

Report On
How effectively ACI Fertilizer fulfill consumers
need and provide solutions.

By

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BBS, BRAC University.

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
October, 2021.

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Declaration

It is hereby declared that

1. The internship report submitted is my 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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Supervisor's Full Name & Signature:

Md. Hasan Maksud Chowdhury
Assistant Professor.
BBS, BRAC University.

Letter of Transmittal

2nd October, 2021.

Md. Hasan Maksud Chowdhury
Assistant Professor
BBS, BRAC University.
66 Mohakhali, Dhaka-1212.

Subject: Submission of internship report on, “How effectively ACI Fertilizer fulfill consumers need and provide solutions”.

Dear Sir,

With due respect and great pleasure, I am submitting my internship report, “How effectively ACI Fertilizer fulfill consumers need and provide solutions”. As an important part of my BBA curriculum, I have given my best output for making this report.

The internship program has given me the chance for experiencing real life job and working experiencing in marketing department of ACI Fertilizer. I have found this experience quite interesting, challenging and beneficial for me.

Lastly, it was a great honor and best experience to work under your supervision and guidelines. I hope this internship report will fulfill all the purpose of the internship program.

Sincerely yours,

Md. Mahfuzur Rahman

Md Mahfuzur Rahman
ID: 17104101
BBS, BRAC University.
Date: October 3, 2021.

Non-Disclosure Agreement

This agreement is between ACI Fertilizer and undersigned student of BRAC university, Md Mahfuzur Rahman.

I am Md Mahfuzur Rahman, declare that this report will not contain any confidential, harmful and other important fact that will harmful for ACI Limited. This report will made by the help of office supervisor and also based on my day-to-day practices. Therefore, this report will not be published in internet, this report will be recorded in BRAC University as a competition of my internship program.

Finally, I declare this report will not harmful for company and the information sources are clearly mention in citation.

Acknowledgement

First of all, I am thankful to Almighty that he has given me the opportunity to experience such a wonderful job experience in a renowned company. As a mandatory and important part of my BBA curriculum I have done this report with my best effort.

I am very much thankful to my internship program supervisor Md. Hasan Maksud Chowdhury, Assistant Professor, BRAC Business School, BRAC University. Under his supervision I learned a lot. His every suggestion from the very first day to last day of my internship program his every instruction made this report more valuable.

Then I would like to thankful to Md. Harun Or Rashid, Product Manager, ACI Fertilizer. He is the first tutor of my corporate experience. He has taught me some real-life experiences that I can apply in my job. He has given me the opportunity to do something new, something to show and this gives me more confidence to do better in future. And also, some other people that helps me to learn a lot. I would like thankful to Md. Ashraful Alam, Senior Executive of Mrketing, ACI Fertilizer and Md. Mizanur Rahman, Credit Executive, ACI Fertilizer. By their valuable advice, giving day to day work has given me opportunity to learn and this makes me more confidence. Also I would like to thanks Mr. Mamunur Rashid, Business development officer, ACI Fertilizer And Mr. Azmain Abrar, Sr. Executive, Digital Media.

Lastly, I am very proud and happy to do my internship in a renowned company. I will be always thankful to those people, without them making this report will not easier for me. Also would like to thankful to BRAC University and ACI Fertilizer to connect me to the journey of corporate world.

Executive Summary

ACI Limited has four diversified strategic business. ACI Agrobusiness is one of the most important business unit for ACI Limited. ACI Fertilizer is one the brand from ACI Agrobusiness. Keeping the moto of, “to supply total plant supplement & soil wellbeing arrangement to the ranchers for ideal trim generation with quality items, unused innovation, way better client benefit & compelling communication” ACI Fertilizer started their business since 2007. In present ACI Fertilizer is producing four types of fertilizer those are soil conditioner, soil nutrient, Foliar nutrient and Basic fertilizer. There is a wing name “ACI Aronno” gives plant nutrition arrangements for Urban farming counting Soil Health Items, Prepared blend Soil, Coco peat, Vegetables Seeds & seedling, fancy plants, Agro-chemicals, Cultivating gear and so on. ACI fertilizer also have a mobile application name “Fosholi” through this app customer can get help from experts also can locate the fertilizer store.

There is three parts in this report. In the first contains with the basic information of the internship, some basic points and the overall internship experience that I have achieved. In the second part there are various information about organization. Finally in the last part this is the most important part of this report. In the project part entitled, “How effectively ACI Fertilizer fulfill consumers need and provide solutions” where I have findings and analysis the report purpose. The aim of this research is to find out how ACI Fertilizer find out the need of their consumers and based on that what is the communication channel they maintain for effective communication.

Undoubtedly, Fertilizer business is a very important sector in Bangladesh. I believe that the insights taken from the report will definitely understand a student to know about fertilizer business in Bangladesh and how it works.

Table of Contents

Declaration.....	ii
Letter of Transmittal	iii
Non-Disclosure Agreement	iv
Acknowledgement.....	v
Executive Summary	vi
Table of Contents	vii
List of Tables:.....	1
List Of Figures:	2
Chapter 1 Internship Overview	3
1.1. Student Information:	3
1.2. Internship Information:	3
1.2.1. Company Information.....	3
1.2.2 Internship Company Supervisor’s Information:	3
1.3. Job Scope	4
1.3.1. Job Activities	4
1.4. Internship Outcomes:	5
1.4.1. Student’s contribution to the company	5
1.4.2. Benefits to the student.....	5
1.4.3. Problems/Difficulties (faced during the internship period)	6
1.4.4. Recommendations (to the company on future internships)	6

Chapter 2 Organization Part	7
2.1 ACI Limited.....	7
2.1.1 History:	7
2.1.2 Mission:.....	7
2.1.3 Vision:.....	7
2.1.4 Values:	8
2.1.5 ACI Quality policy:.....	8
2.1.6 ACI Environment policy:.....	9
2.1.7 Strategic Business:	9
2.1.8 Subsidiaries:	9
2.1.9 Joint Venture:.....	10
2.2 ACI Fertilizer	10
2.2.1 Introduction:.....	10
2.2.2 Mission:.....	11
2.2.3 Vision:.....	11
2.2.4 Products:	11
2.2.5 Services:	17
Fosholi.....	17
2.3 Management practices.....	19
2.4 Marketing Practices.....	20
2.5 Financial Analysis and practices:	22

2.6 Operations Management and Information System Practices	23
2.7 Industry and Competitive Analysis	25
2.7.1 Porters Five forces for ACI Fertilizer:	25
2.7.2 SWOT Analysis:	26
2.8 Key Problems:	27
2.9 Recommendation:	28
Chapter 3 Report Part.....	29
3.1. Background Information.....	29
3.2. Topic:	29
3.2.1 Objectives:	29
3.3 Methodology	29
3.4. Significance of the issue:.....	30
3.5. Findings and Analysis:	30
3.5.1. Impact of Market Requirement by ACI Fertilizer:	30
3.6. Impact of market research for ACI fertilizers Business on consumers	34
3.6.1. Questionaries for Consumers	34
3.7 Findings:	44
3.8 Key problems:	47
Conclusion:	48
Recommendation:	48
References:.....	50

Appendix:.....51

List of Tables:

Table 1: Job Activities	5
Table 2: History of ACI Limited	7
Table 3: Product Offerings.....	16
Table 4: Financial Assessment.....	22
Table 5: Porters Five Forces	25
Table 6: Demand increase in percentage	31
Table 7: Production of ACI Fertilizer	33
Table 8: Comparison of market share	34
Table 9: Participant's age.....	34
Table 10: Consumer's gender	35
Table 11: how consumers introduce with ACI Fertilizer.....	36
Table 12: Consumer's years of usage	37
Table 13: Ratings of products	38
Table 14: Consumers preference for promotional media	38
Table 15: Ratings of promotional activity	39
Table 16: experience of proper online service	40
Table 17: Fosholi apps	41
Table 18: Ratings of fosholi apps	42
Table 19: Consumer's experience of after sales service	42
Table 20: Number of urban potential space for gardening	46

List Of Figures:

Figure 1: Organogram of ACI Fertilizer	19
Figure 2: Distribution Network.....	24
Figure 3: GDP From Agribusiness	30
Figure 4: <i>Demand per hectare</i>	31
Figure 5: Participant's age	34
Figure 6: Consumer's gender.....	35
Figure 7: how consumers introduce with ACI Fertilizer	36
Figure 8: Consumer's years of usage.....	37
Figure 9: Ratings of products.....	38
Figure 10: Consumers preference for promotional media	39
Figure 11: Ratings of promotional activity	39
Figure 12: experience of proper online service.....	40
Figure 13: Fosholi apps.....	41
Figure 14: Ratings of fosholi apps	42
Figure 15: Consumer's experience of after sales service.....	43
Figure 16: Market demand of Rapid.....	46

Chapter 1

Internship Overview

1.1. Student Information:

Name: Md Mahfuzur Rahman

ID: 17104101

Major: i) Marketing

ii) Finance, Banking and Insurances.

1.2. Internship Information:

1.2.1. Company Information

Period: 3months (1st June,2021 to 31st September, 2021)

Company Name: ACI Fertilizer.

Department: Marketing.

Address: Head Office

ACI Centre 245, Tejgaon Industrial Area, Dhaka-1208, Bangladesh.

Phone: (+8802) 8878603

Email: info@acifertilizer.com

Fax: +88(02) 8878619

Website: www.acifertilizer.com

1.2.2 Internship Company Supervisor's Information:

Name: **Md Harun or Rashid**

Position: **Product Manager, ACI Fertilizer.**

1.3. Job Scope

As I Have joined ACI Fertilizer as a Marketing intern so I have done mostly those work which has related to the marketing. I have learned a lot buy this 3month internship period. Under the supervision of my office supervisor and the friendliness behavior of my office seniors I had gain a meaningful job experience and also, they help me to understand office culture and corporate etiquette from the very 1st day from my internship.

1.3.1. Job Activities

Time	Job Activities
1 st Week	My 1 st week was started from 1 st June, 2021. In my first week gentle HR executive taught me about rules and regulation for intern. And also Introduce me too other seniors to the office.
2 nd Week	In the 2 nd week my supervisor, was introduce me to the product and service to of ACI Fertilizer. He taught me about the basic functions about how ACI fertilizer promoting their products. And also
3 rd Week	In my 3 rd week my supervisor had assigned me to do sales forecast by products. In this forecast I had to show the product sales result, positive and negative growth in market, and percentage of profit by total sales.
4 th Week	In my fourth week my supervisor had assigned me do product marketing mapping of fertilizer name “Rapid”. 1 st of all I have done a product marketing mapping where I included, about the product, benefits, swot analysis, promotional activity, Pricing strategy, Future plan, financial forecast, contingency plan etc.
5 th Week	Based on my Marketing plan my supervisor has given me some valuable suggestion and some information and based on that I have corrected and added some extra information to my Marketing map of Rapid.
6 th Week	In my fifth week I worked with credit department. Where I have learned about the compensation policy, collection policy and technique, sale target setting techniques etc.
7 th Week	Excel work. Data analysis of sales force and provide comments to the manager

8 th Week	Communicate with sales team for knowing the is their any issues regarding the sales in this pandemic.
9 th Week	Communicate with TO, RSO & Retailers.
10 th Week	Data analysis of monthly (June) sales report. And make a forecast of July sales.
11 th Week	Internship Report preparation.
12 th Week	Internship Report preparation.

Table 1: Job Activities

1.4. Internship Outcomes:

1.4.1. Student's contribution to the company

As a marketing intern I have done some related with marketing department and also helps to another department as well. As an intern I have given my best to contribute my effort for wellbeing of ACI Fertilizer.

1. **Helps in day-to-day office tasks:** In this internship period I was lucky that my supervisor and other seniors were very cooperative and given me various kinds of. So, I get the opportunity to help my supervisor and others employee. Like, excel data file sorting, sales file sorting, compensation making etc.
2. **Communication:** I have to maintain communication with retailers, dealers and also, I have to do research for raw materials, collect price quotation etc.

1.4.2. Benefits to the student

1. **Real life job experience:** After successfully finished all the academic courses this internship gives me the real-life experience that I can relate to learning from my academic courses. Also, this helps me to understand about office culture and office etiquettes.
2. **Monthly remuneration and other benefits:** As an intern many companies didn't pay for the effort and time that has been given by an intern. But in ACI Limited they are very much appreciating for intern's effort. As a result, ACI Limited is giving monthly remuneration, lunch, tea and snacks and also other services to the interns.

1.4.3. Problems/Difficulties (faced during the internship period)

1. **Transportation service:** As I have done my internship period in this covid period. And more than one month there is full lockdown where the public transport has been shut down. As ACI Limited didn't provide any transportation services so I found many difficulties to come to office in those lockdown days.

