

## **A Report On**

**A Study of Why Unilever Bangladesh Ltd. is Switching from the Existing Management Information System (MIS) - Matrix to a new MIS- TM1**

**By  
Tasnim Shareef**

**18104121**

**An internship report submitted to the BBS department in partial fulfillment of the requirements for the degree of Bachelor of Business Administration**

**BBS  
Brac University  
July 2023**

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# Declaration

It is hereby declared that-

1. The internship report submitted is my own work while completing my degree at Brac University.
2. The report does not contain material previously published, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that 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:**

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**Tasnim Shareef**  
18104121

**Supervisor's Full Name & Signature:**

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**Mr. Shihab Shuvo**  
Senior Lecturer, BBS  
Brac University

# Letter of Transmittal

Mr. Shihab Shuvo  
Senior Lecturer,  
Brac Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Internship report on a study of the existing MIS - Matrix and its problems; and the reasons to move to a new, advanced MIS- TM1.

Dear Sir,

This is my pleasure to display my entry-level position of an intern in the finance department in Unilever Bangladesh Limited under their Unilever leadership internship program (ULIP) which consisted of 4 steps in the recruitment process, namely, CV sorting, aptitude test, Digital case solving round and the final interview.

I have attempted my best to finish the report with the essential data and recommended proposition in as significant a compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Tasnim Shareef

18104121

BRAC Business School

BRAC University

Date: 20<sup>th</sup> July, 2023

# **Non-Disclosure Agreement**

This agreement is made and entered into by and between Unilever Bangladesh Ltd and the undersigned student at BRAC University Tasnim Shareef, to eliminate the unlawful exposure of the organization's confidentiality.

## Acknowledgement

I would like to extend my sincere gratitude to everyone who gave me the chance to finish this report. I would especially like to express my gratitude to my supervisor, Mr. Shihab Shuvo, whose support and stimulating suggestions made it easier for me to organize the preparation of this report.

In addition, I would like to express my gratitude for the significant contribution made by my line manager at Unilever Bangladesh Limited, Mr. Masrul Mollah who helped me prepare my report without difficulty by guiding me through my first corporate phase and teaching me valuable lessons throughout my 3 months tenure at the company more like a friend than a boss.

Moreover, I would like to take this opportunity to thank my peers and colleagues at both Brac University as well as Unilever Bangladesh Ltd who were there every step of the way cooperating throughout, and did not let me give up.

# Executive Summary

This report presents a comprehensive study of the existing Management Information System (MIS) - Matrix employed by Unilever Bangladesh Ltd, focusing on its limitations and the need for transitioning to a new, advanced MIS - TM1. The current MIS - Matrix has exhibited several shortcomings, including outdated technology, limited scalability, inadequate data integration, and a lack of real-time reporting capabilities.

By moving to the TM1 system, Unilever Bangladesh Ltd. can address these challenges and unlock numerous benefits. TM1 offers advanced features such as enhanced data integration, dynamic and real-time reporting, improved scalability, and the ability to handle complex analytical situations. These features enable more accurate decision-making, enhanced operational efficiency, and better alignment with Unilever's strategic objectives.

The transition to TM1 would require an approach that includes comprehensive data migration, system configuration, and user training. However, the potential benefits far outweigh the implementation efforts, making the adoption of TM1 a compelling proposition for Unilever Bangladesh Ltd.

This report recommends the prompt adoption of TM1 as the new MIS for Unilever Bangladesh Ltd., emphasizing the positive impact it will have on operational effectiveness and overall business performance.

**Keywords:** TM1, MATRIX, MIS, Implementation, Transition.

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## List of Acronyms

BBS	Brac Business School
UBL	Unilever Bangladesh Limited
ULIP	Unilever Leadership Internship Program
MIS	Management Information System
HUL	Hindustan Unilever Limited
FMCG	Fast-moving consumer goods
MIS	Management Information System

# Glossary

**Management Information System:** Management Information Systems (MIS) is the study of people, technology, organizations, and the relationships among them. MIS professionals help firms realize maximum benefit from investment in personnel, equipment, and business processes. MIS is a people-oriented field with an emphasis on service through technology.

**Transition:** The process or a period of changing from one Management Information Systems (MIS) to another.

# Chapter 1: Overview of Internship:

## 1.1. Student Information:

**Name:** Tasnim Shareef

**ID:** 18104121

**Program:** Bachelor of Business Administration

**Major/Specialization:** Finance

**Minor/Secondary Specialization:** Human Resource Management

## 1.2. Internship Information:

### 1.2.1. Period, Company Name, Department, Address:

**Period:** 17<sup>th</sup> July 22 to 15<sup>th</sup> October 22.

**Company Name:** Unilever Bangladesh Limited

**Department/Function:** Homecare Forecasting and Planning, Finance

**Address:** 12th Floor, Shanta Forum, 188/B Bir Uttam Mir Shawkat Sarak, Dhaka 1208, Bangladesh

### 1.2.2 Internship Company Supervisor's Information:

**Name of Supervisor:** Mr. Masrul Mollah

**Position:** Manager- Forecasting and Planning (Homecare)

**Email:** [masrul.mollah@unilever.com](mailto:masrul.mollah@unilever.com)

### **1.2.3 Job Scope:**

My immediate line manager was Mr. Masrul Mollah, Manager- Forecasting and Planning (Homecare). He was the project leader of the whole implementation and transition process of shifting from Matrix to TM1, a totally new, improved and advanced management information system in Unilever Bangladesh Limited. I worked in a team of 4, 5 including me. My main job responsibilities were to understand the requirements of the implementation of the new MIS, to arrange and ensure deliverables from the required and respected individuals timely and communicate them with the other respected team, arrange and attend meetings as per requirements and whenever necessary in accordance with the preference of the other teams involved, I also had to help to maintain the project network amongst my team members, note findings and finally to test the developments accordingly.

## **1.3. Internship Outcomes:**

### **1.3.1 Student's contribution to the company:**

I, as a finance intern at UBL, made my fair share contribution to the process of transferring the entire MIS of the company from Matrix to TM1 under the direct supervision of my line manager. I could do this by giving my thoughts and creative ideas on various instances including how the interface should look for the users, what could be some additional functions in the new MIS, besides, being a human resource management minor student, I could also throw my insights on how could the training be designed for the employees who were already using the present MIS so that it can help them to adapt to the new and advanced MIS on regular basis as that was going to be implemented for the respective people relevant.

Besides presenting these ideas, I also helped in maintaining the network amongst our team members by understanding as well as delivering the requirements and communicating them with the global team in India- Hindustan Unilever Limited (HUL). I believe that I was able to build that bridge between the two teams from totally two different countries keeping in mind the time difference, working hours, language barrier and everything else by arranging meetings and communicating the timings with the concerned people, taking notes, making my suggestions, etc.

### **1.3.2 Benefits to the student:**

By participating in this huge project that included a big change for the company and its employees, I got the chance to acquire some creative skills and present them with confidence and polish some existing skills like teamwork, formal communication,

punctuality, etc. Working at Unilever taught me about the corporate culture in Bangladesh first hand beginning with etiquettes like how to talk, how to dress up, and how to present oneself formally beside every other thing. I came out being a goal oriented, focused, punctual and confident person from working at Unilever. I also learned about the benefits of working in a vibrant, safe, inclusive and respectful working environment. It taught me to be responsible for my own actions even after working in a very cooperative and friendly team, I learned about the difference between working under a boss and a good leader, all thanks to my line manager who never lost patience with me showed me how to pave my own path in the corporate world starting with my internship. Another thing to note here will be the handsome amount of remuneration that was provided which was higher than the standard sum provided by most other companies in the market.

