

## Internship Report



কষ্টের টাকায় শ্রেষ্ঠ বাজার

**Internship Report On**  
**“An Overview on the**  
**General Merchandising Department of Shwapno”**

**Submitted To:**

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**Date of Submission:**

September 3, 2018



## Letter of Transmittal

September 3, 2018

To

K. M. Nafiul Haque

Lecturer

BRAC Business School,

BRAC University

**Subject: Submission of Internship Report for the completion of BUS400.**

Dear Sir,

This gives me immense pleasure to present my internship report entitled “An Overview on the General Merchandising Department of Shwapno”, which was assigned to me as partial fulfillment of the requirement for the Degree of Bachelor of Business Administration (BBA) from BRAC Business School. I have tried my level best to meet the requirements of this report.

I am very fortunate to have the opportunity to compose this report under your guidance. This project taught me some really valuable lessons, some of which I can now link to my classroom knowledge. I am enjoying every phase of this study and the whole office environment. By working here, I have gained the first-hand knowledge about the inner setup of Shwapno.

I believe that the knowledge and experience that I gathered during these 3 months will be an asset for me in my future professional life. I would like to mention here that I am extremely grateful to you for your valuable guidance, endless effort and constant attention whenever required. I hope that you would be kind enough to evaluate my performance and excuse any minor errors. Please feel free for any query or clarification that you will like me to explain. Your support in this regard will be highly appreciated.

Yours Sincerely,

-----

Sadia Islam

ID: 14304028

BRAC Business School,

BRAC University

## Letter of Endorsement

To Whom It May Concern

**Subject:** Approval of the report

This letter is to certify that, all the information mentioned in this report is true and not confidential to the company. The projects mentioned here had successful involvement of Sadia Islam, 14304028, BRAC Business School, BRAC University.

I wish her all the best and hope that she will shine in whatever she does in her career.

Internship Supervisor

K. M. Nafiul Haque

Lecturer

BRAC Business School,

BRAC University

## Acknowledgment

Firstly, I would like to express my gratitude to Almighty Allah for giving me the strength required to complete the internship report in the given time. Then I would like to thank my honorable internship supervisor Mr. K. M. Nafiul Haque, Lecturer, BRAC Business School, BRAC University for presenting me such a great opportunity to prepare an internship report on “An Overview on the General Merchandising Department of Shwapno”. Throughout this period of three months, he has provided his immense guidance, motivation and ample support during the preparation of this report.

I am indebted to my parents for their constant support and the struggles that they have gone through in order to make me capable enough to write this report. Whatever I am today is because of them. I would like to thank my family and friends for always being there for me and persistently motivating me, especially my two sisters without whom this report would not have been possible.

My sincere gratitude goes to Mr. Saiful Alam (Business Director, Commodity Division Head, Supply Chain Planning & Inventory Management), Mrs. Noor Jahan Juee (Category Head & E-commerce, General Merchandising), Mr. Hasib-ul Alam (Manager), Ms. Raisa Farheen Khan (Assistant Manager), Mr. S. M. Mahmud Reza (Jr. Executive) for giving me such a remarkable opportunity to work with the esteemed General Merchandising team of Shwapno, ACI Logistics. I would like to acknowledge the contribution of the whole General Merchandising department, Shwapno, ACI Logistics who have extended their kind cooperation and contribution in accomplishing this report. Furthermore, I would like to thank two fellow interns without whom these three months would have been monotonous.

Lastly, I would like to thank the faculty members of BRAC University each of whom taught me something that I could use in writing this report.

**THANK YOU!**

## List of Abbreviations

1. **ACI**- Advanced Chemical Industries
2. **GM**- General Merchandising
3. **STO**- Stock Transfer Order
4. **SPLY**- Same Period Last Year
5. **SPLM**- Same Period Last Month
6. **DC**- Distribution Channel

## Executive Summary

Shwapno was established in 2008 under ACI Logistics Limited, with a vision to utilize the strong presence of ACl and make Shwapno what it is today, the largest retail chain in Bangladesh. The main motive of Shwapno is to reach a greater target group of people in Bangladesh and make a positive impact on their lives. That is one of the many reasons why almost every area has a Shwapno outlet and it is only expanding with days. Today, Shwapno has 70 outlets with a total retail space of more than 310,000 square feet and a workforce of over 2,500.

The report is based on the research that I did on the General Merchandising Department of Shwapno. I was working as an intern under this department. The General Merchandising Department consists of six categories: Electronics & Appliances, Gifts & Toys, Home Accessories, Infotainment and Stationeries. These categories have been separated in order to put more emphasis on their quality and sales.