1.4.4. Recommendations (to the company on future internships)

Arrangement of transportation service: As I have stated in the problems and difficulty's part ACI Fertilizer should arrange transportation service as a result it will help interns to come office without any hassle and will benefited for covid issue also. Right now, there is a huge chance of getting affected by corona virus by using public transport

Chapter 2

Organization Part

2.1 ACI Limited

ACI was founded in 1968 as a subsidiary of Imperial Chemical Businesses (ICI). Following independence, the firm was registered in Bangladesh as ICI Bangladesh Producers Constrained and also as an Open Limited Company on January 24, 1973. The corporation has grown into four key businesses.

Advanced Chemical Businesses (ACI) Limited is a prominent conglomerate in Bangladesh. ACI is a public limited company with a total of 19,653 shareholders. There are three distant and fifty local organization stockholders among them. The corporation has segmented itself into three primary businesses. Aside from them, the firm has a long number of global partners and accreditors and accomplices with different exchange and Business agreements.

2.1.1 History:

Year	Key establishment
1968	Imperial Chemical Industries (ICI).
24 January, 1973	Incorporated as ICI Bangladesh Manufacturers Limited.
5 May 1992.	New named as ACI Limited, Advanced Chemical Industries Limited.
2015	Sold insect control to Johnson & Johnson.

Table 2: History of ACI Limited

(Source: ACI Limited Website)

2.1.2 Mission:

ACI's Mission is to improve the quality of life of the individuals through mindful application of information, innovation and skills. ACI is committed to the interest of fabulousness through world-class items, imaginative forms and engaged employees, to supply the most elevated level of fulfillment to our customers.

2.1.3 Vision:

1. Provide goods and administrations of high and consistent quality, ensuring value for money for our consumers.

2. Strive towards a position of administration in each of our business categories.
3. We will develop our employees through empowering, developing, and rewarding creativity. Create an environment conducive to learning and personal development.
4. Achieve a high degree of efficiency in all of our activities by making effective use of assets and selecting appropriate technologies
5. Encourage holistic growth by empowering and assisting our distributors and suppliers in increasing efficiency.
6. Ensure a high return on investment through prudent asset management and efficient operations management.

2.1.4 Values:

- Quality
- Customer Centric
- Innovation
- Fairness
- Transparency
- Continuous Improvement

(Source: ACI Limited Website)

2.1.5 ACI Quality policy:

- Aim for trade excellence by comprehending, tolerating, meeting, and exceeding client expectations.
- Follow the Universal Guidelines on Quality Management Framework to provide constant quality of goods and administrations in order to achieve client satisfaction. ACI will satisfy all national and administrative requirements pertaining to its present operations, as well as ensure that current Good Manufacturing Practice (cGMP) are followed.'
- Commit to quality as the primary consideration in all of its business decisions. To ensure compliance with quality standards, all ACI representatives follow the methods that have been documented.

2.1.6 ACI Environment policy:

- Comply with all local and national laws and regulations.
- Conserve natural resources such as water and energy for economic growth while also receiving environmentally safe methods. Ensure that all effluents are properly treated before release.
- Ensure appropriate communication with internal and external stakeholders on natural concerns. Encourage our employees and contractors to be conscious of natural concerns.
- Ensure waste management in a naturally reliable manner through continual technological advancement.

2.1.7 Strategic Business:

1. ACI Pharmaceuticals
2. ACI Consumer Brands & Commodity Products
3. ACI Retail Chain
4. ACI Agribusinesses:
 - ACI Crop Care Public Health
 - ACI Animal Health
 - ACI Fertilizer
 - ACI Motors
 - ACI Crops

(Source: ACI Limited Website)

2.1.8 Subsidiaries:

1. ACI Formulations Limited
2. ACI Logistics Limited
3. ACI Pure Flour Limited
4. ACI Foods Limited
5. ACI Salt Limited
6. ACI Motors Limited
7. Creative Communication Limited
8. Premia flex Plastics Limited

9. ACI Agrochemicals Limited
10. ACI Edible Oils Limited
11. ACI Healthcare Limited
12. ACI Chemicals Limited
13. ACI Seeds

(Source: ACI Limited Website)

2.1.9 Joint Venture:

1. ACI Godrej Agrovvet Private Ltd.
2. Tetley ACI (Bangladesh) Ltd.
3. Asian Consumer Care (Pvt.) Ltd.

(Source: ACI Limited Website)

2.2 ACI Fertilizer

2.2.1 Introduction:

The potential for crop production in Bangladesh is gigantic. Be that as it may, ACI Fertilizer is not working at greatest capacity however. Even with favorable soil condition, trim generation in Bangladesh has not continuously been satisfactory. This implies Agriculturists required to boost its generation through utilization of adjusted fertilizers. ACI Fertilizer has come up with a wide run of natural fertilizer, large scale & micronutrient and foliar fertilizers whereas joining modern strategies and innovation within the soil management practices in Bangladesh to guarantee high yields of crops.

ACI Fertilizer collaborates with the government, as well as agro-research to discover the leading agricultural practices that can advance superior yields. It trains retailers and agriculturists collaborating with government and non-government organizations almost the benefits and nutrient contents of diverse fertilizers make a difference farmers choose an adjusted mixture of fertilizers for their arrival and energizes agriculturists to utilize natural and biofertilizers in arrange to re-establish soil health and improve the supportability of the natural resource.




2.2.2 Mission:




The mission of ACI Fertilizer is to supply total plant supplement & soil health arrangement to the farmers for ideal crop generation with quality products, modern innovation, way better client benefit & successful communication.




2.2.3 Vision:





ACI Fertilizer's vision is to supply total plant supplement & soil wellbeing arrangement.





2.2.4 Products:

Category	Product Name	Product image	Product Usage	Benefits to the farmers
BASIC FERTILIZER	NPKS (Ratno) – Vegetables		<p>Contents: 1-Naphthyl Acidic Acid</p> <p>Application: 8-10 kg/Hectare for soil application</p> <p>Estimate Package: 1 kg Key</p>	Bumper Root Develop promotes the arrangement of plant's adventitious roots, rooting for the advancement of seed. It advances natural product and the fast expansion of root tubers.
	NPKS (Ratno) – Rice		<p>Contents: Humic corrosive – 75%, Falvik – 12%, Potassium – 18%</p> <p>Pack Measure: 1 kg</p> <p>Key Benefits:</p>	All the nutrients present within the soil make the plant reasonable for adoption. Activates all the useful microorganisms within the soil, in this manner expanding the viability of chemical fertilizers.
	Bioferti		<p>Content: Ocean weed extricate, Humus: 97% (Organic Amino Corrosive & Supplements Matter, Hormone, enriched)</p>	Bioferti is made from the foremost active ocean growth species within the world. It makes strides the plant's normal resistance

			<p>Pack Size: 50 ml, 100 ml, 250 ml, 500 ml, 1000 ml</p> <p>Key Benefits:</p>	to natural stresses; like draught, saltiness & temperature. Bioferti increments the supplement take-up capacity of the plant.
	Bumper Chelazinc		<p>Contents: Zinc: 10%</p> <p>Application: 0.5- 1gm / liter water for foliar application</p> <p>Pack Size: 20 gm, 50 gm, 100 gm, 25 kg</p> <p>Key</p>	Chelated Zinc can be connected at any organize of plant life-cycle. The plant can take-up the supplement (Zinc) quickly application. It more incredible plants, increments malady resistance control and avoids the dropping of grains. after guarantees
	Bumper Fertimix		<p>Contents: Zinc (EDTA): 10%, Potassium-1.5%, Magnesium-2%, Manganese-0.18%, Iron-0.17% & Copper-0.07%.</p> <p>Application: 0.5- 1gm/liter water for foliar application.</p> <p>Pack Size: 20 gm & 50 gm</p> <p>Key</p>	Fertimix can be connected at developing blossoming & fruiting arrange of the plants. The plant can take-up the supplements quickly after application. It guarantees the correct vegetative development as well as the anticipated edit generation.
	Quick Potash		<p>Contents: Potassium: 50%, Sulfur: 17%</p> <p>Pack Estimate: 250 gm, 25 kg</p>	Quick Potash can be connected to the developing, blossoming & fruiting arrange of the

				plants. The plant can take up Potassium & Sulfur quickly after application. It guaranteed legitimate vegetative development as well as the anticipated edit generation
	Bumper Soluboron		<p>Contents: Boron 20%</p> <p>Application: 2.5 – 3.5 Kg / Hectare and 1-2 gm / Liter water .</p> <p>Pack Measure: 50 gm, 100 gm, 500 gm, 25 Kg</p> <p>Key Benefits: Solubor</p>	It helps farmers to grow fruits and flowers extra big and helps farmers to get more crops than normal cultivation. quickly after application. The plant can take-up the supplement (Boron)It guarantees more trim generation as well as the colour & quality.
	Bumper Vitamix		<p>Contents: Nitrogen: 12%, Phosphorus: 16%, Potassium: 22%, Sulfur: 6.5%</p> <p>Application: 1/2gm with wter</p> <p>Pack Size: 50-500gm</p>	It is utilized to meet the deficiency of supplements within the developing organization of the edit. 100% solvent in water so that trees can easily accept it rapidly. The correct development of tress and adjusted sustenance is guaranteed
	NEB		<p>Contents: Fulvic Corrosive 17%</p> <p>Application: 2-3 ml/kg</p> <p>Pack Size: 50 ml, 100 ml</p>	NEB is a mix of characteristic root exudates which upgrade the adequacy of Urea. Reduces the utilization of

				Urea up to 50%, as a result, it spares cost. Increases the number and work of .beneficial microbes within the soil, as a result,
	Power – GA3		Contents: GA3- 80% Application: 1 gm/30-40 liter water for foliar application Pack Size: 1 gm	Power is utilized for expanding seed production. In a wide assortment of crops it makes a difference to avoid natural product dropping, progress natural product .
	Promoter Plus			Pesticides spread quickly and broadly, expanding the adequacy of pesticides. Pesticides don't wash off in rain or mist water, so the adequacy remains intact
	Rapid		Contents: Every 1litter bottle of "Rapid" is containing 250ml of paclobutrazol Pack Size: 500ml & 1Ltr.	It helps mango tree to produce early fruits. And maitain a sustainable growth fr tree.
SOIL NUTRIENT	Bumper Monozinc		Contents: Zinc 36%, Sulfur 17.5% Application: 7-10 kg/Hectare for soil application Pack Size: 1 kg & 25 kg	Bumper Monozinc may be an overwhelming metal-free and high standard Zinc Sulfate which -h.05 -31e5 compensates for the zinc deficiency within the soil

	Bumper SOP		<p>Contents: Potassium 50%, Sulfur 17%</p> <p>Application: 120-150kg with 5-10 gm with water</p> <p>Pack Measure: 500 gm, 1 kg, 50 kg</p>	Potassium Sulfate contains for all intents and purposes no chloride, which can annoy plant transpiration and influence development. It moreover controls the supply of waterway better and diminishes the effect of dry periods
	Gypsar		<p>Contents: Calcium 23% Sulfur 17%</p> <p>Application: 40-50 kg Hectare for soil application</p> <p>Pack Size: 5, 10, 25, 50 kg</p>	Mineral Gypsum helps to adjust the pH of soil, progresses the soil structure and supplies Calcium and Sulfur to the plant.
	Magsar		<p>Contents: Calcium 23% Sulfur 17%</p> <p>Application: 40-50 kg Hectare for soil application</p> <p>Pack Size: 5, 10, 25, 50 kg</p>	Mineral Gypsum helps to adjust the pH of soil, progresses the soil structure and supplies Calcium and Sulfur to the plant.
SOIL CONDITIONER	Root Grow		<p>Contents : 1-Naphthyl Acidic Acid</p> <p>Application : 8-10 kg/Hectare for soil application</p> <p>Pack Size : 1 kg</p>	Bumper Root Develop advances the arrangement of plant's adventitious roots, rooting for the promotion of seed. It advances natural product and the quick extension of root tubers