### **1.3.3 Problems/Difficulties:**

Being grateful for the opportunity to work in a company as reputed as Unilever, I still faced some difficulties, especially during the first two weeks as it was a sensitive and crucial time for the company as well since they were changing the location of their corporate office from Gulshan to Tejgaon; all the employees worked from home and as a beginner, so it made it difficult for me to connect with my team members and other concerned colleagues with who I had to interact. Being totally new in the corporate world, it was a little difficult to introduce myself to everyone online but thankfully it was all okay once I started to go to the office on the 1<sup>st</sup> of August. Another issue that I faced was acquiring a device with access for my daily work and contribution. It was a long process and a little bit of a hassle to get the required access being an intern. Besides, transportation was a major challenge that I had to face almost daily in my 3 month internship period as the workplace was quite far from my place.

### **1.3.4 Recommendations:**

That being said, I would like to make a little recommendation to UBL regarding their upcoming intern batches. They can distribute the interns among the departments according to their field of study or their interest keeping in mind the number of interns needed in each department depending on the workload per team in the said concern. Another important point to be noted here is that the company information and data could be a little more accessible for the purpose of learning on the intern's part. Lastly, interns should only be assigned to the people in the higher positions who are actually in need of help from an extra hand so that he/she can make full use of the intern's potential, this way the intern gets to learn and practice too. Someone already preoccupied with confidential work that cannot be shared with an intern cannot in my opinion make full use of the opportunity of having the help of an intern.

## **Chapter 2: Organization Part:**

### **2.1. Introduction:**

#### **2.1.1. History of Unilever:**

In 1885, William Hesketh Lever established Lever Brothers. Lever started soap production facilities all over the world. He started diversifying into the food industry in 1917 by acquiring enterprises for fish, ice cream, and canned foods. Unilever advanced technology for the industry in the 1930s. As the company expanded, other businesses were started throughout Latin America. Even today, Unilever's business is still driven by the founders' entrepreneurial energy and their compassionate treatment of its employees and communities. Unilever is the third-largest consumer goods corporation, with more than 400 brands sold in over 190 nations worldwide. Unilever in Bangladesh, has established itself as one of the top international corporations in the FMCG sector. The business has expanded over the years by offering Bangladeshi consumers cutting-edge products of the highest caliber. Over 90% of families in the nation use at least one Unilever product, such as Lux, Sunsilk, Surf-Excel, Vim, Dove, etc. in their day-to-day lives.

#### **2.1.2. Unilever in Bangladesh:**

75 years ago, Unilever began operating in Bangladesh. A Unilever company named Lever Brothers Bangladesh Ltd. dominated the Bangladeshi markets for food, personal care, and home products. A total of 485 metric tons of soap could be produced at Kalurghat's Lever Brothers Pakistan Ltd.'s eastern factory, which was officially opened on February 25th, 1964. It was a private limited corporation, with the Pakistani government owning the remaining shares and Unilever holding 55% of them. The eastern facility was deemed abandoned upon independence. However, on July 5th, 1973, Lever Brothers Bangladesh Ltd. was registered as a joint venture between Unilever and the Government of Bangladesh, with 60.75% of the shares going to Unilever and 39.25% going to the Bangladeshi Government.

#### **2.1.3. Corporate Purpose of Unilever:**

UBL's mission is to provide for the basic requirements of all people, to foresee consumer desires, and to creatively and aggressively respond with branded goods that improve quality of life. The company's mission is centered on the aim to offer



consumers great and effective service. Their deeply rooted linkages to local cultures and markets around the world serve as the foundation of their unrivaled legacy and ongoing development. They aid local clients by sharing their vast expertise and international experience. Their ability to work effectively in teams, accept new ideas, and continue to grow and perform at the highest levels is essential to their long-term success. They contend that in order for a corporation to succeed, it must uphold the highest standards of decency toward its employees, clients, society, and the global community.

## **2.2. Overview of the Company:**

Unilever Bangladesh is a subsidiary of the multinational consumer goods company, Unilever, and a significant player in the fast-moving consumer goods (FMCG) industry. UBL, which was established in 1964, has grown to be a key player in the local market by offering a variety of products in sectors like personal care, home care, and food & drinks. Thanks to a broad distribution network that covers both urban and rural areas, the company is well-known throughout Bangladesh. To better meet the shifting needs of its clients, UBL has built a portfolio of well-known brands, including Lux, Lifebuoy, Sunsilk, Pond's, Clear, Closeup, Vim, Wheel, Knorr, etc. Sustainable business methods and corporate social responsibility are highly regarded at UBL. Through different programs that promote hygiene, health, and education while simultaneously aiming to reduce its ecological footprint, it actively supports social and environmental concerns. As a recognized company, UBL places a high value on innovation, quality, and customer happiness. As a result, it regularly produces goods that satisfy the wide range of consumer preferences in the area. The firm's robust market position, dedication to sustainability, and emphasis on satisfying customer needs have all led to its ongoing success in Bangladesh's cutthroat FMCG market.

### **2.2.1. Meaning of the logo:**

Given below is a dissection of the logo which is not just a “U” but a meaningful representation of things that the company believes in. It is made up of 25 different symbols which are further illustrated below. It was designed to be symbolic of its “vitality mission”.



Figure: 1

### 2.2.3. Mission Statement:

To meet every day needs for nutrition, hygiene and personal care with brands that help people look good, feel good and get more out of life.

### **2.2.3. Vision Statement:**

To be the global leader in sustainable business. We will demonstrate how our purpose-led, future-fit business model drives superior performance, consistently delivering financial results in the top third of our industry.

## **2.3. Management Practices:**

UBL's management practices align with its global vision and values, emphasizing sustainable growth, employee empowerment, innovation, and social responsibility. The commitment to quality, the emphasis on staff development, and the commitment to sustainable business practices define Unilever Bangladesh Limited's management practices. It consists of-

### **2.3.1. Leadership & governance:**

It consists of a solid leadership team directing the business' operations and a strong corporate governance structure that ensures accountability and transparency, ethical business conduct, and adherence to legal and regulatory standards.

### **2.3.2. Employee development and engagement:**

With a focus on fostering a pleasant work environment and employee engagement, ongoing training and development initiatives to expand knowledge and skills, and chances for performance-based career promotion.

### **2.3.3. Innovation & Research:**

Supporting creative problem-solving and idea generation, Investing in New Product and Technology Development, Working with International Teams to Leverage Expertise, (d) Sustainability and environmental responsibility - incorporating sustainability practices into company plans, emphasizing minimizing environmental effect and supporting sustainable sourcing, and launching programs for waste management, water conservation, etc.

### **2.3.4. Supply Chain Management:**

Procedures for managing the supply chain that ensure effective and sustainable operations, cooperation with suppliers to uphold moral standards, and ethical sourcing. A focus on the demands and preferences of the consumer, the creation of goods that are appropriate for the needs of the local market, and ongoing consumer insights that spur product innovation.

### **2.3.5. Corporate social responsibility (CSR):**

It includes taking part in social projects centered on hygiene, health, and education; forming alliances with neighborhood groups and NGOs to solve social issues; and demonstrating a dedication to promoting livelihoods and raising standards of living.

