

**Report on**  
**A report on database creation to digitally reach the growers of Syngenta**  
**Bangladesh.**

**By**  
**Taky Yasir**  
**Student ID: 21104048**

An internship report submitted to the BRAC Business School in partial fulfilment of the requirement for the degree of Bachelor of Business Administration

BRAC Business School

BRAC University

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## Declaration

It is hereby declared that,

1. The internship report submitted is my original work while completing my 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 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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Taky Yasir

Student ID: 21104048

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

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Rahma Akhter

Senior Lecturer

BBS, BRAC University

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## Letter of Transmittal

Rahma Akhter

Senior Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of an Internship Report

Dear Madam,

As a significant aspect of completing my Bachelor of Business Administration (BBA), it is a great honor to present to you my internship report on, "The database creation to digitally reach the growers of Syngenta Bangladesh."

I had the chance to put my theoretical understanding of marketing into practice and learn about actual professional company operations during my internship program. I've mainly focused on some of the major marketing activities and promotional campaign responsibilities of Syngenta Bangladesh Ltd. in my report, as well as my knowledge and expertise there.

I took every effort to compile all pertinent information while putting this research together to maximize the study's trustworthiness, originality, and educational value. On the other side, I trust you would account for any mistakes that could happen due to time restrictions and maintaining secrecy.

I also want to thank you for the thoughtful advice and enlightening suggestions you made about how to write my internship report. Therefore, I hope that this report will satisfy your wants and expectations.

Sincerely yours,

---

Taky Yasir

Student ID: 21104048

BRAC Business School

BRAC University

Date: December 20<sup>th</sup>, 2022

## Non-Disclosure Agreement

This agreement is formed and signed by the signatory student at BRAC University and Syngenta Bangladesh Ltd.

By signing this statement, I, Taky Yasir, guarantee that this report won't include any sensitive information that might harm Syngenta Bangladesh Ltd. This report, which is focused on my daily actions at the office, will be written with the help of the workplace supervisor or line manager.

As a result, as part of the requirements of my internship program, my report won't be published online and will instead be preserved at BRAC University to protect the information's privacy. Both parties in this situation agreed to keep the material used in this report a secret.

## Acknowledgement

First and foremost, the development and creation of my report is completely supervised by my university faculty and internship supervisor Rahma Akhter, Senior Lecturer, BRAC Business School, BRAC University and I am very much thankful for her utmost support and guideline. Without her help, I would not have been able to complete my report before the deadline. After that, I want to express my gratitude to Syngenta Bangladesh Ltd. for giving me the opportunity to work for their company. I also want to thank everyone who works there for their unwavering support while I was an intern there, from the bottom of my heart for their guidance. I want to thank Mr. Nuruzzaman Howlader (Product and Campaign Manager), my on-site supervisor, for giving me the responsibility and encouraging me as I start my career in the marketing field. Then, I'd want to express my gratitude to Md. Hasan Shahriar (Assistant Product Manager), with whom I had the opportunity to work throughout my internship and learn more about the company's internal operations. Further, I want to thank Mr. Raihanul Islam (Head of Marketing) for explaining the business culture to me and sharing his professional experience. I have gained knowledge of a variety of marketing strategies, including digital marketing, brand promotion, brand and product management, campaigns, product safety etc. and I am confident that these skills will be extremely helpful in my future work in the marketing sector.

## Executive Summary

Programs like an internship introduces students to corporate life for the first time. I was given an internship in marketing with Syngenta Bangladesh Ltd.'s marketing division. I completed a study on "The creation of a database to digitally reach the growers of Syngenta Bangladesh." This report was created using my three months of on-the-job training at Syngenta Bangladesh Ltd. Through this internship program, I was able to get knowledge of the real-world operations of a proudly operating international corporation in Bangladesh. The firm has become an industry leader in the fields in which it operates thanks to a wide range of high-quality agrochemicals for the agricultural sector and the overall improvement of Bangladeshi agriculture with guaranteed standards, high-quality services, and most efficient management efficiencies. Regardless of the rapidly shifting business landscape and challenging circumstances, the firm continues to focus on business growth, marketing promotions, and digital marketing advancements while undertaking initiatives to become the strongest and maintain its position in Bangladesh's agriculture industry. The firm relies on highly qualified people resources to effectively utilize its business potentials, contribute to the growth of the corporate culture, and make a substantial contribution to the entire improvement of the agricultural and economic situation of the nation. The company's goals and objectives, however, have not changed despite its remarkable growth and economic expansion; to serve for the sustainability of agriculture in Bangladesh.

**Key words:** Digital Marketing; Marketing Promotions; Sustainability; Culture; Learning.



## List of Acronyms

Ltd = Limited

SUL = Sales Unit Lead

RSM = Regional Sales Manager

SPO = Sales Promotional Officer

SBL = Syngenta Bangladesh Ltd.

ROI = Return on Investment.

# Chapter 1

## Overview of Internship

## 1.1 Student Information

Name: Taky Yasir, ID: 21104048, Program: Bachelor of Business Administration, Major: Marketing, Minor: Human Resource Management.

## 1.2 Internship Information

### 1.2.1 Period, Company Name, Department, Address, Company Supervisor's Information:

I had the wonderful opportunity to complete my internship at Syngenta Bangladesh Ltd. in the Marketing Department for three months under the supervision of Mr. Nuruzzaman Howalder, the Product and Campaign Manager at Syngenta Bangladesh Ltd. Syngenta Bangladesh Limited corporate office is at 5th Floor, Green Rawshan Ara Tower, 755 Satmasjid Road, Dhanmondi, Dhaka-1205, Bangladesh. I have worked on a project of "Database creation to digitally reach the growers of Syngenta Bangladesh Ltd". which is the main topic of my internship report, and this report gives a general overview of my experience there.

### 1.2.2 Job Scope – Job Description/Duties/Responsibilities

My major role as a marketing intern is to support the marketing team in their day-to-day operations. This comprises responsibilities such as prospect client research, marketing campaign development and execution, content creation for multiple communication channels, data analysis, and team strategy development. In addition, aiding with everyday administrative chores such as making phone calls, composing emails, and monitoring databases, as well as working independently to accomplish projects and tasks as given. Working with other divisions within the business to monitor and understand how the marketing team's objectives are fulfilled. Overall, it was my responsibility as a marketing intern to assist the team and be open to take on new responsibilities.