This report consists of some updated sales and other analysis that I did to draw some conclusions. My work at Shwapno was both at the desk and on field as we were expected to visit the outlets to check on our respected categories as well as make excel sheets on all the updated data found on the server.

I hope this report gives a clear idea of the work I did in these three months in Shwapno as an intern. With bounded access to internal information, I tried my best to provide as much information as possible about the GM department of Shwapno.



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# **1. Introduction**

## **1.1. Origin of the report**

This report has been prepared as a part of the BBA Internship program curriculum of Sadia Islam, General Merchandising Intern, Shwapno, ACI Logistics Limited. This report has been done to closely monitor, observe, evaluate and understand the GM department of Shwapno and its contribution to the company. This report has been made under the instructions of Mr. Nafiul Haque, Lecturer at BRAC University and my supervisor Mrs. Noor Jahan Juee, Category Head, GM, ACI Logistics.

## **1.2. Objectives**

The main objective of this report is to provide a general overview of the GM department of Shwapno. There are not many people who are familiar with this department as it is a fairly new department with very big chances. The GM department was previously integrated with the lifestyle department and officially became a different department in 2016. The team of GM engages itself to meet its targets in a very structured manner. There are times when the targets are not met, but the team members encourage each other to push themselves and strikes back.

The purpose of this report is to highlight the major activities of GM department and analyze the practices of the department. At the end, some suggestions and recommendations are provided that can make this department more effective.

## **1.3. Methodology**

Methodology is the process used for collecting, analyzing and interpreting information and data.

This report has both qualitative and quantitative research methods. Qualitative research is used to gain understanding of the underlying reasons, opinions and motivations. Quantitative research is used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics.

The study on this research is based both on primary data and secondary data but primarily on first hand observations. The secondary information was used to write the organization part of the report. The information was gathered from the official website of ACI Limited and few articles based on Shwapno. The primary information was gathered from a survey that I conducted on Facebook and everything else was based on whatever I experienced and observed, working at Shwapno.

#### **1.4. Limitations**

One of the major limitations of this report was the authenticity of the information, since many information was based on first-hand observation. An intern is considered as an external employee in Shwapno and so certain information were confidential and hence not accessible. As a result, certain data may contain some potential source of bias.

Another limitation was the lack of time. Since internship is a full-time job, it almost becomes impossible to do office from 8:00am to 5:30pm then come home and work on the report. Although, interns are considered as external employees, the workload is same as a permanent employee.

## **2. Company Overview**

### **2.1 Shwapno**

ACI Logistics Limited is a Strategic Business Unit of one of the leading conglomerates of Bangladesh, ACI. Under ACI Logistics Limited is Shwapno, the largest retail chain in Bangladesh. Shwapno started its journey in the year 2008 as “Fresh & Near” in the need to fulfill its “Seed to Shelf” vision of linking farmers with end consumers directly.

The main motive of Shwapno is to reach a greater target group of people in Bangladesh and make a positive impact on their lives. That is one of the many reasons why almost every area has a Shwapno outlet and it is only expanding with days. Today, Shwapno has 70 outlets across Dhaka, Chittagong, Sylhet and Comilla, with a total retail space of more than 310,000 square feet and a workforce of over 2,500. Currently, Shwapno has a retail share of 71.25% and national share of 4.2%.

### **2.2. Mission & Values of Shwapno**

#### **Mission**

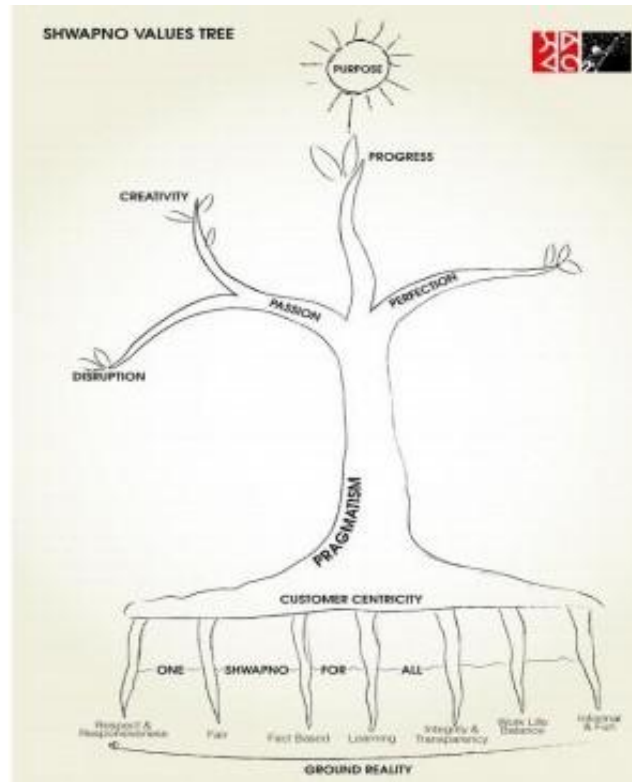
Shwapno was propelled with a dream to change the way of life of Bangladeshi customers.