## **2.4. Marketing Practices:**

Unilever Bangladesh Limited's management strategies are distinguished by a drive to quality, a focus on employee growth, and a commitment to sustainable business practices. The following are some of its components:

### **2.4.1. Leadership & governance:**

A strong leadership team directing the business' operations; a solid corporate governance framework providing openness and accountability; ethical business practices; and adherence to legal and regulatory standards.

### **2.4.2. Employee Development & Engagement:**

Emphasis is placed on fostering a positive work environment and employee engagement, on-going training and development programs to improve knowledge and skills, and on performance-based career progression possibilities.

### **2.4.3. Innovation & Research:**

Promoting creative problem-solving and idea generation, funding the development of new goods and technology, working with international teams to tap into collective knowledge.

### **2.4.4. Efficient Marketing Communication:**

Integrated marketing campaigns across many channels to engage in advertising and promotional activities, including digital marketing initiatives to reach a larger audience and improve brand exposure.

### **2.4.5. Strategic Partnerships:**

Co-marketing Activities with Complementary Brands for Mutual Benefits, Collaboration with Retail Partners to Improve Distribution and Visibility, Sponsorship of Relevant Events are some of the things strictly followed and practiced by the marketing team at Unilever.

#### **2.4.6. Corporate social responsibility (CSR):**

Actions should be communicated to consumers in order to foster customer trust. This includes promoting eco-friendly products, responsible consumption, and CSR programs, among other things and communicating these initiatives with the stakeholders including the customers.

#### **2.4.7. Ongoing market analysis:**

It entails tracking customer feedback to monitor market trends and the competitive landscape and change marketing tactics in response to shifting consumer wants and market dynamics.

Understanding consumers, creating powerful brands, and adjusting to market changes are prioritized in Unilever Bangladesh Limited's marketing strategies. The company maintains a competitive edge and interacts with its target market by utilizing consumer insights, innovation, and ethical marketing. This contributes to the company's market success and favorable brand perception.

### **2.5. Financial Performance and Accounting Practices:**

#### **2.5.1. Financial Performance:**

With the emergence of pandemic during 2020, UBL managed to sustain its financial stability by improving their economic management and other projects. The overall performance of the company during the year 2020, 2021 and 2022 is analyzed below, using their official annual reports collected from the internet. All the amounts are shown in thousands of BDT.

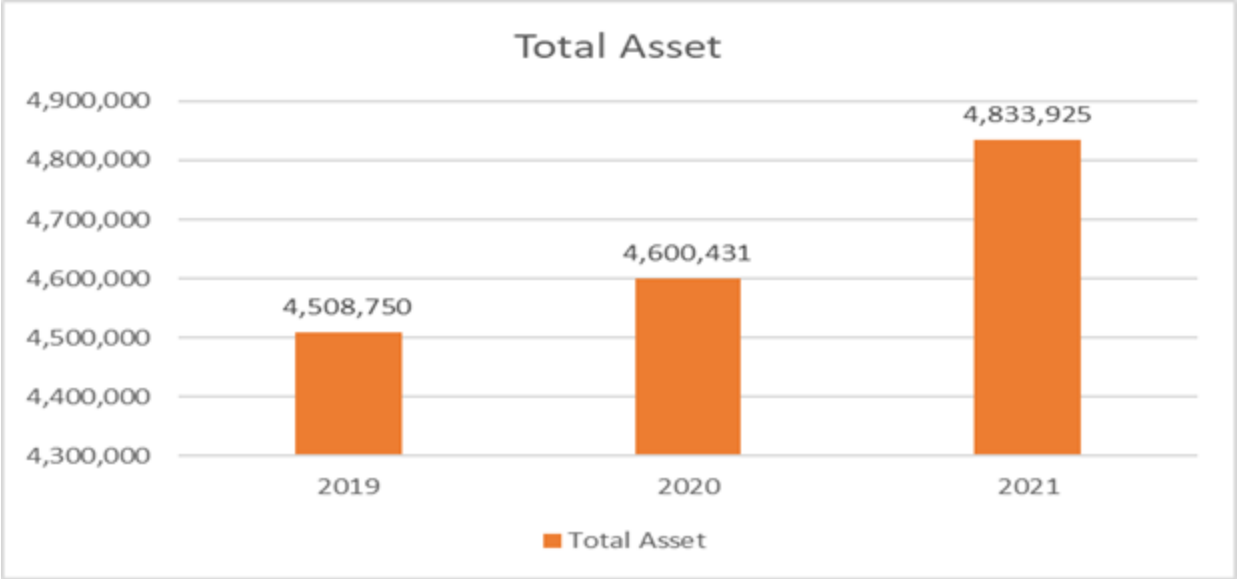


Figure: 2

**Analysis:**

This graph clearly represents the increase in total assets for each year. We can see a slight increment in 2020 due to covid but once the whole world copes with the pandemic and financially starts to get up, the total asset increases in 2022.

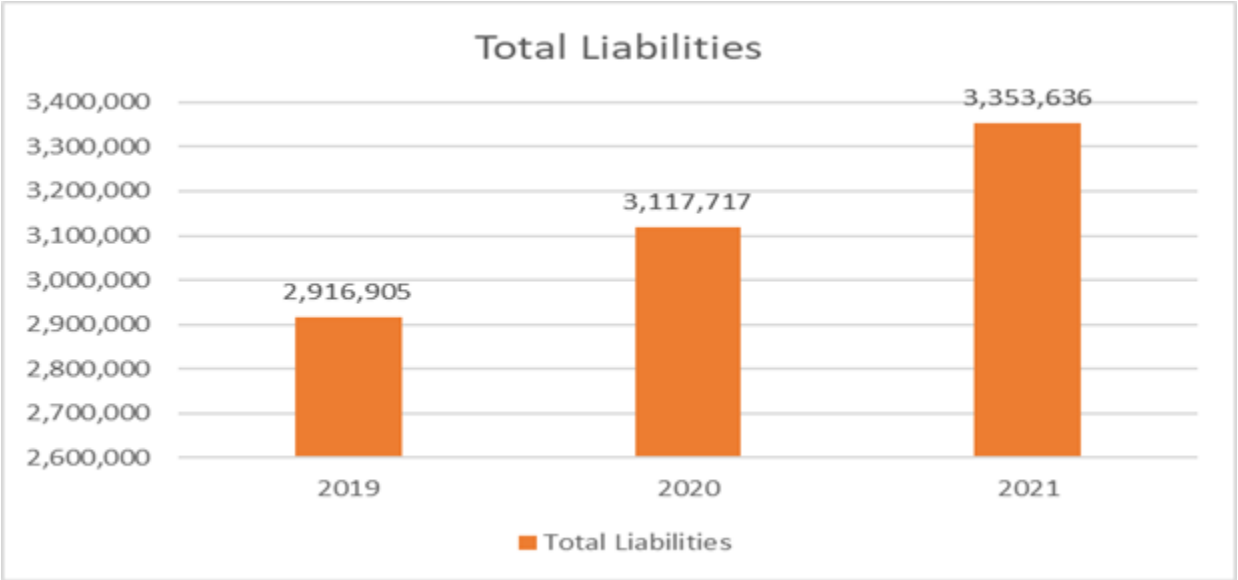
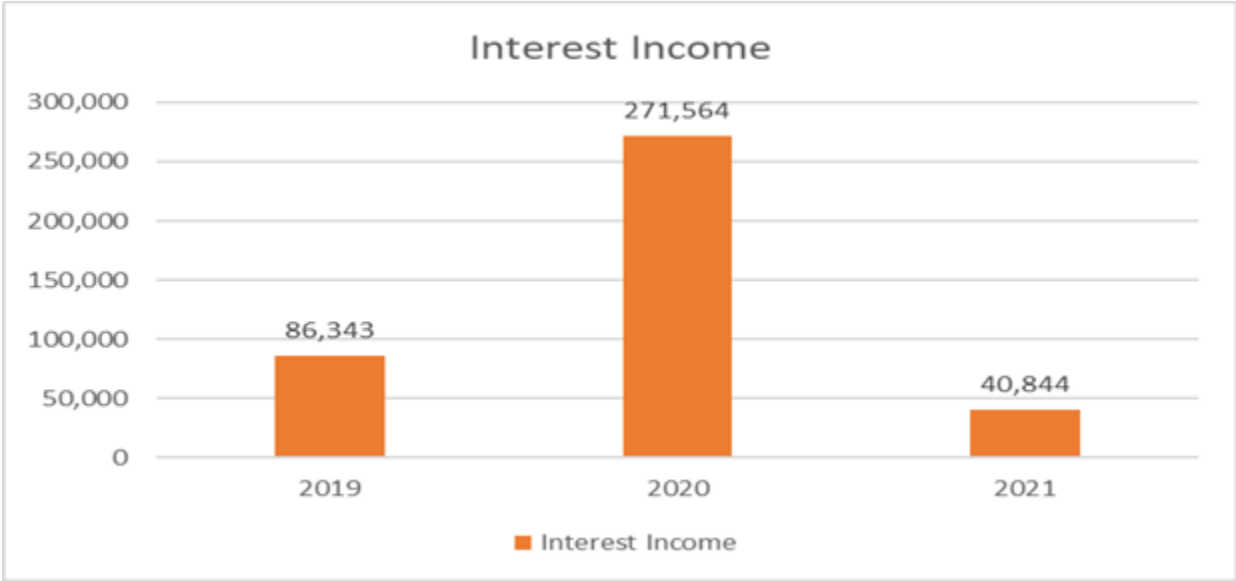