## 1.3 Internship Outcomes

An internship allows students to get significant practical experience in their subject of study. This experience provides students with an advantage when seeking for employment following graduation. Internships are an excellent method to build professional networks. Students can meet and network with professionals in their industry, forming contacts that will be advantageous in the future. Internships allow students to learn about the sector while also gaining insight into the day-to-day operations of a firm. This information might be useful while applying for employment and deciding on a professional path. Internships are a wonderful opportunity to boost your Resume and differentiate yourself from the competition. Employers frequently favor candidates who have taken the initiative to get job experience. An internship is an excellent opportunity to develop skills like as problem-solving and communication that may not be taught in the classroom. These abilities are necessary for working success and can boost your employability. As part of this program, I've been required to write a report about my internship and this report is required to finish the BBA degree at BRAC University since it is a representation of the full experience and comprehension of this curriculum.

### 1.3.1 Contribution to the company

I was fortunate enough to have the opportunity to work at Syngenta Bangladesh Ltd., the world's largest agrochemical firm (MNC), and learn from my supervisor and other employees. It should be noted that the working atmosphere at Syngenta Bangladesh Ltd. is exceptionally friendly, supportive, and courteous, allowing individuals to excel in their roles. Furthermore, I was a member of the marketing department, where I learned everything there is to know about significant marketing activities and campaigns. The following are the specifics of the obligations that were allocated to me:

**1. Database Management and Monitor:** My key contribution to the organization was maintaining and improving an existing consumer database file, as well as updating it daily to track changes. The benefits of this database maintenance and updating are that it allows the marketing department to focus on targeted audiences, design campaigns based on consumer needs, and keep consumers updated via a platform that is currently in development to incorporate Syngenta Bangladesh consumers to stay updated through a platform daily, as well

as keep an eye on the necessary changes and demands under one roof for the entire marketing department.

**2. Conduct Market Research:** Assisting the marketing team with market research to discover target markets, examine customer trends and preferences, and evaluate the performance of current campaigns by evaluating data from surveys and interviews to find market opportunities and possible difficulties.

**3. Execute Marketing Plans:** Assisting with the implementation of existing or new marketing strategies and campaigns to reach the target market, such as developing content, maintaining social media accounts, and organizing events.

**4. Analyze and Report Results:** Analyzing the effect of marketing initiatives and to find areas for improvement. Furthermore, reporting the necessary adjustments or revisions to communicate with stakeholders and use to update the campaign objectives by analyzing the outcomes of existing marketing activities. And preparing a complete report describing the study findings and presenting it to corporate executives.

**5. Support Branding Efforts:** Assisting in the creation and execution of branding strategy. This involves developing content, designing logos and other images, and ensuring consistent brand messaging across all platforms via emails, phone calls, and text messages from all accessible sources.

**6. Contacting with the employees:** Keeping employees informed about day-to-day marketing activity updates is critical for any business's success. It assists employees in understanding how their efforts contribute to the larger picture and how their activities affect the company's bottom line. Reminders of marketing activities and promotional campaigns to sales unit leads and promotional officers to encourage team collaboration as everyone is working towards a common goal, which helps create transparency and trust between employees and management, which aids in the development of a strong corporate culture as well as consumer interaction.

**7. Other Duties:** In addition to these responsibilities, I was tasked with creating campaign results, updating product names on web platforms, developing campaign banners and certificates for campaign participants and winners, scanning, proofreading papers and handouts, producing top page of handouts, and so on. Furthermore, attending meetings with the supervisor and other team members to take notes.

### 1.3.2 Benefits to the student

I had the chance to learn new skills, discover the company culture, and get insightful knowledge of the agriculture industry throughout my internship. To keep track of daily operations and contribute to the important changes that are necessary for any organization to stay up with the expanding culture of the company and its extension, my key responsibilities were establishing and updating the regional and consumer unit databases. Through this experience, I was able to deepen my awareness of the agricultural sector and consider the possibility of a profession that would allow me to contribute to the most thriving industry of our country. I've covered a few techniques in this report, described how the operations function from my experience, and provided some advice based on what I have learned from my undergrad life.

### 1.3.3 Problems/Difficulties (faced during the internship period)

There are some limitations I faced during the internship period; those are:

- The resources accessible to interns are frequently constrained. This can include having the resources to pay for or utilize tools or services or having access to data sources.
- Unlike more experienced digital marketers, I was unable to obtain the same level of training or knowledge as a marketing intern.
- Because internships are often short-term, they may not provide you enough time to fully comprehend the state of digital marketing.
- To learn about the digital marketing sector, as an intern I did not have the same amount of access to meetings, industry events, and other networking possibilities.
- Implementing new methods is challenging as an intern because of the little expertise available to offer ideas for improvements and new approaches.

### 1.3.4 Recommendations (to the company on future internships)

As per the necessity, the internship program of Syngenta Bangladesh should impose some effective plans like conducting a weekly meeting with the supervisor and the intern to establish a complete internship program that is suited to the needs of the organization. Each intern should

have defined goals, objectives, and expectations as part of this program. Therefore, they will have plenty of time to address any concerns or job tasks, as well as clear up any confusions about their roles. Furthermore, as they assign five interns to five different divisions inside the firm, there should be tasks to communicate with one another, execute work together, and provide feedback on their cooperation. A meeting between supervisors and interns should be scheduled at least twice a month so that interns get general direction and assistance throughout the internship. Because the internship term is limited to three months, providing clear and timely feedback to interns during the program will aid in learning from mistakes effectively. As a marketing intern, field visits and practical monitoring and analysis of marketing campaigns, as well as a report submission to my supervisor based on what experience is gained through field visits, would be extremely valuable to learn efficiently.

# Chapter 2

## Organizational Profile



## 2.1 Introduction

Syngenta Bangladesh is a subsidiary of Syngenta AG (agriculture and agricultural), a Swiss multinational agribusiness corporation dedicated to promoting global nutrition and food safety. Syngenta Bangladesh, a well-known agricultural firm, is dedicated to offering farmers with cutting-edge solutions that will help them enhance productivity, boost yields, and manage natural resources more sustainably. Moreover, to help ensure that its products and services are suited to the requirements of Bangladesh's farmers, Syngenta Bangladesh collaborates with the government, research institutions, and other affiliated organizations. To strengthen food security, enhance livelihoods, and lessen environmental consequences, Syngenta Bangladesh is working to create novel technologies and goods that are tailored to stand against difficult circumstances of the country's agribusiness through its research and development operations. Syngenta Bangladesh is pursuing several steps to save seeds. The creation of facilities for research and development to create and introduce new seed varieties, the introduction of high-yielding crop varieties, the use of integrated pest management strategies to lessen the impact of pests on crops, and the implementation of training initiatives to improve farmers' knowledge and ability to produce high-quality crops are a few examples. Additionally, Syngenta Bangladesh has intensified its attention on sustainability and made investments in research and development sectors to lessen the negative effects of its activities on the environment.

