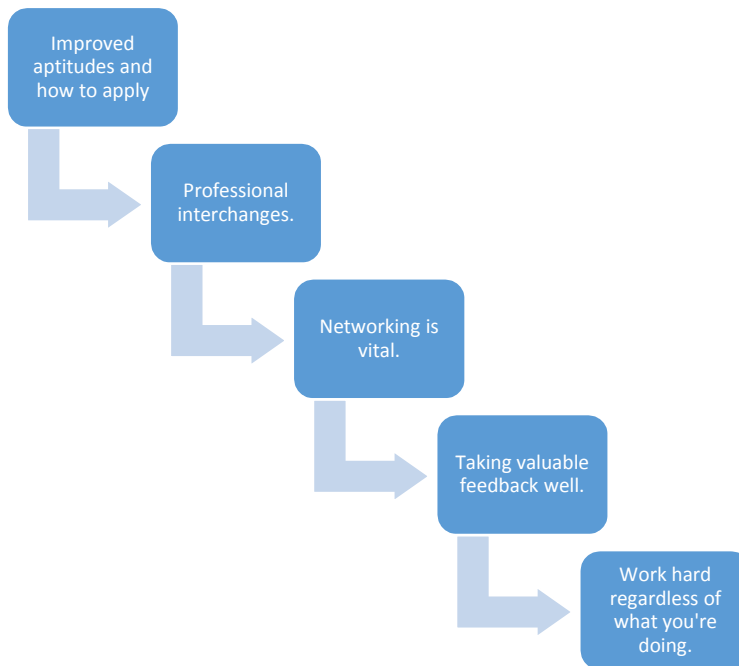
#### (5.2) Implications to organizations



Organizations advantage from entry level positions like internship program since these are incredible method to get capable employee to add to the association's objectives and mission. Interns give extra help and increment an association's workforce.



**(5.3) Implications to internship program**



**Chapter-5**

**Conclusion**

In the last note I need to include, this temporary position program (intern) has helped me to increase corporate learning not just about the enlistment and choice procedure of the organization yet in addition showed how the corporate culture really is and how to adjust with it. The organization gives appropriate an incentive to every worker and it's the purpose behind the commitment towards the organization which at last prompts accomplish the objectives of the organization and in addition self-advancement and achieving corporate objectives.



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