Figure: 3

**Analysis:**

As per the graph, the total liabilities increased which is a good thing here because it shows how much liability then can control with their increase on total assets. The ability to afford such liabilities is what kept the business going.



**Figure: 4**

**Analysis:**

The graph shows interest income increasing massively during 2020, which was a sign of the major economic downfall. Unilever’s interest income increased in 2020 because of the surge of deposit rates in banks.

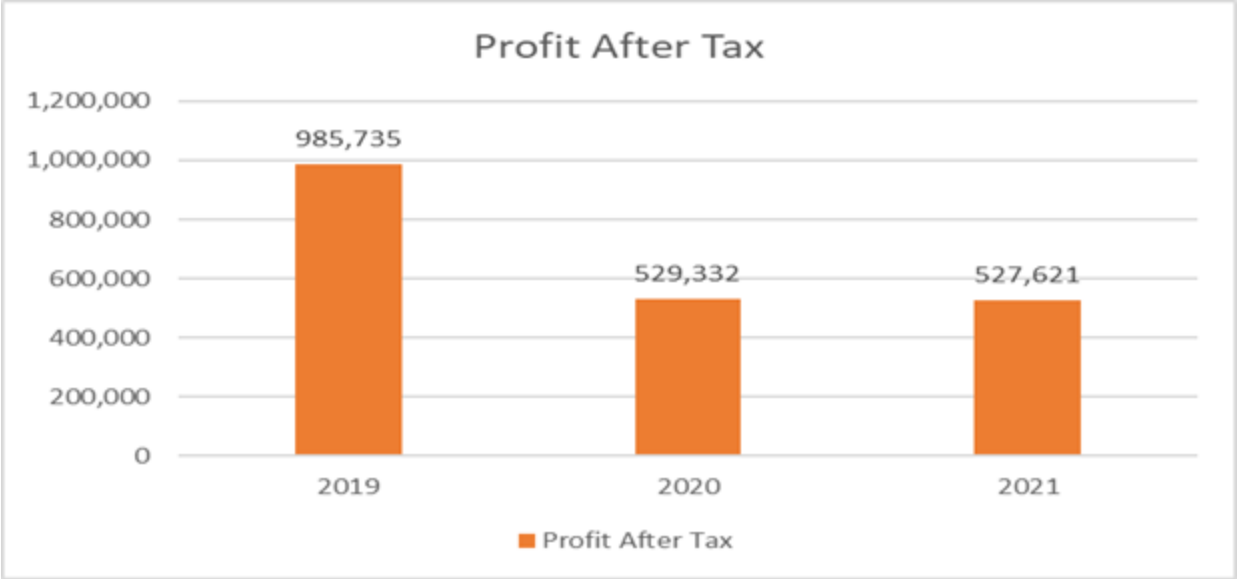


Figure: 5

**Analysis:**

Through the year, the profit of Unilever started to fumble due the pandemic. The 46% deduction of profit during 2020 was hard for Unilever which shows in 2021 that they still didn't manage to regain the initial profit.

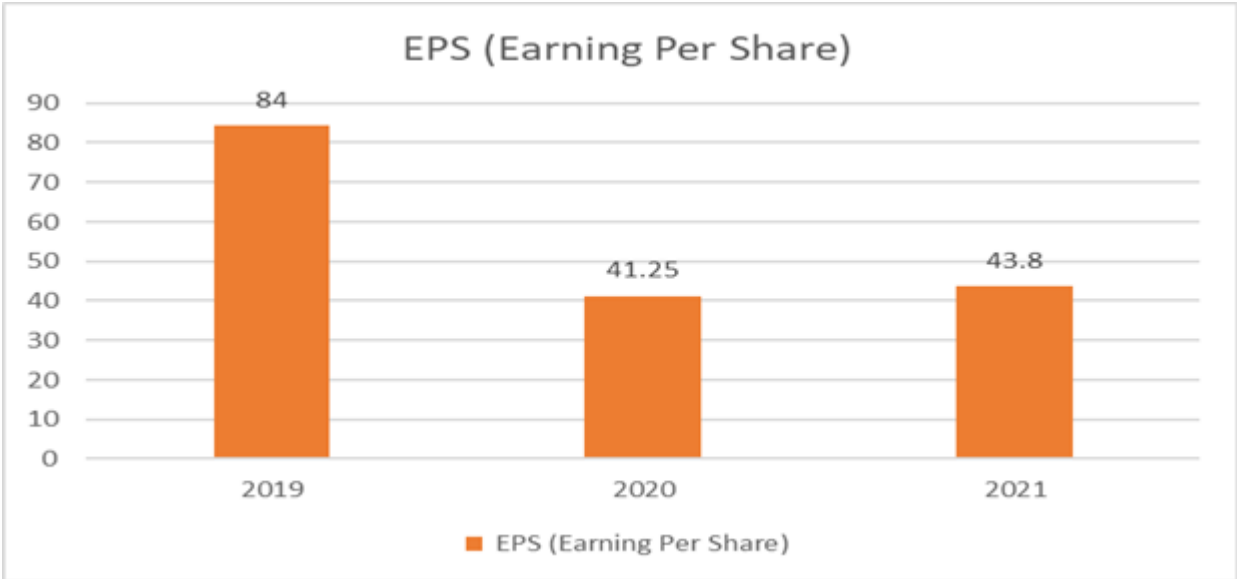


Figure: 6



### Analysis:

EPS is measured to estimate a company's value in the market. It shows how much a company makes for each share of stock. Unilever's earnings per share drastically fell through the years as shown in the graph.