#### **Values**

- To deliver success, they have a reasonable arrangement of qualities and convictions.
- Impeccable Integrity- They are sincere, transparent and ethical in the entirety of their dealings.
- Passion to win- They strive to bring out the best in them for their customers.
- Pleasant Experience- They win the hearts and minds of their beloved employees and consumers by offering significant quality, value and service.
- Living an endeavor culture – They believe in trust, truth and cooperation.

- Ceaseless change - They always learn, innovate and develop to make new worldview.
- Making a better world- They generously give back to the society we live in.
- Count each paisa - They regard each taka spent as their own particular for making an incentive for their customers.

**Figure 1: Shwapno Value Tree**



### 2.3. Shwapno Outlets

Currently, Shwapno has a total of 70 active outlets, from which most of them are in Dhaka and few of them are scattered throughout Chittagong, Sylhet and Comilla. These 70 outlets are divided into 3 categories, mega store, super store and convenience store, based on their store size.

**Figure 2: Outlet area and format**

<b>Outlet</b>	<b>Outlet Format</b>	<b>Outlet</b>	<b>Outlet Format</b>
Malibag	Mega Store	Mohanagar	Super Store
Green Road	Mega Store	Mirpur -12	Super Store
Uttara-11	Mega Store	Kazipara-2	Super Store
Banani	Mega Store	Banani-2	Super Store
Central Basabo-2	Mega Store	Panthapath (New)	Super Store
Uttara -3	Mega Store	Mirpur -6 New	Super Store
Monipuri Para Outlet	Mega Store	DHAKA HOUSING	Super Store
Gopibagh	Mega Store	KADERABAD HOUSING	Super Store
Gulshan-1	Mega Store	Mirpur-10	Super Store
Wari New	Mega Store	Dhaka Gulshan-2 New	Super Store
Mirpur-1 Outlet	Mega Store	Mirpur-11 Outlet	Super Store
Dhanmondi-27	Mega Store	SYL Shahjalal	Super Store
SYL Zinda Bazar	Mega Store	SYL Shibgong	Super Store
CTG Gol Pahar	Super Store	SYL Pathantola	Super Store
Hali Shohor	Super Store	Sylhet Beanibazar	Super Store
Chittagong Chandgaon	Super Store	Amberkhana Outlet	Super Store
Comilla Outlet	Super Store	Nakhal Para	Convenience Store
Postogola	Super Store	Uttar Banasree	Convenience Store
Uttara-6	Super Store	Sutrapur	Convenience Store
Nazim Uddin Road	Super Store	Tongi	Convenience Store
South Banasree	Super Store	Rupnagor	Convenience Store
Narayangong	Super Store	Bijoy nagor	Convenience Store
West Kafrul	Super Store	Jatrabari-2	Convenience Store
Khilgaon	Super Store	MAZAR ROAD MIRPUR	Convenience Store
Nikunja-2	Super Store	Shimultali outlet	Convenience Store
Rampura	Super Store	Valuka Outlet	Convenience Store
Moghbazar	Super Store	Jigatola Outlet	Convenience Store
Gulshan-2	Super Store	Tangail Outlet	Convenience Store
Shahjahan Road	Super Store	Hasnabad Outlet	Convenience Store
Kazi Para	Super Store	Ashkona Outlet	Convenience Store
AZIMPUR	Super Store	Mugda Outlet	Convenience Store
Khilket Lake City	Super Store	Merul Badda	Convenience Store
Joydebpur	Super Store	Indira Road Outlet	Convenience Store
North Bonosri	Super Store	Bashundhara Outlet	Convenience Store
Sontek Kajla	Super Store	Mirpur DOHS outlet	Convenience Store

## 2.4. Department & Category

There is a total of 8 departments that make up Shwapno. Also, there are few categories under each department. The list of the department and their categories are listed below:

- ❖ Company Goods (CG)
  - ✓ Baby Care
  - ✓ Baby Food
  - ✓ Beverage & Tobacco
  - ✓ Dairy
  - ✓ Home Care
  - ✓ Home Made
  - ✓ Kitchen Additives
  - ✓ Packaged Foods
  - ✓ Personal Care
- ❖ Lifestyle (LS)
  - ✓ Accent & Decors
  - ✓ Lifestyle
- ❖ General Merchandising (GM)
  - ✓ Electronics & Appliances
  - ✓ Gifts & Toys
  - ✓ Home Accessories
  - ✓ Home Appliance
  - ✓ Stationeries
  - ✓ Infotainment
- ❖ Protein & Perishables (P&P)
- ❖ Commodities
- ❖ Consumable Material
- ❖ Restaurant
- ❖ E-commerce

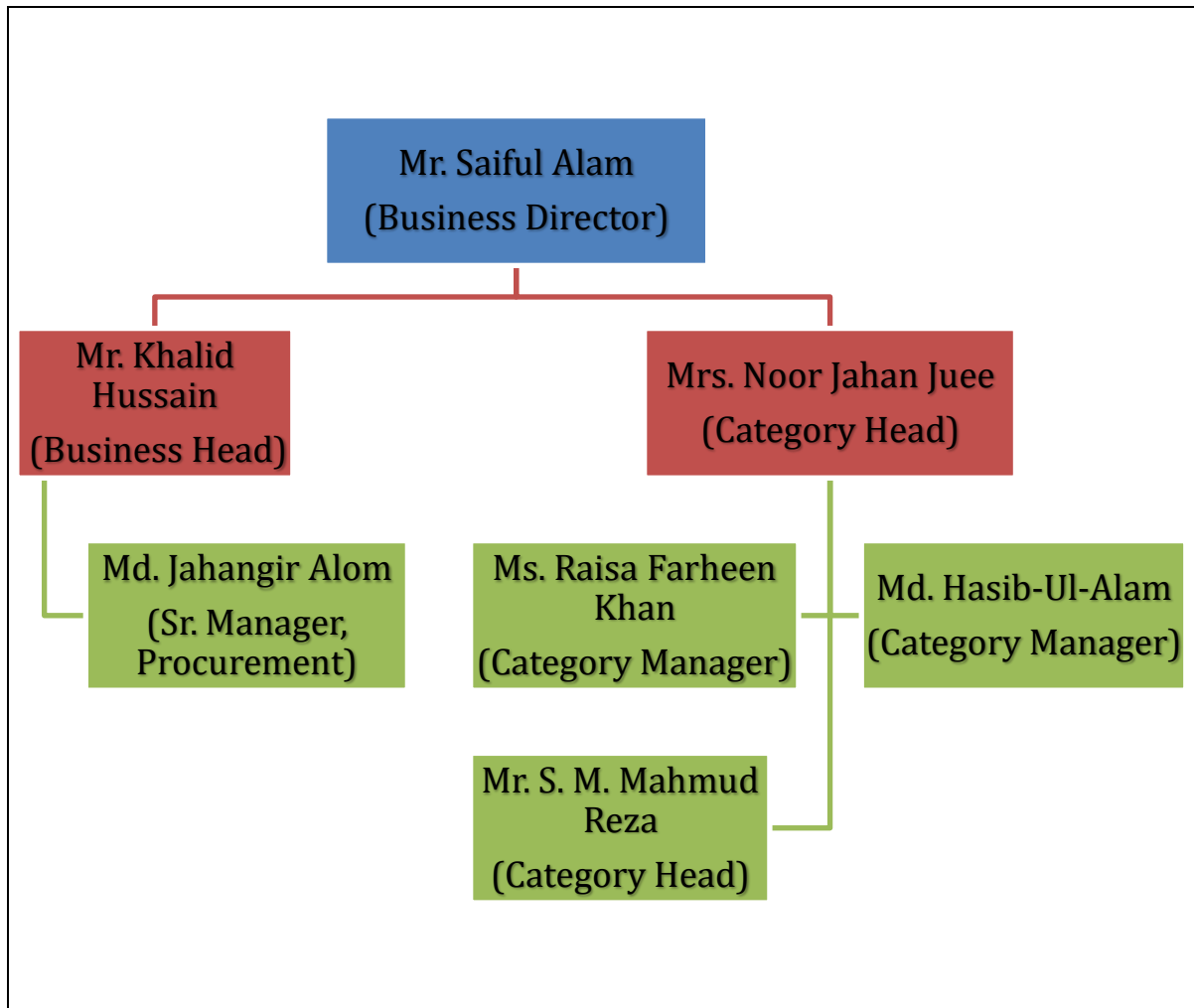


Figure 3: GM Category Pictures

Home Accessories	 A photograph of a store aisle filled with various home accessories. The shelves are stocked with numerous ceramic and glass bowls, plates, and mugs. To the right, there are stacks of colorful plastic containers and a display of kitchen knives hanging from a rack.
Home Appliance & Electronics	 A photograph showing a display of Philips home appliances. The products are packaged in white boxes with the Philips logo and are arranged on a red promotional stand. A sign on the stand reads "BIG SALE" with a yellow lightning bolt icon. A price tag above the display indicates a 55% off discount.
Gift & Toys	 A photograph of a store aisle dedicated to gifts and toys. The shelves are filled with a variety of colorful toys, including board games, action figures, and dolls. The packaging is bright and eye-catching.
Stationeries	 A photograph of a store aisle for stationery. The shelves are densely packed with various writing instruments, including pens, pencils, and markers, as well as notebooks and folders. The products are organized into neat rows.
Infotainment	 A photograph of a store aisle for infotainment. The shelves are filled with a variety of entertainment products, including books, magazines, and possibly small electronic devices. The display is colorful and organized.

## 2.5. General Merchandising Organogram

Figure 4: GM Organogram



### Category Managers:

- **Md. Hasib-Ul-Alam**- Home accessories
- **Ms. Raisa Farheen Khan**- Gift & Toys, Stationeries, Infotainment
- **Mr. S. M. Mahmud Reza**- Home Appliance, Electronics & Appliances

## 2.6. SWOT Analysis

SWOT analysis is the strategic tool of an organization which knows the company's interior qualities and shortcomings and analyze the chances of the business and additionally the potential dangers. Through SWOT analysis, an organization can contemplate its present position and enhance its future exhibitions in contrast with its competitors. The chart below identifies some major strengths, weaknesses, opportunities and threats of Shwapno as a whole and also the GM department.