## 2.2 Company Overview

Syngenta is one of the leading agricultural businesses in the world. It is one of the most prominent global agricultural companies based in Basel, Switzerland. In Bangladesh, it represents as Syngenta Bangladesh Limited, and it is one of the most well-known firms for products and services related to agricultural production. It is a partnering public limited multinational company, with 60% of the shares owned by Syngenta AG (Agriculture and Agricultural) Switzerland and the rest 40% of the shareholdings are controlled by the Bangladeshi government under BCIC. With 3 zonal and 12 regional offices spread out around the nation, Syngenta Bangladesh's head office is situated in Dhanmondi in Dhaka. It also has four site offices in Gazipur, Bogura, Jashore, and Chattogram, a facility for formulating crop

protection in Chattogram, and a plant for manufacturing seeds in Bogura. Additionally, Bogura is home to a state-of-the-art research and development center where Syngenta employees, regional managers, sales unit and promotional officers, distributors, business owners, retailers, growers, spray professionals, and other key stakeholders attend conferences, monthly or yearly budget meetings, learning workshops, and training sessions. By giving farmers access to cutting-edge goods, resources, and innovations that boost yields, lower crop loss, enhance the quality and safety of commodities, and lessen farming's effect on the environment, Syngenta Bangladesh is assisting in the transition of Bangladesh's agricultural production. This involves the introduction of improved varieties of seeds, enhanced crop protection techniques which are effective in increasing the crop sustainability along with many exceptional biological and digital technology. Furthermore, Syngenta Bangladesh offers training and advice on the most effective agricultural methods, as well as assistance in obtaining finance and other financial services for farmers.



Fig 1: Syngenta Bangladesh Logo & Slogan.

## 2.2.1 Syngenta Bangladesh Limited's Organizational Structure

Syngenta Bangladesh has a total of 12 departments. An insight of Syngenta Bangladesh Ltd.'s corporate structure is given here. Each department works together and effectively contributes to achieve the organization's goals.

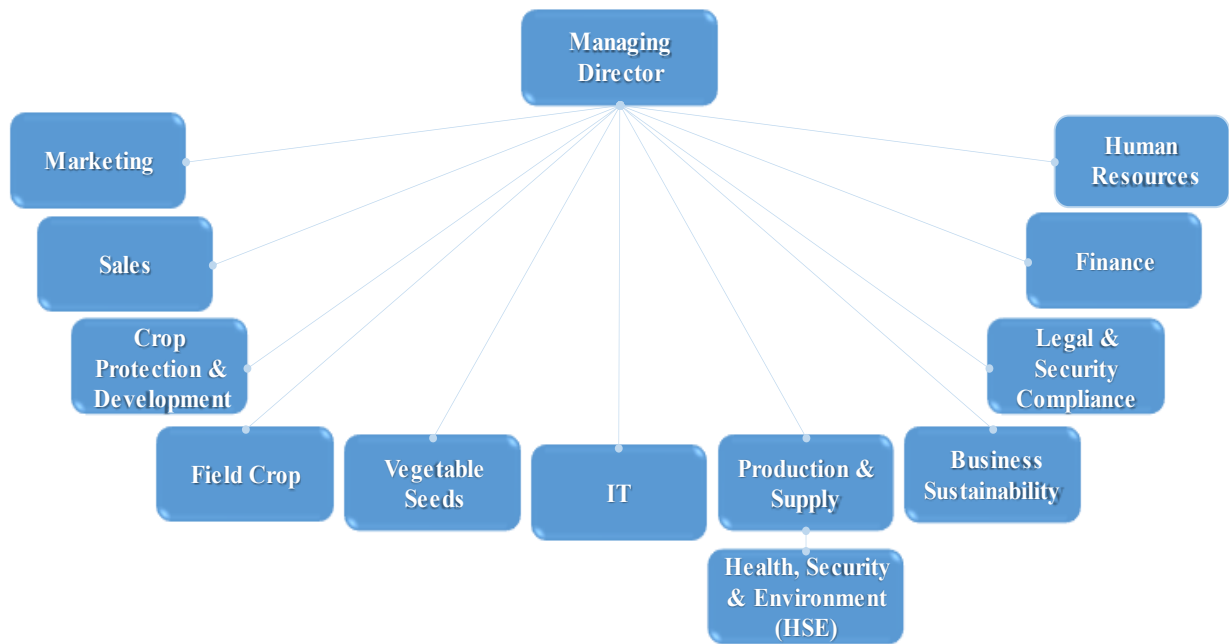


Fig 2: Organizational Structure of Syngenta Bangladesh Limited

## 2.2.2 Syngenta Bangladesh Limited's Business Units

The major business units of Syngenta are.

**Crop Protection:** Farmers in Bangladesh may purchase a variety of crop protection solutions from the sustainable agricultural business area, comprising with herbicides, pesticides, fungicides, and molluscicides.

**Field Crops:** Farmers in Bangladesh can purchase premium hybrid field crop seeds that have been locally modified through the business unit called Seeds. It provides a selection of field

crops such as hybrid rice, vegetable, and other improved agricultural kinds. Hybrid rice, Potato and Corn are the major field crops of Syngenta Bangladesh.

**Vegetable Seeds:** Vegetable seeds is the newly introduced business unit of Syngenta Bangladesh. In the early days of the crop production sector, it was under the field crop department. There is a high demand for vegetable seeds throughout the country because of the massive import of quality seeds from various countries by ensure optimal growth in Bangladesh's environment. As a result, the vegetable seed industry has grown to be one of their most important business units in Bangladesh. The company offers a wide range of vegetable seed varieties including tomato, okra, cauliflower, cabbage, and chili.