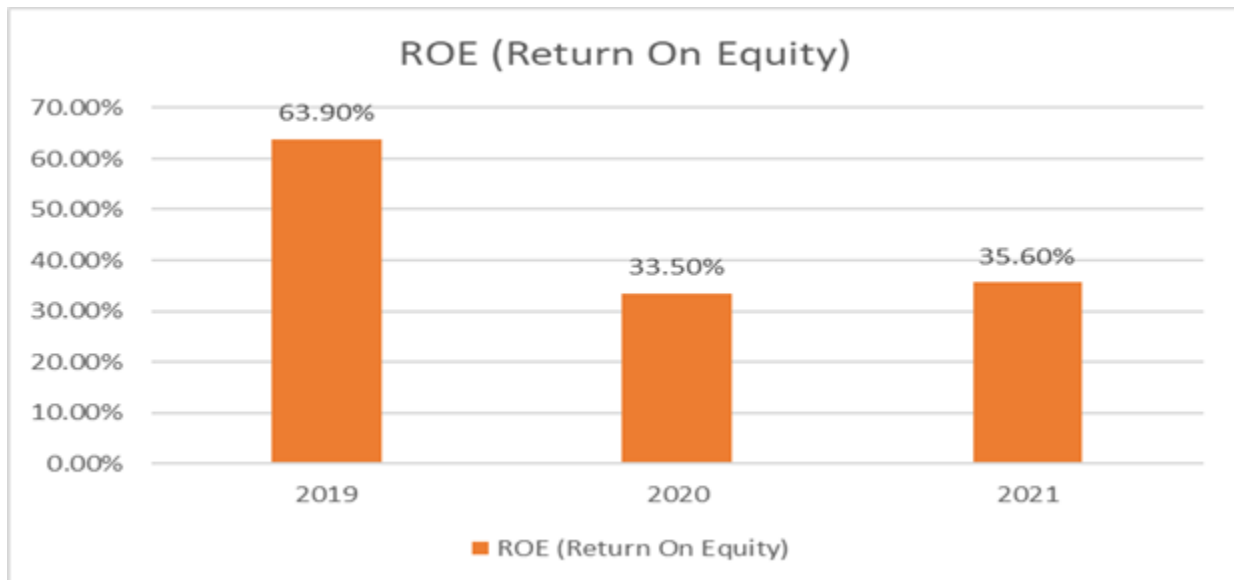


Figure: 7

### Analysis:

Return on Equity or ROE is basically net income divided by total equity which explains how much return a company gets after with their existing equity. We can see that the ROE was at an all-time high during 2019 which fell to 33.50% during 2020 and steadily shifted upwards during 2021.

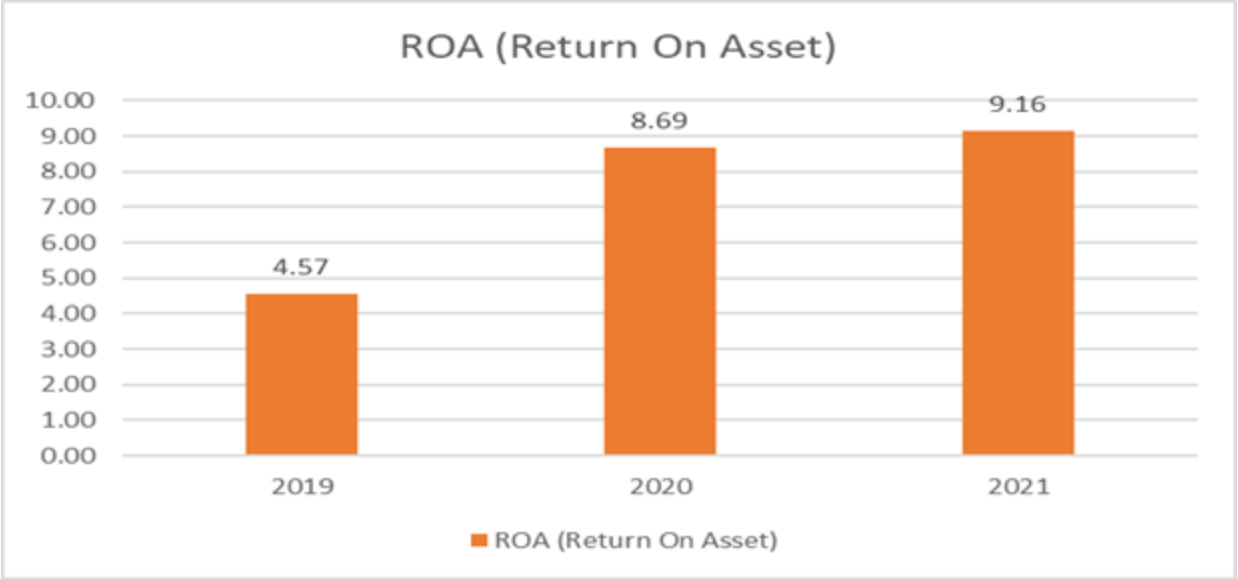


Figure: 8

**Analysis:**

Unilever’s income through every asset is measured here in ROA. The graph shows that even during the COVID, Unilever maintained the increment through the years.

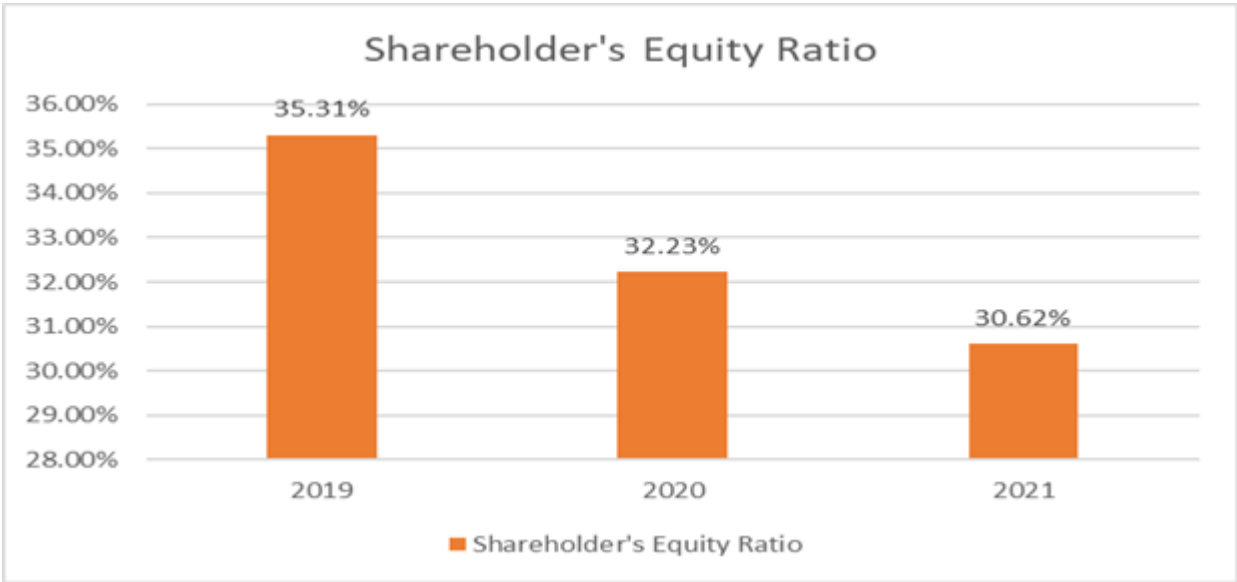


Figure: 9

## **Analysis:**

Shareholder's equity ratio shows the amount of company assets are funded by issuing stocks rather than borrowing money. Here, the shareholder's equity ratio is gradually falling down which is a good thing since it shows that the company has a lower financial leverage.