<b>Strengths</b> <ul style="list-style-type: none"><li>• Growing demand of products as people prefer convenience stores nowadays</li><li>• Wide range of innovative products and services</li><li>• Targets a very diverse group of people.</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Higher cost in establishing new products</li><li>• Lack of trained employees</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Increasing price capita per income made customers more quality sensitive than price</li><li>• Bargaining power of buyers and suppliers is low.</li><li>• Opportunity for new products and services.</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Vast number of competitors.</li><li>• Rapidly increasing real-estate rental costs will add to total expansion cost restricting Shwapno to grow</li></ul>

## **3. Internship Role**

### **3.1. Summary**

At the end of the BBA program, students are assigned with one last course BUS400 or as most people call it “internship”. The main purpose of the internship program is to get real life experience of working in an organization. It is like a full-time job and the duration is mostly 3 months. Throughout the internship period, students are expected to work under their respected supervisors and are given the opportunity to learn something about a particular department as well as contribute to the company by performing given tasks. Whether it is a paid internship or not varies from company to company. I completed my internship under “ACI Logistics Limited”. I started my internship on 6 June, 2018 and successfully finished it on 6 August, 2018. I had to work from 8:00am to 5:30pm for 5 days. The office was situated in Novo Tower, Tejgaon, Dhaka. I worked under the General Merchandising department with a fellow intern from NSU.

### **3.2. Job Description**

- The first and most important thing that I was assigned with was the product hierarchy. I was told to go through all the products that they had and put them under the right category. This task gave me a clear idea of what products the different category of the GM department has.
- My everyday task was to keep track of the day to day sales and stock and make comprehensive reports out of it. Both outlet and category wise reports were maintained by me. I performed all the trend analysis, SPLY, SPLM, Promo Item sales update, etc. I downloaded the sales and stock reports from a software called EPS.
- My fellow intern and I were assigned to visit some outlets and interact with the respected outlet managers and GM category employees. We saw all the GM gondolas

and measured it to find out the running feet of the products. We also changed few displays of products in order to make them more visible to the customers.

