

Report on

**“Impact in economy of imported materials for
construction”**

By

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ID- 18104220

An internship report submitted to Brac Business School in partial fulfilments of
the requirements of the degree of
Bachelor of Business Administration

Brac Business School

Brac University

[Month] 2022.

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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 have acknowledged all main sources of help.

Student's Full Name & Signature:

Sawban Sohive _____

Sawban Sohive

ID- 18104220

Supervisor's Full Name & Signature:



Ummul Wara Adrita

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Ummul Wara Adrita
Lecturer,
BRAC Business School
BRAC University
66, Mohakhali, Dhaka-1212

Subject: Submission of Internship report

Dear Ma'am,

Thank you for the opportunity, and I am pleased to submit my internship report on " Impact in economy of imported materials for construction."

I have done my best to provide all of the relevant information and my proposed solution in a transparent, clear, and concise way.

Please let me know if you have any questions or concerns.

Sincerely yours,
Sawban sohive

Sawban Sohive
ID- 18104220
BRAC Business School
BRAC University
Date:

Non-Disclosure Agreement

This agreement is made and entered into by and between S.S Group and the undergraduate student at BRAC University named Sawban Sohive, ID- 18104220, the commitment of avoiding the unlawful disclosure of privileged data belonging to the organization.

This agreement is for the purpose of avoiding the unlawful disclosure of privileged data belonging to the organization.

Sawban Sohive

Signature of the Student

Saiful Islam

Signature of S.S. Group

Acknowledgment

To begin, I would want to offer my greatest appreciation to Allah for granting me the capacity and strength to complete the assignment within the planned time.

I prepared this paper to complete a requirement for my bachelor's degree in business administration in "Impact in economy of imported materials for construction". That I've had a lot of help, direction, and support from others is a huge blessing in my life.'

I would like to thank my supervisor, Ummul Wara Adrita, Lecturer, BRAC Business School, for her constant advice, support, and patience, and for allowing me the chance to work on this project. I was able to put up a well-organized report thanks to her insightful advice and direction.

To Mr. Saiful Islam, Managing Director, S.S Group, I owe my gratitude. At S.S Group, the authorities and employees treated me extremely warmly throughout my internship.

So many people's involvement and aid were required for this effort to be completed, and the list is too long to include them all. The people who have always helped and encouraged me academically are also people I'm grateful to; they include my instructors and friends.

Finally, I want to express my thanks and affection to my parents for their unwavering support and love throughout my whole life and into the future.

Executive Summary

The internship report was prepared to get an understanding of the manufacturing method used by the S.S Group. This document is intended to provide information on how S.S Group manages their inventory for various items. To get an understanding of the ordering process for items from suppliers, which involves negotiations, price, and the delivery system. To get an understanding of the product delivery procedure from the vendor. To learn about product quality control and how the firm ensures that product quality is maintained. To get an understanding of the difficulties that S.S. Group had while collecting items from the supplier. To have a better understanding of the supply chain operations of the S.S. Group. In the third part of the report, I conducted a qualitative research on the context of the building materials industry, the goal is to provide a scientific basis for the practice of import substitution and to identify the conditions that must be met for Bangladeshi manufacturing to reach a level of competitiveness that can compete internationally.

Keywords: Supply Chain Management, Logistics, Construction, Distribution, Import

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Chapter 1: Overview of Internship

1.1 Student Information:

Name: Sawban Sohive

ID: 18104220

Program: BRAC Business School

Major/Specialization: Marketing

1.2 Internship Information:

1.2.1

Period: Feb 1st- May 1st

Company Name: S. S Group

Department/Division: Marketing and Supply Chain

Address: Head Office, BSM Centre (Ground Floor)

119/122, Amir Market, Khatungonj,

Chattogram, Bangladesh.

1.2.2 Internship Company Supervisor's Information

Name Saiful Islam

Position Managing Director

1.2.3 Job Scope

Job Description

My duties as a supply chain intern include assisting with the acquisition of inventory and coordinating the purchase of items for employers depending on the requirements of the business. Because I will most likely be a student while serving in this capacity, the major objective is to get experience working with supply chains in order to better prepare myself for permanent employment when I have completed my education. As an intern in the supply chain department, my responsibilities will include gaining experience in the development of supply chains, delivering presentations to senior leadership, and using my analytical abilities to assist in the improvement of current procedures. In addition, I will observe other workers in order to get knowledge of more complicated or extra components of a supply chain job.