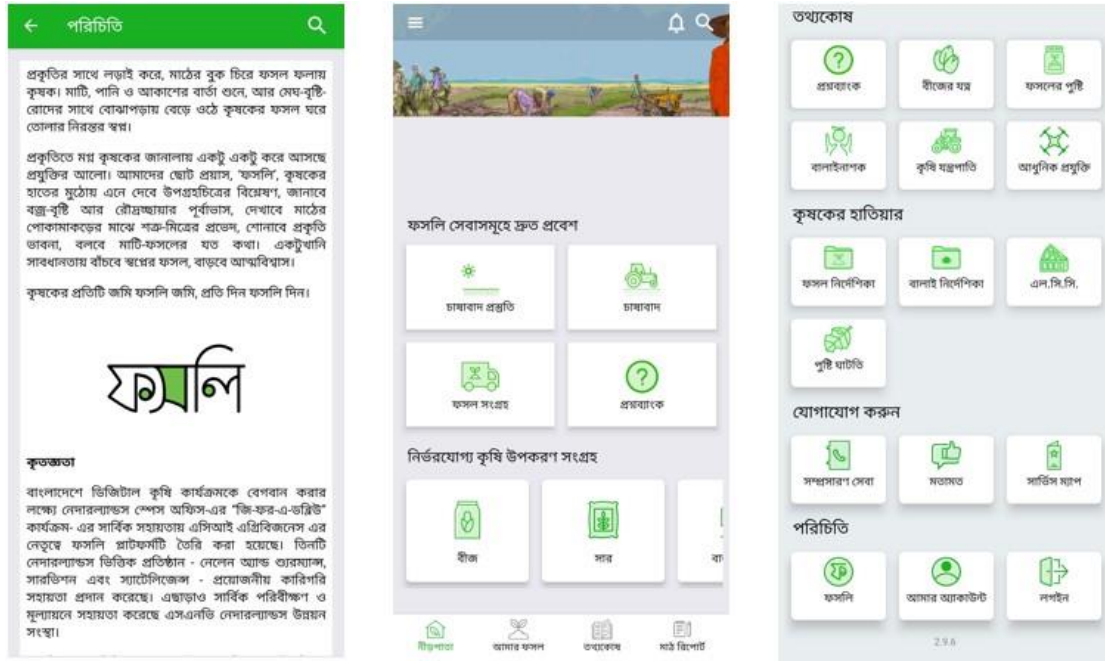
	Humistar WG		Contents: Humic corrosive – 75%, Falvik – 12%, Potassium – 18% Pack Size: 1 kg	All the supplements present within the soil make the plant appropriate for adoption. Activates all the advantageous microorganisms within the soil,
	Organic Fertilizer		Contents: Carbon & Nitrogen Proportion: 20:1 (Greatest), Natural Carbon: 10-25%, pH: 6- 8.5, Da Pack size: 1 kg, 5 kg, 40 kg	Natural Fertilizer keeps up great soil wellbeing, increments the microbial action in soil, increments the utilize effectiveness of chemical fertilizers, decreases the utilize of chemical fertilizer (15- 25%), increments the water holding capacity in soil and increments the edit generation
	Ready Mix Soil		Pack Size: 5kg, 10kg & 25kg	Ready-mix Soil could be a combination of natural and chemical fertilizers which makes a difference in filling the supplement insufficiencies of the plant coming about in adjusted development .

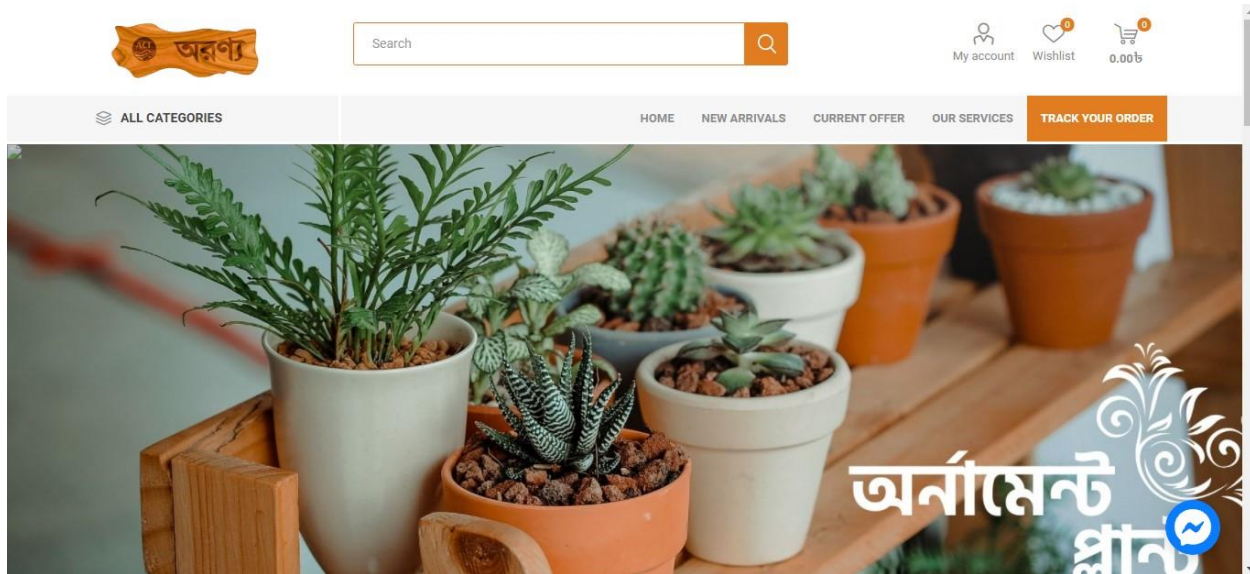
Table 3: Product Offerings

2.2.5 Services:



Foshli App

With the progress of technology, the agricultural sector is likewise steadily developing. In this regard, Foshli has developed a digital portal for farmers. Foshli is a technological platform that provides farmers with advice services. Foshli, the best agricultural app, disseminates greater farming data in both stationary and non - stationary formats. The platform is intended to help farmers becoming smart farms. Its services are divided into Pre-Cultivation, Cultivating, Comment, Weather Forecast, My Crop, Information Bank, Farmer's Toolkit, Reach to Extensions, and so on. Over 105,000 farmers are getting pertinent information in a timely manner.



ACI Aronno Website

ACI Aronno, a division of ACI Fertilizer, offers soil nutrient sustainable cities farming, such as soil health goods, ready-mix soils, coco peat, veggie seeds and seedlings, decorative plants, agro-chemicals, gardening equipment, and so on. We also give technical support/assistance to clients in order for them to set up an aquaponics system, landscape, organic farming, and maintain it.

2.3 Management practices

Organization Organogram

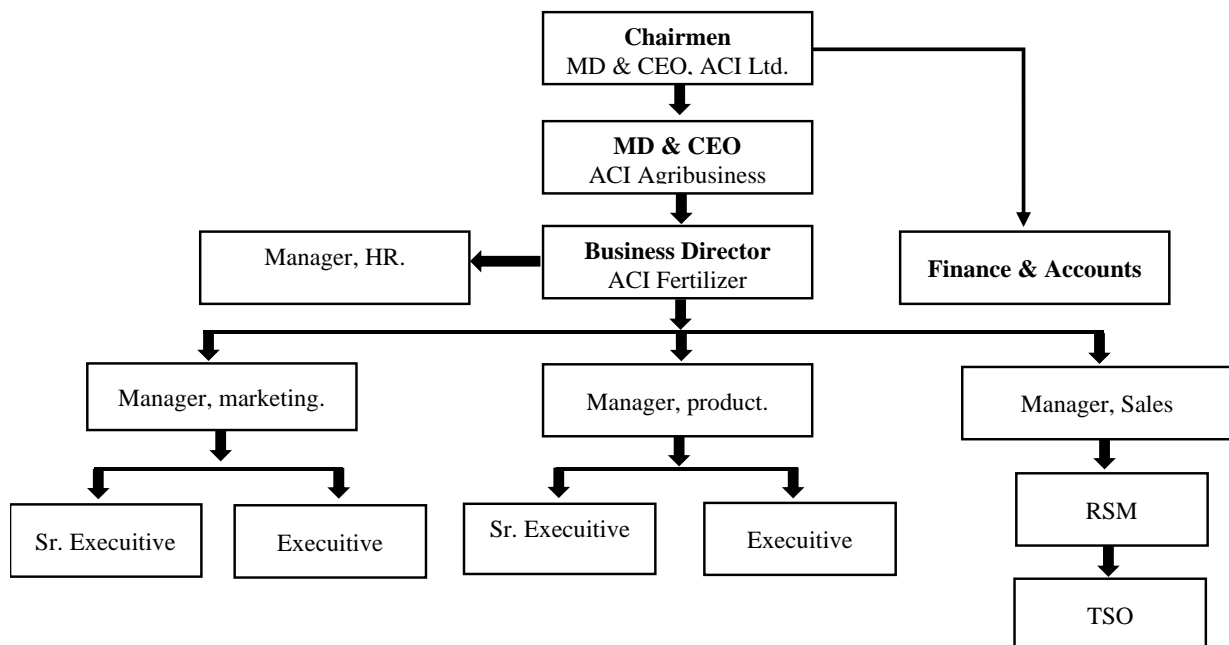


Figure 1: Organogram of ACI Fertilizer

ACI Fertilizer is one of the promising fertilizer company in Bangladesh. And also the best fertilizer brand in Bangladesh. Due to the management and leadership quality ACI Fertilizer is making a sustainable platform in Fertilizer business of Bangladesh. ACI Fertilizer maintains a qualityful organogram. Where the Chair person is the head of the business. Business director directly report to the Managing Director and CEO of ACI Agribusiness. Under Business director there are three dedicated manager for marketing, product and sales. Under Sales manager there are NSM, RSO, TSO. Organizations leadership style is based on democratic and participative. Employee can make his or her comments in business meeting also can share new ideas about business. And the leaders are very much appreciate and take those ideas seriously. So various ideas helps the goal achievement very easy. Although it takes little much longer time to decide what should should but it creates a very impactful idea. Because of the participative goal setting environment every ones know the goal and the contribution the need to give for achieving the goal. Initially candidates joined as a executive and there is a mandatory

For recruitment ACI Fertilizer used to post job offers in their facebook page, linkeding profile and also collects CV from ACI Careers. Candidates has to seat for several written exams and Interview. After passing all the exams and interviews there is a final viva with Business Director. After passing of Business Director’s viva candidate joned as a 6 months probationary period. Fter 6months there is a probationary period based on the performance the might promote as a pemanent . For training process they are been supervised by a manager.

Performance appraisal method are been set by Management by objectives. As ACI Fertilizer is a democratic and particpative organization , so performance appraisal has been selected by the managers and employee both. managers and employees together distinguish, plan, organize, and communicate targets to focus on amid a particular evaluation period. After setting clear objectives, directors and subordinates intermittently talk about the advance made to control and talk about on the feasibility of accomplishing those set targets.

2.4 Marketing Practices

ACI Fertilizer is one of the promising and growing fertilizer company in Bangladesh. They make marketing strategy based on the market’s needs. By researching they find out the product which are very much popular in market they create a development in marketing to spread more.



Weekly Farmers Meeting

During COVID-19, businesses focused on digital marketing for product promotion via YouTube, Facebook, Fosholi Apps, and the website. Furthermore, the Field Force maintained tight ties with farmers to assure our service. Vermi-compost, play a key role, paclobutrazol,

brassinolide, and control releasing fertilizer (NPK + other trace element) are among the innovations in our pipeline.

ACI fertilizer target consumers are the farmers in rural areas and focuses more on those farmers which have more than 1 hectare of farming land the customers are the local well-known retailers. And also in segmentation part, they focus on 35-60 years of people whom are farmers. Geographically they are more focusing on all over the Bangladesh but more focuses on North side of Bangladesh. Behavioral segmentation for those customers who have the ability to buy minimum amount of fertilizer and have ability to pay the money. ACI Fertilizer use to marketing by trade channels. Basically, ACI Fertilizer doing their marketing trough the field force where ACI Fertilizers sales officer, territory officers make meetings with dealers, retailers and also, they did some training session for the farmers.



Personal Meeting

ACI Fertilizer done their branding on different occasions. They promote green nature for environment. ACI Fertilizer organized many seminars, meeting in rural areas to promote their products among the farmers. Also, ACI fertilizer sponsored tv programs regarding agriculture. They also sponsored in village festivals for branding.

For advertising and promotions ACI fertilizer mainly uses trade marketing. Through this season to season they promoting their product through miking in village, lift let, poster in bazars, also used big banner for promotions' Fertilizer also promoting their brands through local tv channels in specific areas. So, in local areas TVC make this very effective and very cost efficient. ACI Fertilizer also have a dedicated digital marketing Facebook page, where every day some products has been uploaded with description to better understand about products.

As a superior brand ACI Fertilizer is one of the renowned fertilizer brands in Bangladesh. But They are doing traditional marketing as others competitors are doing in the market. In some

cases, others competitors are doing aggressive marketing by doing marketing by saying lowest price in the market etc. Also, their competitors are sponsoring some agriculturally based telefilms in YouTube and commercials channel. So, there are some gaps creating in marketing gaps. So ACI Fertilizer should aware about their marketing and do different marketing campaign to grab more market share.