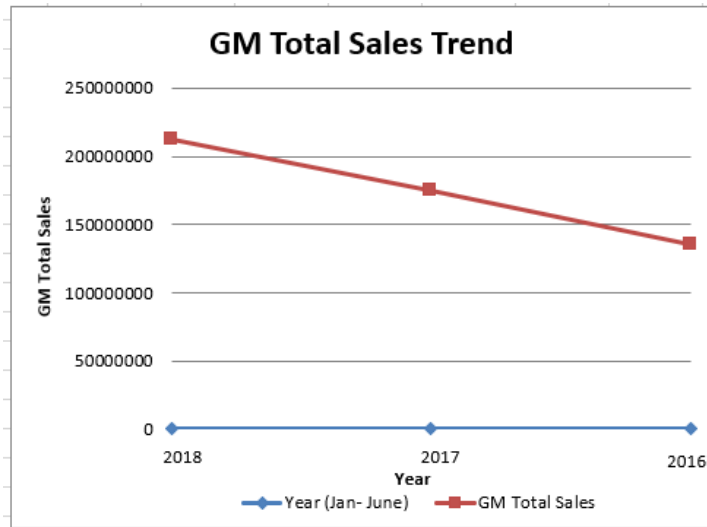
- When the vendors brought new products, we were given the task to do a price survey by visiting competitor shops and places to verify weather the prices are right or needs to be changed.
- I also allocated the products to each outlet and then did STO for the products via SAP software.
- I attended weekly meetings with the outlet managers which was held by my seniors. This meeting took place in the office on Mondays. In the meetings, everyone discussed about ways in which they can increase the sales of the GM products, targets that needs to be met, and if anyone outlet is facing any problem. My task in the meetings was to take notes and later send it to my seniors in a word file.

### **3.3. My learnings**

ACI Logistics has one of the best working environments and I am truly blessed to have done my internship there. Everyone is very friendly, humble and helpful. All my seniors treated me with lot of respect and always prioritized my suggestions regarding anything. Whenever a sample product came, my seniors always asked for my opinion. The office space is open where everyone could move around and communicate with each other. The communication system is very open ended where anyone can give suggestions if they saw something wrong.

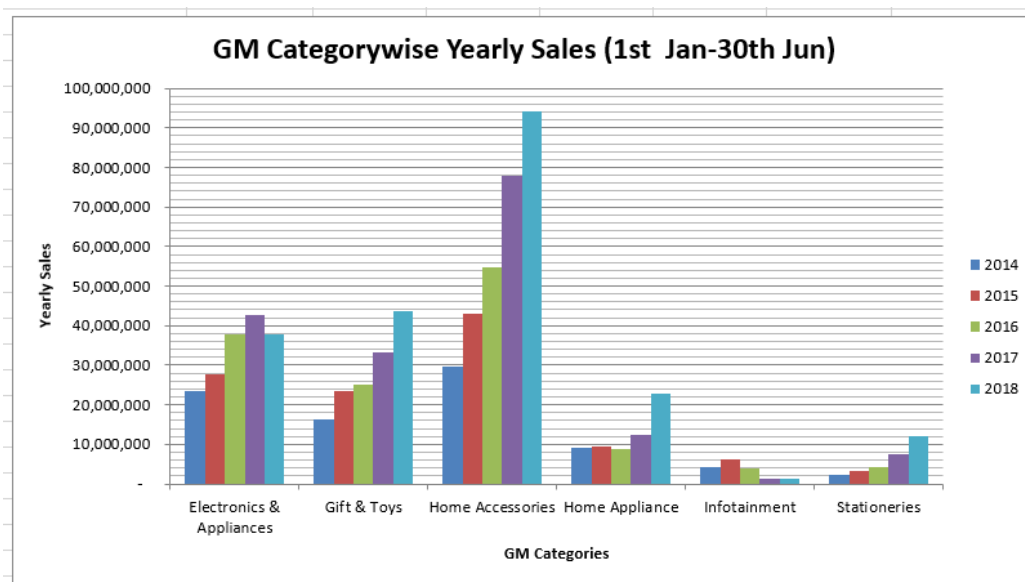
## 4. Sales and Observations

Figure 5: GM Total Sales Trend



Attached above is the GM Total Sales Trend from 2016 to 2018 (January-June). The sales of the GM products have increased throughout the years. The total of GM department contributes 5%-7% on the overall sales of Shwapno.

Figure 6: GM Category wise Yearly Sales (1<sup>st</sup> January-30<sup>th</sup> June)



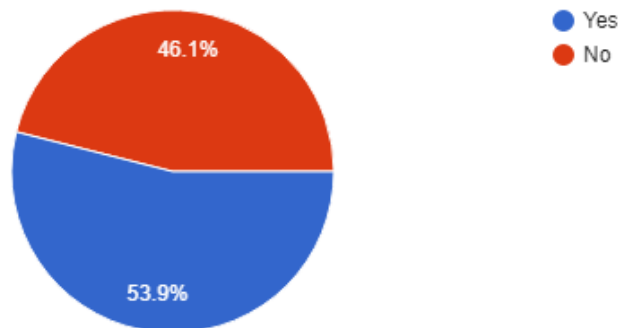
Attached above is the GM category wise yearly sales from the year 2014-2018 (January-June). This chart gives us a clear idea of how much the GM department has developed and where here are scopes for improvement.