1.3 Internship Outcomes:

1.3.2 Student's contribution to the company

The primary goal of an internship program is to bridge the gap between actual experience and academic knowledge. It also serves to familiarize interns with the environment and culture of a specific firm. In the context of the business world, it is quite important for a student to get involved with this environment since it will help them build professional abilities that will be useful in their future career growth. It is a fantastic chance for me to continue working with S.S Group, a well-known Supply Chain Company where I completed my internship in their Supply Chain department. As a business student majoring in Marketing, this is an excellent platform for me to further my career opportunities in this industry, as well as to broaden my knowledge and experience in this field. In this Supply Chain Management company, supply chain technology plays an important role; therefore, it will assist me in expanding my knowledge of the use of technology in the field of the supply chain, which is involved with transporting, storing and distributing products to customers; as well as importing and exporting products; and delivering products to customers.

I was responsible for communicating with and coordinating the activities of the suppliers, performing data entry and analysis, buying and expediting, assisting with forecasting and spending analysis, inventory control, project management, and developing cost-saving measures, to name just a few of my responsibilities. I had finished specific tasks such as automating repetitive tasks by coding macros using VBA, overseeing RGF for a high-volume system and evaluating suppliers' quotes, coordinating TL and LTL shipments, handling the phase in/phase out process for NPI builds, and many more. I had also handled the phase in/phase out process for NPI builds. Once I was fully integrated into the flow of the organization's operations, I was able to work on multiple projects at once, collaborate effectively within my team and with other teams, and meet all of the anticipated deadlines. Most importantly, I was given responsibilities that were tailored to meet the requirements of the company.

1.3.3 Benefits to the student

Through my internship, I was able to get a better understanding of the company's supply chain management, as well as its work environment, logistics, and distribution. In addition, it assisted in the development of my profession by providing me with a vast amount of information and experience.

A deeper understanding: Having been a witness to the talks that took place between the store and the supplier, I now have a greater grasp of what is involved. My internship gave me the opportunity to learn the responsibilities and difficulties that Supply Chain professionals face on a daily basis, and this information assisted me in determining whether or not I would want to work in the industry and what kinds of positions would be most appealing to me.

I was able to expand my professional network as a result of the internship that I participated in. The two of them have so much knowledge that I can get from them, such as how to balance one's personal and professional lives. I have improved both my ability to communicate and network with others.

1.3.4 Problems faced during internship

There was a time when I was able to juggle a lot of responsibilities at once. As a direct consequence of this, both my productivity and the number of errors I make have grown. As a

result, I made up my mind to discuss this matter with my management. After he explained the time management skill rule to me, I used it to improve my performance in the jobs that were given to me. I began by making a list of my works in order of importance, focusing on the ones that had approaching due dates. After the implementation, I have witnessed a significant boost in my performance, as both my level of productivity and my capacity for managing my time have simultaneously increased.

1.3.5 Recommendations

S.S. Group is able to provide internship opportunities to students interested in Supply Chain Management. A new intern may provide a corporation with innovative new business ideas that the organization would find valuable and sustainable. There are situations in which an intern may make a significant contribution while doing their duties. If a full-time role is made available to them, they have the potential to take the firm to a new level and contribute considerable value to the organization.

Chapter 2: Organization Part

2.1 Introduction

Supply Chain Management is a crucial component of M/S S.S. Group's operations in Bangladesh, and it enables the delivery of high-quality services in the construction and aggregates sectors. This unit comprises a collection of knowledgeable individuals who work together to deliver a complete shore to shore and end to end materials supply service. Its primary goods are industrial materials that are designed to withstand extreme conditions. Its years of expertise in the relevant industry have aided us in being competitive and providing a seamless and hassle-free supply chain for our customers. During this process, they have signed multiple non-disclosure agreements (NDAs) with certain well-known worldwide suppliers of industrial materials. These materials are being used to develop the country's infrastructure, the agro-food sector, and other industries.