2.5 Financial Analysis and practices:

As a strategic business ACI Fertilizer won't share the financial statement so I couldn't collect financial data. Rather ACI Fertilizer provide some financial information that are been shown in below.

	2017	2018	2019
Cost of Sales	828,974,498	782,309,616	595,763,652
Cost Of Manufactured goods	816,278,149	764,042,359	588,887,987
Cost Of Materials Consumed	796,738,363	758,838,188	566,605,541
Trade Receivables	454,843,840	419,852,044	289,297,411
Revenue	1,130,405,722	1,050,820,766	792,798,889

Table 4: Financial Assessment

(Source: Financial Statement ACI Limited)

Financial year 2017-18 it significantly shows that the costing of goods and product sales are higher then 2018 & 2019. And also, from past 3 years it also decreasing the trade receivables are decreasing it effects on revenue as well.

In 2019 ACI Fertilizer saw a 25% decrease in growth. The pandemic had a negative impact on the business, causing a significant change in demand and prices. The fertilizer industry has concentrated on enhanced humus base organic and natural product lines. The market is growing as a result of its influence on yield and soil healthcare.

The ACI Finance and Planning department is the conglomerate's nerve center. Because of the framework, ACI Finance and Planning performs a concentrated role in all accounting and financial services. That is, it manages not just ACI Limited's financial and accounting concerns, but also those of all of its companies that fulfill its Group's mission and vision.

1. Preparing Budget:

As a major part of finance department, they prepare budget for ACI Fertilizer as per previous year transaction. Also, they work with planning team to set a target goal of profit for the upcoming years.

2. Preparing vouchers:

Accountants create vouchers to record all transactions data and information. A voucher's components include serial number, kind, date, debit line, credit column, quantity of figures, total section, and particulars that are filled out at the time of preparation.

3. Credit Management:

ACI Fertilizer has a dedicated credit management unit. In this unit they justify the credit policy, research on customers credit limit and give proposal for customers credit facility.

4. Making Tax and Vat for ACI Fertilizer:

As per company policy ACI Limited's dedicated finance and accounts team made Vat and Tax for ACI Fertilizer. So that finance and accounting section handles VAT and tax accounts. They preserve all of the data in the proper order, which assists in the preservation of documents.

2.6 Operations Management and Information System Practices

Operation Management:

Operations management is for business individually. Operations management plays a vital role for ACI Fertilizer.

1. Procurement process:

In this initial phase, the firm determines how much raw material is necessary for production. The firm then issues an RFP. Requests for Proposals (RFPs) are systematic means for businesses to receive¹⁷ competing offers.

2. Sourcing:

In this segment the management looks for the advantage from where the raw materials should collect.

3. Planning and Production Forecast:

With the planning team and the operations management, they set a target production level for how much quantity they will product based on the previous year market need with in a specific time frame.

4. Distribution network:



Figure 2: Distribution Network

ACI has its own distribution system depending on their requirements. It symbolizes the link between suppliers and distribution hubs. The network graphically operates through a network of material independent dissemination. From two factories of fertilizer do production and by the logistics support the distribute the fertilizer in 11 depot.

Information's system:

ACI Limited has a dedicated MIS system. MIS helps the company's it related problems. And also, MIS maintains a server for ACI, where field force input all the sales related data in that server. Only those computers are accessible which are given permission by MIS department. And also, day to day work they use Microsoft outlook, Zoom, Google meet. Etc.

2.7 Industry and Competitive Analysis

2.7.1 Porters Five forces for ACI Fertilizer:

1. Competition in the industry	High
2. Potential of new entrants into the industry	Moderate
3. Power of suppliers	Moderate
4. Power of customers	Moderate
5. Threat of substitute products	Low

Table 5: Porters Five Forces

1. Competition in the industry:

There is a huge competition in this fertilizer industry of Bangladesh .Ashuganj Fertilizer and Chemical Company Limited, Chittagong Urea Fertilizer Limited, Jamuna Fertilizer Company Limited, Karnaphuli Fertilizer Company Limited, Shahjalal Fertiliser Factory, Triple Super Phosphate Complex Limited, South bengal fertilizer, Aftab Fertilizers & Chemicals Ltd, Northern Fertilizer Limited, Jamuna Fertilizer Company Limited, Akter Argo & Fertilizer Industries LTD, Shahjalal Fertilizer Company Limited etc. There are more than 20 fertilizer company in Bangladesh.

2.Potential of new entrants into the industry

Fertilizer is an basic item within the agribusiness industry. The generation and conveyance of fertilizer cannot be done without the desired enlistment as mentioned within the Fertilization Management Act (2006) read together with the Control of Basic Commodities Act 1956. There are a few endorsed shapes beneath the Fertilization Administration Rules (2007) for, as follows:

1. Production of fertilizer
2. Import of fertilizer
3. Collection, marketing, transportation, and selling of fertilizer;
4. For renewal of registration.

When the forms are submitted along with other required records regarding the sort of fertilizer, the conspire of speculation, the fundamental test comes about, other records such as Exchange Permit, Charge Recognizable proof Number, Value Added Tax (VAT) needed certificate are moreover required to obtain the permit from Divisional agricultural office.

3. Power of suppliers

Fertilizers raw materials came from outside of Bangladesh. Country like China, Vietnam, USA, Africa, Thailand is the main supplier for ACI Fertilizer. Basically, they liked to purchase raw materials from abroad at a good price and quality. So, here is chance of bargaining from suppliers. Although there is a lot of suppliers but the bargaining from suppliers is moderate because after creating a good relation with that supplier, they might increase the price rate of raw materials. Also, it might be impact in the total price of that raw materials. This uncertainty may decrease by creating business with another suppliers. So, to avoid this situation ACI Fertilizer should create diversity in business.

4. Power of customers

Power of customers in bargaining is so high. Because there is a lot of competitors in the market. And the main competitor is government itself. Because governments product is sometimes given free or sometimes sold at very lower price. And the choice of brand is huge so bargaining of customers is high.

5. Threat of substitute products

Threat of substitute product is low. Because substitute product of fertilizer is composted fertilizer which were made from cow dung, household waste etc. This aren't easy process to make that might be used for only small gardening of rooftop. Those composter fertilizers aren't suitable for production level farming. So, threat of substitute product is low.

2.7.2 SWOT Analysis:

Strength:

ACI Fertilizer has a wide range of products in their portfolio. Almost 24 types of fertilizer are available in the market including four types of categories which are soil conditioner, Soil nutrient, Foliar nutrient, Basic fertilizer. This strong line of product gives ACI Fertilizer superiority to supply flawlessly. And one of the most important strength for ACI Fertilizer is that the brand image of ACI Limited itself. Because of the ACI limited brand image it creates a value and reliable to the customers. And basically, ACI fertilizer has a well-equipped laboratory and factory that boost the production flawlessly. There are 7 depot and factory in

coxsbazar, comilla, chittagong,savar,dhaka, rangpur,sylhet. And also has a strong sells force who are appointed for communication to the consumers and also look after the sell distribution aswell.

Weakness:

Being of some positive strength of ACI Fertilizer there is some risk in this business. The main weakness is the raw materials are been shifted from abroad. So there is a high chance of creating low production when it occurs critical situation like this Covid-19 pandemic. Less digital marketing is also a weakness for ACI Fertilizer. For example; the competitors are doing rough marketing by doing sponsored in Eid natok and telefilms. Due to this pandemic there is a negative growth compared to 2019 , in 2020 it growth in been significantly get down and also the unsold inventory is also a negative situation for ACI Fertilizer.

Opportunities:

As a one of the most market dominant in Bangladesh ACI Fertilizer has a opportunity to expand business outside the country. As Asia is a agriculture based economy so there is a huge potential market for ACI Fertilizer to do business.

Threat:

Market competitors are huge because the government itself is a big competitors n fertilizer business because government is also doing production and selling fertilizer to the farmers at a cheaper and lower price as well. Pandemic situation is also getting serious threat for nowadays. For this pandemic the income of farmers are fretting lower so that they are now not interested in buying fertilizer as they are somehow getting free government fertilizers.

2.8 Key Problems:

1. Supply of fertilizer from government

The most considerable problem is that the government itself is doing the same business as ACI Fertilizer is doing. Because of government product the price is also quite low then the branded fertilizer. So those farmers whom are financially broken they might choose the government fertilizer.

2. Pandemic situation

After the pandemic ACI fertilizers growth has been decreases by 25%. Because of the pandemic situation the farmers wont able to buy large quantity, they are been rely on government fertilizer also the one of the main problems is that ACI fertilizer has given huge amount of credit in market. Those are the reasons of negative growth.

3. Credit Management:

From past 4 years ACI Fertilizer has lackings in collection of credit that has been given to customers . It had been recorded to 2021 it has been almost 40croore taka has been due in market.

2.9 Recommendation:

Focuses on Credit collection:

As the number of credit amount is increasing in every year so ACI Fertilizer should focuses on credit collection. Strictly push to those customers who has due more than 560days. And also ACI Fertilizer can give commission on giving back to due amount to the company

Chapter 3

Report Part

3.1. Background Information

ACI Fertilizer is one of the most impactful fertilizer brands in Bangladesh. ACI Fertilizer has started its business since 2005. From then ACI Fertilizer is one of the most successful brands for ACI Limited. ACI Fertilizer works with government and agricultural research institutions to discover the best agricultural practices that can increase yields. ACI Fertilizer's objective is to supply farmers with full plant nutrition and good soil solution through greater products, new technology, improved customer service, and effective communication in order to maximize crop output.

3.2. Topic:

Research on how effectively ACI Fertilizer fulfill consumers need and provide solutions.

3.2.1 Objectives:

- To find the impact of ACI fertilizer on the national requirement.
- To determine the impact of marketing research on the business of ACI fertilizer

3.3 Methodology

In chapter 3 the project part I have used two types of methodology which are primary and secondary data. In primary data collection I had made some important questions to find out the Consumer experience regarding ACI fertilizer product and service and also it helps to understand the whether the product and service are fulfilled consumers expectation or not. In this survey I have taken aged between 18-50 years of people also added different category questions like Likert scale, multiple choice, yes/no etc. In this pandemic it is easy to find out consumer survey throughout the online. So, this survey has been done by ACI fertilizer Facebook page and also by telephone as well. It helps to perform survey in very short time. Also, some secondary data has been collected for find out the market share and market contribution of ACI Fertilizer and many more new data. As a Secondary data the source are from online journals, eBooks, newspapers etc.

3.4. Significance of the issue:

This report will not coverup any specific issues. By this report a reader could understand basic ideas of how a fertilizer company run their operations, research of market and fulfill consumers need. This report will help those students whom are eagerly work with product management. At the end of the report there will be some recommendations based on the collection of data and analyzing results of those data.

3.5. Findings and Analysis:

3.5.1. Impact of Market Requirement by ACI Fertilizer:

As an agriculturally based country Bangladesh has a great need of fertilizer in the market. If we look at the graph it's clear that from 2014 to 2020 the GDP from agriculture is growing significantly. If we look at GDP from 2017-2020 the income is 10117 to 11023 million BDT. So

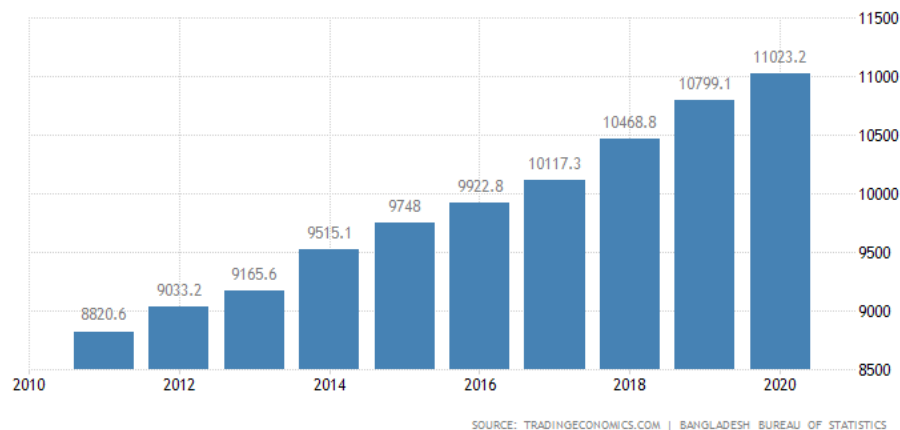


Figure 3: GDP From Agribusiness

It seems very clear that the potential market and agriculture is growing in every year. Relatively the business which is underline to agriculture like seeds, fertilizer, Agri based motors and trainings are getting high prioritized day by day. Also, if we look at the chart in below, we can clearly say that the market growing of fertilizer is creating sustainable market in Bangladesh.