### **2.5.1. Accounting Practices:**

UBL complies with fundamental accounting principles and makes on-time tax payments as an FMCG company. The yearly accounting period of UBL runs from January 1 through December 31. Additionally, it consistently upholds its financial and regulatory principles each year as a reputable corporation. The company publishes its financial statements on its website and in national media, where all of the financial performances experienced during that specific year are reported, in accordance with statutory requirements for its shareholders and others. Additionally, preparing the reports in BDT helps in better comprehension in our country's context. UBL makes cash flow decisions in accordance with IAS regulations.

## **2.6. Operations Management and Information System Practices:**

UBL uses efficient information technology and operations management strategies to organize its business processes and boost efficiency. The company follows the key procedures listed below:

### **2.6.1. Supply Chain Management:**

Effective inventory management to guarantee timely product availability, with a focus on streamlining logistics and delivery channels is done by software developed over time.

### **2.6.2. Quality control & Assurance:**

Stringent quality control measures at every stage of the production process to ensure product excellence and adherence to international quality standards is religiously maintained at UBL.

### **2.6.3. Sustainability and environmental practices:**

Incorporating environmentally friendly methods into daily operations with an emphasis on cutting back on waste and carbon emissions is another thing that UBL follows.

### **2.6.4. Information systems and technology:**

The introduction of new Management Information Systems (MIS) to support data-driven decision-making, production planning, demand forecasting, and supply chain optimization.

### **2.6.5. Data analytics and business intelligence:**

Using technologies to obtain insights into operational performance, analysis of key performance indicators (KPIs) to monitor and enhance operational efficiency, and utilizing data-driven insights to spot process bottlenecks and spur operational improvements.

### **2.6.6. Ongoing training and skill development:**

Emphasis is placed on employee training and skill development programs to improve operational capacities through instruction in new technologies by encouraging a culture of lifelong learning and information sharing among staff members.

The operations management procedures used by Unilever Bangladesh Limited are geared toward assuring product quality, sustainability, and operational effectiveness. The business aspires for operational excellence while upholding a strong commitment to sustainability and social responsibility by utilizing information systems, cutting-edge technology, and staff development.

## **2.7. Industry and Competitive Analysis:**

### **2.7.1. Porter's Five Forces Analysis of UBL:**

Porter's Five Forces analysis is a widely used framework for assessing the competitive dynamics and attractiveness of an industry. Here is an analysis of UBL using Porter's Five Forces:

- Threat of new entrants: UBL operates in the FMCG industry, which typically has a moderate to high threat of new entrants. Factors influencing this threat include (a) *Low entry barriers*: FMCG industry is relatively accessible for new entrants due to low capital requirements and ease of distribution, (b) *Established brand presence*: UBL's strong brand portfolio and customer loyalty create a barrier to

entry for new entrants, (c) *Economies of scale*: Existing FMCG companies, including UBL, benefit from economies of scale, making it challenging for new entrants to compete effectively.

- Bargaining power of suppliers: The bargaining power of suppliers for UBL is moderate. Important considerations are- (a) *Diverse supplier base*: UBL sources raw materials and ingredients from a range of suppliers, reducing dependency, (b) *Availability of substitutes*: The presence of alternative suppliers or substitutes weakens supplier power, (c) *Forward integration*: Suppliers may have limited power if UBL can backward integrate into supplier activities.
- Bargaining power of buyers: The bargaining power of buyers for UBL is moderate to high. Factors are- (a) *Large customer base*: UBL serves a wide range of customers diluting individual buyer power, (b) *Availability of substitutes*: Buyers have access to alternative FMCG products, giving them leverage in negotiations, (c) *Price sensitivity*: Buyers' willingness to switch products based on price and quality influences their bargaining power.
- Threat of Substitutes: UBL faces a moderate threat of substitutes. Considerations include- (a) *Availability of substitute products*: Consumers have access to a wide range of alternative brands and products within the FMCG industry, (b) *Brand loyalty*: UBL's strong brand portfolio and customer loyalty mitigate the threat of substitutes to some extent, (c) *Switching costs*: The ease of switching to substitute products influences the degree of threat.
- Competitive Rivalry: Competitive rivalry in the FMCG industry, including UBL, is high. Factors contributing to this are: (a) *Numerous competitors*: UBL faces competition from both multinational and local FMCG companies, (b) *Brand differentiation*: Competitors may offer similar products, leading to intense rivalry focused on branding, marketing, and product innovation, (c) *Price competition*: Price wars and promotional activities are common within the FMCG industry.

Overall, UBL operates in a highly competitive industry with moderate to high pressures from various forces. The company's strong brand portfolio, customer loyalty, and economies of scale provide advantages in mitigating threats and maintaining a competitive position. Strategic focus on differentiation, innovation, and effective supplier and buyer relationships are crucial for sustainable success in the industry.

## 2.7.2. SWOT Analysis of UBL:

- **Strengths:**

- Brands have the added appeal for international heritage and connection that offers the consumers value for money with world-renowned brands at an affordable price.

- Stronghold over the distributors

- Has competitive advantage in terms of consumer insight, on-shore manufacturing experience, efficient human resources, and access to processes and systems designed for Unilever by the best consultants

- Worldwide supply chain network, which helps them to get raw material in a more cost-effective manner.

- Can implement tried and tested processes of innovation and process simplification with the help of Unilever global assistance teams.

- **Weaknesses:**

- Suffers from consistent supply chain issues and less opportunity to impact a brand's direction.

- Many global and regional decisions may not be in line with the business's well-being at the country level.

- **Opportunities:**

- Has access to numerous global brands targeted to particular segments that can be sourced anytime by UBL with no huge brand-building costs.

- Huge potential for growth as the Bangladesh economy gathers momentum.

- **Threats:**

- Slowdown of the economy, in general, can affect sales growth in the coming periods.

- New tax policy can affect the growth and penetration of brands aimed at the upscale market.

- Competitors are not fully compliant with government regulations. Most of them evade taxes and therefore are able to offer the traders a higher margin.

-As a result of globalization, trade barriers are slowly being lifted. Foreign products, therefore, are now entering the domestic market with greater ease.

## 2.8. Summary and Conclusions:

UBL is a well-known FMCG business with operations in Bangladesh. The company was founded with the goal of addressing consumers' basic requirements while maintaining sustainable business methods, and it has been successful in developing a diversified portfolio of well-known brands in a range of markets. UBL has demonstrated a strong commitment to CSR, environmental sustainability, and ethical business practices throughout its operations. The business's initiatives to support women's rights, strengthen local communities, and lessen its environmental impact have enhanced its standing with customers. Unilever Bangladesh has been able to retain a solid market position and experience constant growth in spite of obstacles in a cutthroat market. Its emphasis on innovation, the caliber of its products, and its customer-centric strategy have been crucial in retaining customers and growing its market share.