2.2 Overview of the Company

S.S. Group's activities in Bangladesh rely heavily on supply chain management, which facilitates the delivery of high-quality construction and aggregates services. This team is made

up of highly skilled employees that work together to provide a seamless end-to-end materials supply service from the beach to the shore. Industrial materials engineered to survive harsh environments are the company's principal product line. Competitiveness and hassle-free supply chain for our clients have been made possible by its years of experience in the relevant business. Multiple non-disclosure agreements (NDAs) have been signed throughout this process with some of the world's best-known suppliers of industrial materials. Infrastructure, agriculture, and other businesses are all benefiting from these resources.

Objectives

To treat every project with the same level of commitment and attention to detail and leave no unturned in terms of quality and customer satisfaction. To ensure on time supply of quality materials in a competitive way and in affordable cost.

2.3 Management Practices

Management practices are the system or technique of functioning that a company uses to accomplish its goals. The management team of S.S. GROUP is one of the organization's most significant assets. Due to the company's management principles, it has been able to maintain consistent development throughout the years while still providing nice customer service. The administration of S.S. GROUP is separated into sections, with each section working independently of the others. S.S. Group's management for day-to-day activities such as training and recruiting, as well as employee benefits. Because S.S. GROUP places a high value on its consumers above all else, the company's management has a tendency to socialize customers in such a manner that they become future clients. People who are energetic and self-motivated, as well as those who have the potential to become future leaders, are often recruited by management. In truth, the manner in which management expects workers to behave is clearly stated in the code of conduct issued by the financial institution.

2.4 Marketing Practices

Marketing Strategy: Import products like Aggregates of various size & quality including Gujarat Black Stone, Dubai Stone, Thailand Stone, Indonesian Stone, Bolder Stone, Etc, Non-Coking Coal (in various grades), Construction Equipment's (e.g. Pay loader, Excavator,

Bulldozer, etc) and provide Logistics support and Commodity Items at the market competitive price.

The Target customers of S.S. Group are the renowned companies who are expert in their relevant fields. The partners are

1. Chattogram City Corporation
2. PHP Group
3. E-Engineering Ltd. (Saif Power Tech)
4. Spectra Engineers Ltd.
5. Power Bangla Corporation
6. 20 ECB
7. 16 ECB
8. Diamond Cement
9. Confidence Cement
10. Epic Ready Mix
11. Virtual Ready Mix
12. Intraco Ready Mix
13. Equity Ready Mix
14. Taha Builders
15. Sanmar
16. STS – Apollo Hospital
17. Kolon –Zia & Brothers.
18. Unilever CTG etc.

Positioning Strategy: S.S Group determined to provide best quality product for the dedicated customers. The customers can get the products from the S.S Group with their own requirements. Every customer is an individual, with their own set of requirements and goals. S.S. Group takes measures to guarantee that each scheme is suitable for the functions for which it was designed and also provides the "Added Value" that results from a creative interpretation of the requirement. During the planning stage, each strategy is subjected to stringent control to guarantee that it will be finished on time and without exceeding its allocated budget. Their dedication to achieving the greatest possible degree of technical quality and presentation is shown in each and every one of their works.

Marketing Channels:

For the purpose of promoting their offerings, S.S. Group engages in ATL (above the line) marketing efforts. They operate their promotional initiatives via the media, namely newspapers. Facebook, WhatsApp, Viber, Telegram, and Email are some of the other platforms that S.S. Group employs to promote its marketing efforts to the people they have targeted.

2.5 Financial Performance and Accounting Practices

2.5.1 Finance Performance:

With crores and crores of Taka worth of commercial deals, S.S. Group is generating a fortune in the marketplace. They obtained a loan from United Commercial Bank in the year 2020, and it was for 65 crores, which is equivalent to Bangladesh Taka. Prior to receiving the loan, the company's annual revenue was more than 5 crores worth of Bangladeshi Taka. It demonstrates that S.S. Group is financially stable and capable of doing successful operations.

2.5.2 Accounting Practices:

In the year 2020, the S. S. Group generated two times as much money in Taka by providing the Patenga Container Project Site with 5000 tons of stone chips sourced from Gujrat in India. The organization presented a clear and transparent financial report about the transaction, which demonstrated that S. S. Group adheres to the accounting norms. Accrual basis is the accounting technique that S. S. Group prefers to use in the commercial transactions that it engages in.