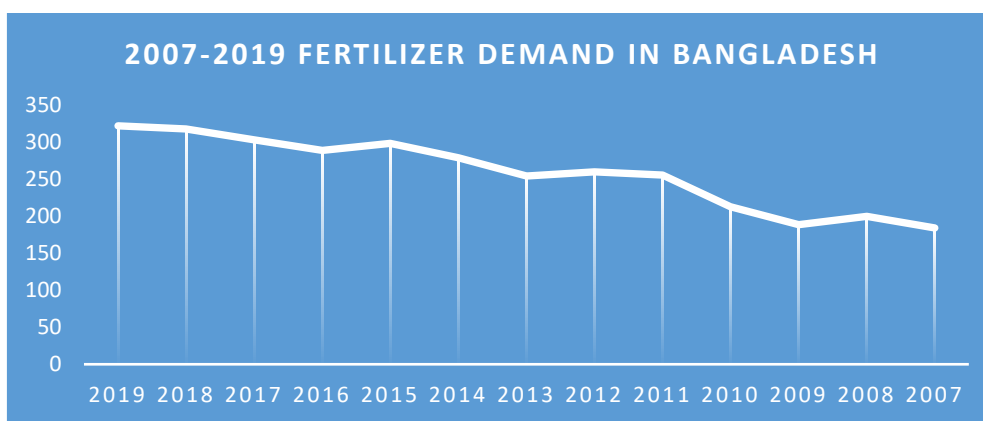


Figure 4: Demand per hectare

In 2018, fertilizer utilization for Bangladesh was 318.5 kilograms per hectare. Between 1969 and 2018, fertilizer utilization of Bangladesh developed significantly from 14.7 to 318.5 kilograms per hectare rising at an expanding yearly rate that come to a most extreme of 66.60% in 1975 and after that diminished to 4.86% in 2018. (Konomen, 2020). So, it is very clear that the need of fertilizer

2019	323.5	4.90%
2018	318.5	4.86%
2017	303.7	4.94%
2016	289.4	-3.20%
2015	299	7.07%
2014	279.2	9.67%
2013	254.6	-2.24%
2012	260.4	1.83%
2011	255.8	20.10%
2010	213	12.77%
2009	188.9	-5.60%
2008	200.1	8.49%
2007	184.4	

Table 6: Demand increase in percentage

in Bangladesh is growing day by day. So, the growing number of needs have to be supply in market. Experts and the others economist also predict the future potential fertilizer market in Bangladesh. As a developing country, it is committed to accelerate the growth of its economy. Farming and agribusiness play an important role in ensuring food security and employment for a large and densely growing population. **(Hassan, M. M. 2021)**. Expert says that in terms of covering the market need there should a huge amount of supply. So, in terms of supply the market supplier should increase the overall production level of fertilizer should increase in every year. While Bangladesh may be a net agricultural merchant, it has moreover been fruitful in exporting high-value items such as shrimp, sea fish, fruit, vegetables, and prepared nourishments as there's tall request for such things from non-resident Bangladeshis as well as outsiders. **(Ahamed, I. 2011)**. So, in future Bangladesh will be the most perfect country in the world in term of food production. Bangladeshi government has taken vision 2021 so its predictable that the increase in food safety and production level.

So, in lastly it clearly says that from 2007 to 2019 need of fertilizer market is growing rapidly. Our farming lands are not increasing but the cultivation formula of our farmers is changing day by day. they are using more effective fertilizer then the previous years. So that the need of fertilizer is gaining its number. So, in lastly there is a potential market for fertilizer in Bangladesh.

ACI Fertilizer is one of the successful market leading fertilizer brands in Bangladesh. Around 24 types of products are been supplied in market by ACI Fertilizer's. ACI is doing a very impactful market research throughout the country they find out the core need of agriculture. Through ACI's venture, these farmers could advantage from preparing on ideal fertilizer utilize and trimming crops, high-quality products, affordable production and an ensured market for their delivery. **(ACI, 2020)**. So, they are taking steps for a very impactful decision to provide Agri motors seeds and fertilizers. ACI Fertilizers provide specific fertilizers for crops where fertilizer is been mixed as all-in-one fertilizer, farmers 9won't have to add others materials of fertilizers. ACI Fertilizer has come to 1.5 million people with the assistance of Fosholi. Surprisingly 2.6 million clients are right now enrolled with Fosholi App. The client base incorporates partners, dealers, DAE & NGO Authorities, instructors and understudies. To reach more individuals who can specifically be profited from Fosholi in every day rural action, a Street Appear is propelled. A group of 5 is working in 12 locales at first, moving to diverse Upazilla as well as unions for outreach. **(ACI, 2020)**.

There is a apps name Fosholi. It is available on google and apple play store. By this app any one can know about their desire crop production. In that application all of the information has been pre-loaded Q&A also the procedure of how to make a land fertile and crop production ready. ACI Aronno is one of wing of ACI Fertilizer where the urban and projects-based agriculture is been founded. Consumers can buy from here at a decent price.

Market contribution:

ACI fertilizer is serving the fertilizer market since 1999. Since the business started ACI Fertilizer is contributing this market share quite impressively. Mainly ACI fertilizer focuses on producing organic fertilizer and the price was relatively low then the chemical fertilizer. And also, it is very ecofriendly for land as well as nature.

Region	2018	2019	2020
Rajshahi	113,467,018.00	88,475,062.00	103,080,761.00
Jessore	275,860,660.00	227,301,970.00	233,309,253.00
Dhaka	155,292,409.00	102,586,391.00	110,637,557.00
Comilla	98,177,236.00	76,725,362.00	90,759,136.00
Rangpur	177,263,928.00	98,346,542.00	125,233,931.00
Projects and Urban Agriculture	275,025,225.00	216,906,903.00	313,158,638.00
Total	1,095,169,925.00	830,264,096.00	972,633,059.00

Table 7: Production of ACI Fertilizer

2018			2019			2020		
Mark et need	Supply of ACI Fertiliz er	Percenta ge	Mark et need	Supply of ACI Fertiliz er	Percenta ge	Mark et need	Supply of ACI Fertiliz er	Percenta ge

318.5	100.95	31.70%	323.5	83.2	25.72%	325.0	5	97.62	30.03%
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Table 8: Comparison of market share

From 2018 to 2020 ACI fertilizer is covering 25 to 31 percentage of market share in a market. And those fertilizer is very much proven to the agricultural sector. And mostly ACI fertilizer is not doing with full production, also they are saying that they are doing only half of the production that means they can contribute more that 50% of market share of organic fertilizer in Bangladeshi market. So, market contribution ACI Fertilizer is very impactful contribution.

3.6. Impact of market research for ACI fertilizers Business on consumers

3.6.1. Questionaries for Consumers

Q1. Age:

(a)18-25 years (b)26- 30 years (c) 31- 40 years (d)41-50 years

	18-25 years	26- 30 years	31- 40 years	41-50 years
No. of consumers	4	5	6	1
Percentage	25%	31.3%	37.5%	6.3%

Table 9: Participant's age

Graph:

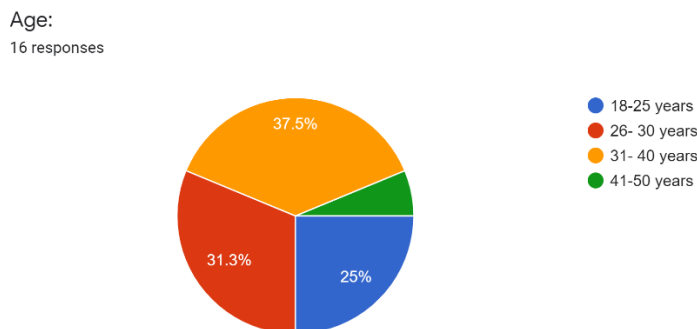


Figure 5: Participant's age

Interpretation:

In this consumer experience survey, it significantly astonishing that our consumers age range is 18 to 40. That means from young to mid age people are using ACI Fertilizers. Some of them are gardening and some are for commercial cultivating.

Q2. Gender:

(a)Male (b)Female (c)Prefer not to say

	Male	Female	Prefer not to say
No. of consumers	8	8	
Percentage	50%	50%	

Table 10: Consumer's gender

Graph:

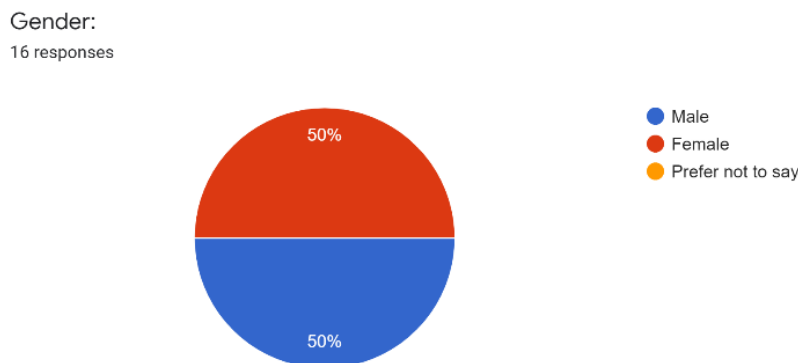


Figure 6: Consumer's gender

Interpretation:

Both male and females are equally participated in our survey and it also shows that fertilizers consumptions are not only fixed with men but also growing usage by female also.

Q3. Area:

Barisal, Dhanmondi, Khuna, Mohakhali, Rajshahi, Rangpur, Savar, রাজশাহী

Interpretation:

In this survey consumers are participated from 5 district which are 4 regional area. That shows that the consumers and promotional activity are been well distinguished.

Q4. How you came to know about ACI Fertilizer products and service? *

(a) Facebook (b) Website (c) Billboard and Banners (d) Word of mouth

	Facebook	Website	Billboard and Banners	Word of mouth
No. of consumers	9	N/A	3	4
Percentage	59.3%	N/A	18.8%	25%

Table 11: how consumers introduce with ACI Fertilizer

Graph:

How you came to know about ACI Fertilizer products and service?
16 responses

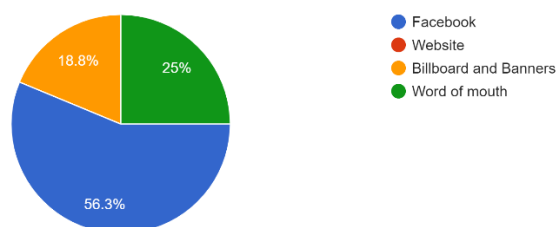


Figure 7: how consumers introduce with ACI Fertilizer

Interpretation:

It shows that in which media our consumers came to know about ACI Fertilizer. Here astonishingly 4 people has been here about ACI fertilizer through word of mouth. It is a great achievement that ACI Fertilizers has such a loyal consumer that promote the brand with free of cost.

Q5. If you ever used any product, then mention one of the products?

Biferti, Bumper, Fertimix, Rapid, Ratno Vegetables, Rotno, Soil mix, bumper vitamix.

Interpretation:

Here shows the variety products are used by the consumers.

Q6. How long you have been using ACI Fertilizer's product?

(a) 0-1Year (b)1-3 Years (c)3-6 Years

	0-1Year	1-3 Years	3-6 Years
No. of consumers	8	7	1
Percentage	50%	43.8%	6.3%

Table 12: Consumer's years of usage

Graph:

How long you have been using ACI Fertilizer's product?
16 responses

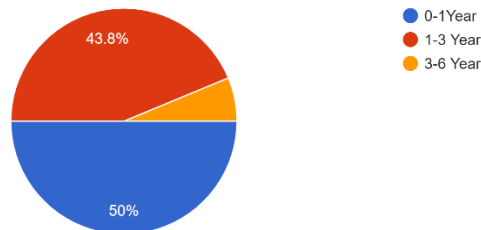


Figure 8: Consumer's years of usage

Interpretation:

It shows that most of the consumers are being using ACI Fertilizers 0 to 3years. That means the consumers group are getting stronger and loyal that they are using products more than 1years.

Q7. Rate about the quality of ACI Fertilizers product in terms of other brands:

Very Low ●1 ●2 ●3 ●4 ●5 Very High

	1	2	3	4	5
No. of consumers	N/A	N/A	N/A	11	5
Percentage	N/A	N/A	N/A	68.8%	31.3%

Table 13: Ratings of products

Graph:

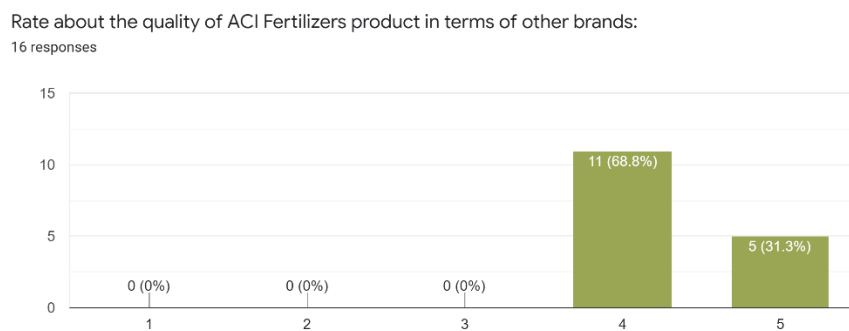


Figure 9: Ratings of products

Interpretation:

Product ratings on average is 4.3* that means the product quality to the consumers are been valued to high quality product. That means the impact of product to the consumers and as well as market is very positive.