UBL's experience in Bangladesh has been distinguished by outstanding accomplishments and contributions to the business environment and society at large. The corporation is an excellent role model for other businesses to emulate because of its dedication to sustainability and social responsibility. UBL's varied portfolio has made it possible for it to meet the various demands of the populace, maintaining a solid market position and steady revenue development. Additionally, the company's focus on research and development has allowed it to launch cutting-edge items that appeal to customers and foster ongoing growth. The success of UBL can also be ascribed to its robust distribution system and successful marketing tactics, which have allowed it to reach customers even in outlying locations and keep up its brand recognition. The company should keep putting sustainability, environmental preservation, and community development at the top of its priority list as it develops. By doing this, Unilever Bangladesh can solidify its position in the industry and preserve its favorable brand reputation with customers. Overall, Unilever Bangladesh Limited has demonstrated that it is a trustworthy business, putting a priority on profitability as well as working to improve society and the environment. The business is well-positioned for ongoing success in Bangladesh's cutthroat consumer goods industry thanks to its unrelenting dedication to its ideals and customers.

## 2.9. Recommendations/Implications:

Based on the overview of UBL, here are some recommendations and implications for the company:

- Ongoing innovation: To keep up with shifting consumer preferences and market trends, UBL should continue to place a high priority on innovation. This entails making research and development investments, investigating fresh product categories, and introducing cutting-edge formulas and packaging.
- Integration of sustainability practices: UBL should increasingly incorporate sustainability practices across its activities as a responsible corporate citizen. This entails taking steps to lessen environmental impact, encourage ethical sourcing, and solve social and environmental issues through partnerships and projects.
- Digital transformation: UBL may be able to access the expanding online consumer market by using digital technologies. To increase consumer involvement and boost overall operational effectiveness, the business should invest in digital marketing, online sales platforms, and data analytics.
- Strengthening the supply chain: By utilizing technology and working with suppliers, UBL should concentrate on improving its supply chain management. Assuring a dependable and sustainable supply chain, streamlining logistics, and improving inventory management.
- Consumer education and engagement are important for fostering brand loyalty and trust, thus UBL should invest in these initiatives. The business can make a difference and boost its market share in Bangladesh by teaching consumers about the advantages of its products, sustainable practices, and responsible consumption.
- Talent development: Ongoing investments in training and development programs for employees will empower workers, improve skills, and promote an innovative and excellent culture.
- Market Expansion: Exploring new market opportunities and expanding product offerings can drive growth for UBL. By understanding the diverse needs and preferences of different consumer segments, the company can tailor its products and marketing strategies for maximum market penetration.



## Chapter 3: Project Part:

### 3.1. Introduction:

This report provides a thorough analysis of the organization's current Management Information System (MIS) - Matrix in use and emphasizes the functional issues with it. Examining the necessity of switching to a new, advanced MIS called TM1 is the main objective of this study. The existing MIS-Matrix has shown a number of shortcomings and difficulties that prevent effective data management, integration, and real-time reporting, albeit to some extent accomplishing its goal. This report tries to assess the specific issues the organization is currently experiencing as a result of Matrix's shortcomings. It also looks at the pros and arguments for switching to a new, more sophisticated MIS called TM1. The company can benefit from improved data integration, real-time reporting capabilities, and scalability thanks to the sophisticated features and functions that TM1 offers. These features and functionalities can address the weaknesses of the current system. I hope that by highlighting the benefits of switching to TM1 and the possible effects it may have on enhancing overall operational effectiveness and decision-making procedures, I will be able to offer the business useful insights and recommendations. By adopting TM1, the company may use contemporary technologies to improve data management, streamline operations, and acquire a competitive edge in the fast-moving business environment.

#### 3.1.1. Background/Literature Review:

Modern firms rely heavily on management information systems (MIS) to handle data, make decisions, and run operations efficiently. Businesses may streamline operations, combine data from many sources, and provide accurate and timely reports to aid in decision-making with the help of a MIS.

The use of sophisticated MIS solutions has become necessary in recent years to get beyond the constraints of conventional systems due to the advancement of technology and the increasing complexity of corporate operations. This literature review examines the drawbacks of MIS systems, and underlines the benefits of switching to a brand-new, cutting-edge MIS solution. Studies have shown a number of issues faced by companies and its employees using their own respective MIS due to which they invest in the whole process of switching to a brand new one. The literature also stresses the importance of a smooth implementation process when rolling out a new MIS system. For the new system to be adopted and used to its full potential, factors like thorough data migration, system configuration, and user training are essential.

The literature already in existence emphasizes the importance of an effective MIS in enhancing organizational performance. Organizations can improve their data management procedures and get a competitive edge in the market by identifying these problems and considering the advantages of a new system. According to a Journal of University of Garmian, business environments and how they use MIS are all about how they build their business processes and their arrangements by applying MIS to a more effective arrangement, reporting, actualizing, and disseminating an association's business forms with the aid of information technology. All organizational departments are involved in the ongoing change, so management information systems can have an impact on a variety of activities and the workflow. Businesses worldwide cannot continue their daily operations and their success in all areas if they ignore technology and hence an advanced MIS.

### **3.1.2. Objectives:**

The objective of the report is to evaluate the effectiveness and efficiency of the current MIS system and determine unique difficulties and restrictions with regard to reporting, scalability, integration, and data management, the degree to which the issues compromise data timeliness, accuracy, and accessibility, recognize how these issues affect organizational operations, choice-making, and general effectiveness, examine the effects of the current MIS system's constraints on business operations and output. Besides, to perform a thorough evaluation of the TM1 system's capabilities, features, and functionalities, recognize how TM1 overcomes the shortcomings of the current MIS-Matrix, emphasize the advantages of using TM1, including better data integration, real-time reporting, scalability, and improved decision-making, determine the viability of implementing TM1 and any potential difficulties and lastly to recommend methods for a smooth transition, such as data migration, system configuration, and user training.

### **3.1.3. Significance:**

The study of the existing Management Information System (MIS) - Matrix and the reasons to move to a new, advanced MIS- TM1 holds significant importance for the organization. Some key points highlighting its significance are that the study offers a thorough review of the issues and restrictions related to the present MIS-Matrix. The business can take proactive measures to resolve these limits after they have been identified and understood, which will enhance operational effectiveness, decision-making, and overall performance. The study also concentrates on the problems with data integration, management, and reporting. The firm may improve data integration capabilities, expedite data processes, ensure data accuracy, and enable real-time reporting by switching to a new, cutting-edge MIS system like TM1. This will enable better-informed decision-making and strategic planning. Besides, the report investigates

how current MIS issues affect operational procedures. By overcoming these obstacles and using TM1, the business can streamline operations, cut down on manual labor, and boost productivity. Cost savings, increased productivity, and competitive advantage can follow from this as it puts strong emphasis on the value of correct and timely information for decision-making that is effective. The firm may access real-time data, conduct in-depth research, and produce insightful reports with an advanced MIS system like TM1, enabling quicker and more well-informed strategic decision-making. Lastly, the firm can have a competitive advantage in the market by upgrading to an advanced MIS system. The expanded features of TM1, include real-time reporting and advanced data analytics, enable better market insights, better customer service, and the capacity to quickly adjust to shifting company circumstances.