**(Crop Protection, Field Crop and Vegetable Seeds are the three major business divisions the firm operates in Bangladesh.)**

**ADAMA:** With a broad range of herbicides, insecticides, fungicides, and other chemicals for use in several agricultural techniques, the ADAMA subsidiary focuses on sustainable agricultural services. The products from ADAMA are intended to assist farmers in maximizing agricultural yields, minimizing crop damage, and safeguarding their financial investments. To ensure that farmers get the most out of their crop protection solutions, the firm also offers professional training and assistance.

**Agricultural Services:** A variety of agriculture services are supplied by Syngenta Bangladesh to farmers to help them become more productive and profitable. These offerings include guidance on crop and plant protection, agriculture research assistance, and specially designed approaches to boost productivity and revenue.

**Digital Agriculture:** Syngenta Bangladesh provides digital agricultural services that provide growers with access to live information on the climate, plant, soil or land and environmental conditions. This enables them to maximize input use, boost production, and help improve judgments on plant protection and nutrition.

**Syngenta Group China:** A multinational agribusiness with a presence in China, Syngenta Group China concentrates on the development, manufacture, and commercialization of seeds, plant protection products, and other related components. Throughout their research and development programs, which are concentrated on creating cutting-edge sustainable agricultural solutions to assist farmers in increasing their productivity and minimizing their environmental effect as they work to foster a future proof agriculture sector.

### 2.2.3 Syngenta Bangladesh Limited's Product and Service

Syngenta Bangladesh is a well-known agricultural firm with a core target market of growers for their high-quality goods and services. They sell seeds and agricultural chemicals. The company aims to develop itself into the most trustworthy and cooperative workforce in agriculture producing lengthy and consistent value for its consumers. Crop protection, Seeds and crop nutrition solutions are just a few of the many goods Syngenta Bangladesh provides.

The **Products** Syngenta Bangladesh offers are.

- Crop protection:

A variety of goods are provided by Syngenta Bangladesh to farmers so they can safeguard their crops from weeds, illnesses, and pests. Herbicides, insecticides, fungicides are the three major product categories.

- Field Crop:

Syngenta Bangladesh offers excellent quality seeds of field crops and vegetables to help farmers reduce their chance of contracting common illnesses or pests including fungus, insects, and other vermin into their crops. Rice, Corn, and Potato are the major field crop products of Syngenta Bangladesh.

- Vegetable Seeds:

Syngenta Bangladesh offers a variety of tomato, okra, cauliflower, cabbage, and chili seed kinds. They provide superior quality and characteristics to the Bangladesh agriculture sector and vegetable market. Currently, these are Syngenta Bangladesh's most popular vegetable seeds.

- Crop Nutrition:

Syngenta Bangladesh offers a selection of crop nutrition solutions that support farmers in maximizing crop production. Fertilizers, soil improvers, micronutrients, and regulators of plant growth are some of these goods.

The **Services** Syngenta Bangladesh offers are.

- Training and Development,
- Trainings on Safe Product Use,

- Spray Operator Training.

Every employee at Syngenta Group is dedicated to performing at the utmost guidelines throughout the firm's marketplaces and cherishes morality and honesty in their activities. They consistently work to keep the caliber of their goods and services high. Moreover, their effective growth plan is a result of their sustainability commitment.

## 2.3 Vision Statement

The goal of Syngenta Bangladesh's vision plan to improve the state of Bangladeshi agriculture is to provide novel goods and services that will contribute to increased agricultural production and stability. Enhancing agricultural assistance, the creation of better seeds and plant-protection products, and the promotion of managing resources are all part of this. Additionally, the business aims to create a network of collaborators with growers, agronomists, government, and non-government organizations along with other stakeholders. The goal of Syngenta Bangladesh also involves funding training and development projects that encourage growth and sustainability in agriculture, as well as funding rural regions to assist them improve their standard of living.

## 2.4 Mission Statement

Syngenta Bangladesh Ltd. is committed to delivering environmentally responsible agricultural solutions that are safe, efficient, and long-lasting to boost their consumer's interest. They want to be a socially and economically progressive contributor of the Bangladeshi community. Moreover, they are committed to their stakeholders and the communities in which they operate their business. They have accomplished several crucial long-term goals due to their commitment to excellence and innovation in all they do to advance agriculture. They are,

### **The Good Growth Plan: A bold new set of commitments for our future:**

As part of the Good Growth Plan, Syngenta is increasing our pace of advancements to better serve the needs of farmers. Their goal is to provide two significant discoveries in sustainable

technology per year by 2025, and to invest \$2 billion in sustainable agricultural production and innovations by that year.

#### **Innovation for Farmers and Nature:**

Promptly investing further in sustainable agricultural developments, which will benefit both farmers and the environment. Every year, they should be able to provide two major breakthroughs in environment friendly technologies. The goal should be to leave as little leftovers as possible on crops and in the soil.

#### **Carbon Neutral Agriculture:**

Their goal is to achieve carbon neutrality in our farming practices and business. They will continue their efforts to improve the biodiversity and improve soil on 3 million acres of rural land by offering technology, facilities, and instruction to growers. To help achieve the objectives of the Paris Agreement, they pledge to cut the greenhouse emissions of our activities in half by 2030. Because of the Research Driven Targets project as their dedication was recognized and accepted by (SBTi).

#### **Partnering for Impact:**

By collaborating and honest discussion about the benefits of agricultural innovation for farmers, the environment, and society, backed by effective sustainable management at the top management, they will be able to reach their high goals.

#### **People's Health and Safety:**

Renewing their pledge to aid in the safety of individuals by instructing 8 million agricultural workers annually on safe practices and seeking out ethical labor throughout our whole distribution process.

## **2.5 Marketing Practices**

In all its marketing endeavors, Syngenta Bangladesh is dedicated to using ethical marketing techniques and keeping the highest standards of professional behavior. The business upholds a strong code of conduct. Product, pricing, promotion, and location make up the four Ps of marketing. For Syngenta Bangladesh, these four components are crucial since they serve as the

cornerstone of a successful marketing plan. Syngenta Bangladesh can contact its target audience, comprehend their wants, and develop an efficient marketing strategy that is suited to their market and goals by comprehending and employing these four factors.

**1. Product:** Syngenta Bangladesh offers a selection of goods to its clients, including premium seeds, fertilizer, and integrated agricultural solutions. The business also provides a wide range of digital tools and services, including data analysis, soil testing, and agronomic consulting.

**2. Price:** Syngenta Bangladesh charges reasonable pricing for all its goods and services. To make sure that its products are available to the public, the firm has a robust distribution network and collaborates with nearby farms.