Q8. For promotional activity which medium do you prefer?

(a) Social Media (b) TVC (c)Print Media

	Social Media	TVC	Print Media
No. of consumers	8	8	N/A
Percentage	50%	50%	N/A

Table 14: Consumers preference for promotional media

Graph:

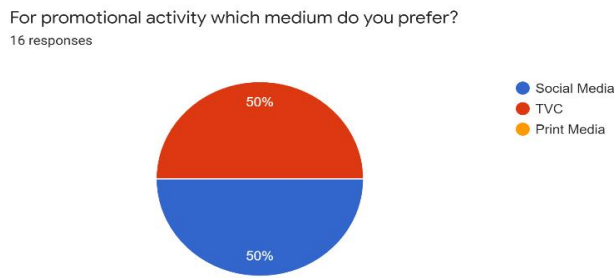


Figure 10: Consumers preference for promotional media

Interpretation:

Consumers has suggested that half of them suggest promotional activity on Facebook page and other half has been suggested that they should do promotional activity on television.

Q 09. Rate about the promotional activity undertaken by ACI Fertilizer:

Less Effective •1 •2 •3 •4 •5 Highly effective

	1	2	3	4	5
No. of consumers	N/A	N/A	1	9	6
Percentage	N/A	N/A	6.3%	56.3%	37.5%

Table 15: Ratings of promotional activity

Graph:

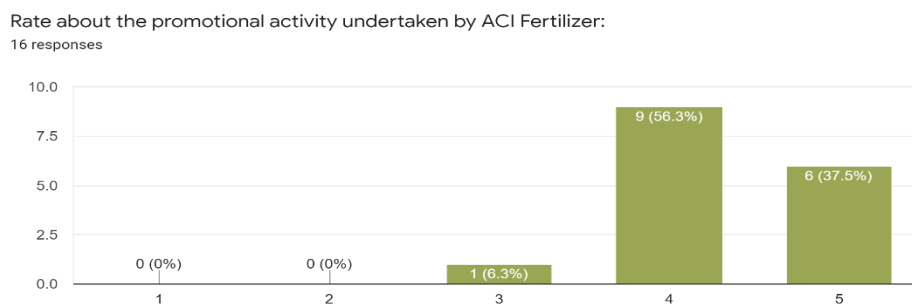


Figure 11: Ratings of promotional activity

Interpretation:

Participants has been showed an honest review about the promotional quality where it shows that 56.3% consumers thought about the promotional activity is 4* and 37.5% thought that the advertisement quality is 5*. There is some improvement

Q10. Do you find the desire product and services through the Facebook ACI Fertilizer official page?

(a) Yes (b) No (c) Maybe

	Yes	No	Maybe
No. of consumers	13	N/A	2
Percentage	86.7%	N/A	13.3%

Table 16: experience of proper online service

Graph:

Do you find the desire product and services through the Facebook ACI Fertilizer official page?
15 responses

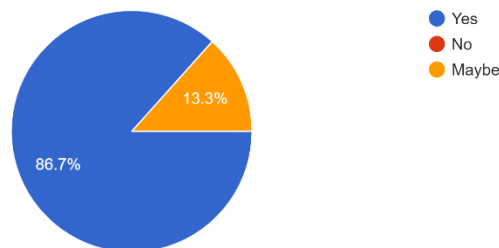


Figure 12: experience of proper online service

Interpretation:

Here 86.7% product is been found by the consumers. Because ACI Fertilizers Facebook page had been update daily basis with product promotions. Where products usage, how to use and

the benefits of that product had been stated. By all of those information consumers can easily get those information's and find their desire products.

Q11. Do you hear about "Fosholi " apps?

(a) Yes (b) No

	Yes	No
No. of consumers	9	2
Percentage	81.8%	18.2%

Table 17: Fosholi apps

Graph:

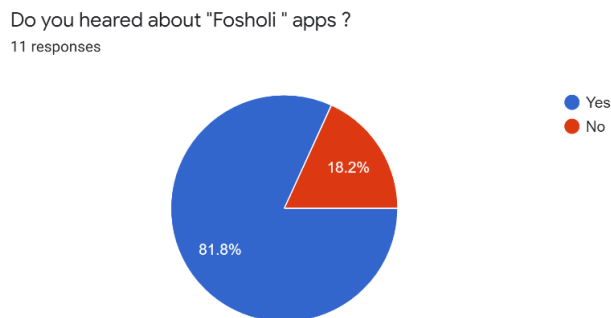


Figure 13: Fosholi apps

Interpretation:

This shows that most of the consumers are known about ACI Fertilizers Fosholi apps.

Q12. Rate Fosholi Apps:

Less Effective ●1 ●2 ●3 ●4 ●5 Very Effective

	1	2	3	4	5
No. of consumers	N/A	1	2	6	5

Percentage	N/A	7.1%	14.3%	42.9%	35.7%
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Table 18: Ratings of fosholi apps

Graph:

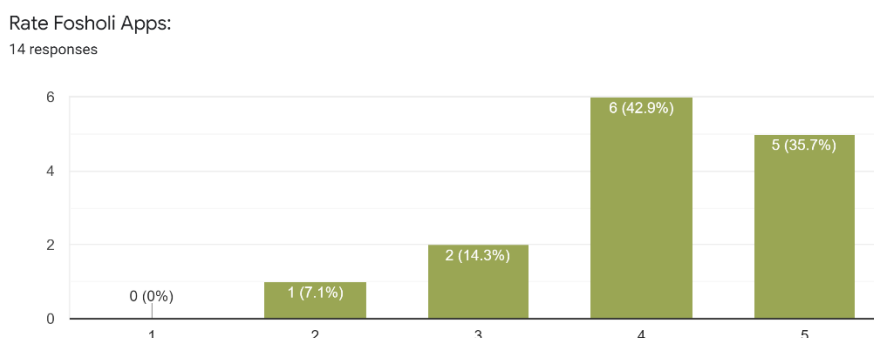


Figure 14: Ratings of fosholi apps

Interpretation:

Consumers has a mix satisfaction about Fosholi app. It might be interface, or less user-friendly so it significantly should update the application and it need wider research of Apps.

Q13. Are you satisfied with after sales service of ACI Fertilizer?

(a) Yes (b) No (c) Maybe (d) Very much satisfied

	Yes	No	Maybe	Very much satisfied
No. of consumers	11	N/A	5	N/A
Percentage	68.8%	N/A	31.3%	N/A

Table 19: Consumer's experience of after sales service

Graph:

Are you satisfied with after sales service of ACI Fertilizer?
16 responses

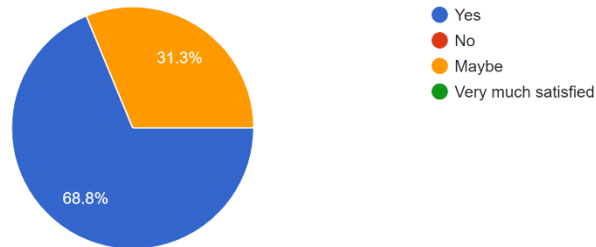


Figure 15: Consumer's experience of after sales service

Interpretation:

By this question it will show how much after sales service has been given by ACI Fertilizer. About 68.8% people are satisfied of after sales service

Q14. Is there anything that ACI fertilizer should change or update their service?

Responses:

1. Quick response in facebook
2. Price mention in fb post
3. Home service
4. Mobile Call service.
5. Price

3.7 Findings:

1. Covering one third of market share:

ACI Fertilizer is one of the most fertilizer supplier brand in Bangladesh. In every year they are bringing more variety of fertilizer in market. Among all other fertilizer brand ACI Fertilizer is doing contribute most of the market share.

From 2018 to 2020, ACI fertilizer will account for 25 to 31 percent of a market's market share. And those fertilizers have a lot of experience in the agriculture industry. And most ACI fertilizers are not producing at full capacity; they claim to be producing at half capacity, implying that they may contribute more than 50% of the organic fertilizer market in Bangladesh. As a result, ACI Fertilizer's impact on market contribution is quite significant.

2. Future market reorganization:

As shortage of natural gas most of the government many government powerplant and fertilizer production mill had been shutting down. So as a result, there will be shortage of government fertilizer in market. So, there will be a huge market share opening in future. As ACI Fertilizer is not going in full market production, for future ACI Fertilizer should prepare themselves with full capacity.

According to some reports, Bangladesh may become import-dependent as a result of the snags' loss of manufacturing capability. With the closure of Jamuna Fertilizer Company Ltd a few days ago due to a lack of natural gas, five of the country's six fertilizer-production locations remained idle. In a current advancement, Jalalabad Gas Generation & Distribution System Restricted sent a letter to the government's lone active Shahjalal Fertilizer Factory, which has an annual production of around 394,000 tons, requesting that the supply of gas, the main raw substance for fertilizer, be cut off (J.H. 2021).

As shortage of natural gas most of the government many government powerplant and fertilizer production mill had been shutting down. So as a result, there will be shortage of government fertilizer in market. So, there will be a huge market share opening in future. As ACI Fertilizer is not going in full market production, for future ACI Fertilizer should prepare themselves with full capacity.

3. Business risk mitigation:

As per market research ACI Fertilizer brings a wide visionary and take a strategic product range. Because in Bangladesh most of the fruits and crop are seasonal so it is important to invest products like it may use all over the year.

In this thought ACI Fertilizer produce 4 categories fertilizer in line of 24 products. In these 24 products there are more than 10 products which can be use all over the world in any plant. And also, seasonal fertilizer available. So, by this strategy ACI Fertilizer is not reliable any specific or specific crop production. They create a sustainable profit policy by developing and creating wide range of fertilizer through research and development.

4. Establishing usage of organic fertilizer:

Bangladesh's soil fertility condition varies greatly, with variances in thirty agro-ecological zones, each with its own set of soil and hydrological features. If adequate fertility management is not implemented, soils deplete and decrease following crop harvests. Organic fertilizers have the potential to significantly improve the fertility and organic material content of cultivable soils. Content of the soil in soil is found to be quite low, approximately 1% in most soils and 2% in a small number of soils, but at least 3% is required for good crop production. Every year, about 7 million tons of organic fertilizer are produced in Bangladesh from animal waste, home trash, municipal garbage, and agricultural waste (Khorsul, 2021). If this massive volume of organic fertilizer could be turned into bio slurry, a large portion of the world's fertilizer need might be met. If 7 million tons of organic fertilizer can be employed in crop production, it might meet 5.3 percent of Urea, 19 percent of TSP, and 34.13 percent of MP of total fertilizer requirement in fiscal year 2008-09. As a result, if the whole organic fertilizer is utilized as a bio slurry, it may cover 11 percent of Urea need, 89 percent TSP requirement, and 22.8 percent MP need for same time (Khorsul, 2021). So, this indicates the future organic fertilizer opportunity. And the reason of cut out the natural gas it creates a new market in Bangladesh.

And if we look at the market supply of 33% in every year. So, it tells that the farmers are adapting the new organic fertilizers now a days.

5. Introducing new products as per market need:

ACI Fertilizer is doing market research and based on the research they found some new products that need the market. So, as per their market research very few months ago they launched brand new product named Rapid.

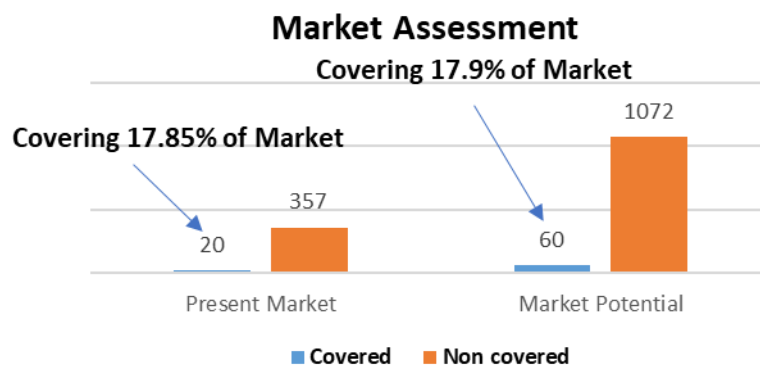


Figure 16: Market demand of Rapid

Rapid is a liquid fertilizer that mainly used in mango tree. As per needs of mango market in this country Rapid is a very key factor for mango cultivation. As a demand of mango inside or outside market of Bangladesh Usage of Rapid will definitely boost the mango production.