2.6 Operations Management

In order to guarantee the quality of its supply materials, S.S. Group has always been able to effectively comply with the requirements of its international suppliers and other stakeholders. In order to guarantee that Bangladesh is supplied with aggregates of a high quality and building materials from a wide variety of locations throughout the globe, we have partnered with companies in India, China, Indonesia, and Dubai.

2.7 Industry and Competitive Analysis

2.7.1 Porter's 5 Forces

Industry Competitors: Strong

Rivalry in the Market In this business, there is a lot of rivalry between one another. With little distinction, the firms are battling one other on price and quality, rather than uniqueness. The fierce competition makes it difficult for the rivals to gain market share. Due to the existence of multinational businesses like FedEx and DHL, logistics and supply chain rivalry is fierce. Due to the low entrance requirements, competition is fiercer than ever before in the business. Price and service quality are the primary determinants of competition. People may easily switch to a lower-priced option. Companies are forced to lower their pricing as a result of this.

New Entrants: Weak

New entrants' potential in the industry Because the entry requirements are low, newcomers have more room to maneuver on the field. Throughout the logistics industry, new business models have been spawned by the advancements in technology. It's the company's suppliers and customers that take over the industry because of these shared business models.

Substitutes: Strong

The intensive of substitutes is high because the competitive companies are coming up with innovative methods and processes in the import business. Some companies are opting our innovative methods and processes as those deliver the work at lowest cost than now.

Suppliers Bargaining: Weak

Influence of Suppliers. Logistics vendors have extremely little negotiating leverage. It's possible for providers to become their own rivals and provide services based on their own capability in the market. S.S. Group, a supply chain management firm, maintains tight ties with its business partners in order to get better terms for both parties.

Buyers Bargaining: Strong

The Influence of Consumers The buyers have a great deal of negotiating leverage because of the cheap switching costs and little difference. Consumers now want cheaper prices, quicker delivery, and greater customization in their purchases. A growing number of manufacturers are customizing their products, which both draws customers and makes things difficult for the logistics business. Buyers are not always the company's final customers since they are the company's immediate consumers. With so many options and inexpensive prices, they have the freedom to switch providers. Because they are not gathered, their potency is diminished.

2.7.2 SWOT

A SWOT (strengths, weaknesses, opportunities, and threats) analysis may assist a company in identifying and understanding major challenges impacting its business; however, it does not always provide answers to these difficulties. When considering whether or not to undertake a SWOT analysis, a company should be aware of both the limits and the advantages of such an exercise. Having a clear understanding of what it may realistically anticipate to accomplish will make the SWOT analysis more relevant for the company's operations and will save time. During my internship, I had the opportunity to firsthand watch S.S. GROUP LTD. I created this SWOT analysis based on my observations and the results of a brief survey I conducted about the company's performance.

Strength: A team of competent Supply Chain and Management specialists is dedicated to providing the finest possible services to our customers on a constant basis.

Weakness: Lack of marketing activities is the weakness of this company. They need to be more renowned than they are now. Because they entered when there were few companies related to construction business.

Opportunities: S.S. GROUP should expand its product lines and come up with new concepts, just as they have done in the importing construction materials, stones, coal, providing logistics support and are planning to do so in the machine manufacturing industry. They may also increase their exporting to overseas markets and attract new foreign partners.

Threats: This industry is becoming more consolidated and competitive as more shipping and logistics businesses enter the market, many of whom are making significant investments in infrastructure.

2.8 Conclusion

Construction and aggregates industry customers may be certain that they will get great service from Bangladesh-based S.S. Group, a Supply Chain Management organization. The company's primary focus is on the construction and aggregates industries. Construction materials, coal, stone, commodities, and other things of the highest quality are the company's primary focus. S. S. Group's constant and well-maintained corporate strategy is the reason why the firm is prospering and thriving in its field. Currently, building equipment is being imported to help the country's infrastructure grow. Small and medium-sized enterprises, as well as government and non-governmental organizations, already rely on S. S. Group's products and services. The country as a whole and the company have been able to stably boost their economic activity as a result of this method. As a consequence of my internship, I've gained a greater grasp of how the industry as a whole handles brand marketing, and I'm grateful for the opportunity. Because of this, I hope that this experience will help me grow my profession in marketing in the future.