**3. Place:** Syngenta Bangladesh has an extensive network of distributors and shops across the nation. Customers may buy the company's items online from the convenience of their homes thanks to the company's internet presence.

**4. Promotion:** Syngenta Bangladesh uses a variety of promotional strategies to reach out to potential customers. These include traditional poster advertising, sales executives conducting farmer meetings, caravan advertising in targeted areas, units, or regions. Moreover, radio and television advertisements are prohibited as they are a hazardous agro-chemical company with goods that are toxic to humans and other animals if they come into direct contact with the chemicals. Furthermore, social media platforms and websites are utilized to promote products and details. In addition, to raise awareness of its goods, the company often sponsors seminars, workshops, and agricultural activities.

## 2.6 Management Practices

For Syngenta Bangladesh, management techniques are crucial since they serve to guarantee the smooth running of the company. It aids in establishing norms for moral conduct, prudent financial management, and strategic planning. Corporate management procedures aid in ensuring that business operations are productive and economical and that staff members are properly educated and motivated along with aiding in maintaining a competitive edge and maximizing profitability. The major management practices are.



**1. Employee Recruiting and Selection:** To guarantee that the appropriate individuals are employed for the correct jobs, Syngenta Bangladesh uses a strict recruitment and selection procedure. To find and hire the finest people, the business consults both internal and external referral sources.

**2. Performance Appraisal:** Syngenta Bangladesh conducts formal performance appraisals on all its workers on a regular basis to evaluate their performance. This procedure aids the business in identifying areas for development and honoring individuals who have been working admirably.

**3. Training and Development:** Syngenta Bangladesh makes investments in its workers' training and advancement through several initiatives. This includes mentorship programs, workshops, frequent field visits, employment rotations, and on-the-job training.

**4. Compensation and Benefits:** Syngenta Bangladesh offers its workers competitive pay and benefits. This covers bonus programs, health coverage, and retirement perks.

**5. Employee Involvement:** Through a variety of initiatives, Syngenta Bangladesh promotes employee engagement. This covers routine employee communication, employee appreciation initiatives, and volunteer work.

## 2.7 Financial Performance and Accounting Practices

The financial and accounting systems of the organization are designed to assure the quality, accuracy, and credibility of the financial data. The financial and accounting practices of Syngenta Bangladesh are based on the International Financial Reporting Standards (IFRS). From analyzing their financial reports and performances it is identified that their profit rate has increased by 5%. Their noncurrent liabilities as well as current liabilities are reduced by 2%. These findings show their growth from the previous position to a better and strong position in the current market with the other competitors. They have a strong financial team who manage all the finance related activities. To remain clear and accountable to the employees, Syngenta Bangladesh maintains regular internal and external audits as per organizational rules. The company is devoted to fostering openness and compliance with all applicable rules and regulations. Bangladesh complies with all relevant laws and regulations. The company also has an excellent corporate governance framework in place Syngenta Bangladesh works hard to

ensure that its accounting methods are ethical, and in accordance with all local legislation as well as worldwide best practices.

## 2.8 Operations Management and Information System Practices

Through sustainable agriculture and creative solutions, it is dedicated to assisting farmers in raising their production and revenue. An integrated Operations Management and Information System (OMIS) at Syngenta Bangladesh aids in the management, oversight, and optimization of the company's operations.

**1. Operational Planning:** A thorough operational planning system has been implemented at Syngenta Bangladesh to ensure effective planning of their operations, they make use of the most recent technology. Budgeting, inventory management, manufacturing, and demand forecasting are all included in the system. This aids the business in determining areas that need improvement and in making expansion plans.

**2. Production Management:** Syngenta Bangladesh employs a production management system to make sure that its manufacturing processes are effective and economical. Resources, manufacturing expenses, and scheduling are all tracked by the system. Monitoring the caliber of their items is also helpful.

**3. Inventory Management:** Inventory management system is used by Syngenta Bangladesh to monitor the movement of supplies to retailers of raw materials, completed commodities, and other commodities. This makes it possible to guarantee that the business has the resources needed to fulfill client demand.

**4. Supply Chain Management:** Syngenta Bangladesh has a comprehensive supply chain management system in place. This helps to ensure that the company can meet customer demand in a timely and cost-effective manner.

**5. Customer Relationship Management:** To keep track of client orders, questions, and comments, Syngenta Bangladesh employs a system for managing customer relationships. This makes it feasible for the business to offer the finest possible client service.

**6. Information System:** Data management and storage are handled by a sophisticated information system where every employee can store and manage their information safely under

one roof without having to worry about any data related circumstances at Syngenta Bangladesh. By doing this, the business can take actions with the adequate information.

**7. Quality Management:** A quality control system is used by Syngenta Bangladesh to guarantee the best standard of its products. Maintaining consistency, delivering products in a proper way so that it can handle difficult environments and keep up with its quality while preserving makes it more likely that the business will be able to live up to client expectations.

**9. Risk Management:** To recognize and control possible hazards, Syngenta Bangladesh employs a risk management system. This makes it more likely that the business will be able to react quickly to unexpected problems such as fire outbreaks, safety of employees, product safety, warehouse management, adequate training in case of emergency needs etc.

## 2.9 SWOT Analysis

SWOT analysis is important for Syngenta Bangladesh because it can help the company identify its strengths, weaknesses, opportunities, and threats. This analysis may offer the organization insightful information about its present state and aid in improving its future planning. Syngenta Bangladesh can find potential opportunities and areas for development with the use of SWOT analysis. Syngenta Bangladesh may better establish strategies to assist them in achieving their goals by knowing the internal and external elements that could have an impact on the company's performance.

In the aspect of Syngenta Bangladesh Ltd., the SWOT analysis is discussed below:

### **Strengths:**

- Syngenta Bangladesh Limited has a strong brand name and reputation in the market.
- They offer a diverse variety of goods, such as crop protection and seed solutions.
- Syngenta Bangladesh Limited has a strong presence in the agricultural sector in Bangladesh.
- The company has a strong network of distributors and agents in the country.
- The company has a long-standing relationship with farmers and is committed to providing quality solutions.

### **Weaknesses:**

- The company lacks focus on local innovation, inadequate training, and development of local employees.
- Syngenta Bangladesh Limited lacks adequate resources to promote its product offerings.
- The company has limited access to capital to fund expansion initiatives.
- The company lacks local access to advanced technologies and resources to compete with larger companies.