6. New consumer acquisition:

Dhaka city areas (n=97)	Size of space on rooftop per household (In sq. feet)			Used of open space as % of each respondents		
	Total space	Open space	Potential space for RTG	For gardening	For drying cloths	Others
Mohammdpur	1500	325	1175	79	36	7
Mirpur	1950	338	1612	76	6	24
Gulshan	1806	256	1550	94	11	11
Uttara	2035	460	1575	90	35	10
Kamrangirchar	2131	356	1775	100	25	
Tejgoan	2075	200	1875	83	42	17
All	1916	323	1593	87	25.8	11.5

Table 20: Number of urban potential space for gardening

As a result, from survey, it founds that the female consumers are also growing. Female consumes may also very potential consumers to ACI Fertilizer. Because in this pandemic people are getting so much influence to do gardening, so this might be a great opportunity for ACI Fertilizer to business to home fertilizer. In this pandemic Prime minister of people's republic of Bangladesh Sheikh Hasina has asked the people of Bangladesh to do gardening

where vegetable and fruits can supply by own. So that more rooftop gardening has been increases 30% than the previous years.

So, in survey it found that about 50% of consumers are female that means most of the females are doing gardening and they are from Dhanmondi, Mohakhali, savar. That means they are doing gardening . For that reason ACI Fertilizer create a new wing named ACI Aronno. ACI Aronno is for urban cultivation that provides urban cultivation fertilizers and tools.

7. Branding through consumers:

Most of the consumers said that they came to know about ACI Fertilizer through by word of mouth. That means our consumers are doing marketing on behalf of ACI Fertilizer. So, the free branding is doing by our consumers.

3.8 Key problems:

1. Responsiveness in customer service:

In survey it found that some consumers are saying the response rate is very low from ACI Fertilizer. So, they might get their query answer from other source. So, if yes this might be a great loss for ACI Fertilizer. As they getting a negative impression from consumers.

2. Home service

As a renowned brand consumers need a home service or product home delivery. As earlier it showed that the female is getting interested of doing gardening. So, as an easier way of taking home delivery of fertilizer and other equipment service may help a lot to them.

3. Following trade marketing:

As per trade marketing the consumers were not getting any information widely so only focusing on trade marketing its also create promotional lacking for ACI Fertilizer.

Conclusion:

In conclusion, it can be shown that the contribution in fertilizer market in Bangladesh by ACI Fertilizer is creating positive contribution in the market. ACI Fertilizer is contribution on third of market in Bangladesh. Also, they are changing the trend of using chemical fertilizer, in order to use chemical fertilizer farmers are now using organic fertilizer. It helps the farmers in long run because organic fertilizer didn't harm the soil cultivation strength.

Also, ACI Fertilizer is forwarding towards to their goal by doing market research. ACI Fertilizer is looking a positive impact of Market research. By their market research the find the future opportunities in this market, also the understand their new potential urban gardeners. They provide new product that is contribute in market, also by a several product line they are contribution every type of fertilizers as well as they are mitigating their business risk. Also, the majority of clients stated that they learned about ACI Fertilizer through word of mouth. This implies that our customers are marketing on behalf of ACI Fertilizer. As a result, our consumers are engaging in free branding.

So, it can be said that the findings and analysis of part 3 is covering and also showing prominent information about the objectives of the report. This finding and report will definitely give the descriptive idea about the objectives of the report and it will fulfill the objectives' part.

Recommendation:

1. Special training video session for gardeners:

As it sounds that female is getting fond of doing gardening so they need some special tips and videos that may help to get used of implementing fertilizer in their gardens. Right now, as we are more focuses on training and teaching farmers, we should do some online training session and videos for small users like gardening. Those videos are been uploaded to uploaded to Facebook page and YouTube official page.

2. Open Flagship store in ecommerce:

As most of the people are using online and depends so there might be a flagship store that may introduce ACI Fertilizers product and services. Also, it will help to implement of home delivery services will boost the selling of Fertilizer and also consumers can easily find out their desire products. That may lead a positive impact to the brand.

3. Increase promotional activity

In some cases, if we compare to others brands of fertilizer in market that we can see that some of the brands are doing promotional activity by sponsorship of Eid Natok, Movies, telefilms. In those videos the promote their products also talks about how to use those fertilizers. So ACI Fertilizers should take a look that how competitors are been introduce themselves through this online channel.

4. Insist consumers to take service by Fosholi app and ACI Aronno:

Some people don't know about the website of ACI Fertilizer name Aronno where people can find the urban fertilizers and also Fosholi apps are not yet very popular right now. So, ACI fertilizer should insist their consumer to use Fosholi apps and also Aronno website where they can find equipment of cultivation and fertilizer as well.

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Appendix:

Consumers Experience of ACI Fertilizer

This survey is made for knowing the experience of consumers regarding products and services that ACI Fertilizer is providing. This survey data, statistics, and analysis are being used for the future betterment of consumer's experience.

Draft restored

***Required**

1. Age: *

18-25 years

26- 30 years

31- 40 years

41-50 years

2. Gender: *

Male

Female

Prefer not to say

3. Area: *

Your answer

4. How you came to know about ACI Fertilizer products and service? *

Facebook

Website

Billboard and Banners

Word of mouth

5. If you ever used any product, then mention one of the products

Your answer

6. How long you have been using ACI Fertilizer's product?

0-1Year

1-3 Year

3-6 Year

7. Rate about the quality of ACI Fertilizers product in terms of other brands:

Very Low

1

2

3

4

5

Very High

8. For promotional activity which medium do you prefer?

Social Media

TVC

Print Media

9. Do you find the desire product and services through the Facebook ACI Fertilizer official page?

Yes

No

Maybe

10. Do you heard about "Fosholi " apps ?

Yes

No

11. Rate Fosholi Apps:

Less Effective

1

2

3

4

5

Very Effective

12. Rate about the promotional activity undertaken by ACI Fertilizer:

Less Effective

1

2

3

4

5

Highly effective

13. Are you satisfied with after sales service of ACI Fertilizer?

Yes

No

Maybe

Very much satisfied

14. Is there anything that ACI fertilizer should change or update their service?

Your answer

Submit

Clear form

Research Proposal:

Topic:

Research on how effectively ACI Fertilizer fulfill consumers need and provide solutions.

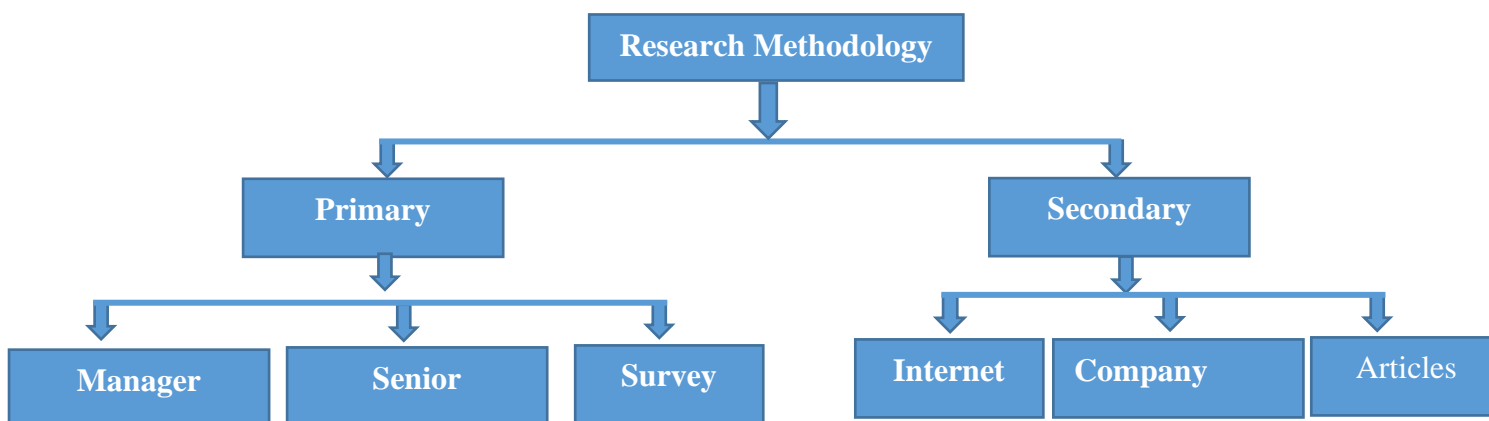
Background Information:

ACI Fertilizer is one of the most impactful fertilizer brands in Bangladesh. ACI Fertilizer has started its business science 2005. From then ACI Fertilizer is one of the most successful brands for ACI Limited. ACI Fertilizer works with government and agricultural research institutions to discover the best agricultural practices that can increase yields. The mission of ACI Fertilizer is to provide farmers with complete plant nutrition and soil health solutions through high-quality products, new technologies, better customer service and effective communication to achieve the best crop production.

Objectives:

- To determine the impact of marketing research on the business of ACI fertilizer
- To find the impact of ACI fertilizer on the national requirement.

Possible sources of data and information's:



I. Primary data sources:

- Harun Or Rashid, Product Manager, ACI Fertilizer.
- Md. Ashraful Alam, Senior Executive, ACI Fertilizer.
- Survey

II. Secondary data sources:

- Books, Articles, Journals etc.
- Company Profile analysis.
- Online information's.

Significance of the issue:

This report will not coverup any specific issues. By this report a reader could understand basic ideas of how a fertilizer company run their operations, research of market and fulfill consumers need. This report will help those students whom are eagerly work with product management. At the end of the report there will be some recommendations based on the collection of data and analyzing results of those data.

Time schedule:

Task	Start days	Days to complete
Internship Initiates	19/06/2021	90
Brainstorming and finalizing the report project	07/07/2021	10
Submitting Report Proposal	18/07/2021	1
Information Sourcing	19/07/2021	10
Data Collection and Analysis	29/07/2021	30
Analyzing The result and finishes report writing	07/08/2021	15
Submitting 1 st draft	03/09/2021	1
Final Report submission	02/10/2021	1

***Due to early starting of my internship my internship period will be finished on 31st August,2021. So, I have to submit a copy of internship report to organization as well to avail Internship certificate.*

Financial Data:

2019-2020

Business wise breakup of cost of sales

In Taka	Note	For the year ended 30 June 2020						For the year ended 30 June 2019	
		Pharmaceuticals	Consumer brands	Animal Health	Seeds	Fertilizer	Animal Genetics and others	Total	Total
Opening stock of finished goods		470,947,259	1,105,110,258	1,200,165,051	557,882,076	59,259,528	-	3,393,364,172	3,377,709,254
Cost of goods manufactured	31.1	4,650,892,320	1,953,627,068	108,051,104	119,011,532	588,887,987	20,604,745	7,441,074,756	7,008,275,262
Finished goods purchased		36,288	1,686,799,592	1,616,779,640	879,483,105	-	34,607,460	4,217,706,085	4,917,364,264
Cost of finished goods available for sale		5,121,875,867	4,745,536,918	2,924,995,795	1,556,376,713	648,147,515	55,212,205	15,052,145,013	15,303,348,780
Closing stock of finished goods		(579,276,492)	(717,761,539)	(637,741,920)	(547,376,614)	(52,383,863)	(20,732,109)	(2,555,272,537)	(3,393,364,172)
Inter business adjustment		(398,678,186)	295,155,418	103,522,768	-	-	-	-	-
		4,143,921,189	4,322,930,797	2,390,776,643	1,009,000,099	595,763,652	34,480,096	12,496,872,476	11,909,984,608

31.1 Cost of goods manufactured

In Taka	Note	For the year ended 30 June 2020						For the year ended 30 June 2019	
		Pharmaceuticals	Consumer brands	Animal Health	Seeds	Fertilizer	Animal Genetics and others	Total	Total
Cost of materials consumed	31.1.1	3,499,849,963	1,408,442,781	361,537,890	50,940,584	566,605,541	-	5,887,376,759	5,545,266,316
Manufacturing expenses	32	904,324,709	224,510,320	112,050,622	87,872,622	25,001,598	19,822,928	1,373,582,799	1,198,495,628
Quality control and development expenses	32	239,998,044	140,184	3,500	-	-	-	240,141,728	225,465,473
Cost of samples, product bonus and stock write-off		7,009,602	320,533,783	(370,622,216)	(47,872,588)	(2,719,152)	781,817	(92,888,754)	85,345,712
Cost of production		4,651,182,318	1,953,627,068	102,969,796	90,940,618	588,887,987	20,604,745	7,408,212,532	7,054,573,129
Opening work in process		118,588,142	-	13,868,726	106,919,978	-	-	239,376,846	193,078,979
Closing work in process		(118,878,140)	-	(8,787,418)	(78,849,064)	-	-	(206,514,622)	(239,376,846)
		(289,998)	-	5,081,308	28,070,914	-	-	32,862,224	(46,297,867)
		4,650,892,320	1,953,627,068	108,051,104	119,011,532	588,887,987	20,604,745	7,441,074,756	7,008,275,262