2.9 Recommendations

S.S. Group is a major Supply Chain Management company in Bangladesh that guarantees to give excellent services in the industry of constructions and aggregates. The company's primary focus is on the constructions and aggregates sector. However, the only kind of marketing that the corporation engages in is the conventional kind. The number of people who use the internet is skyrocketing these days. Within the blink of an eye, users may disseminate almost any kind of information to one another. Internet use is becoming an integral component of all types of enterprises, and this trend is expected to continue in the foreseeable future. In addition to this, it paves the way for the possibility of luring enormous investments from both within and outside the nation. For these reasons, S.S. Group need to begin utilizing social media platforms for its promotional operations and should make the most of the internet, technology, and information. Alongside its conventional marketing efforts, it ought to rely on social networking sites like Facebook and LinkedIn for all of its business communications and successes.

Chapter 3: Project Part

Impact in economy of imported materials for construction

3.1 Introduction

3.1.1 Background

The global economy of today has conditioned customers to expect things from every corner of the globe to be available at the supermarket or department store where they buy for groceries or clothing. Consumers have additional options as a result of these imported goods from outside. Imports also assist customers in managing their tight family budgets since they are often created at a lower cost than any locally produced counterpart. When a nation imports commodity, it is considered to be an outflow of cash from that particular country. Local businesses are known as importers, and they are responsible for making payments to foreign businesses, known as exporters. A high amount of imports suggests that domestic demand is strong and that the economy is expanding. It is even more advantageous for a nation if these imports consist mostly of productive assets, such as machinery and equipment, since these productive assets will increase the productivity of the economy in the long term. Since the 1970s, Bangladesh has been through a period of tremendous urban expansion, and the nation's capital, Dhaka, has become one of the megacities with the quickest rate of population growth in the world. The rise and demand for building materials like steel and cement products have been driven by large-scale urbanization and the creation of infrastructure on a massive scale. The objective of the topic is to understand the impact of imported construction materials on the economy of the country.

3.1.2 Objective

The objective is to scientifically justify the practice of import substitution in the context of the construction materials sector and to determine the prerequisites for the growth of competitive Bangladeshi production.

3.1.3 Significance

It is a good sign for the economy when imports are high since it reflects strong domestic demand. Even more advantageous for a nation is when these imports consist mostly of productive assets such as machinery and equipment since these assets will increase the economy's production over the long term. The number of goods and services that a nation imports and exports may have an impact on its GDP, its exchange rate, the degree of inflation, and the level of interest rates. A rise in the volume of imports, as well as an increase in the trade imbalance, may have a negative impact on a country's currency exchange rate. Exports are stimulated and imports are made more costly when the native currency is weaker; on the other hand, exports are hampered and imports are made cheaper when the domestic currency is strong. Inflationary pressures may also have an influence on exports since they have a direct impact on input prices such as materials and labour.

Bangladesh's construction industry is currently one of the country's most important industries. Even though most of our goods in the construction sector were created from a combination of imported and local raw materials and technology, domestic enterprises have had the chance to access global markets with their products in the past few years.

As a potential solution, we may enhance exports of highly processed commodities and arrange for the creation of import-substituting goods. Bangladesh's sanctions and depreciation of the national currency have made it harder to obtain hold of imported goods, supplies, and equipment, and this has resulted in higher transaction costs. As a result, the phrase "import substitution" has gained currency among economists, politicians, and the general public. The competitiveness of Bangladeshi products is a need for substituting imported raw resources, technology, and materials. Several incentives and support systems for Bangladesh manufacturing have been designed and implemented in order to effectively pursue the import substitution programme.

3.2 Methodology

My internship subject is the economic effect of imported materials used in the construction industry on the overall economy. When researching this issue, I performed qualitative research in order to learn as much as I could about the imported building materials and their influence on the country's economic situation. I obtained my material from several web sources, including articles, research papers, and journals, among others.