## 5. Survey Results

A survey was conducted on Facebook about the overall GM department of Shwapno. The main purpose of this report is to know what customers think about the GM department and whether they know about this part of Shwapno or not. The number of respondents were 176. However, as I was told not to give the organization's name at the beginning, I had to start with a question where if respondents didn't choose Shwapno then their survey ended with just one question. The respondents who chose Shwapno got redirected to further survey questions. Below are screenshots of some answers of the respondents.

### Are you aware of the General Merchandising Department of Shwapno?

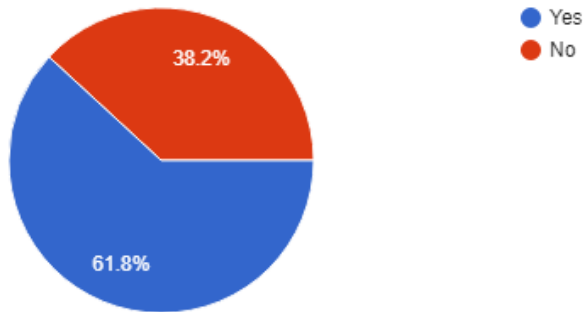
76 responses



In this question, 41 people responded as yes which means that these people know about GM department. However, in another question, many people suggested to change the name of the department so that it is easier for customers to understand and communicate.

## Do you like the promotional activities of the General Merchandising Department of Shwapno?

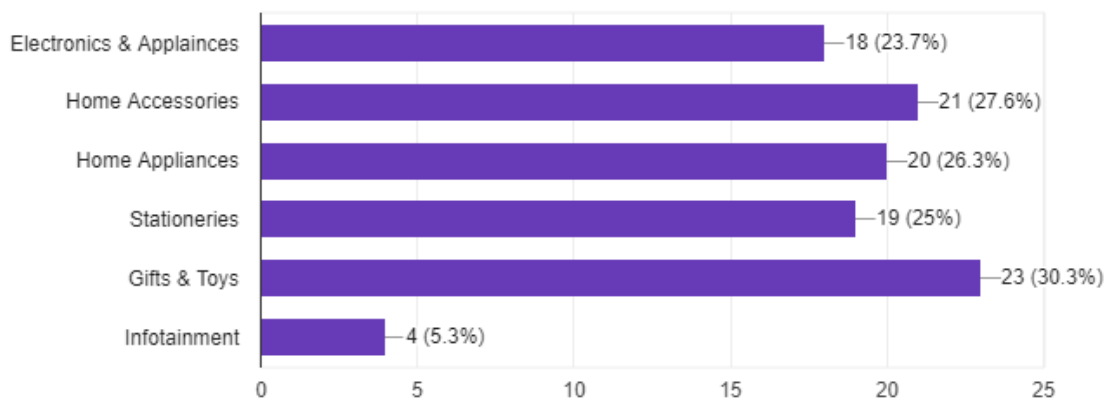
76 responses



In this question, 47 people clicked yes which means that people know about the promotional activities. In a similar question where I asked whether they can remember any such promo offers, the respondents gave many examples, for instance, buy 1 get 1 free towel, pillow case at 99 taka, discount on Philips products and umbrella at 99 takas. However, few people wrote about not having discounts in the stationery section.

## From the list below, which category from the General Merchandising Department really upped their game?

76 responses

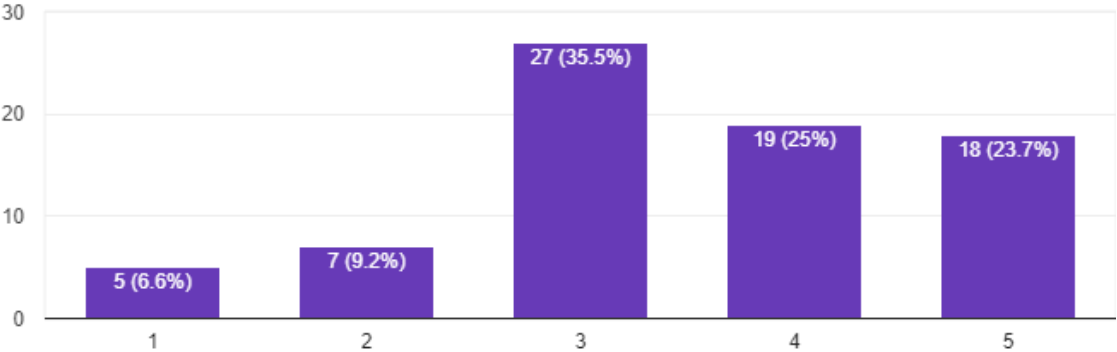




In this question, 23 people thought that the Gifts & Toys section really upped their game out of all the 6 GM categories.