**Opportunities:**

- Syngenta Bangladesh Limited can capitalize on the growing demand for agricultural inputs in Bangladesh.
- The company can focus on expanding its presence in rural areas by establishing a strong distribution network.
- The company can explore opportunities for collaborations with partners in the agricultural sector.
- The company can leverage its strong brand name to develop innovative products for the local market.

**Threats:**

- Syngenta Bangladesh Limited faces competition from global agrochemical companies.
- The company is subject to the risk of increased regulation and taxation.
- The company is vulnerable to fluctuations in commodity or local prices.
- The company is exposed to the risk of natural disasters, which can affect the availability of inputs and impact production.

## 2.10 Organizational Culture

There is a strong tradition of innovation, teamwork, and creative problem-solving environment at Syngenta Bangladesh. The company has organized the office in such a way that it encourages employees to come up with novel solutions to problems and work together to achieve their goals. Making ensuring that everyone gets the potential to participate to the overall success of the company is another key objective. They genuinely care about the growth and well-being of its employees. Organizing birthday parties, celebrating significant occasions,

coming up with creative approaches and presents for each employee to make them feel valued are a few of the key elements to get their staff involved and motivated at work, which fosters workplace engagement. To enhance the employees' abilities in the workplace, they also conduct skill development programs. The goal of Syngenta Bangladesh is to appreciate its workers and give them access to a secure and productive workplace. The firm also supports staff members in expanding their responsibilities and honing their abilities. The corporate structure of Syngenta Bangladesh is based on the principles of compassion, cooperation, trust, consistency, honesty, and creativity. The company promotes transparent communication, ongoing development, engagement, and collaboration among all their employees. Syngenta Bangladesh welcomes the benefits of diverse origins, viewpoints, innovation, and ideas because it really believes that variety among people and teams builds growth. They take pride in empowering people to achieve and provide the finest services to the company. The workplace at Syngenta Bangladesh is professional yet friendly, and the business strives continue providing each employee a fair shot at advancement. When necessary, individuals are urged to use leadership and take the responsibility to step up. Additionally, Syngenta Bangladesh seeks to create a comfortable and well-structured environment where workers feel valued and comfortable to express their thoughts.

## 2.11 Significance of the Study/ Conclusion

An internship in marketing in an agribusiness firm may be very advantageous for both the organization and an intern. In addition to gaining expertise in a distinctive business, interns can add new insights and viewpoints to the company's conventional marketing strategies. The advantages for the business include learning how to use digital marketing tools to improve exposure, forge partnerships, and boost sales. Additionally, an intern's innovative ideas and expertise in marketing strategy may help the business target its agro - based products and operations by giving valuable insight into client desires and requirements. In general, a digital marketing internship can benefit both parties' chances of success in the future. For local, national, and international economies and societies, an organization such as Syngenta Bangladesh Ltd. based on agricultural growth is crucial. Understanding how to develop and carry out sector-specific marketing and communication plans that would help Bangladesh's agriculture industry succeed. Fostering connections with important players, marketers, and

companies in the industry; assisting in the development of the industry and its goods; creating marketing materials and events to boost market exposure; and directing research programs to find new growth potential. Additionally, developing clever and distinctive ideas and tactics to promote higher customer interaction and create persuasion-provoking material that influences people to make purchases. Finally, developing internal teamwork skills can help you contribute to the agriculture sector in the future by ensuring that marketing activities are carried out and tracked effectively. SBL offers benefits including agricultural production and soil analysis as well as agricultural goods like pesticide and seeds. The yield of farmers is increased, and high-quality crops are produced. In turn, this contributes to improved well-being of the people, major communities as well as increased food sustainability for future. Finally, it can support families with farming background to not lose hope and continue their traditional approach to contribute to the success of the agricultural growth and sustainability of Bangladesh.

# Chapter 3

## Project Part

### 3.1 Introduction

The first stage in developing a database to digitally reach Syngenta Bangladesh growers is to compile a list of relevant information from the existing data and by adding additional data. This list includes the retailer's information, growers' contact information, any demographic data (such as age, gender, and location), their areas of expertise, and any other pertinent information. This list will be kept confidential, safe, and searchable in a database. Syngenta Bangladesh is working on building a website and an app that allows them to view the list and interact with Syngenta Bangladesh after it has been produced. The digital database creation is important because it will contain a collection of organized information that can be easily accessed, managed, and updated. Moreover, Syngenta Bangladesh is establishing a strategy to keep growers informed of the latest news, advancements, and possibilities relating to the firm including mail newsletters, social media campaigns, and other digital marketing activities through their platform. This database will contain a complete list of all growers in the nation, which is collected from area wise sales where they can input the information about the existing growers and can add new growers. The information may also be utilized to track grower growth and suggest prospective areas for improvement. Furthermore, the collected information will assist Syngenta in developing successful marketing campaigns and gaining a deeper grasp of the local market. Finally, a digital database will enable Syngenta to have a deeper knowledge of local producers' requirements and preferences, allowing them to navigate their services appropriately. To create an efficient database, one needs to follow certain processes. These processes are briefly mentioned below,

1. Gather Information: Gather pertinent information from a range of sources, including sales surveys, market research, and sales records.
2. Data Organization: Lay out the structure and connections between the data in a data model.
3. Input Data: Upload the information to the just formed database.
4. Validate Data: Verify the information again to verify correctness.



5. Analyze Data: Make sense of the information and spot trends.
6. Report Results: Compile reports with a summary of the analysis' findings.
7. Performance Monitor: Track database performance over time by monitoring its performance.
8. Update Data: Change or add new information in the existing database as necessary.

### 3.1.1 Literature Review

The importance of digital databases in the agriculture industry is advancing. They make it easier and more dependable for farmers and other stakeholders to store, arrange, and retrieve data. This report aims to provide an overview of the literature on the development of digital databases in agro firms. For Syngenta Bangladesh, constructing databases is a crucial tool for ensuring that their operations are carried out properly and efficiently. Using a digital database allows for cost savings by increasing data accuracy and enabling better decision-making. Moreover, there are possible security hazards connected with keeping confidential material in a database file, as well as the requirement for proper employee training to utilize a digital database successfully. Also, to increase the efficiency and effectiveness of agriculture companies digital database can be utilized to improve operations such as managing inventory, quality management, and monitoring by analyzing the outcomes. Research by Uddin et al. (2018) found that databases aid businesses in monitoring their operations, clients, and goods. They offer an effective method of managing and storing data, making it simpler to obtain the needed data rapidly and precisely. Organizations will be able to access, store, and analyze vast volumes of data quickly and easily because of digital databases. It will enable them to enhance customer service, streamline procedures, and make better decisions because of this. Databases may also assist businesses in seeing patterns and trends in their consumer base, giving them a greater understanding of the wants and needs of their target market.