3.3 Findings and Analysis

My findings from the research indicate that the use of imported construction materials will have a beneficial effect on our national economy and development. This will also result in the creation of additional job opportunities, an increase in the potential for investment, the introduction of cutting-edge technology, and the growth of rural communities.

3.3.1 Finding & Analysis 1: National Development

The sector, like all of Bangladesh's other major players, contributes significantly to the country's growth and development. In order for other sectors to function and develop, they need the physical infrastructure provided by this sector.

Construction is well-known for its enormous impact on employment rates due to the large number of construction projects that entail labor-intensive processes. As a result, a variety of other industries—including transportation, trade, and manufacturing—benefit from this, too.

Among the raw materials that must be procured from the manufacturing sector for building projects are bricks, timber, glass, aluminium and steel. Glass and aluminium are two other common materials that may be used as analogues.

An important part of a project's components is getting them to and from their respective locations on the construction site. As a result, there is a growing need for transportation workers and commercial fleets.

3.3.2 Finding & Analysis 2: More Job Opportunities

An economy that is on the path to recovery might be judged by a decrease in unemployment rates. Both inside and beyond the confines of a single project, Supply Chain and Logistics companies like S.S Group provides a wide range of job opportunities. There are even more opportunities for a contractor that uses labor-intensive methods. When working on similar-sized projects, it's common for small to medium-sized contractors to run across this problem. Larger construction companies are more likely to use cutting-edge construction techniques. By using labor-intensive techniques, they assist to fill project-related positions and so provide income for local residents. The following occupations are open to community members: site

supervisors, transportation workers, security guards, plumbers and carpenters, to name just a few of the more common ones.

3.3.3 Finding & Analysis 3: Gains in Investment Potential

Because of the booming construction industry and the large number of contractors bidding on government and nonprofit projects, construction investments are becoming more attractive. In the construction industry, a lack of competition results in slow project completion, theft of capital, and an absence of investor interest. Both large and small construction companies face severe competition for contracts. Regardless of where in the country an expansion is wanted, contractors will be able to get there and deliver on time, according to the company's assurances. The availability of competent contractors has a favorable effect on the economy since fewer projects are delayed and better quality is promoted.

3.3.4 Finding & Analysis 4: Advancement of Technology and Related Careers

the construction business will always need workers. In the end, it's vital to hire computer experts to handle all of the paperwork, spreadsheets, and 3D visualizations that would otherwise take up a lot of time and resources if they weren't outsourced.

3.3.5 Finding & Analysis 5: Rural Community Growth

To achieve socio economic advancement, rural communities must rely on increased investment and the construction of new infrastructure. Smaller contractors in rural areas give the tools for social and economic progress via their building initiatives. It is more common for smaller construction firms to take on smaller projects in rural areas, and these smaller projects frequently contribute to the development of smaller communities by solving their core infrastructure needs. The measures might have an influence on health care, educational institutions, and transportation. The smaller projects benefit the local small businesses and contribute to the general economic growth of the town in which the bigger project is taking place.

3.4 Conclusion

Around the world, construction operations that had been put on hold as a consequence of the closure have started to pick up steam again. Due to the activities that have already begun, it is

envisaged that the construction industry will grow in the post-covid-19 era. In order to keep up with increased demand, the industry must put up more effort. Immediately after the outbreak, the industry should prepare for an increase in prefabrication trends. Drones for aerial observation and the use of off-site construction methods are projected to become increasingly frequent in the near future. Several months will be required for the industry to get back on its feet and resume operations at their previous levels. Because of previous economic crises, business owners may be hesitant to make investments in an uncertain economic future. Nonetheless, in order to support economic development, the government may decide to initiate or increase investments in infrastructure projects.

3.5 Recommendations

It is anticipated that there would be issues as a result of the changes brought about by the epidemic when more non-essential initiatives are resumed. A decline in the number of available or willing employees may cause firms to be short-staffed for a period of time. It is possible that the pandemic's aftermath may create a disruption in supply chains since firms may find themselves short of funds. To get past the social distancing laws and project budget cutbacks, the sector would have to come up with creative solutions. These challenges are not insurmountable, to be sure, but they are difficult. In fact, they provide the sector with a chance to adapt quickly and adjust to new ways as a result of the changes.

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Thank you!