30 Revenue

In Taka	Note	For the year ended 30 June 2020	For the year ended 30 June 2019
Pharmaceuticals	30.1	11,761,464,286	10,622,701,890
Animal Health		3,644,230,956	3,054,717,684
Consumer brands		5,638,144,438	6,097,732,226
Seeds (Local)		510,958,118	475,631,836
Seeds (Import)		786,685,459	493,978,190
Fertilizer		792,798,889	1,050,820,766
Animal Genetics and others		67,694,872	-
		23,201,977,018	21,795,582,592

In Taka	For the year ended 30 June 2020	For the year ended 30 June 2019
Local sales	22,902,382,302	21,560,583,712
Export sales	299,594,716	234,998,880
	23,201,977,018	21,795,582,592

31.1.1 Cost of materials consumed

In Taka	For the year ended 30 June 2020						For the year ended 30 June 2019	
	Pharmaceuticals	Consumer brands	Animal Health	Seeds	Fertilizer	Animal Genetics and others	Total	Total
Raw and packing materials								
Opening stock	1,012,282,413	467,292,869	272,230,641	34,662,089	89,651,314	-	1,876,119,326	1,477,535,039
Purchase	3,618,185,124	1,384,386,097	477,550,773	49,580,403	537,529,419	-	6,067,231,816	5,943,850,603
Closing stock	(1,130,617,574)	(443,236,185)	(388,243,524)	(33,301,908)	(60,575,192)	-	(2,055,974,383)	(1,876,119,326)
	3,499,849,963	1,408,442,781	361,537,890	50,940,584	566,605,541	-	5,887,376,759	5,545,266,316

14 Trade receivables

In Taka	30 June 2020			30 June 2019
	Dues over 6 months	Dues below 6 months	Total	Total
Pharmaceuticals	86,624,273	446,607,518	533,231,791	421,838,534
Animal health	58,006,793	463,616,766	521,623,559	595,792,854
Consumer brands	2,384,909,895	164,229,210	2,549,139,105	3,724,256,611
Seeds	270,060,850	189,248,788	459,309,638	356,704,912
Fertilizer	129,197,553	160,099,858	289,297,411	419,852,044
Cropex	113,460,418	-	113,460,418	113,460,418
Others	-	-	-	-
	3,042,259,782	1,423,802,140	4,466,061,922	5,631,905,373
Allowance for impairment loss			(584,582,500)	(473,409,731)
			3,881,479,422	5,158,495,642

As the Company deals with large number of parties, party-wise trade receivables could not be given and hence business wise breakdown has been disclosed.

2018-19

29.1 Cost of goods manufactured

In Taka	Note	For the year ended 30 June 2019					Total	For the year ended 30 June 2018
		Pharmaceuticals	Consumer brands	Animal Health	Seeds	Fertilizer		
Cost of materials consumed	29.1.1	2,958,621,914	1,179,561,954	603,521,839	44,722,421	758,838,188	5,545,266,316	4,962,825,083
Manufacturing expenses	30	782,602,186	195,944,702	113,080,734	81,521,578	25,346,428	1,198,495,628	1,080,891,338
Quality control and development expenses	30	225,325,289	140,184	-	-	-	225,465,473	199,889,528
Cost of samples, product bonus and stock write off		(40,230,580)	52,335,997	26,743,170	46,639,382	(142,257)	85,345,712	1,685,065
Cost of production		3,926,318,809	1,427,982,837	743,345,743	172,883,381	784,042,359	7,054,573,129	6,245,291,014
Opening work in process		100,745,431	-	10,857,599	81,475,949	-	193,078,979	124,081,284
Closing work in process		(118,588,142)	-	(13,868,726)	(106,919,978)	-	(239,376,846)	(193,078,979)
		(17,842,711)	-	(3,011,127)	(25,444,029)	-	(46,297,867)	(68,997,695)
		3,908,476,098	1,427,982,837	740,334,616	147,439,352	784,042,359	7,008,275,262	6,176,293,319

Business wise breakup of cost of sales

In Taka	Note	For the year ended 30 June 2019					Total	For the year ended 30 June 2018
		Pharmaceuticals	Consumer brands	Animal Health	Seeds	Fertilizer		
Opening stock of finished goods		512,749,035	909,222,525	1,404,967,674	493,406,889	57,363,131	3,377,709,254	2,556,524,208
Cost of goods manufactured	29.1	3,908,476,098	1,427,982,837	740,334,616	147,439,352	784,042,359	7,008,275,262	6,176,293,319
Finished goods purchased		17,770,030	3,250,422,915	1,002,575,736	646,431,929	163,654	4,917,364,264	6,789,770,539
Cost of finished goods available for sale		4,438,995,163	5,587,628,277	3,147,878,026	1,287,278,170	841,569,144	15,303,348,780	15,522,588,066
Closing stock of finished goods		(470,947,259)	(1,105,110,258)	(1,200,165,051)	(557,882,076)	(59,259,528)	(3,393,364,172)	(3,377,709,254)
Inter business adjustment		(330,424,536)	191,628,738	138,795,798	-	-	-	-
		3,637,623,368	4,674,146,757	2,086,508,773	729,396,094	782,309,616	11,909,984,608	12,144,878,812

29.1 Cost of goods manufactured

28 Revenue

<i>In Taka</i>	Note	For the year ended 30 June 2019	For the year ended 30 June 2018
Pharmaceuticals	28.1	10,622,701,890	9,203,808,652
Animal Health		3,054,717,684	3,551,650,939
Consumer brands		6,097,732,226	6,644,542,434
Seeds (Local)		475,631,836	528,642,494
Seeds (Import)		493,978,190	328,054,884
Fertilizer		1,050,820,766	1,130,405,722
		21,795,582,592	21,387,105,125

<i>In Taka</i>	For the year ended 30 June 2019	For the year ended 30 June 2018
Local sales	21,560,583,712	21,167,989,977
Export sales	234,998,880	219,115,148
	21,795,582,592	21,387,105,125

12 Trade receivables

<i>In Taka</i>	30 June 2019			30 June 2018
	Dues over 6 months	Dues below 6 months	Total	Total
Pharmaceuticals	58,392,254	363,446,280	421,838,534	385,973,654
Animal health	65,231,759	530,561,095	595,792,854	650,666,850
Consumer brands	3,138,799,311	585,457,300	3,724,256,611	3,256,239,388
Seeds	152,175,412	204,529,500	356,704,912	321,602,822
Fertilizer	130,324,974	289,527,070	419,852,044	454,843,840
Cropex	113,460,418	-	113,460,418	113,460,418
	3,658,384,128	1,973,521,245	5,631,905,373	5,182,786,972
Allowance for impairment loss			(473,409,731)	(319,284,321)
			5,158,495,642	4,863,502,651

As the Company deals with large number of parties, party-wise trade receivables could not be given and hence business wise breakdown has been disclosed.

28.1.1 Cost of materials consumed

<i>In Taka</i>	For the year ended 30 June 2019						For the year ended 30 June 2018
	Pharmaceuticals	Consumer brands	Animal Health	Seeds	Fertilizer	Total	
Raw and packing materials							
Opening stock	714,118,969	400,784,825	258,091,420	34,775,931	69,763,894	1,477,535,039	1,844,032,391
Purchase	3,256,785,358	1,246,069,998	617,661,060	44,608,579	778,725,608	5,943,850,603	4,596,327,731
Closing stock	(1,012,282,413)	(467,292,869)	(272,230,641)	(34,662,089)	(89,651,314)	(1,876,119,326)	(1,477,535,039)
	2,958,621,914	1,179,561,954	603,521,839	44,722,421	758,838,188	5,545,266,316	4,962,825,083

2017-18

12 Trade receivables

In Taka	30 June 2018			30 June 2017
	Dues over 6 months	Dues below 6 months	Total	Total
Pharmaceuticals	50,618,816	335,354,838	385,973,654	694,564,361
Animal health	89,127,064	561,539,786	650,666,850	617,643,351
Consumer brands	1,397,704,816	1,858,534,572	3,256,239,388	1,526,237,638
Seeds	141,042,378	180,560,444	321,602,822	362,105,624
Fertilizer	144,867,892	309,975,948	454,843,840	387,976,367
Cropex	113,460,418	-	113,460,418	113,610,418
	1,936,821,384	3,245,965,588	5,182,786,972	3,702,137,759
Provision for doubtful debts			(319,284,321)	(277,887,614)
			4,863,502,651	3,424,250,145

28 Revenue

In Taka	Note	For the year ended 30 June 2018	For the year ended 30 June 2017
Pharmaceuticals	28.1	9,203,808,652	8,379,339,834
Animal Health		3,551,650,939	3,111,066,520
Consumer brands		6,644,542,434	5,303,351,771
Seeds (Local)		528,642,494	421,811,369
Seeds (Import)		328,054,884	223,856,709
Fertilizer		1,130,405,722	838,773,464
Cropex		-	27,530,892
		21,387,105,125	18,305,730,559

Business wise breakup of cost of sales

In Taka	Note	For the year ended 30 June 2018					Total	For the year ended 30 June 2017
		Pharmaceuticals	Consumer brands	Animal Health	Seeds	Fertilizer		Total
Opening stock of finished goods		423,695,616	637,398,449	851,373,355	574,248,790	69,807,998	2,556,524,208	2,609,789,400
Cost of goods manufactured	29.1	3,462,311,328	1,197,854,143	635,367,422	64,484,278	816,276,149	6,176,293,319	4,800,944,567
Finished goods purchased		8,655,310	4,054,338,084	2,234,385,457	492,138,206	253,482	6,789,770,539	5,255,620,080
Cost of finished goods available for sale		3,894,662,254	5,889,590,676	3,721,126,234	1,130,871,274	886,337,629	15,522,588,066	12,666,354,047
Closing stock of finished goods		(512,749,035)	(909,222,525)	(1,404,967,674)	(493,406,889)	(57,363,131)	(3,377,709,254)	(2,556,524,208)
Inter business adjustment		(315,125,872)	175,795,786	139,330,086	-	-	-	-
		3,066,787,347	5,156,163,937	2,455,488,646	637,464,385	828,974,498	12,144,878,812	10,109,829,839

29.1 Cost of goods manufactured

In Taka	Note	For the year ended 30 June 2018					Total	For the year ended 30 June 2017
		Pharmaceuticals	Consumer brands	Animal Health	Seeds	Fertilizer		Total
Cost of materials consumed	29.1.1	2,578,992,131	1,022,348,230	522,736,449	48,009,910	790,738,363	4,962,825,083	3,863,745,131
Manufacturing expenses	30	732,262,168	143,899,145	104,153,129	73,167,044	27,409,852	1,080,891,338	822,499,841
Quality control and development expenses	30	199,787,034	102,494	-	-	-	199,889,528	178,433,013
Cost of samples, product bonus and stock write off		(39,803,447)	31,504,274	10,872,527	983,778	(1,872,066)	1,685,065	(80,932,572)
Cost of production		3,471,237,886	1,197,854,143	637,762,105	122,160,732	816,276,149	6,245,291,014	4,783,745,413
Opening work in process		91,818,873	-	8,462,916	23,799,495	-	124,081,284	141,280,438
Closing work in process		(100,745,431)	-	(10,857,599)	(81,475,949)	-	(193,078,979)	(124,081,284)
		3,462,311,328	1,197,854,143	635,367,422	64,484,278	816,276,149	6,176,293,319	4,800,944,567

29.1.1 Cost of materials consumed

In Taka	For the year ended 30 June 2018					Total	For the year ended 30 June 2017
	Pharmaceuticals	Consumer brands	Animal Health	Seeds	Fertilizer		Total
Raw and packing materials							
Opening stock	962,110,163	273,081,727	498,668,224	41,368,010	68,804,267	1,844,032,391	1,073,556,875
Purchase	2,331,000,937	1,150,051,328	282,159,645	41,417,831	791,697,990	4,596,327,731	4,634,220,647
Closing stock	(714,118,969)	(400,784,825)	(258,091,420)	(34,775,931)	(69,763,894)	(1,477,535,039)	(1,844,032,391)
	2,578,992,131	1,022,348,230	522,736,449	48,009,910	790,738,363	4,962,825,083	3,863,745,131