The creation of databases is crucial for supporting Syngenta Bangladesh's decision-making procedures. According to a study by Goh et al. (2016), digital databases have been found to be more efficient than traditional databases in terms of data retrieval and analysis. Databases enable the business to gather information about the performance of its goods, customer comments, and customer happiness, enabling it to make well-informed decisions on how to

best serve its customers. Additionally, databases may aid in the execution of marketing and promotion strategies by offering insights into client wants and preferences, allowing the business to decide how to effectively contact its target market. Database collecting is crucial for marketing and decision-making, but it's also crucial for customer care at Syngenta Bangladesh. The business may offer tailored customer service and better serve its clients by gathering and retaining consumer information. Additionally, databases may assist the business in locating and addressing client complaints, enabling them to resolve consumer concerns rapidly and effectively. Overall, Syngenta Bangladesh relies heavily on database collecting as a technique. It makes it possible for the business to effectively store, manage, and retrieve data, making it simpler for them to see patterns, make choices, and offer individualized client care. The business may make sure that its operations are carried out successfully and efficiently by utilizing databases.

### 3.1.2 Objective(s)

The goal of building a digital database for Syngenta Bangladesh is to make it easier to access and administer its goods and services. The database will also assist Syngenta Bangladesh in tracking consumer demands, preferences, and trends to better meet and satisfy customers. It will also allow Syngenta Bangladesh to simplify processes and improve service efficiency. Furthermore, the digital database would assist Syngenta Bangladesh in lowering the expenses associated with traditional data entry and management. The major objectives are,

**Establish Targeted Audiences:** The collection of digital marketing database platform can help Syngenta to segment and target their audiences more effectively. This allows for more precise targeting of potential customers, and improved targeting of existing customers.

**Monitor and Analyze Consumer Behavior:** Digital marketing database platforms allow SBL to track and analyze consumer behavior, giving them insights into what works and what doesn't. This helps them optimize their campaigns and increase their ROI.

**Create More Personalized Experiences:** With a digital marketing database platform, marketers can create more personalized experiences for their customers. This helps them build better relationships, which can translate into increased loyalty and revenue.

**Automate Tasks:** Digital marketing database platforms can help automate tedious tasks, such as segmenting, targeting, and tracking. Automation can help marketers save time and money while running campaigns more efficiently.

**Collect and Store Data:** A digital marketing database platform can collect and store data from various sources, such as emails, website visits, and social media posts. This data can then be used to better understand customer behavior and create more targeted campaigns.

**Measure Performance:** Digital marketing database platforms can help marketers measure the performance of their campaigns. This can help them optimize their strategies and focus their resources on what is working.

### 3.1.3 Significance

The construction of a digital database is essential for Syngenta Bangladesh. It enables the company to store and manage massive volumes of data that can be utilized to guide choices and truly comprehend their consumers, goods, and services. It also enables them to assess and track trends, discover areas for development, and gain a better understanding of their markets. Furthermore, digital databases may be utilized to facilitate interaction and cooperation amongst departments, allowing Syngenta Bangladesh to fulfill their marketing objectives more quickly and effectively. A digital database can help Syngenta Bangladesh improve their business performance by providing them with real-time insights into their operations. This will help them make informed decisions that can lead to improved efficiency and profitability.

### 3.2 Methodology

During my internship, I was able to start performing my task based on primary resources since they were easily available as an employee of Syngenta Bangladesh Ltd., and most of the key work was done through basic information collecting. Furthermore, secondary sources were important to accurately complete and update the database section since it required a good structure with valid information as well as an intensive analysis to acquire real-life updates and grasp the understanding of the responsibilities. The sources are,

### **Primary Sources:**

1. My Line-Manager.
2. Interviews with corporate staffs and other personnel.
3. Existing sales database of retailers, distributors, customers, and potential customers.
4. Analysis of retailer data collected through various channels such as marketing campaigns, workshops, social media, etc.
5. Corporate reports and other legal documentation from officers of sales units and sales promotion.

### **Secondary Sources:**

1. External reports of company exclusive retailers and sales executives.
2. Direct communication with Sales Unit Leads, Sales Promotional Officers, and other sales executives of Syngenta Bangladesh Ltd.
3. Analysis of practical or live SUL, SPO's, retailers and staff meetings.
4. Marketing campaign analysis.
5. Social media posts, comments, and inquiries.

## **3.3 Findings and Analysis**

The marketing department is an important aspect of the firm. Its efficiency is crucial to the smooth and successful completion of each fiscal year. As an intern, I've seen some benefits and drawbacks. Some of these are connected to Syngenta's organizational strengths and limitations. Some of my significant findings and observations while working on this project are listed below.

### **3.3.1 Database Creation Process in the Organization:**

- Establish a database policy: Create a database policy outlining the goals, restrictions, and guidelines for the database. Security, user access, data retention, and adherence to industry requirements should all be considered.

- **Determine database requirements:** By analyzing corporate needs and establishing database goals, it requires developing a data model, choosing the categories of data to be kept, the database's layout, and the user needs.
- **Design the database:** Lay out the database's logical and physical structure. This include establishing keys, fields, and connections between tables, as well as generating new tables and fields.
- **Develop the database:** Creating a user-friendly platform to input all the data accurately.
- **Test the database:** Conduct tests to make sure the database is operating as it should. This entails guaranteeing data security, performance, and scalability, as well as the accuracy of the data.
- **Deploy the database:** Install the database in a live environment. These covers managing backup and recovery, creating user accounts, and monitoring performance.
- **Maintain the database:** Updating database queries, monitoring system performance, and effectively communicating any issues along with keeping the information private and accessible to company employees only.

### 3.3.2 Understanding the Benefits of Digital Database Creation

Digital database creation for Syngenta Bangladesh offers several benefits, including:

**1. Improved Efficiency:** Digital databases are more structured and efficient than paper-based file systems, allowing for quicker data entry and retrieval. Employees may instantly access the information they want without having to manually search through physical files, which can contribute to increased productivity.