### Customer service representatives are well- trained and helpful

76 responses



In this last analysis, 27 respondents think that the customer service representatives of GM are well trained and helpful. However, in another answer, many respondents wrote that GM should employ more trained staffs.

## **6. Critical Observations & Recommendations**

### **6.1. Observations**

- Need for more employees- There are 3 category managers maintaining 6 categories. The pressure is a lot and it would have been a lot more productive and focused if 6 categories were maintained by 6 people. Also trained GM staffs are required in most of the outlets.
- Outlet visits- The first complain of outlet managers is that not enough support office employees visit the outlets often. This creates a gap in communication as well as problem solving.
- Slow execution of decision- If a decision is passed, it needs to be signed and approved by all the seniors which kills a lot of time. Also, if a decision is made by the support office, there are many hinders that is faced, for instance, a decision was made by the support office to take back all the non-moving items that are disposed in the warehouse of the outlets, but it took a long time to execute this decision as no van was available in DC.
- Update software- Shwapno has two major software, EPS and SAP. Both the software needs to be updated, especially EPS. EPS is where employees get all the sales and stock reports from. Sometimes it takes too long to download the sales of a single day or a supplier's stock which can prove to be very unproductive.

### **6.2. Conclusion**

At first, Shwapno had a very unsteady start, but with the mastermind Mr. Sabbir Hasan Nasir, and the continuous hardwork of every single employee, Shwapno is the largest retail chain in Bangladesh. However, this success comes with great responsibilities towards both its employees and its customers. Shwapno needs to work harder to keep its name growing as it is a very competitive market. Having said that, GM department has some future projects in hand which will increase its overall contribution in the sales of Shwapno.

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## Appendix

### Questionnaire

#### **Survey on Supermarkets**

I am doing this survey for my internship report. Please be patient and fill up this form based on your honest choices. This is a survey on the supermarkets of Bangladesh. Your time and co-operation are much appreciated. Thank you!

1. Where do you shop most often?
  - Meena Bazar
  - Agora
  - Almas
  - Shwapno
  - Lavender
2. What is your current occupation?
  - Student
  - Businessman
  - Service holder
  - Others
3. How often do you visit Shwapno on a monthly basis?
  - 1-3
  - 4-6
  - 7-9
  - 10-12
  - More than 12
4. What is the main reason that you typically visit Shwapno outlet?  
.....
5. Are you aware of the General Merchandising Department of Shwapno?

- Yes
- No

6. What changes can be brought to the General Merchandising department of Shwapno?

(The General Merchandising Department has 6 categories under it: Electronics & Appliances, Home accessories, Home appliances, Stationeries, Gifts & Toys, Infotainment)

.....

7. Do you like the promotional activities of Shwapno?

- Yes
- No

8. Do you like the promotional activities of the General Merchandising Department of Shwapno?

- Yes
- No

9. If yes, can you recall any such promotional offer?

.....

10. From the list below, which category from the General Merchandising Department really upped their game?

- Electronics & Appliances
- Home Accessories
- Home Appliances
- Stationeries
- Gifts & Toys
- Infotainment

11. Customer service representatives are well- trained and helpful

Strongly disagree    1    2    3    4    5    Strongly agree

12. What are the drawbacks of the General Merchandising Department of Shwapno?

.....

13. How satisfied are you with the product choice of the GM Department of Shwapno?

Very Dissatisfied    1    2    3    4    5    Very Satisfied

14. Do you think that the efficiency of Shwapno increased because they made GM a different department?

- Yes
- No

15. Do you think that Shwapno has a bright prospect in near future in Bangladesh?

- Yes
- No
- Maybe

16. What more can Shwapno do with its General Merchandising Department?

(The General Merchandising Department has 6 categories under it: Electronics & Appliances, Home accessories, Home appliances, Stationeries, Gifts & Toys, Infotainment)

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THANK YOU!