## 3.2. Methodology:

The methodology that was followed for conducting this report was observations made within the organization during my internship period to gather primary data. Secondary information was acquired from business reports, scholarly works, trade journals, and any relevant documentation related to the subject. Moreover, the existing MIS-Matrix was examined to determine its flaws and issues. The process involved inputs from the users at UBL. Lastly, based on predetermined criteria, including data integration, real-time reporting, scalability, user-friendliness, and cost-effectiveness, a comparison of the Matrix and TM1 systems was made.

### 3.2.1. Data Source:

Both primary and secondary sources were looked at in order to gather all the data needed for the study.

- **Primary Sources:** Insights received from one to one Mr. Masrul Mollah, the project lead and my team manager and observation by being a part of the finance team during my internship period.
- **Secondary Sources:** Journals and articles relevant to the topic, public newspapers, readily accessible public documents, etc.

### 3.2.2. Limitation:

- Enough information was not available to me due to confidentiality reasons due to which I had to take the resort of secondary data sources.
- Time constraint was another major roadblock as 3 months' time was not enough to write the report up to its full potential.
- Lack of interest from the employees to share data was another hurdle that I had to cross. I did it by being extra vigilant and strong observation.

- No complete information after the full transition was available to me as by then my internship period was already over.

### 3.3. Findings and Analysis:

#### 3.3.1. Hypothesis:

- **H1** - MIS transition from Matrix to TM1 at UBL will be beneficial for the company in the long run.
- **H0** - MIS transition from Matrix to TM1 at UBL will not be beneficial for the company in the long run.

#### 3.3.2. Findings & Analysis:

From the primary and the secondary data collected from the public information available and the knowledge gathered from Mr. Masrul Mollah, I have come up with the following findings relevant to my report-

##### a) **Outdated technology:**

Since the UBL's current MIS-Matrix is built on old technology, there are various difficulties. The system's outdated features and functionalities make it challenging to adapt to the organization's changing needs. The system's performance and dependability are hampered by the antiquated technology, which also causes delayed reporting, ineffective data processing, and a general lack of agility.

##### b) **Limited scalability:**

The scalability of the existing MIS-Matrix is restricted. The system finds it challenging to handle the increased load as UBL extends its activities and the volume of data rises. This restriction causes performance problems, longer processing times, and lower productivity.

##### c) **Data integration challenges:**

The difficulty of integrating data from diverse sources throughout the company is another issue with the Matrix. The system's lack of capabilities for seamless data integration makes it difficult to combine data from many departments and systems. Decision-making is hampered by this fragmentation since users cannot acquire a comprehensive view of the pertinent data.

**d) Lack of real-time reporting:**

The lack of real-time reporting capabilities in Matrix is a key flaw. Decision-makers heavily rely on static, out-of-date reports that don't give them the most recent information they need to make timely decisions. In a fast-paced corporate environment, UBL's agility and reactivity are hampered by the absence of real-time reporting. Making quick, educated decisions, reacting quickly to market developments, and gaining a competitive edge all depend on real-time reporting.

**e) Advantages of Advanced MIS - TM1:**

According to the analysis, UBL can gain a number of important advantages over the current system by deploying an advanced MIS called TM1. The MIS-Matrix of today has certain limitations, which are addressed by TM1. Among the main benefits are:

- Improved scalability and performance TM1 makes use of cutting-edge technologies to deliver higher performance even with enormous data sets. It has the flexibility to scale to suit future development, allowing UBL to effectively manage growing data volumes, resulting in faster data processing, quicker reporting, and increased productivity.
- Real-time reporting and analytics TM1 offers real-time reporting and analytics capabilities, giving decision-makers quick access to accurate and current information. By enabling prompt response to market changes, trend recognition, and efficient resource allocation, it improves operational efficiency. With immediate insights and superior forecasting made possible by real-time analytics, strategic planning and decision-making are improved.
- Seamless data integration TM1 provides seamless integration with various internal data sources and systems, allowing for the aggregation of data from many departments and the creation of a comprehensive picture of corporate activities. Decision-makers may conduct a more thorough analysis of information, find relationships, and reach well-informed conclusions when they have access to integrated data. In addition to enhancing data accuracy, seamless data integration also does away with the need for manual data entry and reconciliation, saving time and minimizing errors.

**f) Cost-effectiveness and ROI:**

The analysis shows that even while deploying a new MIS - TM1 requires an initial expenditure, the long-term advantages exceed the disadvantages. As a result of TM1's greater efficiency, simplified procedures, and improved decision-making abilities, UBL saves money and sees a higher return on investment (ROI). The

system's capacity to manage higher data volumes and deliver real-time insights helps to lower operating costs, better allocate resources, and streamline business procedures.

### **3.4. Summary and Conclusions:**

The study of the existing Management Information System (MIS) - Matrix and the reasons to move to a new, advanced MIS - TM1 has provided valuable insights into the current system's limitations and the advantages of transitioning to TM1. Here is a summary of the study's conclusions:

Numerous problems exist with the Matrix. The absence of real-time reporting alternatives, slow growth, inadequate data integration, and outdated technology are a few of these issues. Decision-making, efficiency, and quick responses to market changes are all hampered by these problems. Over the current one, TM1 offers many advantages. Enhancements to data integration, real-time reporting, scalability, and decision-making are provided by TM1. Improved data management, accurate and timely reporting, and assistance with strategic planning are all made possible.

The current MIS-Matrix system's issues will be resolved by switching to TM1. The use of TM1 will increase operational effectiveness, improve data management, and strengthen decision-making processes. The advanced functions and features of TM1 will provide the company a competitive edge.

### **3.5. Recommendations/Implications:**

Based on the study, the following recommendations, and implications are presented:

#### **3.5.1. Transition to TM1:**

The main suggestion is to begin the switch from the current MIS - Matrix to TM1. By making this change, the business will receive expanded functionality, improved data management capabilities, and real-time reporting, which will address the shortcomings of the current system.

#### **3.5.2. Develop a comprehensive transition plan:**

Create a thorough strategy that outlines the procedures, timetable, and resources needed for a smooth transition to TM1. Choose important stakeholders, define their roles and duties, and make sure they support you during the transition.

### **3.5.3. Conduct user training:**

Provide thorough training to users on the capabilities and features of the new system in order to maximize the advantages of TM1. To guarantee a seamless transition and encourage user adoption, provide training sessions, workshops, and practical exercises.

### **3.5.4. Data migration and integration:**

Create a clear data migration strategy to make sure that information is seamlessly transferred from the current MIS-Matrix to TM1. Establish mechanisms for ongoing data integration and synchronization while validating data integrity during the migration process.

### **3.5.5. Customize TM1 to specific needs:**

Configure the TM1 system to capture pertinent data, produce unique reports, and promote effective decision-making in order to suit the needs of the organization. Work together with the TM1 implementation team to integrate the system with the workflows and procedures of the organization.

### **3.5.6. Monitor and evaluate performance:**

After implementation, keep an eye on TM1's performance to see any potential areas for improvement. Establish key performance indicators (KPIs) to gauge the new system's efficacy and efficiency and make required corrections as necessary.

### **3.5.7. Embrace a culture of continuous improvement:**

Encourage user feedback on TM1's usability and efficiency to promote a culture of continual improvement. Review and upgrade the system frequently depending on user feedback and changing business requirements.

### **3.5.8. Communicate the Benefit:**

Emphasize how switching to TM1 will address the shortcomings of the current system and increase operational effectiveness, data management, and decision-making for all stakeholders in the process.

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