**2. Increased Accuracy:** Because digital databases eliminate the need for human data entry, the danger of mistakes is reduced. This assures that the data in the database is correct, dependable, and current.

**3. Cost Savings:** Because digital databases are more efficient and accurate, they can assist Syngenta Bangladesh in saving money by lowering labor expenses related with manual data input.

**4. Improved Security:** Only authorized staff will be able to access sensitive information thanks to the ability to create permissions and limitations for users in digital databases. This guards against illegal access to client information and other sensitive data.

**5. Easy Accessibility:** Employees may have remote access to crucial data from any location with an internet connection thanks to digital databases. This makes it possible for Syngenta Bangladesh to keep employees informed and on the same level, regardless of where they are.

**6. Enhanced Customer Service:** Syngenta Bangladesh may enhance customer service by responding to consumer enquiries more quickly and accurately with the use of a digital database. They will increase client loyalty and contentment by doing this.

I performed an offline survey with the approval of my supervisor to learn about and comprehend the benefits of creating a digital database. And this survey provides a knowledge of main critical factors that contribute to the company's success.

Table: 1 - Employee Perception on the creation of digital database.

Statement: Benefits of digital database	Participants: 18		
	Agree	Disagree	No Response
Improved Efficiency	12	3	3
Increased Accuracy	12	3	3
Cost Savings	13	2	4
Improved Security	14	2	2
Easy Accessibility	15	2	1
Enhanced Customer Service	13	3	2
Increased Productivity	14	3	1

Fig 3: Survey on employee perception on the creation on digital database.

### 3.3.3 Examining the Challenges & Gaps

Even though Syngenta Bangladesh Ltd. has an effective existing database collection method in place, there appears to be some gaps and issues with the entire database gathering process as

well as difficulty getting accurate information. If Syngenta Bangladesh can overcome these obstacles, they will achieve even greater success.

The challenges and gaps are mentioned below:

**1. Lack of Reliable Technological Infrastructure:** The reliability of the current technical infrastructure is insufficient to enable Syngenta Bangladesh's development of a digital database since numerous modifications are required for a reliable data gathering approach. To guarantee the success of its digital database, the corporation must make investments in dependable, secure, and exclusive technical infrastructure.

**2. Lack of Digital Literacy:** Many of Bangladesh's smallholder farmers do not possess the digital literacy skills needed to use the digital database efficiently. To guarantee that farmers can comprehend and utilize the digital database, Syngenta Bangladesh must educate and train them to understand the use of the digital resources.

**3. Limited Access to Mobile Devices:** The limited accessibility of mobile devices in Bangladesh's farmer level consumers might hinder Syngenta Bangladesh's ability to successfully implement the establishment of a digital database. Finding innovative ways to provide farmers access to mobile devices or deliver day-to-day services via region-specific sales representatives would spark interest and function as an effective response to Syngenta Bangladesh's success in digital marketing.

**4. Limited Access to Affordable Internet:** Access to affordable and decent level of internet is limited in Bangladesh, which may impede digital database adoption in consumer level. Because access to digital database systems is challenging in rural areas for not having proper internet connections, Syngenta Bangladesh must create efficient ways to supply farmers in specific locations with affordable or free internet connections.

**5. Lengthy Process:** Compiling consumer and sales data manually takes a lot of time to build a reliable and current database. Because of this, sales representatives who interact with customers and retailers frequently require time to confirm the data is valid and must also wait for manual data updates. As a result, the process of updating both old and new data is often sluggish. Additionally, this hinders productivity and timeliness about daily updates for customers and retailers.

**6. Data Security Concerns:** Digital databases raise serious concerns about data security. To safeguard the data from unwanted access, Syngenta Bangladesh must make sure the database is secure by taking necessary steps.

### 3.4 Recommendations

Solving challenges before establishing a digital database for Syngenta Bangladesh is important because a successful digital database needs to be built on a solid foundation of reliable, secure, and effective technology. Without addressing existing challenges, such as data security, data integrity, data quality, and access control, the digital database cannot be expected to perform properly or meet the needs of the company. Additionally, my recommendations to ensure that the database is tailored to their specific needs and will be able to meet the evolving demands of their business are mentioned below.

**1. Establish a reliable and stable database infrastructure:** The first stage in building a digital marketing database for Syngenta Bangladesh is to create a secure and trustworthy database architecture. This should consist of the required hardware and software, such as a secure server and a secure database management system.

**2. Identify and gather customer data:** The following stage is to determine and gather consumer data. This might contain contact details for customers, data on how often they use products, preferences of customers, and any other information that can be pertinent to the company's marketing goals. Data collection procedures should be in line with data protection laws.

**3. Create simple forms for data entry:** Once the information has been gathered, a digital database should be used to store it. It's crucial to provide user-friendly data entry forms to guarantee accuracy and simplicity. The user experience of the consumer and retailers for user friendly and comfortable interface should be considered when designing these forms.

**4. Back Up Data:** To ensure that all acquired data is routinely backed up is a crucial step in building a digital database. To prevent data loss in the case of a system malfunction or other problems, this is important.



**5. Safeguard Database Access:** It is critical to secure database access to guarantee that only authorized individuals may access the data. The data should be shielded from unauthorized access by security measures.

### 3.5 Conclusion

It's essential to understand the difficulties in building a database to connect Syngenta Bangladesh's growers to the digital world as it will enable Syngenta to spot possible issues and deal with them before they become serious ones. Syngenta can create more effective tactics and marketing efforts to connect with more producers and broaden its clientele by having a deeper awareness of the difficulties that farmers confront. Furthermore, by being aware of the difficulties involved in building databases, Syngenta can make sure that the information gathered is reliable and updated, enabling the firm to make judgments regarding its products, marketing approaches, and other business-related considerations. It's critical to comprehend the difficulties associated with building Syngenta Bangladesh's digital marketing database since doing so would enable the firm to better understand its clients, tailor its messaging to the appropriate people, and increase its return on investment. A thorough database of its clients allows Syngenta Bangladesh to precisely follow consumer behaviour and preferences, customize marketing initiatives to meet the unique demands of each client, and boost client loyalty and satisfaction. Having a top-notch digital marketing database may also assist the business in better understanding which channels are most effective with its target customers, enabling it to concentrate its efforts on those channels. Lastly, a significant database may assist Syngenta Bangladesh in better comprehending and managing its client interactions, which will boost client engagement and loyalty.

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